














Creative Strategy Panel TAKEAWAYS



KEY TAKEAWAYS:

-  **Story-telling** is key to consumer engagement. They say a picture is a worth a thousand words. Imagine how much video can say!
-  **Emotional appeal** and relatability create a lasting relationship with your brand.
-  **Produce high-quality, innovative, creative, interactive content** at the right time for the right audience.
-  Don't skimp on **production value**, it might cost more but it'll pay off.
-  Make sure your messaging, concept, branding, and **overall aesthetic are consistent and cohesive**.
-  Maintain **authenticity, transparency, and reliability** as professionals, as a brand, and as a team.
-  **Experiment and try new things!** It's the only way to achieve real success.
-  **Don't be afraid of failure**, learn from it.
-  **Influencers and celebrities** can help amplify your story- be sure to choose talent that is **genuinely passionate about the brand and topic**.
-  Establish **your objectives** and know **your audience**. If you don't your content won't make an impact.
-  Remember **B2B audiences are consumers too**. They are just as driven to act by emotion as consumers, so market accordingly.
-  **Global audiences** are different than U.S. audiences. Remember to do your research. You don't want to make a major faux pas.
-  **Get sales on board**, it can add so much when working with other teams.

