



Sponsored by:

Panel Discussion | **[Digital Content Creation]** Redefining & Elevating Brand Engagement with Digital Contents

 YOKOHAMA



SANTIAGO PATINO

Head of Marketing EU
Yokohama ATG

 tomtom



LARA APPLEWHITE

Global Campaign Manager
TomTom

 BIRDA



ANTON GOROBETS

Director, Growth & Marketing
Birda

 zander labs



HEATHER HURD

Head of Marketing
Zander Labs
[Moderator]



What's your biggest challenge in digital content creation?



Sponsored by:



THE MARTECH
SUMMIT
AMSTERDAM

Panel Discussion | [Digital Content Creation] Redefining and Elevating Brand Engagement with Digital Contents

Question 1

What role does storytelling play in differentiating your brand? How is it central to your content strategy?



Q&A

#TheMarTechSummit



Sponsored by:



THE MARTECH
SUMMIT
AMSTERDAM

Panel Discussion | [Digital Content Creation] Redefining and Elevating Brand Engagement with Digital Contents

Question 2

As markets and audiences continue to evolve, how do you balance business requirements, technological advancements, and creative strategies?



Q&A

#TheMarTechSummit



Sponsored by:



THE MARTECH
SUMMIT
AMSTERDAM

Panel Discussion | [Digital Content Creation] Redefining and Elevating Brand Engagement with Digital Contents

Question 3

How is artificial intelligence currently being discussed in your industry conversations, and what potential roles do you foresee for it in the future?



Q&A

#TheMarTechSummit