

## Brand Journalism Storytelling E Marketing Nuove Opportunit Per I Professionisti Dellinformazione

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*Luxury Brands And Social Media: When Less Is More*

The power of a brand and the role of marketing has never been more critical as consumer expectations are at their highest, according to chief marketing officer at McDonalds Chris Brown.

*Macca's marketing focused on satisfying expectations*

What is storytelling in marketing ... (e.g. how to pack for alpine climbing). Customer stories keep your audience engaged with and excited by your business. It's your chance to bring your brand ...

*How to Use Storytelling in Business to Build Captivated Audiences*

In the pre-social media era, corporate storytelling ... we call this brand journalism. This hot new sector of content marketing starts with transforming the news release into other formats, including ...

*Brand journalism: PR's latest tactic*

The massive, pandemic-driven surge in e-commerce sales resulted in an increased number of packages crossing the thresholds of people's homes. These packages are prime real estate for brand messaging, ...

*4 E-Commerce Packaging Trends Helping Brands Win on Customer Experience*

Now, many content teams across marketing, media, and communications are routinely publishing impressive reading experiences. A key driver of this change is the rise of digital storytelling. With ...

*15 examples of impressive digital stories*

David Buttle, The FT's global director for policy and commercial marketing, spoke to Nina Hadjikhania, Patagonia's e-commerce director, EMEA, about the company's approach to brand purpose ... "It's ...

*The FT Investment in Brand Award celebrates Patagonia in a year devoted to sustainability*

Zippo Manufacturing Company, globally recognized producer of the iconic Zippo Windproof Lighter on Tuesday announced its plans for ...

*Iconic Lighter Brand Zippo makes way for expansion in India*

Mackage brought in the new executive to drive growth initiatives across the channels of distribution and widen the brand's range of product offerings.

*Mackage Picks a New CEO*

Tin Man collected the 'Marketing agency of the year' crown at The Drum Marketing Awards 2021. Here, Tin Man team share the secrets of their ...

*At work with Tin Man, the marketing agency of the year which listens to its heart*

LimeStory, the world's first AI-powered storytelling content and engagement engine, announced today it has partnered with MCMK, a B2B marketing agency that provides a ...

*LimeStory Debuts AI Storytelling Engine to North American Education Industry with Help of MCMK*

WeChat groups, run by foreign and Chinese firms alike, have become crucial marketing tools for reaching new consumers and building brand loyalty in a post-pandemic China.

*China retail sales get 3 trillion yuan boost as personalised marketing grows via 'private traffic' in chat groups*

Leaping towards completing a decade, #ARM Worldwide is a digital consultancy company working with a host of national and global organisations across sectors.

*armCommerce emerges for E-commerce Industry Domination*

On the one hand, skateboarder Nyjah Huston is the quintessential counterculture sports star with a story even the best marketing team could not make up: He spent different parts of his childhood cut ...

*Skateboarder Nyjah Huston brings unique brand to Olympics*

As the pandemic has reduced opportunities to meet and share knowledge with senior peers, Journalism.co.uk launches a virtual mentoring programme that will pair experienced industry professionals with ...

*Journalism.co.uk launches a mentorship scheme to support innovation in UK local and regional newsrooms*

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*Amazonization of marketing: The age of skin in the game*

Screaming fans won't be the only thing missing from this year's Olympic Games in Tokyo. Behind the scenes, there won't much schmoozing for corporate sponsors either, thanks to the pandemic.

*Olympic sport of schmoozing eludes corporate sponsors*

And then there's e ... is the brand created, what's the brand philosophy, how it is making my life better. This level of storytelling needs to stay consistent and integrated into all marketing ...

*Chinese DTC Brands Going Global: Perfect Diary's Expansion Plus Acquisition Strategy*

Indian online fashion brand Tjori said on Monday it has signed an equity deal of Rs 16 crore with the media giant Hindustan Times. The deal signed goes beyond equity investments while also providing ...

*Hindustan Times invests Rs 16 crore in lifestyle brand Tjori*

The Times also won in the Best Brand Partnership - B2B category when they teamed up with Verizon for The 5G Journalism Lab, dedicated to delivering immersive storytelling with 5G. The Times ...