



## WHY BRANDS ARE INCREASINGLY CREATING EXPERIENCES & ADVENTURES TO WOO CONSUMERS

### CONSUMERS INCREASINGLY DESIRE EXPERIENCES OVER THINGS.

But companies that sell physical products aren't out of luck. In fact, many are capitalizing on consumers' taste for experiences to make their products more appealing and bolster their brands. Take, for example, Leica, the German manufacturer of high-end cameras. It's getting into the travel business to engage photography enthusiasts.

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### How Keeping It Simple Applies to Live Social Media

**Zeroing in on a few simple best practices can ensure that your next live social media campaign runs according to plan**

One of the most rewarding aspects of social media is the interaction you have with consumers. But an in-market, live social media campaign provides a deeper level of instant gratification, in-the-moment results and real-time engagement. Not many channels can so quickly raise brand awareness, sway sentiment and influence audiences. As these types of campaigns become more creative and push new boundaries—some recent examples include a live fireworks display in London, epic Super Bowl halftime contests and live Times Square broadcasts—there's no need to be overwhelmed by the gravity of the effort.

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### For Gulf consumers, digital brands are what they live by

**Gulf consumers have an overwhelming closeness to social and media platforms — with WhatsApp topping as the must-have brand — while their global counterparts still show some empathy for brick-and-mortar.**

A new survey by the authoritative branding consultancy Siegel+Gale shows WhatsApp a clear leader of the pack, and ahead of YouTube (a perennial favourite with the youth in the region), Google (its map and search engine among them), Samsung (despite the Note 7 fiasco) and Facebook.

And the prime reason why these brands were chosen over others is because of the ease of access they offered users.

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### Communications needs a touchy-feely narrative

**Today's consumers will only go in for a deeper connect with personalisation**

Time runs fast, and as with many other things, PR and the overall way of communication have gone through an amazing transformation.

To stay ahead of changes, businesses must continuously adapt — be it how they operate, motivate their team, manage finances or conduct communications with their target audience.

While advertising and more traditional ways of communication are losing consumers' trust, businesses that master the new ways of connecting with audience will continue to evolve.

So what are some of the fast-growing trends that brands shouldn't ignore?

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### Three full-stack marketing trends for 2017

**The concept of the full-stack marketer is relatively new. It refers to someone who has a 'full stack' of skills - creative, technology, and data - and can deliver in any one of the areas, or across all three.**

Such a person will, naturally, tune in to what's happening across advertising, marketing technology and even data science. But what are the trends which are affecting all three? What's happening 'across the stack'?

#### 1) Marketing will be (technically) easier in 2017

The video starts off with a statement which goes against many other trend reports. Instead of things becoming more complex, Mr Hartman suggests that marketing technology is actually going to become simpler in 2017 for the first time.

Before considering the implications, it is first good to consider the evidence. Is digital becoming less complex and, as a result, easier to manage?

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### A phygital world: Our digital and physical experiences are becoming seamless

## campaign LET'S GET PHYGITAL

Online-offline is nothing new. Combined experiences are becoming common and seamless, says Tom Roy

**There's that joke about non-stop flights. How can you get off, ever, if the flight actually doesn't stop? When I hear about 'digital' I am equally confused. How can you experience anything that's digital without being in the physical realm?**

You see what's on screen, you listen to podcasts, you touch that smartphone, don't you? So, actually, it's really an online - offline world at any given time.

#### AR, VR and physical

AR and VR are both manifestations of this. The unprecedented success of Pokémon Go is the first example that comes to mind. The mobile app uses GPS and augmented reality technology to lead users on a hunt for the digital pets - who are scattered around across the physical world.

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### Saudi Telecom rated most valuable Arab brand

**Company comes in ahead of Emirates, while Google secures top spot in global rankings**

Saudi Telecom Co (STC) edged past UAE's leading names to be rated as the "most valuable brand" in the region in the influential Global 500 rankings put out by Brand Finance annually. Emirates airline holds the top spot in the UAE, while etisalat was able to record a 45 per cent gain in its brand value.

But, globally, there was a slight slip up for Apple, being edged out by after five years at the top spot. In its stead comes Google with a brand value of \$109.5 billion (Dh401.8 billion), rising by 24 per cent (from \$88.2 billion) while Apple's declined from \$145.9 billion to \$107.1 billion. (Google occupied the top position back in 2011.)

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### 4 Secrets to Social Video Success

**It's one thing to produce a video but quite another to create one that will engage, delight and persuade your audience**

The power of social video marketing is increasingly touted as the fastest way for brands to build engagement with customers and prospects. In a recent survey, 80 percent of content marketers said videos published on Facebook, Instagram and Twitter have directly impacted their business. To give just one example: After we started producing video content for kitchenware brand Cleanblend, its Instagram followers increased by 450 percent.

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### Brands learn to play by social media rules

**But they are getting quicker at changing their ways in response to trends**

As the digital space continues to evolve in a predictable — and at times quite unpredictable — environment, brands need to keep experimenting with methods of content delivery to have a grip on the imagination of their target audience. Brands who are daring on what they do with social media always have an edge.

Several platforms are now having a more defined audience according to age, gender and other demographics. Dormant social media platforms which are not very active are closing as brands consolidate their social presence to have a more effective reach.

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