

July 20, 2021



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Why now is the best time to rebrand

These are strange days indeed to be surfing through the marketing world. But, strangely enough, these are the most interesting and creative times. crowdspring's Katie Lundin discusses 3 reasons your brand should think about a rebranding right now.



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What they're saying...

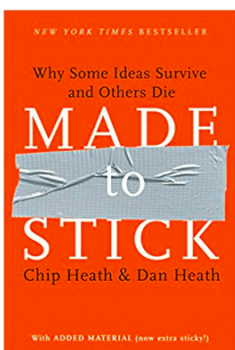
"A person's world does not revolve around a brand's product, service or website... People are only 'users' and 'consumers' for small portions of the day."

— Peter Hartzbech, CEO of iMotions, on why connection, convenience and value will determine stickiness of behavior changes

What we're reading...

Made to Stick: Why Some Ideas...

By Chip and Dan Heath



Making an idea stick seems like a pretty easy proposition, right? You'd be surprised. In "Made to Stick," Chip and Dan Heath reveal the anatomy of ideas that stick and explain ways to make them stickier, including the human scale principle, the Velcro Theory of Memory and curiosity gaps. Featuring fast-paced success stories, "Made to Stick" will not only transform the way you communicate, but show you how to make your messages stick.

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