

Fireside Chat | [Storytelling / localisation] The Influence of Culture on Storytelling



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slido



Which one is your favourite cuisine?

- Question 1: How do we make our content relevant for different cultures?
- Question 2: How do we segment and personalise content at scale?
- Question 3: What NOT to do in storytelling or in localizing content?
- Question 4: How to strategize your storytelling / customized stories to achieve the most effective communications?
- Question 5: What tools can we use to customise content to different audiences?



Juthamas's Takeaway:

Successful content strategy is starting from a great problem statement i.e. we need to consider who are our target audiences, segmenting them and identifying representative personas so we can plan and design media that will lead to effective communications. We need to consider not only demographic data but also lifestyle, behaviors and the most important thing when dealing with multinational / cross locations is "culture", not just language, but attitudes and perceptions towards certain things are differences.



Neelabh's Takeaway:

- Start consumer first - what are their unmet needs and how does your product solve the problem
- Build meaningful consumer segments
- Identify the core message that you want to deliver to each segment
- Transcreate and not Translate
- Test & Learn - Monitor performance and Change accordingly



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