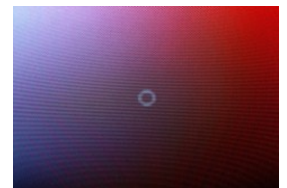


World Cup is the most social sporting event of all time

The World Cup has generated over a billion interactions on Facebook (compared to the 120 million for the Sochi Olympics). Brands have upped their social activity, with live tweeting and reactions to the games and stories as they occur. The Suarez biting incident was a gift to many brands, with Snickers and McDonald's gaining over 40,000 retweets, whilst other brands failed to capitalise. [READ](#) [READ](#)



Implications

As most brands are across social media, creating relatable and relevant content is the key to leveraging the engagement around popular events. Mediocre content, tenuously linking the brand and events is in danger of provoking cynicism or being ignored.

Amazon unveils Fire Phone

Amazon unveiled its first smartphone, the \$199 Fire Phone, which will be launched in the US this month. As well as boasting 3D visuals, it can be pointed at any item, identify it and provide the option to buy it. Amazon hope the Fire Phone will disrupt the status quo of the smartphone market place. However, analysts are cautious, as the device uses a modified version of Android, which means users will be limited to software and apps offered in Amazon's online store. [WATCH](#) [READ](#)



Implications

If successful, Amazon will integrate its customers' buying experience, broaden its m-commerce ecosystem, and collect enhanced data on its users, broadening their own ecosystem, rather than relying on Google.

LinkedIn 20 most influential UK brands

Based on LinkedIn's Content Marketing Score, calculated by measuring members' engagement with content on the platform, LinkedIn found that there were a number of sectors excelling in developing strong content marketing strategies. Media brands including The Financial Times, The Economist, the BBC and Sky all featured highly within the rankings. [READ](#)



Implications

The findings suggest that traditional media brands are successfully transferring their ability to engage audiences in social media environments. For the B2B audience, content marketing can be an effective way for brands to reach and engage with LinkedIn's 300m professionals.

Facebook's answer to Snapchat?

Facebook has launched 'Slingshot', a new photo-messaging app. The app will enable users to share photos and videos with friends and to send 'reaction-shots', received photos must be unlocked by 'slinging' a different photo back to the original sender. Like Snapchat all images are deleted once sent and users can annotate and caption their photos. [READ](#)



Implications

Slingshot is clearly designed to muscle in on Snapchat, who famously resisted a \$3bn takeover from Facebook last year. The question is whether Facebook's two way emphasis will significantly differentiate it, and whether it will resonate with users.

Increasing visibility of product placement

With the prevalence of digital recorders, ad skipping is becoming more common. therefore brands are working hard to be more visible within content. There has been a proliferation in product placement and digital insertion, with forecasters expecting the global \$8.25 bn spent in 2012 to have doubled within the next five years. [READ](#)



Implications

Digital insertions whereby brands and logos are added in post production are presenting new opportunities for brands, for example, blank billboards being filled with locally relevant content. However, placement has to be sensitive, matching brands with appropriate content.

Unilever engaging an isolated community through rudimentary mobile

Unilever won a Gold Lion for creating a 15 minute, free, entertainment 'call back' radio station aimed at the 130 million residents of northern India. With help from mobile operators, they provided music and advertisements which reached up to 8 million phone users and delivered 70 million ad impressions. [WATCH](#) [READ](#)



Implications

Through the use of basic mobile phones and linking advertising to content, Unilever brands were able to reach a hard to reach audience, delivered at a cost of less than 4 cents per person.

Apple announces new centralised health data repository

Described as "the iTunes for personal health data", HealthKit offers users the chance for body metrics to be stored in one central place. The data will be captured across multiple wearables and apps, such as Apple's new Health app which has the ability to monitor heart rate, dietary stats, exercise and blood sugar and pressure and potential partners like Nike who are working on combining their existing wearable tech products with the new data store. [WATCH](#) [READ](#)



Implications

HealthKit could be a game changer, the medical library of the future, as the data could be sent directly to doctors and fed into hospital information systems. If so, brands need to be aware that health-conscious users could soon be seeking compatible wearable tech.