THE MARTECH SUMMIT | LONDON

PLENARY

Digital Brand Experience

How Brands Build Relevance & Win Attention in an Era of Digital Distraction



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Do not edit
How to change the design



What makes you stop scrolling and pay attention to a brand?

The Slido app must be installed on every computer you're presenting from

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Q&A

Question 1

What do brand relevance and personalisation mean in today's landscape, and how do you measure their impact as a brand?

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Q&A

Question 2

With consumer attention becoming increasingly fragmented, what strategies are driving meaningful and differentiated digital engagement within your organisation?

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Q&A

Question 3

How can brands create digital experiences that reflect their purpose and values while remaining authentic, consistent, and agile?

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