

Fireside Chat | [Storytelling] Creating a Concise Brand Story: How to Tell a Great Story, to the Right Audience?



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slido



What are the most common challenge you face in storytelling?

What is the one thing that is often neglected by brands when they tell their story?

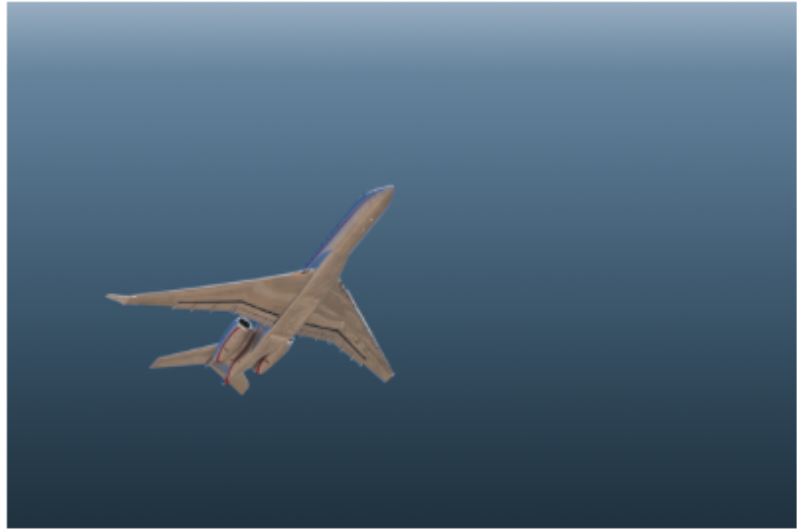
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98%
OF FORTUNE MAGAZINE'S
Top 50 "World's Most
Admired Companies"
USE BUSINESS AVIATION



100%
"100 Most Trustworthy
Companies in America"
ARE BUSINESS AIRCRAFT USERS



AUGUST 13, 2021

Three Steps to Private Air Travel Perfection

Program membership - three steps to private air travel perfection Our Program membership is a unique solution that strives to make private aviation work for all our Members. But what does that...



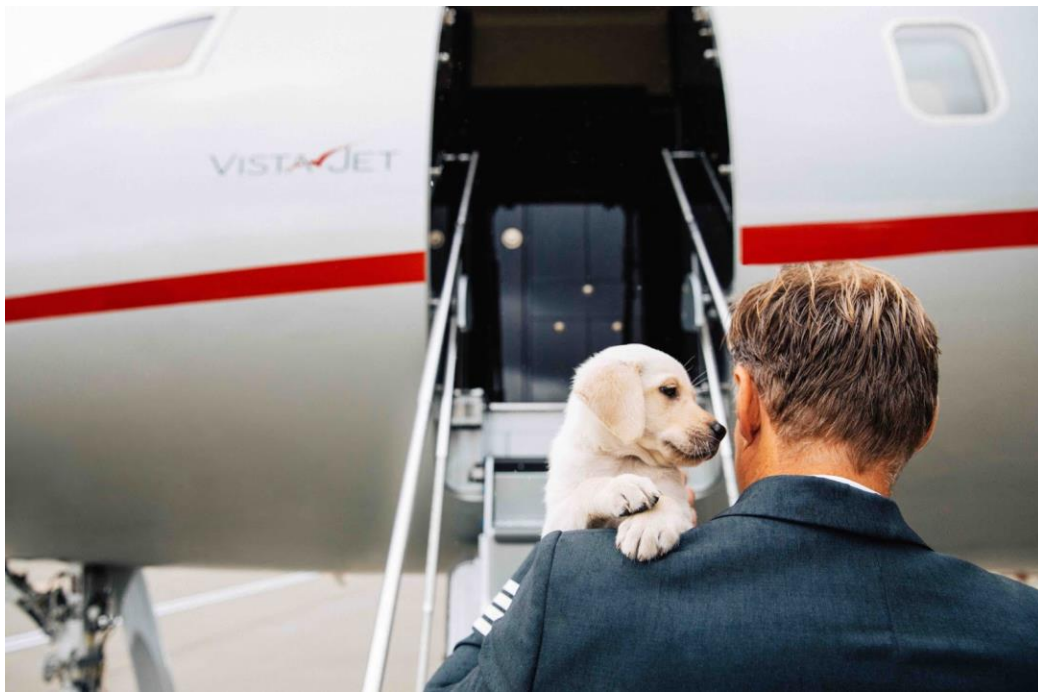
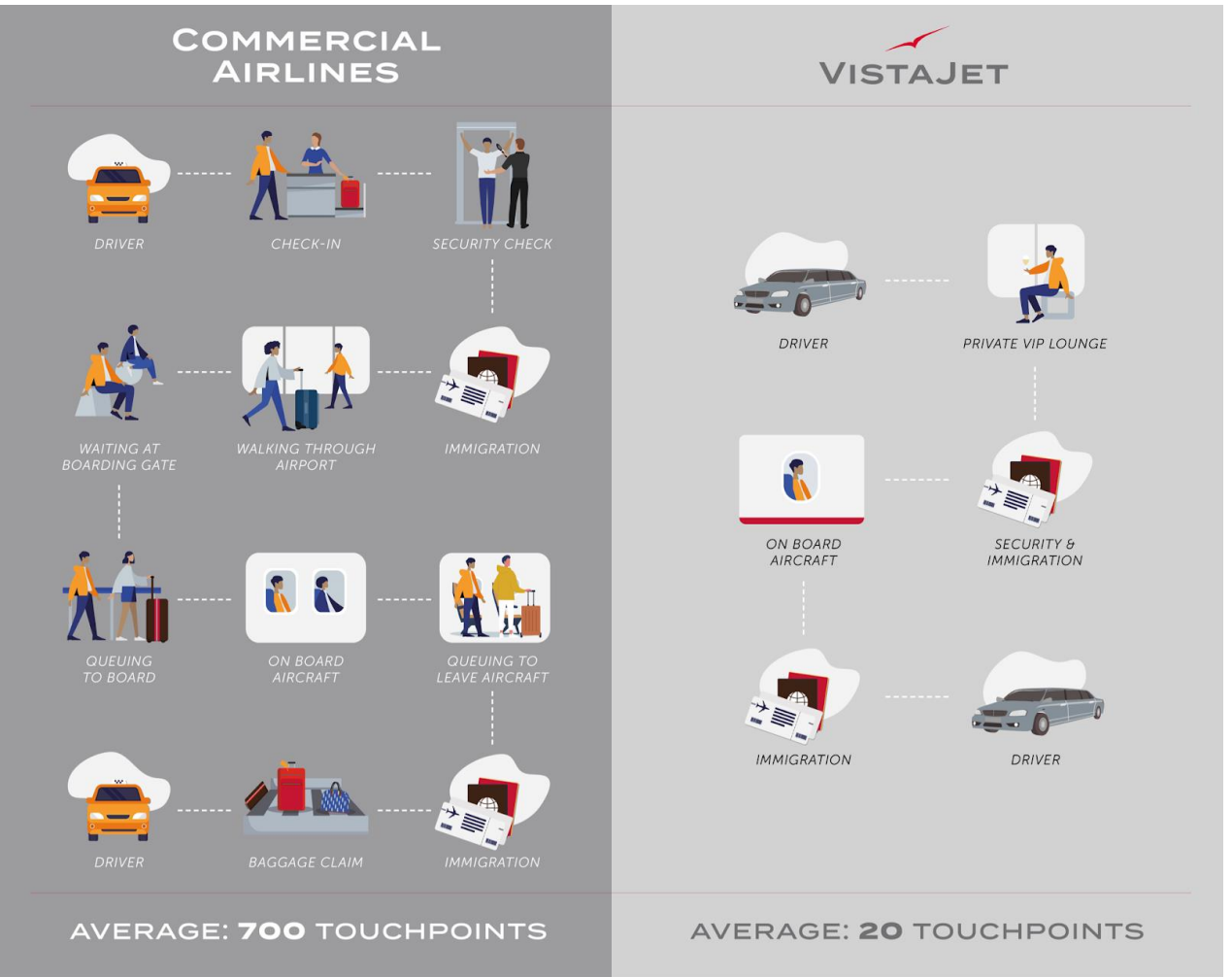
SEPTEMBER 20, 2021

Fly globally with no limits and no positioning fees

At VistaJet, we do things differently. It's why our clients can take advantage of true global private jet availability – with no positioning fees to pay. Ever.

Why authenticity is important when telling a story?

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**So what do you see as the optimal approach
in storytelling?**

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Jodi Beggs @jodiecongirl · May 8
Replying to @FastCompany @Dove
So if CVS is out of "skinny bitch" bottles am I not going to be able to get clean?
Not sure how this works.

helena cell @pilotbacon
a spokesperson from dove just crawled out of my shower drain to tell me all bodies are beautiful and women can play sports too
6:54 PM - 8 May 2017



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ICONIC FLEET

VistaJet offers its Members access to a consistent and branded fleet of super-midsize, long range and super-long range aircraft with unparalleled service.

VistaJet's distinctive silver and red aircraft, with branded cabin design, welcome passengers all over the world. Renowned for its consistency, you know exactly what will be waiting for you on the tarmac, no matter where you are flying from.

[VIEW YOUR FLEET](#)



Golin's Approach



DEFINE THE ROLE IN CULTURE



Key Takeaway

Being global

Defining what it means to be a global brand

Being local

Discovering how it translate into familiarity
for all customers in different regions



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Q&A