

## Fireside Chat | [Brand Marketing] Staying Relevant in a Digital World



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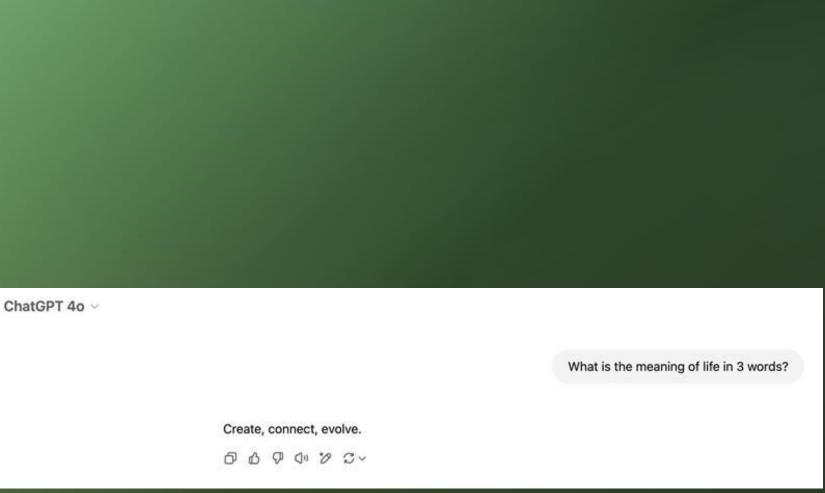


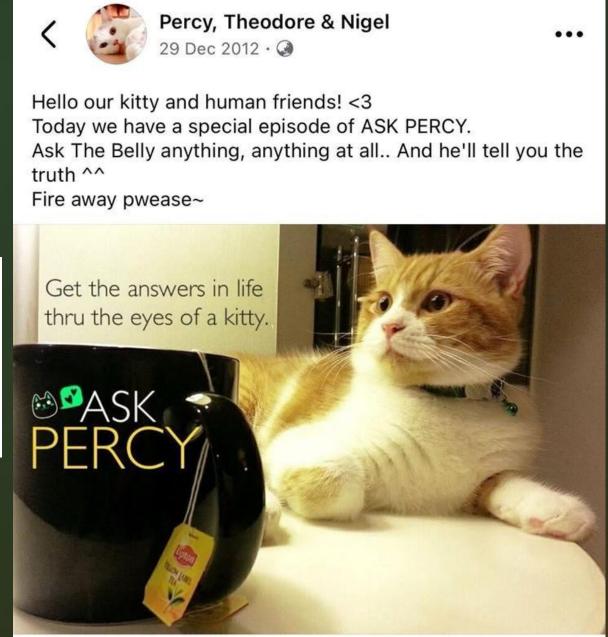
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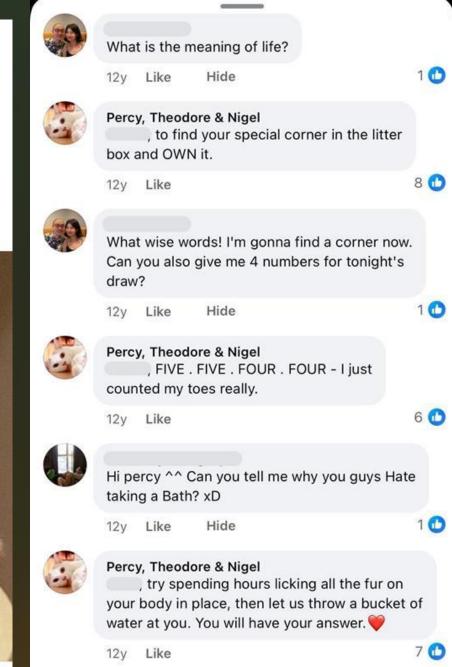






























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## Question 1

In a world of endless choices, how do we cut through the clutter without becoming part of it?



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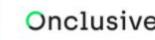
































## Gen Zs

How are brands pivoting their strategies to relate to them?



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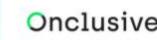






























Question 3

What excites you about the future of consumer engagement?

