

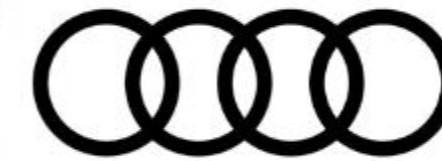


Fireside Chat | **[Brand Engagement]** The Evolution of Digital Content Strategy



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Question 1

What key shifts have you seen in digital content strategy over the past few years, and what's driving these changes?



Q&A



Question 2

Can you share an example of a successful content strategy pivot your brand has made? What made it work?



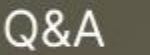
Q&A





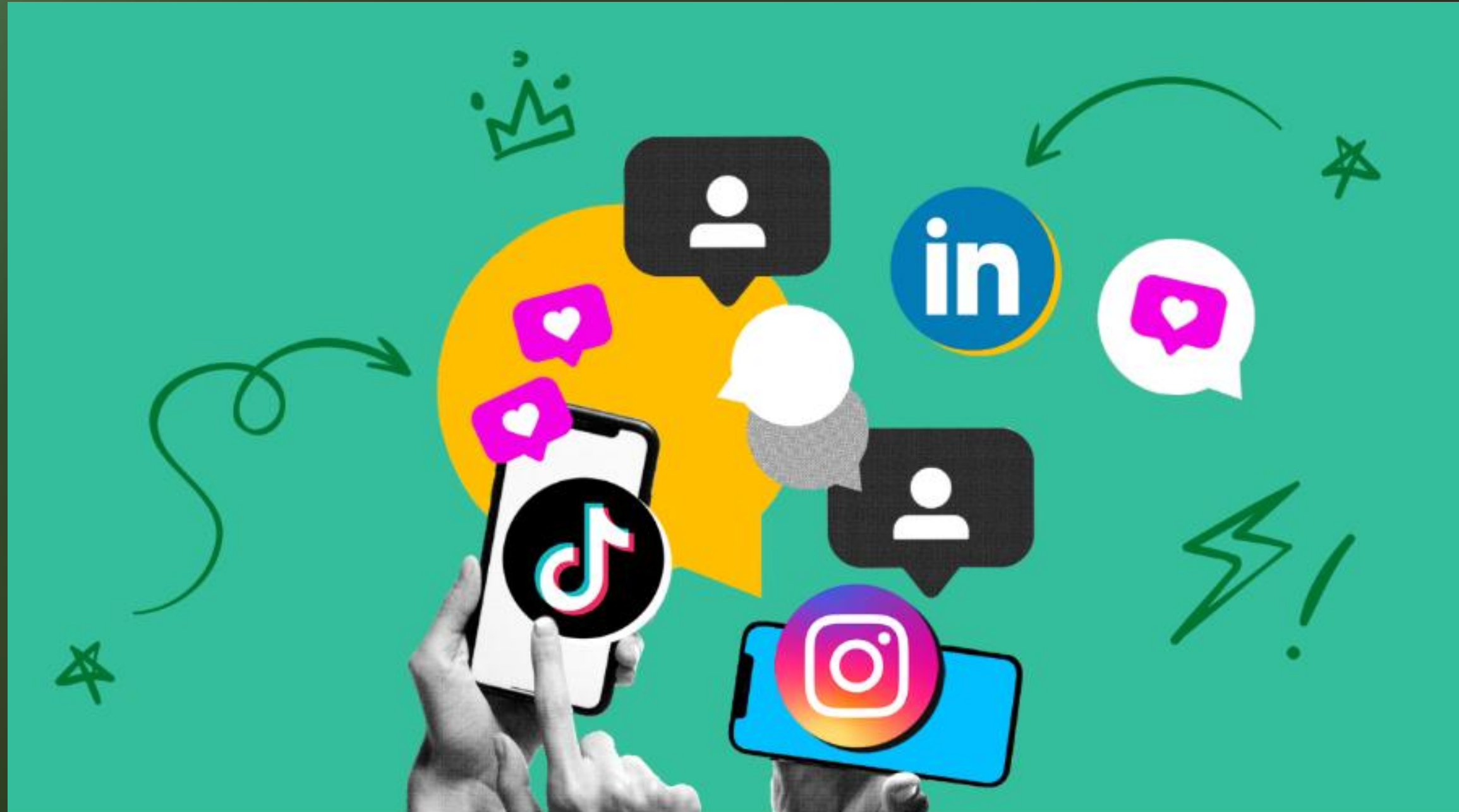
Audi
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What are the biggest challenges in evolving content strategies, and how have you tackled them?



Q&A

Social talkability



Q&A



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