

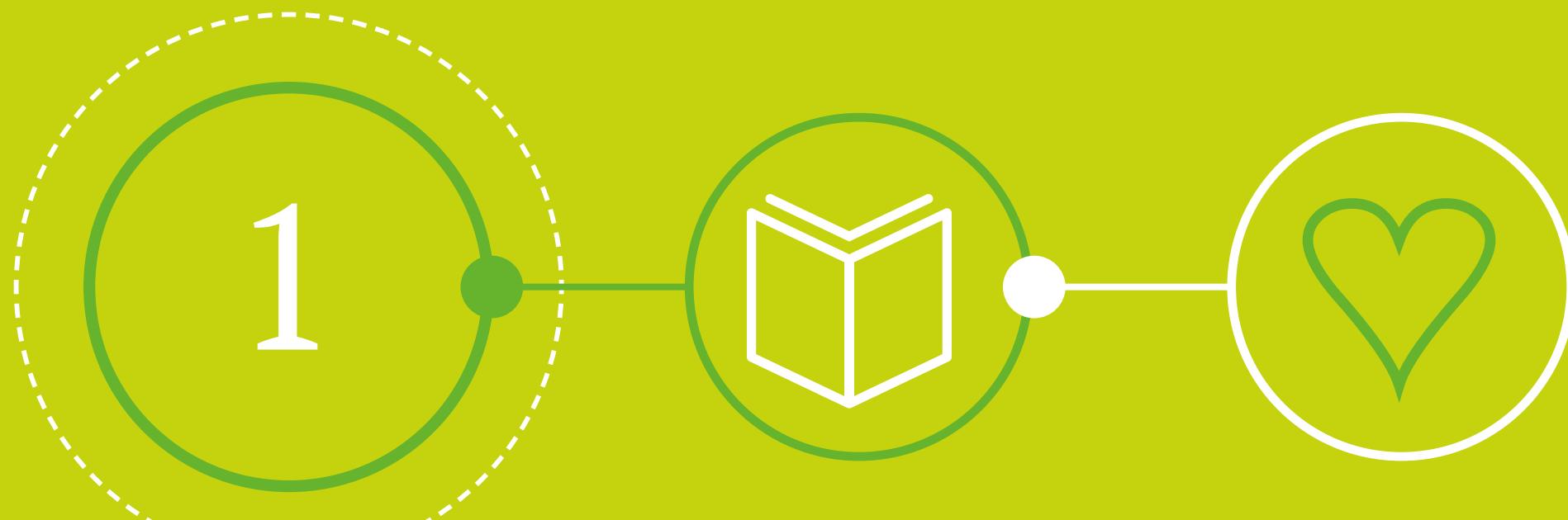
How to use storytelling to maximise the ROI on your existing products

With

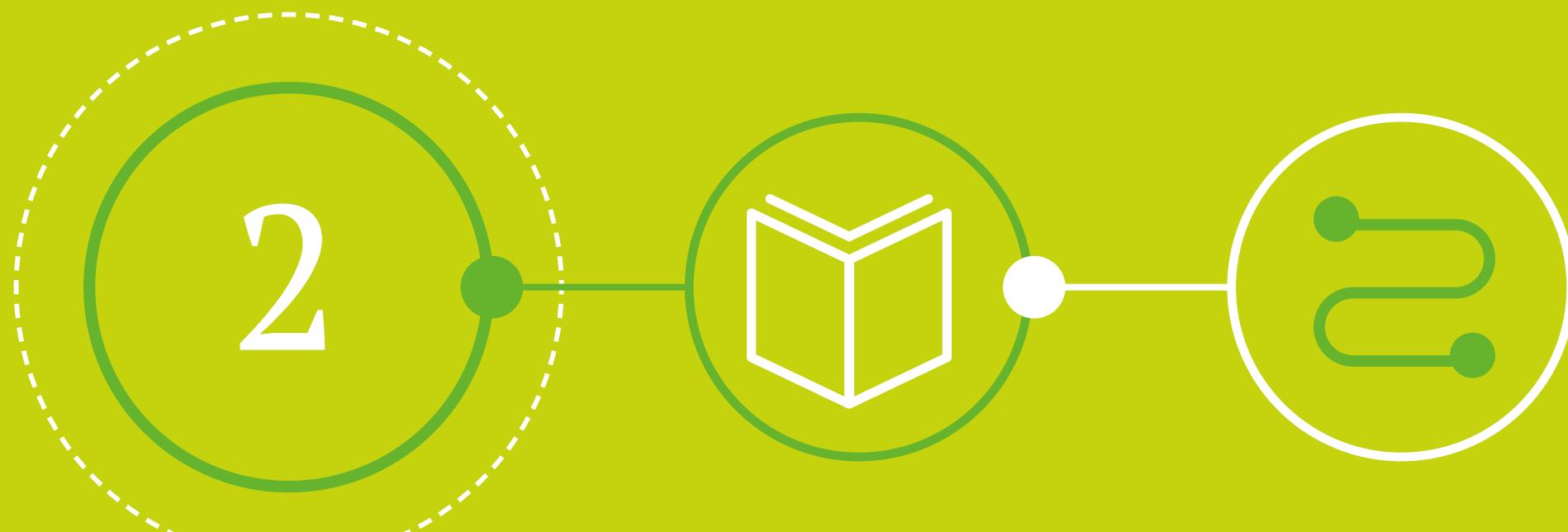
Richard Smith

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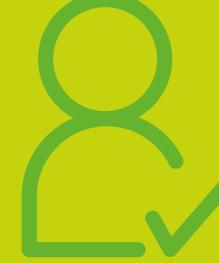
Storytelling can be a **game-changer** in the innovation process, especially for big consumer brands, where success hinges on creating **emotional connections** and solving real consumer problems.



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

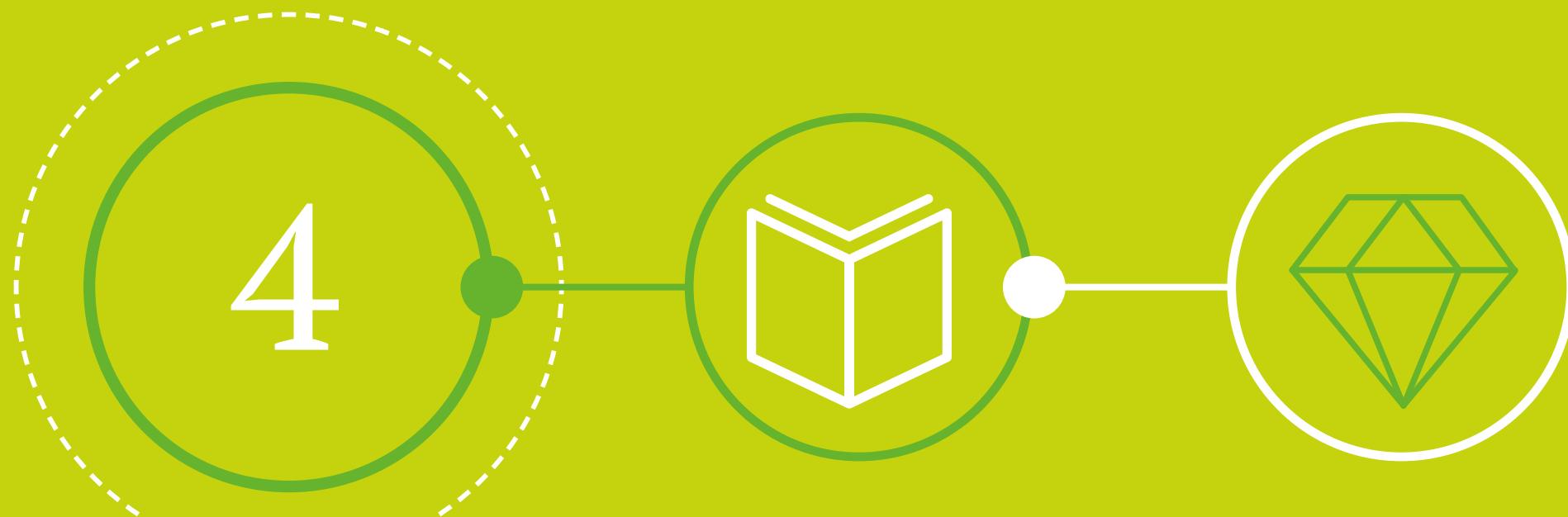


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It motivates teams,
clarifies objectives, and
ensures that the end
result **connects deeply**
with consumers.





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

