

How to use storytelling to maximise the ROI on your existing products

With

Richard Smith

Brand Strategist and
Innovation Gym Trainer



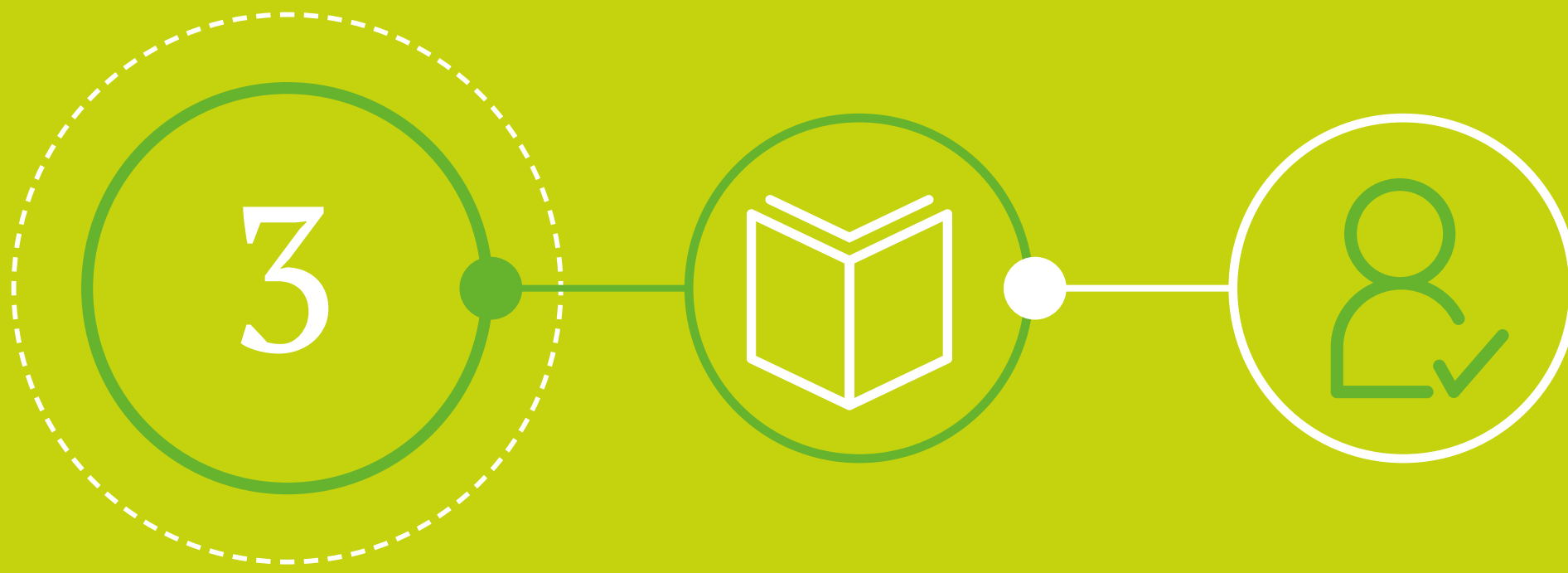


Storytelling can be a **game-changer** in the innovation process, especially for big consumer brands, where success hinges on creating **emotional connections** and solving real consumer problems.



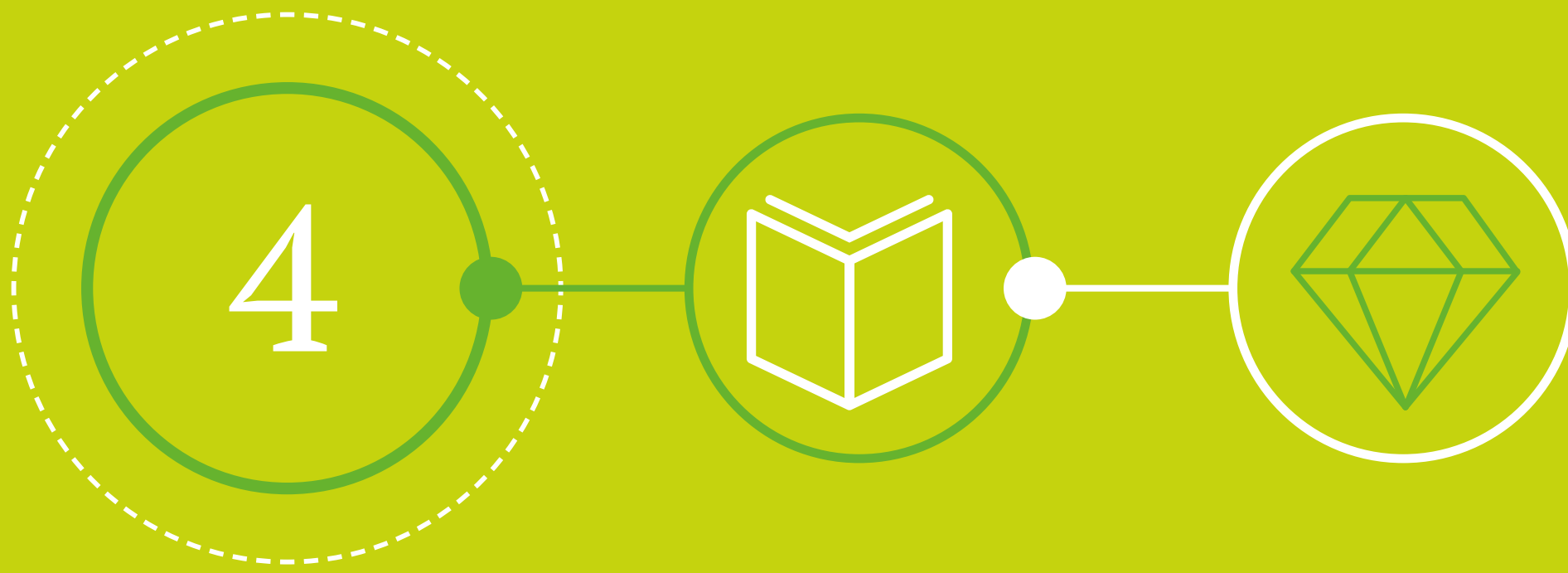
Storytelling turns the innovation process from a functional exercise into an **emotionally resonant journey.**





It motivates teams,
clarifies objectives, and
ensures that the end
result **connects deeply**
with consumers.





Great stories lead
to **great products**
- and great brands

