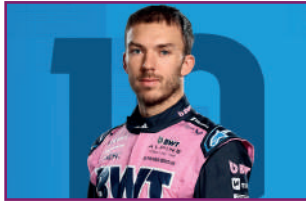
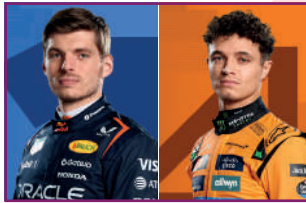




Football



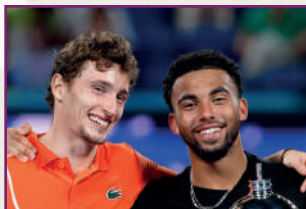
- Dembele wins 2025 Men's Ballon d'Or with other honours going to Lamine Yamal, Luis Enrique, Viktor Gyökeres and Gianluigi Donnarumma.
- Liverpool overcome Atleti through adaptability, pressing power and mental resilience. The **UEFA** analysis unit and former Reds coach Rafa Benítez break down Liverpool's thrilling win over Atlético de Madrid. [Click View](#)
- Harry Kane 'more than welcome' back at Tottenham Hotspur, Thomas Frank says after transfer clause revealed in Bayern Munich contract.
- Brentford 3-1 Manchester United result - Igor Thiago's brace leads Bees to a big win as pressure mounts on Red Devils boss Ruben Amorim.



- There's less than a year until you can be in Madrid for the 2026 Spanish Grand Prix, and tickets are on sale now. Formula 1's newest race is getting closer. New circuits are always challenging, and next season will feature new cars, new teams, and new rules making Madrid one of the most unpredictable events on the F1 calendar. The Madring is being built on a mix of city street corners and purpose-built, rapid straights. The 5.4km layout is designed to be fast, and the circuit already has plenty of talking points among its 22 turns. [Click View](#)
- Here are 7 side stories that stole the show In Zandvoort.
- **Italian GP:** Podium & Standings- **1st** Max Verstappen **2nd** Lando Norris
- **Azerbaijan GP:**
 - Gasly rues 'painful' Azerbaijan weekend for Alpine
 - Ocon admits 'really aggressive strategy' did not pay off in Baku as Bearman says 'no excuse' for errors
 - Alonso reflects on penalty in Baku as he admits Aston Martin 'need to improve' for Singapore
 - Verstappen has been reflecting on his championship prospects off the back of an upswing in competitiveness for Red Bull.



Tennis



- Carlos Alcaraz after Tokyo injury: "I have the best physio in the world". The Spaniard turned his left ankle in his opening win, but looked stable in his second-round triumph over Zizou Bergs [Click View](#)
- ATP Tokyo Final Preview: Arthur Fils vs. Ugo Humbert "I'm going to come on the court as an underdog," Fils says. "We like this position."

- 🔗 Doha Women Forum 2025
- 🔗 Policy/Social Reform: Shorter Working Hours for Government Mothers
- 🔗 Meet the next generation: iPhone 17 ,17 Pro & 17 Pro Max.
- 🔗 Instagram crosses 3 billion monthly users
- 🔗 Algorithmic & content trends shifting
- 🔗 The importance of Brand Audit

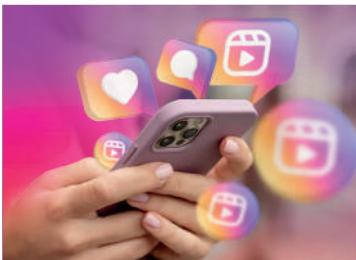
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Doha Women Forum 2025



Meet the next generation: iPhone 17, 17 Pro & 17 Pro Max.



Instagram crosses 3 billion monthly users



Dembele wins 2025 Men's Ballon d'Or

Doha Women Forum 2025

The 8th edition of the Doha Women Forum took place, bringing together women leaders, changemakers, and speakers around themes like leadership, health, education, and global mobility.



Policy/Social Reform: Shorter Working Hours for Government Mothers

Qatar formalized a policy granting shorter working hours to Qatari women in government roles who are mothers or caretakers of Qatari children. This is part of ongoing family-friendly reforms.



Meet the next generation: iPhone 17, 17 Pro & 17 Pro Max.

Bigger displays, powerful cameras, smarter performance.
Which one is right for you?
#AppleEvent #iPhone17”

Feature	iPhone 17	iPhone 17 Pro	iPhone 17 Pro Max
Display/Size	6.3" Super Retina XDR OLED, ProMotion 120 Hz, Always-On	6.3" OLED, ProMotion 120 Hz, Always-On	6.9" OLED, ProMotion 120 Hz, Always-On (Apple)
Rear Cameras	Dual 48 MP "Fusion" (Main + Ultra-Wide), 2x optical crop zoom	Triple 48 MP (Main, Ultra-Wide, Telephoto) with tetraprism design	Same as Pro, but optimized for max battery & screen
Front Camera	18 MP Center Stage	18 MP Center Stage	18 MP Center Stage (Apple)
Chip & Performance	A19, 6-core CPU / 5-core GPU, new Neural Engine (MacRumors)	A19 Pro, enhanced GPU, vapor chamber cooling + aluminum unibody (Apple)	Same Pro chip, but tuned for longer sessions / more sustained performance
Battery/Video Playback	— (baseline)	Up to 33 hours video playback (Apple)	Up to 39 hours video playback (Apple)
Charging/Connectivity	USB-C fast charge, MagSafe / Qi2 wireless, up to 50% in 20 min (Apple)	Same charging standards, plus improved internal thermal / power architecture (Apple)	Identical charging spec; larger battery benefits more
Security/Features	Memory Integrity Enforcement (MIE), Always-On display, iOS 26 features	Same security layer, plus more headroom for intensive tasks	Same plus better sustained use

Instagram crosses 3 billion monthly users

Instagram now reports 3 billion monthly active users. To support that scale, Meta is testing changes to better integrate Direct Messages and Reels in navigation, and enabling users more control over content preferences.

Algorithmic & content trends shifting

- Platforms are increasingly prioritizing user-generated content (UGC) and “native” video over overly polished branded content.
- Generative AI is being embedded more deeply into content creation, captioning, targeting, and workflow tools.
- Social listening and trend responsiveness are becoming essential components (brands looking to spot micro-virality).
- Crowdsourced context or “community notes” systems are getting more attention as alternatives to centralized fact-checking models.

The importance of Brand Audit

A Brand Audit is more than just a review exercise — it’s a strategic tool that helps businesses understand their current brand health, identify gaps, and unlock growth opportunities.

Here’s why it’s important:



Clarity & Alignment

- Ensures your brand purpose, mission, and vision are still relevant and aligned with your business goals.
- Helps employees, management, and customers all “speak the same language” about what the brand stands for.



Consistency Across Touchpoints

- Brands often get diluted over time with inconsistent visuals, messaging, or tone across social media, websites, packaging, and internal documents.
- A brand audit identifies these inconsistencies and ensures the brand looks and feels cohesive everywhere.



Customer Perception Check

- What you think your brand is ≠ what your audience perceives.
- A brand audit bridges that gap by showing how customers truly view your brand (trust, loyalty, quality, reliability).



Competitive Advantage

- The market evolves — new competitors, trends, technologies.
- A brand audit benchmarks your brand against competitors and shows where you can differentiate (luxury, innovation, sustainability, customer care).



Performance & ROI Measurement

- Helps you connect brand activities (marketing, campaigns, design updates) to real results: sales, engagement, reputation.
- Highlights which investments are paying off — and which aren’t.



Adapting to Market Changes

- Consumer behaviors, cultural expectations, and technology (AI, social platforms) shift fast.
- Regular audits keep your brand future-proof and relevant.



Foundation for Growth & Rebranding

- If you’re expanding, entering new markets, or launching new products, a brand audit provides the baseline to build from.
- It reduces the risk of rebranding blindly and ensures the new direction is data-driven.



Trust & Professionalism

- A well-audited brand inspires confidence — from clients, investors, and employees.
- It signals that you take brand management seriously, not just as visuals but as a business asset.

In short:

A brand audit is not just cosmetic — it’s a business-critical exercise that strengthens positioning, maximizes ROI, and ensures long-term brand equity.