

In our final digital edition, we are looking at 2 success stories & 2 victims of digital disruption & wondering what could have been, if only...

THINKING

It's funny to think that 2 success stories have come from publishing & 2 of the victims have been technology companies



New news

The Mail Online is now the No. 1 online newspaper. So how's it stormed to worldwide domination?

The website's success is in part down to a decision to break with the editorial priorities of its print counter-part.

The Mail went from being a relatively conservative paper in the UK, to essentially, a showbiz-driven US news site.

Those at the paper argue they are simply doing what makes commercial sense.

[Read more](#)



More than print

Remarkably, National Geographic is now better known for its TV channels than for the magazine. Moving from print to TV has allowed the brand to develop new content & appeal.

The National Geographic Channel is a joint venture with News Corp. and

features programs you might expect: 'Great Migrations' & 'Explorer', but it is also produces the 'Dog Whisperer' & 'Banged up Abroad'.

National Geographic has gone from most doctors waiting rooms to places none of us would have imagined!

[Read more](#)



Not a happy snap

Kodak employee Steve Sasson is credited with building the first digital camera in 1974, and yet Kodak filed for bankruptcy in 2012.

Kodak thought low margin digital images would cannibalize its high margin film

business, so Kodak did not take decisive action to combat the inevitable challenges.

What if Kodak created Instagram, Pinterest, YouTube or even made really good digital cameras..?

[Read more](#)



Wrong number

In 2008, Nokia had one of the most valuable brands in the world, but it failed to appreciate its customers' appetite for innovation.

Oddly, innovation was part of Nokia's history, but in the 90's they focused on handsets & became complacent.

Imagine if Nokia had ploughed its huge resources into touchscreens, built a great operating system & allowed developers to create apps for its eco-system... You may be paying for your groceries with your Nokia phone today!

[Read more](#)

BRANDS TO WATCH

Amazon: Kindle, Fresh, Dash... & Drones.



If you think Amazon are an online book retailer, with that lovely kindle tablet, it's time to think again. From shopping to delivery, Amazon is changing the game.

In the US, AmazonDash is revolutionizing shopping: Say or scan items into your Dash device and then view the list online to purchase & schedule delivery by AmazonFresh (same day delivery service).

Amazon are also trying to deliver products using delivery drones & are pressing US regulators to give them permission to test fly in the US.

Read: [Amazon Dash](#)

Watch: [Amazon Dash](#)

Read: [Amazon Prime Air](#)

RECENT PROJECTS

Communication Ideation: Because everyone has good ideas



At Tangible, we've been helping our clients bridge the gap between brand intent & advertising activities through ideation workshops.

Firstly, we create a whole host of stimulus for brand-aligned activities relating to different channels, e.g. Events, PR, Social Media, Advertising, etc.



Then, we bring the materials into a workshop so clients can select, adapt & evaluate which activities to develop further.

The results take the guesswork out of hiring an ad agency & allow clients to clearly plan their media activities & budgets.

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