

Panel Discussion | [Storytelling] Creating a Concise Brand Story: How to Tell a Great Story, to the Right Audience



BALDWIN[®]

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SPEAK
OUT

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Liz Fendt

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Poll Question

Who is the hero of a story? The company, the product or the customer

- Answer Option 1: Company
- Answer Option 2: Product
- Answer Option 3: Customer

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What's your philosophy of a great story? What has to be there?

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**How much local freedom/flexibility to allow -
cultural differences?**

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How to humanise the brand story? Not just tech

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How to measure the success (i.e. has it been understood) of your brand story?

Key Takeaways

Simon's Takeaway:

- Bridge a gap between what your audience knows and needs or wants to know. Create suspense and intrigue. Find an enemy to frame your story. Look at the film industry for inspiration on how stories are pitched. Your product, company or service is just a punchline, not the story.

Archita's Takeaway:

- Great storytelling is about serving others. Always ask yourself: how can our story help those we serve (our customers) achieve their goals? That's the key to building trust, loyalty, and impact.

Liz's Takeaway:

- Keep your brand story simple and globally consistent with regional/local personal flavor.

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Q&A