



Newsletter
Summer Issue / 2021





The Next Adventure

Halfway through the year, recuperation arrives in due course. To think about starting over again is unfathomable to many. Contrary to popular belief, reinventing an already successful business might be the best decision one could ever make. Taking guidance from Qualtrics, The Madison Melle Agency shares an inspiring article in Harvard Business Review by their co-founder & executive chairman, Ryan Smith. Build to be better: a value of Qualtrics, a small survey company that evolved into a globally-used experience management company. Their success stems from looking ahead and constantly evolving themselves, even if it means starting from scratch (again).

"...it's not change but complacency that kills a business."

- Ryan Smith, Qualtrics

Pondering Better Than Best

Ab Uno Disce Omnes

An inventive hybrid space in Copenhagen, Denmark for international creative individuals, The Audo is a place to collaborate, experiment, and inspire one another - operating from the belief that knowledge sharing drives creativity, builds healthier communities, and can lead to higher quality work. "The Audo unites design, work, hospitality and community in one."

Experiment & Explore

Photos courtesy of @the_audo



More Than Pretty

Trends come and go, however, the digital space is constantly evolving. If you're still playing catch-up from 2020, the great news is: 2021 is not over yet. Social Media is no longer just a collection of pretty pictures. Deploying a thoughtful, strategic plan focused on ROI can actually work in your favor. Learn about how social media has come to dominate the marketing industry and how you can capitalize on it - now.

2021 Social Media Marketing Report

by Hootsuite



Go Local, Go Global

Language is much more than just how we speak or write; it is the principal method of human communication and self-expression. Related to business, language has a tremendous effect on global growth strategy, especially in website development. How should you adapt messaging on your website so it resonates with a variety of consumers across the world? To go global, go local first. Localization is the foundation of the customer journey and consumer experience that will translate tenfold to the success of a company.

[The Value of Localization in Growth Strategy](#)

[Translate with Weglot](#)

Travel Currency

As Crypto has taken the world by storm, more industries are looking to incorporate this new form of currency into their daily operations. The Madison Melle Agency is proud to share news that the travel industry has hit the ground running with this innovation. Turn your Bitcoin, ETH, and more into travel funds and set your plans.

[Reserve Rooms with Crypto](#)

[Hotel Chain Accepts New Currency](#)

Photos courtesy of @srg_74





The Trifecta

Creativity, analytics, and purpose.

Integrating these three key elements into company growth goals exponentially drives success. Brands that focus their creativity on true data and deploy their tactics with purpose are shown to grow three times on average compared to their competitors.

McKinsey & Company on The Trifecta

Photos courtesy of @emilyanneartstudio

Starlink

Engineered by SpaceX, Starlink satellites are one of the newest inventions in internet systems. Game changers - they are 60 times closer to Earth than traditional satellites and unbound by traditional ground infrastructure. Delivering high-speed, low-latency broadband internet, Starlink reaches even the most rural communities. Starlink aims to connect the world by providing high-speed internet to everyone globally, while also focusing on regions that currently have 0 and/or limited access.

Connecting Communities





A 36-Hour Workweek

Leading the way toward improved work-life balance, Iceland is shifting to shorter working hours. Two major trials in Iceland moved from a 40-hour to a 35 or 36-hour workweek.

The surprising result? Increased productivity *and* improved workers' well-being.

[Take 4 Hours Off?](#)

[Read the Report](#)

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Typeform

SPOTLIGHT

"A better way to ask." Typeform is a technology innovation making digital forms and online surveys more interactive. Built with brains, Typeform uses conditional logic and customizable design to improve customer response and engagement.

[A Conversation in a Form](#)



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