

Overview

The purpose of your / your business' online profile

Where are you going to put content

The style of the content, media and SEO benefits

Sharing / Bookmarking / Tagging

Legalities

Analytics



<https://www.simplifie.com/marketing-blog/what-is-the-content-marketing-cycle-and-how-can-it-help-you>

Content Marketing as a Foundation

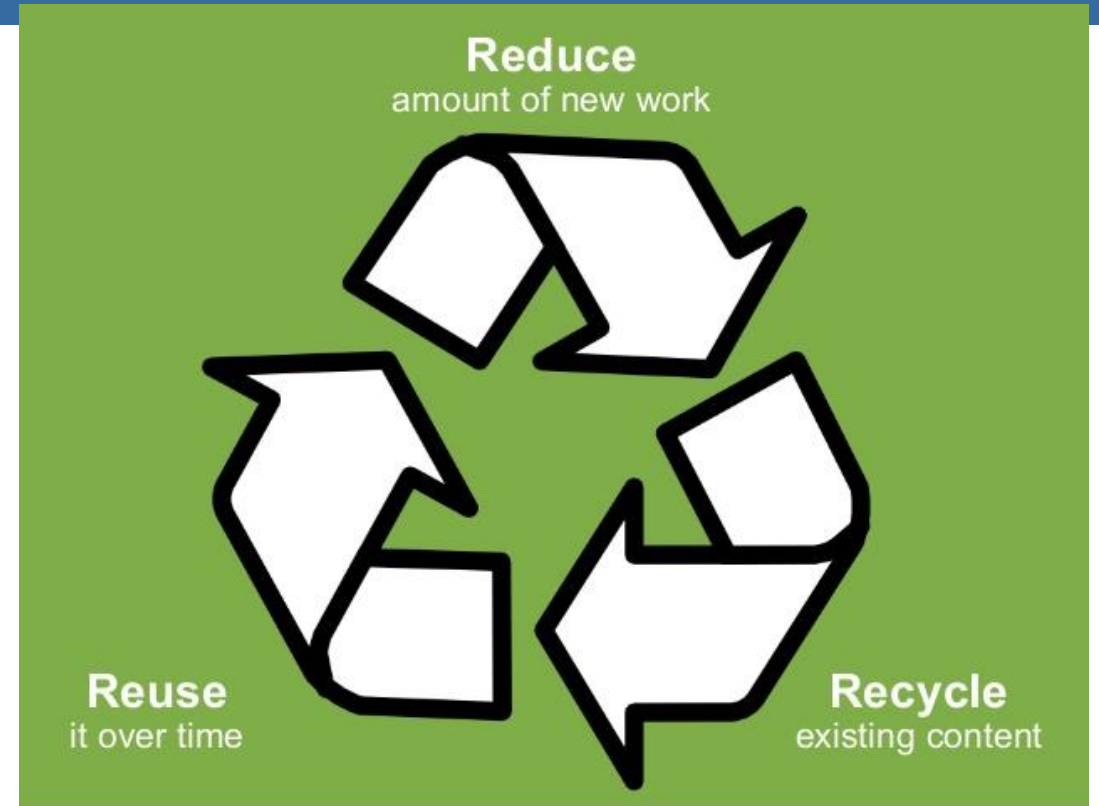
Content is the foundation of Digital Marketing

Content – Written, Visual, Audible

Content powers...

Websites, Blogs, Articles, eBooks, Free PDF Downloads, Guides, Info Graphics, Videos, Podcasts (Audio), E-mails, Webinars, Training, Courses, Forums, Social Media, News Feeds (RSS)

Don't forget too about interactive content such as Games, Apps



<https://prowlpr.com/2018/10/18/five-ways-to-reuse-old-content/>

People Buy From People
They
Know, Like and Trust

Online Profiles

Personal or Business Profile/Identity on the Internet

Created or Aggregated

Images on Websites

Videos on YouTube

Text on Websites and Wikis

Content on Social Media

PDFs

What's it for?

Your career?

Positioning for expertise?

SEO?

Market your businesses?

Completely business, nothing personal?

Google

james sinclair

×

🔍

🔍 All News Images Videos Shopping More Settings Tools

 jamessinclair.net ▼

James Is The Founder & CEO Of The Partyman Group of Companies - including leisure, childcare, outdoor attractions, web-based soft toy business & training.

 [www.youtube.com > channel](#)

These videos will show you my business strategies and tactics to increase the profits. If you want to build a business that is more profitable then these videos are ...

partyman.co.uk › james-sinclair ▼

JAMES SINCLAIR, CEO of the Partyman group of companies. **James** is the founder and CEO of the Partyman group ...

entrepreneurs-network.co.uk › speaking ▼

James "Jimbo" Sinclair launched his first business when he was just 15 years old and from his Nan's spare room and has since gone on to build an ...

www.amazon.co.uk › James-Sinclair ▼

James Sinclair knows how it's done - In 15 years he has built a one-man business as a children's clown into a multi-million-pound enterprise with a network of ...

www.amazon.co.uk > Millionaire-Clown-business-entrepreneurship-le... ▼

At 15, **James Sinclair** set up a little children's entertainment business called Jimbo the Partyman. By the age of 18 he was turning over £1000 a week. By the time ...

Author

 Claim this knowledge panel

Feedback

James Sinclair (English footballer)

Born: 22 October 1987 (age 32 years), Newcastle up...

Height: 1.75 m



 www.greatbritishexpos.co.uk › james-sinclair ▾

James Sinclair is "The Millionaire Clown" who launched his first business when he was just 15 years old and from his Nan's spare room and has since gone on ...

→ More images for james sinclair

Report images

[uk.linkedin.com > jamessinclairpartyman](https://uk.linkedin.com/company/jamessinclairpartyman)

View **James Sinclair's** profile on LinkedIn, the world's largest professional community. James

Personal and Company Online Profiles

Google “Ben Wheeler”

- Profile of a New Zealand international cricketer
- Profile on fandom for a series Baby Daddy
- Profile for a Dr Ben Wheeler on ecehh
- Profile of a Cinematographer on imdb
- Images
- Wikipedia
- Instagram

Google “Ben Wheeler Swansea”

- Company Profile
- LinkedIn
- Websites
- Facebook
- Upwork
- Images
- Videos

Google “Copper Bay Digital”

- Company Website
- Google My Business
- LinkedIn
- Facebook
- Membership Organisations
- Yell
- PDFs

Security

How much information do you want to give away?

Security & Privacy

Contact Information

Personal Information

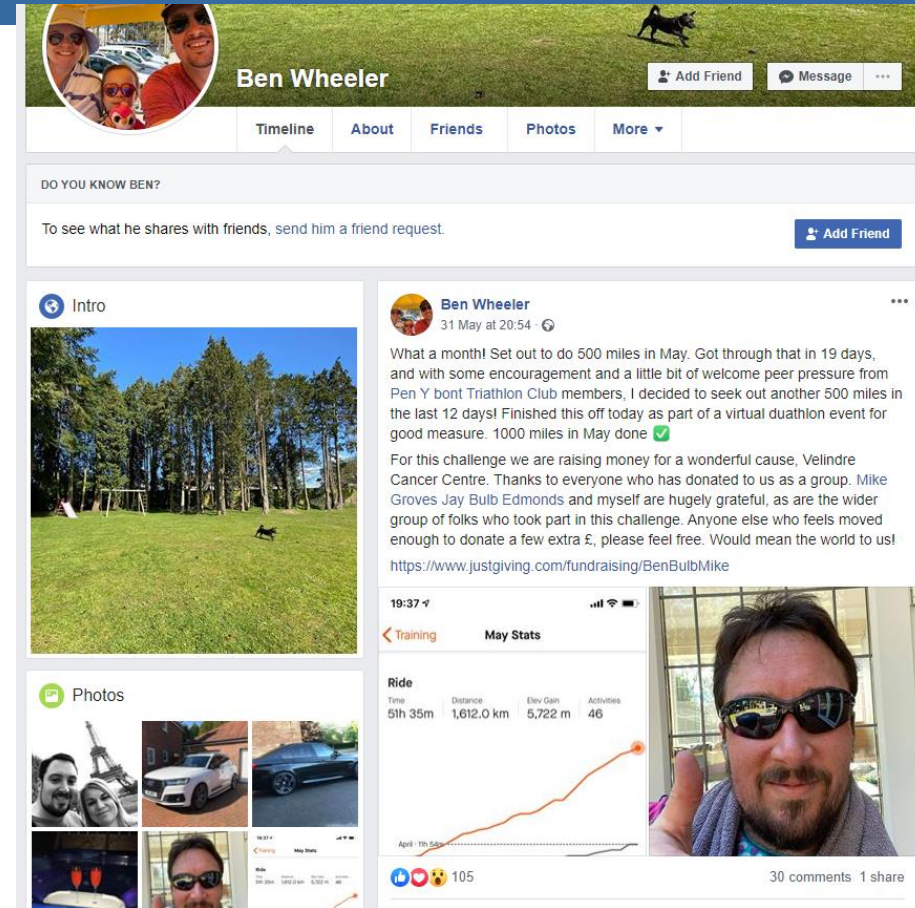
Identity Theft

Impersonation

Fraud

Too much information

Facebook / Social Media ***



Optimise

Claim Listings

Complete Listings

Name Image Files, Alt Tags

Good quality content, structure, headings

Contains key words and phrases, meta tags, URL

Characteristics

On Brand

Align with Values

Quality of Images, Video, Design

Biography

Disclaimers

Professionalism

Opinions

Trust

Personal or Business

Exercise

Let's look at your personal or business online profile

Research what's out there already...

Do you own the profiles?

Are they accurate?

How can they be improved?

Let's work on your LinkedIn profile

Complete your LinkedIn profile and optimise it for SEO

 [uk.linkedin.com > andyjwoolley](https://uk.linkedin.com/in/andyjwoolley)

Andy Woolley - Senior Digital Marketing Trainer & Assessor ...

Swansea Digital Marketing provides that personal touch and engages with clients to exceed their wants ... Strategic Marketing Manager Freelance **Consultant**.

Blogs, micro-blogs and e-articles

Blogs e.g. Company Blog

Longer content

Informal

Diary / Thoughts

Micro Blogs e.g. Twitter

Shorter content

Informal

Larger reach

eArticles e.g. White Papers

Formal

Edited

Designed

Main Differences

Length

Tone

Frequency

Authority

Reach

Purpose – SEO / Visibility / Credibility

Format/Layout

Content

Images

Video

Why?

Visibility

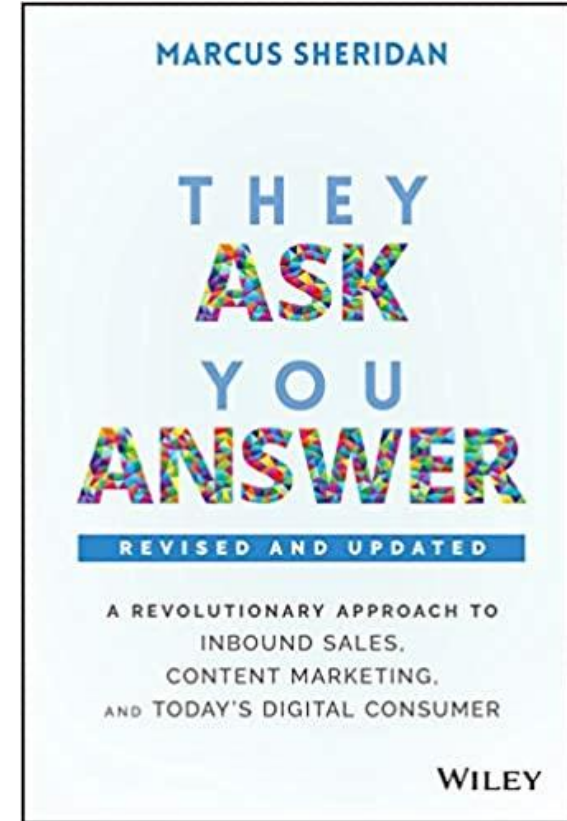
Engagement

Expertise

Showcase Products / Services

Customer Support

Demonstrate Values and Credibility



<https://www.amazon.co.uk/They-Ask-You-Answer-Revolutionary/dp/1119610141>

Content strategy

Overall marketing / corporate aims and objectives

Content schedule - what

Release schedule - when

Syndication plan – where and how

Actions to take based on response

Contingency plan – what if

Team responsibilities – who and how



Planning

Calendar

Plan your content around dates

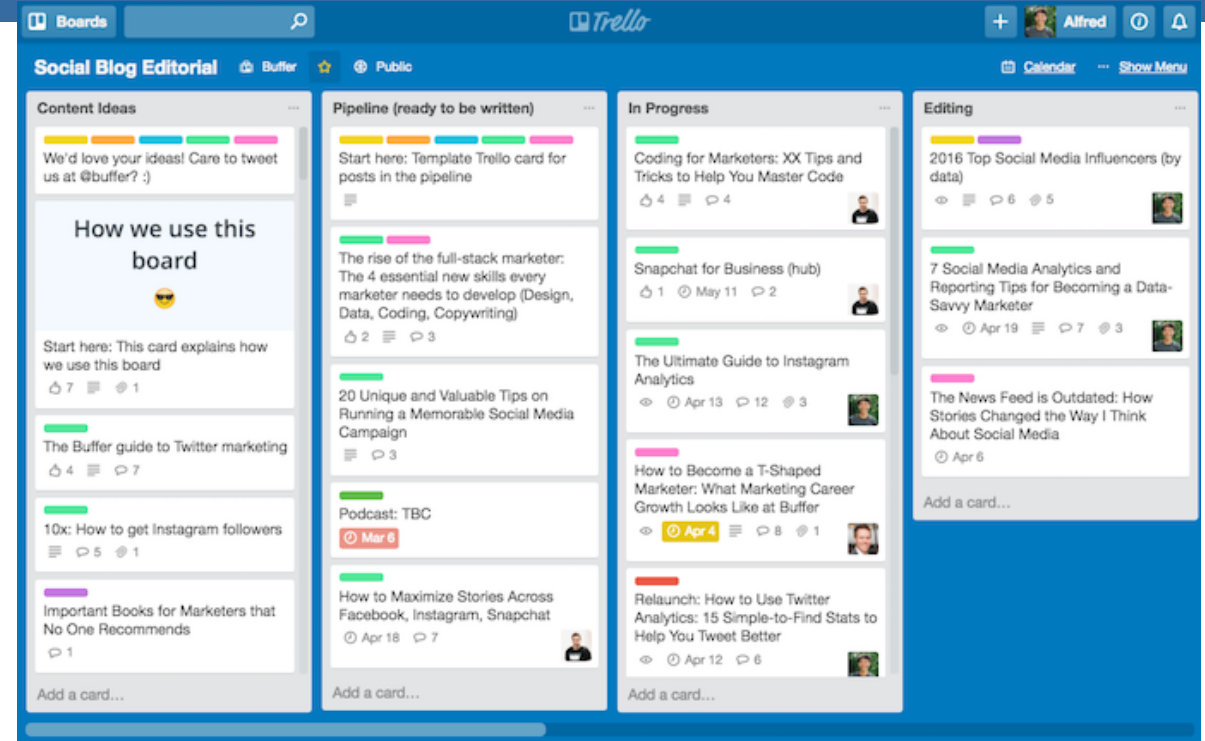
Remember to allow time for resources

When your entire strategy is planned out on one calendar, it's easier to keep organized, focus on deadlines, and be more productive.

<https://coschedule.com/blog/annual-content-calendar-template/>

<https://blog.hubspot.com/marketing/content-marketing-plan>

<https://www.smartinsights.com/content-management/content-marketing-strategy/how-to-create-a-content-marketing-plan-for-2020/>



<https://blog.hubspot.com/marketing/business-blog-editorial-calendar-templates>

SEO

Content is great for Search Engine Optimisation (SEO)

Get seen higher in the search results

Structure

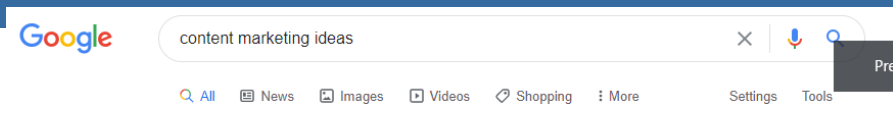
URL

Title, Heading, Sub Headings, Content, Alt Tags, Links, Meta Description

Terminology



<https://searchengineland.com/beyond-keywords-what-really-matters-in-seo-content-297626>



About 1,180,000,000 results (0.54 seconds)

Ad • business.linkedin.com/linkedin/content-mktg ▼

Content Marketing on LinkedIn | B2B Brands See 3.5x Higher CVR

Boost Your **Content** Across Devices with LinkedIn. Get Started Now! Generate Leads, Drive Website Traffic, and Build Brand Awareness with LinkedIn Ads. 630M+ member reach. #1 B2B platform. Reach decision makers. Create an ad in minutes. #1 lead gen network.



95 Creative Content Marketing Ideas for Your Website or Blog

- Turn Your Top Posts Into A Slideshare. ...
- Offer A List Of Benefits. ...
- Share A List Of Things To Avoid. ...
- Share a "Must-Do" List. ...
- Highlight A Question Of The Week. ...
- A Weekly Links-Roundup. ...
- Predict Future Trends. ...
- Promote A Seasonal Sale.

[More items...](#)

 supersimpli.com > creative-content-marketing-ideas ▼

95 Creative Content Marketing Ideas (With Details and Links)

 About Featured Snippets  Feedback

 www.activecampaign.com > blog > content-marketing-ideas ▼

16 Killer Content Marketing Ideas (with Detailed Examples)

25 Jan 2019 - Obviously, don't steal **ideas**. But DO get inspired by great **content marketing**. For example, one thing I struggle with is writing headlines. A great ...

 optimmonster.com > content-marketing-examples ▼

25 Clever Content Marketing Examples with Amazing Results



We'd like to show you notifications for the latest news and updates.

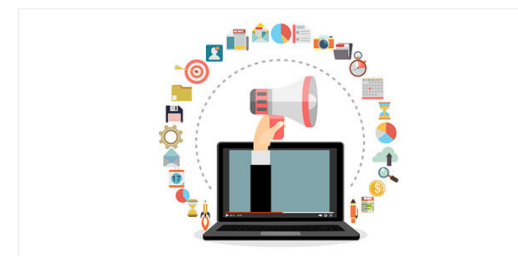
[NO THANKS](#) [ALLOW](#)

Conversion Rate Optimization Blog

Practical tips to boost your site conversions.

[Login](#) [Support](#) [Docs](#) [About](#) [Contact](#) [Blog](#)

[ricing](#) [Testimonials](#) [Get Started](#)



25 Clever Content Marketing Examples with Amazing Results

by Sharon Hurley Hall on January 3, 2020



Ever feel like you're running out of ideas for your content marketing campaigns?

You're not alone.

Content marketing is all about using content to attract and retain visitors and



Stop Losing Customers!

Join 1,000,000+ who get more subscribers and customers with the power of OptinMonster.

[Get Started Now](#)

Join Over 60,000

subscribers to get free conversion optimization tips and resources.

[SUBSCRIBE NOW](#)

Syndication, Amplification, Engagement

Social Sharing – Ask!

Reach / Audience / Relevance / Topical

Unique Content / Duplication of Content

Plagiarism

Spam Content

Guest Posting

Incentives

Advantages

Wider reach

Cost effective

Re-use of content / time effective

Disadvantages

Search engines may negatively rate replicated content, perception of spamming, some social networking platforms negatively rate content syndicated automatically, risk of content reaching the wrong audience

English | Contact Sales



Log in

Get HubSpot free



Software Pricing Resources Partners About

MARKETING | 9 MIN READ

5 Ways to Figure Out What to Sell on Amazon



Written by Caroline Forsey
@cforsey1

Ramp up your ecommerce business with this free kit.

Download Now



With nearly **50% of U.S. internet users starting their product searches** on Amazon in 2018 (compared to just 35% who started on Google), it's no wonder you want to sell a product on one of the internet's **most profitable sites**.

But the wide assortment of products available on Amazon likely makes you apprehensive. Amazon sells over 12 million products -- which products in particular are most likely to provide you with a high ROI? Clothing? Kitchen items? **Cat-shaped socks** ... ?



THE LOWDOWN TOPICS BEST PRACTICE TRENDS TRAINING MORE EconLEARN

BLOG

A day in the life of... Austin Scott, Head of Video Market Development at Xandr EMEA

By Econsultancy | June 12th 2020

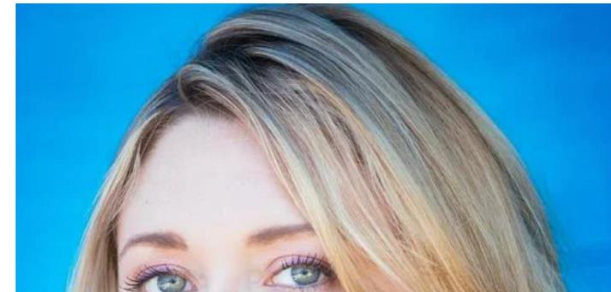
SHARE



COMMENTS



Xandr, part of AT&T, is an ad company that offers advanced TV and addressable advertising. Econsultancy spoke to Austin Scott, Head of Video Market Development in EMEA, to find out more about her role.



Recommended



BLOG
Marketers on the new normal: Michael Nevins, CMO at Smart AdServer ...

What makes good content?

Objective and Balanced

Spelling & Grammar

Brand & Values

Tone, Manner

Good SEO

Inbound Links – People link to your content

Affects

Lack of care

Inaccurate content can cause anger and arguments

Negative tone and manner could invite criticism

Criticism of competitors can change perception

And the opposite for positives!

Try it yourself

Analyse a range of content from the web for similar business' or industries

Recommend improvements to content from the web for similar business' or industries

Create a range of content for the web for a business

Look at a competitor, do they have a blog? Do they have data capture to give away an article? Are they on Twitter, Pinterest, content sites?

What are they doing well you can learn from?

What lessons can you learn of what not to do?

Create some content for your business.

Media & Rich Media

Media

Text

Images

Rich Media

Video

Audio

Interaction – Comments, Polls, Sharing

Games

The simple definition of rich media is any form of digital content that deviates from normal text and static images to offer end users a more enhanced and engaging experience. Where text ads sell with words, and display ads sell with pictures, rich media offers more ways to involve and engage the end user.

<https://www.richmediagallery.com/>

Boost Customer Engagement with Rich Media

Rich Media Works with Mobile

Increase ROI, CTA & Website Traffic

Video (45.32% average completion rate)

Carousel (53.12% average completion rate)

Geo-locator or mapping tools (11.48% average completion rate)

Social media buttons (1.25% average completion rate)

Data capture (0.5% - 2% average submission rate)

<https://www.r2integrated.com/r2insights/how-rich-media-can-increase-engagement-drive-traffic-boost-roi>

Using Media & Rich Media

Credibility

Quality of content

Brand

Perception

Reputation

Optimise

Image file name

Alt tags

Tags

Meta tags

Keywords in title, description

Transcriptions

Interaction & Engagement is key for amplification
and propagation

Rich Media can help your content be more
interesting, and get more engagement

More likely to go viral

Original Content – Reminder

Original (created) content is original content that is written or produced by your company and lives on your website, blog, YouTube channel, etc.

When you create your own content, you own it.

Every piece of content you create represents your company's unique expertise, products, services, insights, and opinions.

- Demonstrates your position as a thought leader
- Showcases your unique voice, opinions, skills, and knowledge
- Boosts your credibility
- Cultivates deeper relationships with your existing audience

<https://www.forwardpmx.com/insights/blog/created-vs-curated-content-one-better/>



Curated Content – Reminder

Curated content is content from external sources outside of your company that you share with your audience on your website, blog, or social media channels.

It should be relevant and useful to your target audience and demonstrate that you recognize the value that other companies bring to your industry or areas of interest.

- Cost efficient
- Time efficient
- Builds new relationships
- Provides your audience with alternative views and resources

<https://www.forwardpmx.com/insights/blog/created-vs-curated-content-one-better/>



<https://blog.hootsuite.com/beginners-guide-to-content-curation/>

Acquire, Purchase, Create

Overview

Plagiarism is using others' ideas and words without clearly acknowledging the source of that information.

Intellectual Property Rights

- Patents
- Design Rights
- Copyright
- Trademarks
- "Passing Off"

Business Benefits

- Protects what the business creates
- Asset for the business
- Maximises the business' competitive position
- Avoids infringing the IP rights of other people and businesses
- Cost and embarrassment of legal action

Implications

- Payment of royalties
- Risk of copyright
- Risk of plagiarism
- Legal cases

International Implications

Other countries could comply with different copyright laws and conventions.

Your work could be protected by copyright in other countries through international agreements, for example [the Berne Convention](#).

In most countries copyright lasts a minimum of life plus 50 years for most types of written, dramatic and artistic works, and at least 25 years for photographs. It can be different for other types of work.

What is IP?

Unlike the products they protect, IP assets cannot be seen or touched. So, it can be difficult for businesses to appreciate their true value. Like other forms of property, you can buy, sell and license IP. IP Rights can enable their owner to take action under civil law to try and stop others from replicating, using, importing or selling their creation.

The different types of intellectual property rights are:

Patents protect new inventions and cover how products work, what they do, how they do it, what they are made of and how they are made.

Trade marks protect brands. This could be for a business name, a product or a service. The trade mark could be made up of words, logos or a combination of both and can even be sound or action based.

Design protects the overall visual appearance of a product.

Copyright protects literature, artistic works, photographs, music, dramatic works, software, databases, films, radio and television broadcasts, sound recordings and published editions.

Trade secrets might also be an important part of your business. The law of confidentiality protects trade secrets. To keep trade secrets protected, you must establish that the information is confidential, and ensure that anyone you tell about it signs a non-disclosure agreement (NDA). If they then tell anyone about it, this is a breach of confidence and you can take legal action against them.

<https://www.gov.uk/government/publications/ip-basics/ip-basics>

Exclusive rights to content ownership, determine if content is available to be used under licence, claim ownership of copyright, trademarks, patent, design rights, trade secrets.

Types of protection

The type of protection you can get depends on what you've created. You get some types of protection automatically (design, copyright), others you have to apply for (trademark, design, patent).

<https://www.gov.uk/intellectual-property-an-overview/protect-your-intellectual-property>

The Copyright, Designs and Patents Act 1988

The Copyright, Designs and Patents Act 1988, is the current UK copyright law. It gives the creators of literary, dramatic, musical and artistic works the right to control the ways in which their material may be used. The rights cover: Broadcast and public performance, copying, adapting, issuing, renting and lending copies to the public. In many cases, the creator will also have the right to be identified as the author and to object to distortions of his work.

Copyright arises when an individual or organisation creates a work, and applies to a work if it is regarded as original, and exhibits a degree of labour, skill or judgement.

Interpretation is related to the independent creation rather than the idea behind the creation. For example, your idea for a book would not itself be protected, but the actual content of a book you write would be. In other words, someone else is still entitled to write their own book around the same idea, provided they do not directly copy or adapt yours to do so.

Names, titles, short phrases and colours are not generally considered unique or substantial enough to be covered, but a creation, such as a logo, that combines these elements may be.

Normally the individual or collective who authored the work will exclusively own the rights. However, if a work is produced as part of employment then normally the work belongs to the person/company who hired the individual. For freelance or commissioned work, rights will usually belong to the author of the work, unless there is an agreement to the contrary, (i.e. in a contract for service).

Only the owner, or his exclusive licensee can bring proceedings in the courts against an infringement.

https://copyrightservice.co.uk/copyright/uk_law_summary

Gives creator of content exclusive rights to it. If content is copied then credit is given, copyright does not cover ideas and information, only the form in which they are expressed.

Ownership:

<https://www.gov.uk/guidance/ownership-of-copyright-works>

You get copyright protection automatically - you don't have to apply or pay a fee. There isn't a register of copyright works in the UK.

<https://www.gov.uk/copyright>

Creative Commons Licences

Use Creative Commons tools to help share your work.

Our free, easy-to-use copyright licenses provide [a simple, standardized way to give your permission to share and use your creative work](#)— on conditions of your choice.

Our licenses enable collaboration, growth, and generosity in a variety of media.

<https://creativecommons.org/share-your-work/>

<https://creativecommons.org/licenses/>

Who owns the property and how can it be shared?

Attribute the owner

<https://vimeo.com/13590841>

Copyright is automatic protection.

Creative Commons relaxes/refines Copyright

Share

Reuse

Remix



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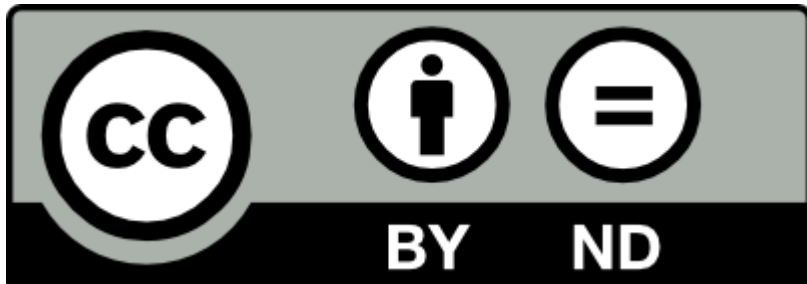


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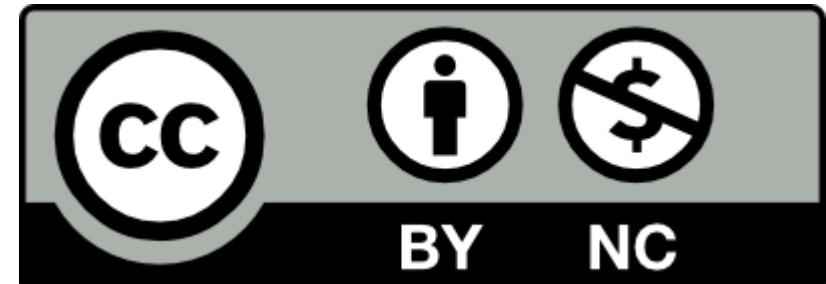
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Discovering plagiarism, breach of Intellectual Property Rights and Copyright Law

Online Tools

<https://www.plagiarismsoftware.net/>

<https://www.grammarly.com/plagiarism-checker>

<https://elearningindustry.com/top-10-free-plagiarism-detection-tools-for-teachers>

Google Alerts

Report IP crime

It can be a criminal offence to copy or use copyright material and registered trade marks and designs without permission.

Report suspected IP crime to Trading Standards by contacting Citizens Advice.

You can also report it anonymously through:

Crime stoppers

Action Fraud

Copyright is essentially a private right so decisions about how to enforce your right, that is what to do when your copyright work is used without your permission, are generally for you to take.

Deliberate infringement of copyright on a commercial scale may be a criminal offence.

<https://www.gov.uk/guidance/intellectual-property-crime-and-infringement>

It's your responsibility to defend your intellectual property (IP) and to take action if someone's used it without permission (known as 'infringement').

Examples of IP infringement include when someone:

uses, sells or imports your patented product or process

uses all or some of your work under copyright without your permission

makes, offers or sells your registered design for commercial gain

uses a trade mark that's identical or similar to one you've registered

You can take the following steps.

Get the other party to stop using your IP or come to an agreement with them, for example license your IP.

Use mediation or another type of dispute resolution.

Take legal action if you can't resolve the dispute by other means.

You may want to get help from an IP professional, such as a solicitor. The Intellectual Property Office (IPO) can also help.

<https://www.gov.uk/defend-your-intellectual-property>

Other Legalities

GDPR

- How you collected the data
- How you store the data
- How you use the data
- How you manage the data

PECR

- E-mails / SPAM
- Do you have marketing consent
- Unsubscribe

Trades Description

Advertising Standards Authority



Social Bookmarking and Tagging

Social bookmarking refers to websites that facilitate discussion and resource sharing within a rigidly tagged & organized taxonomy. Popular social bookmarking websites include [Reddit](#), [Digg](#) and [StumbleUpon](#).
<https://www.bigcommerce.co.uk/ecommerce-answers/what-is-social-bookmarking/>

Social bookmarking is the process of saving a specific web page to a social bookmarking platform so you can revisit it later. Social bookmarking sites allow users to access their bookmarks online, at any time, from any device.
<https://blog.hubspot.com/marketing/social-bookmarking>

Social bookmarking is a way for people to store, organize, search, and manage “bookmarks” of web pages. Users save links to web pages that they like or want to share, using a social bookmarking site to store these links. These bookmarks are usually public, and can be viewed by other members of the site where they are stored. Examples of social bookmarking sites include [del.icio.us](#) and [digg.com](#).
<https://www.networksolutions.com/support/social-bookmarking-what-is-it-and-how-can-it-help-promote-my-site/>

Good for SEO – links!

Private, Shared, Annotated

Tagging

Folksonomy is a classification system in which end users apply public tags to online items, typically to make those items easier for themselves or others to find later.

#hashtag

[BibSonomy](#): social bookmarking and publication-sharing system

[del.icio.us](#): public tagging service

[Diigo](#): [social bookmarking](#) website [Instagram](#): online photo-sharing and social networking service

Many [libraries' online catalogs](#)^[34]^[35]

[Mendeley](#): social reference management software

[Pinterest](#): photo sharing and publishing website [Twitter hashtags](#)

The [World Wide Web Consortium](#)'s [Annotea](#) project with user-generated tags in 2002.

[WordPress](#): blogging tool and Content Management System

[Flickr](#): shared photos

[Steam](#) video game store

[StumbleUpon](#): content discovery engine

<https://en.wikipedia.org/wiki/Folksonomy>

The Importance

A Social bookmark is saved on public websites by submitting and sharing content along with tagging them with relevant keywords. Once you submit and share your website or blog on these sites, it can lead to a significant improvement in traffic to your website.

- It's powerful promotional tool for your business and will improve your traffic.
- Social Bookmarks are considered to be among the non-negligible sources of traffic
- Specific pages or entire sites can be bookmarked by users globally, thus meaning your content reaches a bigger audience
- It creates quality backlinks without the headache of working out all the new algorithms Google have introduced recently.
- Users can view these bookmarks in a chronological order by tags or categories via the search engine
- Competition across all industries and sectors has risen and using the Social bookmarks offers more than just sharing and rating.
- Users of the sites have the ability to export, import, add notes, email links, reviews and most importantly for us create social networks and groups.
- By promoting your business on a social bookmarking site, the inbound links are valued by search engines and can enhance the popularity of your website or blog.

<https://thesocialshop.co.uk/the-importance-of-social-bookmarking>



Reporting

What's working and what's not?

Google Analytics

Behaviour > Site Content

You need to be looking at the data on how your content is performing:

Impressions / Page Views / Unique
Time on Page
Entrances
Bounce
Exit
Views
Conversions

Page ?	Page Views ? ↓	Unique Page Views ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	1,670 % of Total: 100.00% (1,670)	1,348 % of Total: 100.00% (1,348)	00:01:07 Avg for View: 00:01:07 (0.00%)	801 % of Total: 100.00% (801)	61.55% Avg for View: 61.55% (0.00%)	47.96% Avg for View: 47.96% (0.00%)
1. /	634 (37.96%)	473 (35.09%)	00:01:04	465 (58.05%)	48.39%	46.06%
2. /about/	135 (8.08%)	109 (8.09%)	00:01:40	13 (1.62%)	46.15%	43.70%
3. /our-work/	118 (7.07%)	84 (6.23%)	00:01:01	20 (2.50%)	50.00%	25.42%
4. /contact/	75 (4.49%)	61 (4.53%)	00:01:51	10 (1.25%)	60.00%	53.33%
5. /our-services/website-design-and-development/	49 (2.93%)	38 (2.82%)	00:00:52	8 (1.00%)	37.50%	26.53%
6. /unsubscribe/	47 (2.81%)	44 (3.26%)	00:00:19	44 (5.49%)	95.45%	93.62%
7. /blog/	43 (2.57%)	35 (2.60%)	00:00:36	3 (0.37%)	66.67%	13.95%
8. /digital-transformation/	40 (2.40%)	31 (2.30%)	00:00:19	18 (2.25%)	83.33%	55.00%
9. /faqs/	28 (1.68%)	26 (1.93%)	00:02:37	5 (0.62%)	80.00%	50.00%
10. /our-services/digital-marketing/	20 (1.20%)	16 (1.19%)	00:02:08	7 (0.87%)	85.71%	60.00%

Sentiment

How do brand managers and online marketers really get to understand the diverse and highly fluctuating landscape of 'real – time' customer sentiment with regards to their brand online. What tools do they use to uncover these feelings from their online consumers, but perhaps most importantly, how can this insight and tracking ability be used effectively to drive strategic thinking to tackle the issues or build on successes?

<https://www.smartinsights.com/social-media-marketing/social-media-listening/managing-online-brand-sentiment/>

Social Mention

Trackur

Google Alerts

Meltwater

Changes in sentiment

Positive, Positive Neutral, Neutral, Negative Neutral, Negative

NPS

The power of social media channels has created a new world of venting and consumer voice. For example with a Product recall—you can sure there's more than one blog post about it. And then there is disappointing customer service? A quick mention of the brand shared with a few thousand followers won't go unnoticed.

In this video, Claudio Pinhanez , Senior Manager at IBM Research Brazil, talks about sentiment analysis in social media and explains why we should analyse data and how we can explore it. He uses the World Cup in Brazil that has just passed as an example citing interesting examples of a team, player or the country of Brazil's brand image, amongst other interesting scenarios.

https://youtu.be/Z7FSyCJT4_4