

Newsletter
Winter Issue / 2022





Our Next Frontier

"Brands should always be in a test-and-learn mode, and the digital landscape in particular requires intellectual curiosity. The metaverse is potentially the next iteration of how humans use the internet to connect, communicate and transact — sitting on the sidelines too long is not likely to be an option." - Harvard Business Review

From the familiar to the unimaginable, metaverse and Web3 present new discoveries and business opportunities by the minute. Taking advantage of innovation means learning about it and taking action.

[Entering The Metaverse](#)

[Our Next Frontier](#)

[Power is in the Hands of the Creator](#)

Photo courtesy of @terzopianosrl



Window to the Future

Gone are the days when social media was a mindless pursuit. It is now a significant business marketing tool and its user data helps companies thrive. Believe it or not, eight of ten 2021 Pinterest Predictions came true. From bold graphic designs to themed rooms, Pinterest Business has compiled their data to deliver 2022's top trends to take advantage of this coming year.

The Last Resort

Photo courtesy of @pinterest

Fisherman's Hut

The house that Dalí made, where time stands still.

The Portlligat property, purchased in the 1930's, was the home of Salvadore Dalí and Fundació Gala for four decades. Following his departure in 1982, the well-attended home was kept up and the Dalí Foundation set it up as a museum in 1997, opening it to the public.

Return to Portlligat

Photo courtesy of @openhousemagazine





Scholar Awards at Indie Miami

The Madison Melle Agency is pleased to announce their sponsorship of the First Annual Indie Congress Miami's Scholar Awards, which gifts scholars tickets to the annual event and helps the winners to catapult their career in hospitality.

"We are thrilled to support higher education and the continued development of hospitality thought leaders as they learn about the exponential career opportunities our industry has to offer." - Cara Federici, CEO of The Madison Melle Agency

[Press Release](#)

[ILC Miami 2/8-2/10](#)

Photo courtesy of [@mentaltimetraveller](#)



The Power of Audio

"Podcast advertising is a powerful way to reach people who are highly attentive." - Spotify

With over twenty years of podcast history, not much has actually changed to the advertising that financially supports them. Yet, the way in which audio ads are consumed has: Enter, Spotify's interactive podcast ads. With Call To Action Cards appearing on screen, brands can promote themselves with greater conversion opportunity - delivering brand visibility to the person listening.

[Launching Podcasts into 2022](#)

Concrete Be Gone

It's not just digital networks launching into the future. Sustainability meets durability with the next wave of building elements.

ETH Zurich, a public research company in Switzerland, has put recycled waste to action with "FoamWork" - a new building block that improves insulation, conquers sustainability, and increases material efficiency.

[3D Printed Foam](#)

Photo courtesy of @mindsjournal





Tanning Club

Spotlight

The world is outside now, more than ever. Tanning Club is the perfect accompaniment to a hospitality retail space, and even better for days off. It's unique formula of botanical oils and royal jelly gives skin what it needs to stay hydrated, nourished and youthful.

[Royal Tanning Balm](#)

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