



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



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ChatGPT 4o

What is the meaning of life in 3 words?

Create, connect, evolve.

**Percy, Theodore & Nigel**  
29 Dec 2012 · 🌐

...

Hello our kitty and human friends! <3  
Today we have a special episode of ASK PERCY.  
Ask The Belly anything, anything at all.. And he'll tell you the truth ^^  
Fire away pwease~

Get the answers in life thru the eyes of a kitty.

What is the meaning of life?

12y Like Hide 1

Percy, Theodore & Nigel, to find your special corner in the litter box and OWN it.

12y Like 8

What wise words! I'm gonna find a corner now. Can you also give me 4 numbers for tonight's draw?

12y Like Hide 1

Percy, Theodore & Nigel, FIVE . FIVE . FOUR . FOUR - I just counted my toes really.

12y Like 6

Hi percy ^^ Can you tell me why you guys Hate taking a Bath? xD

12y Like Hide 1

Percy, Theodore & Nigel, try spending hours licking all the fur on your body in place, then let us throw a bucket of water at you. You will have your answer. ❤️

12y Like 7

# Question 1

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



## Q&A



**»»» PLENARY**



## Question 2

# Gen Zs

# How are brands pivoting their strategies to relate to them?



## Q&A



**»»» PLENARY**

# What excites you about the future of consumer engagement?

