

WHAT IS STORY TELLING?



Create a Story

Tell a Story

Connecting to

a Story



Create a Story

**From Design and Development
- is for the future seasons**

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+ + + + + + + + + + + + + + +

+ Design + Exploration +

+ + + + + + + + + + + + + + +

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Tell a Story

Marketing/Merchandising/Sales

DON'T

Brand over Product



And not Sugar and Soda



Shot on iPhone

by Andrew L.



"Think Different" slogan. Take, for example, their 'Shot on iPhone' ad. It not only demonstrates the iPhone camera's incredible capability, but also includes engaging videos taken by actual users.





LEICA

Leica

LEICA

7954E24

APO-SUPER-SUMMILUX ASPH.

ASPH.



URGENCY
APPETITE

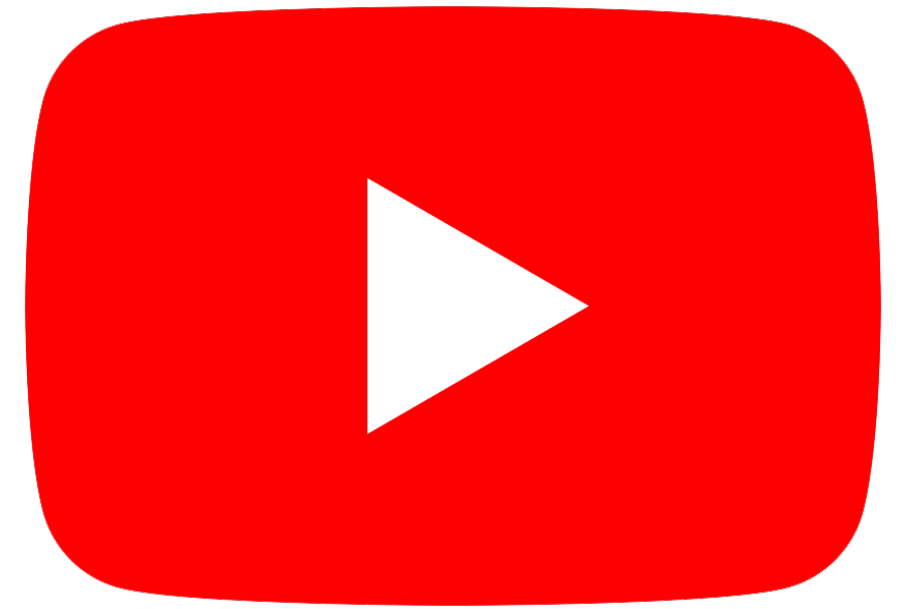


MARVEL

Supreme



Coca-Cola *H&M*



CNN

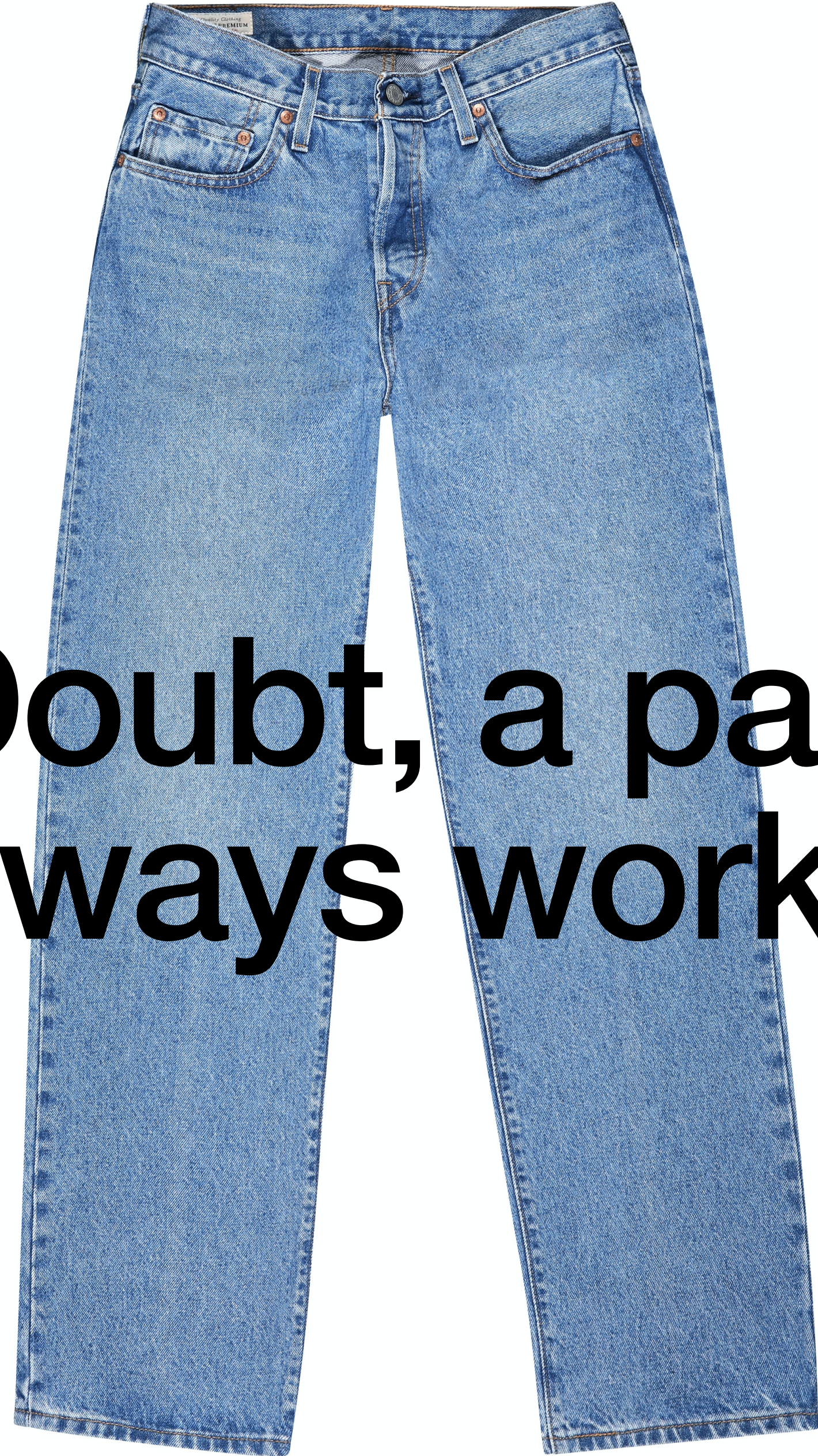
TIME



DIESEL
FOR SUCCESSFUL LIVING

Colgate

Canon



**When in Doubt, a pair of jeans
always works**



I wish I had invented blue jeans. They have expression, modesty, sex appeal, simplicity, all I hope for in my clothes.



Yves Saint Laurent



Connecting to a Story

**Retail: When Customers connect
to the story**



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452

**You can find inspiration in everything,
if you can't. Please look again**

Paul Smith



Paul Smith





Marques Brownlee ✓

15.6M subscribers

Creator Economy

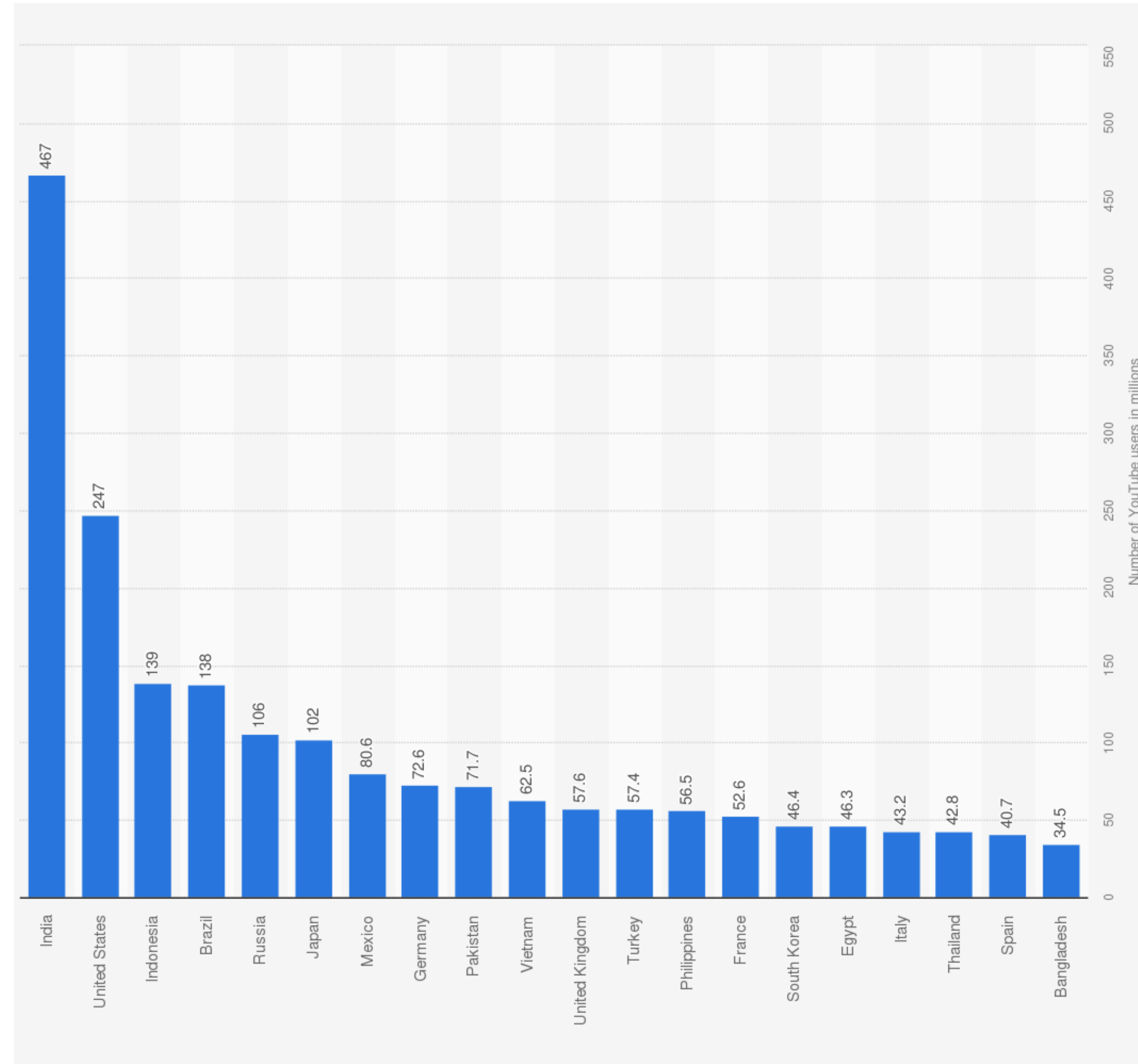
The world of Video Creators





YOUTUBE audience

Country wise



YOUTUBE Content Creators Contribution

Rs. 6,800 Cr

to INDIAN GDP

YOUTUBE Content Creators Contribution

683,900

Full time equivalent jobs in India

YOUTUBE Content Creators Contribution

92%

Of SMBs have Global reach through Video Content

