



Inform, Analyze, Empower

The **Makana 360 Daily Monitor Report** aims to provide timely and insightful updates on the most significant global news and top events, offering a concise overview of key developments that impact businesses, politics, and society. By curating and analyzing major trends, the report enhances awareness, facilitates informed decision-making, and supports strategic planning for our audience.

UK inflation rises to highest since early 2024 at 3.8%

UK consumer price inflation hit 3.8% in July 2025, marking the highest level since early 2024. Services sector inflation rose to 5.0%, exceeding forecasts and complicating prospects for interest rate. Key contributors include rising utility bills, airfares, fuel, and food prices—food inflation at 4.9% with expectations to peak at 5.5% by year-end. Despite a narrow Bank of England rate cut, persistent inflation pressures may prompt a cautious policy approach going forward.

US examines equity stake in chip makers for CHIPS Act cash grants

The U.S. Commerce Department, led by Howard Lutnick, is exploring taking equity stakes in chipmakers like Intel in exchange for CHIPS Act funding. A 10% stake in Intel is under discussion, and similar arrangements may include Nvidia, Micron, TSMC, and Samsung, representing a departure from prior legislation that provided grants without equity demands. This approach may ensure government returns on strategic investment, but raises concerns over taxpayer risk and blurred lines between industrial policy and public finance.

Top 5 Influencer Marketing Trends and How to Take Action

The report highlights influencer marketing as a central pillar in brand strategy. Key trends include: micro-influencers leading the way with niche expertise and higher engagement; authenticity outweighing overly polished content; marketing budgets shifting from traditional paid ads to influencer collaborations due to better ROI; the growing value of long-term partnerships that build trust and consistency; and the dominance of video as the most engaging format. Analysis suggests that brands must adapt by fostering genuine, sustained relationships and embracing storytelling in video content. This shift signals that future success lies in authenticity, community-driven content, and smart, strategic influencer partnerships.



Top Global Events

Event

Mentions
& Engagement

Most Reached Media
Coverage

Professional Footballers
Association

2.9M

Liverpool's Mohamed Salah, Arsenal's
Mariona Caldentey win 2024-25 PFA Player
of the Year awards.

LEGO Batman: the video
game

2.1M

LEGO Batman: Legacy of the Dark Knight
Announced for 2026 with Open-World
Gotham and No Microtransactions

Understanding daily mentions and engagement provides a real-time pulse on public sentiment, helping to shape narratives, anticipate trends, and make informed decisions in an ever-evolving digital landscape.

Makana 360 is a leading political studies, and social media listening company dedicated to providing in-depth analysis and strategic insights. Through advanced monitoring and data-driven research, we help organizations navigate complex political and social landscapes.