



Panel Discussion | **[Content Marketing]** Crafting Authentic Narratives that Resonate in the Digital Age



RSP

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Director, Global Marketing & Communications
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[Lead Panellist]

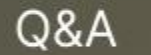


symrise 

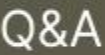
GANESH JEYARAMAN

Head of Marketing & Communications Flavors APAC
Symrise AG

What defines an 'authentic' brand narrative in today's digital-first landscape, and how can brands ensure their storytelling remains credible and engaging?



With increasing digital noise, what strategies help brands cut through the clutter and create content that resonates with their target audience?



Question 3

How can brands balance creativity with data-driven insights to craft compelling content while staying aligned with business objectives?



Q&A



Brand attributes



[Forward](#)

Collaborative

Originative

Tagline

RSP's tagline is "Design Re-imagined".
Do not alter the look up of the tagline.

The full-colour version of the tagline should be applied where possible. However, where applications involve areas of solid colour, the reversed tagline should be used, as illustrated.

When used with the logo, the width of the tagline should be 80% of the width of the logo, as illustrated.



The width of the tagline should be 80% of the width of the Logo.

Design
Re-
imagined

Design
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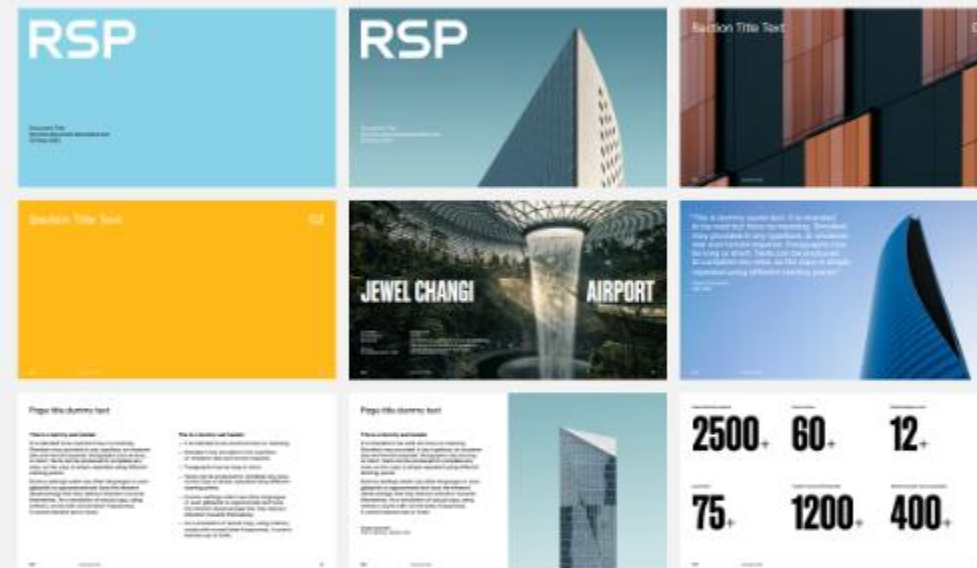
Tablet website

Illustrated here are the positioning of elements the FSD tablet site.

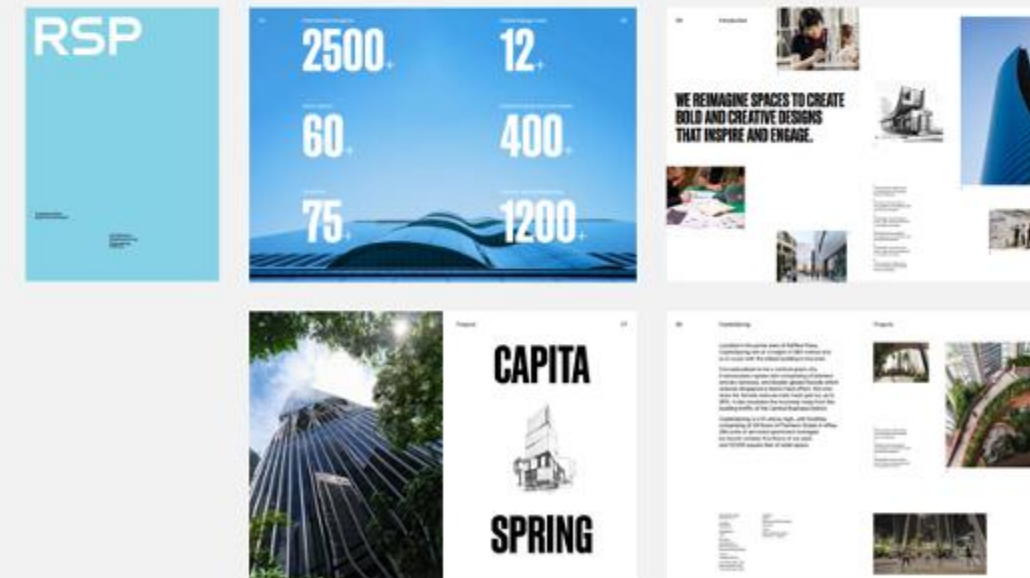
Approved templates should follow the guidelines set here



Keynote



Brochure



AFTER

- S\$3.8 million in PR value
- Average 30% increase in social media followers across LinkedIn, Instagram, Facebook
- Increased brand recognition and visibility with key stakeholders and clients (via NPS survey)

What are the emerging trends in content marketing, and how can brands future-proof their storytelling strategies to stay relevant in an evolving digital landscape?

