

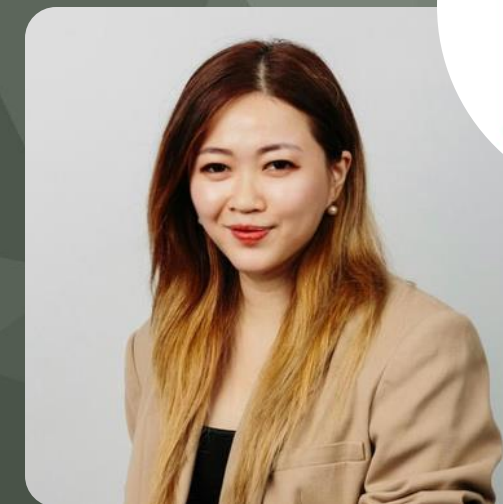
# Panel Discussion | [Storytelling] How to Tell a Compelling Brand Story: Crafting Creativity across Different Channels and Media



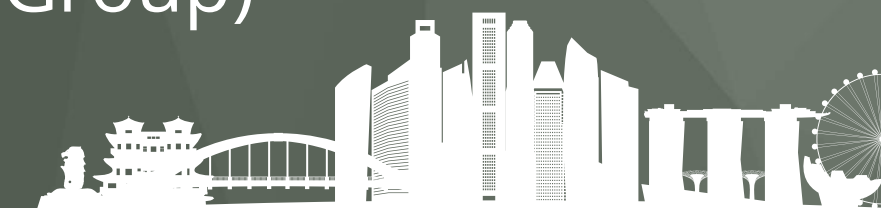
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Country Head of Brand,  
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Head of Marketing  
Communications  
Mandala Masters (The  
Mandala Group)



**slido**



**How Important is Storytelling to Business KPI / Success / Boosting Revenue?**

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**Question 1: How important is Storytelling in your industry?**

**Question 2: What is the definition of good storytelling?**

**Question 3: Established Brands v non (not-yet) establish Brands storytelling strategies**

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- **Kieran's Takeaway:**

- **Cheryl's Takeaway:**

- To open the wallets of consumer, first open their hearts.
- Don't Tell Me. Show Me (And Make Me Feel)
- Storytelling = Strategy → Customer Insight → Engagement methods such
- Experiential marketing (Optional: With technology as storytelling enabler) Don't tell me, show me

- **Germaine's Takeaway:** Utilize your brand heroes (influencers) and sing their wins. Their individuality and realness in their content for your brand is what drives traffic.

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**Q & A**