

MarketingPulse 2018

Breakout session 3: Tell me a Story... About Content Marketing

Synopsis

We all love a good story – and story-telling is the foundation of content marketing, defined as promoting a brand through high-quality, valuable content that attracts and engages a target audience. With more content marketing opportunities knocking on doors, the panel of experts shared practical tips with outstanding case on how to win customer trust and loyalty by quality content.

Moderator

- **Dr Esterina Nervino**
Chief Editor, Retail in Asia

Speakers

- **Mr Tony Chow**
Regional Director, Creative & Content Marketing, Asia Pacific, Marriott International
- **Mr Sehgeun Choi**
Senior Creative Director, INNORED
- **Mr Vincent Tsui**
Founder & CEO, Toast Communications Limited

The panel aimed to unveil the ingredients of a successful story. Mr Tony Chow kicked off the panel by explaining how at Marriot Hotels, promoting a service and experience more than an actual product, the relationship between the brand and the customers is key to customers' win, engagement, and retention. Tony explained how marketing has shifted from intrusion to solution and how it has become more customer-oriented despite being for a luxury brand.

Mr Sehgeun Choi took the audience to a journey to Korea and the world of Korean millennials constructed on the 'small but certain happiness' as fundamentals of a happy life. Sehgeun's projects are all linked up under a strong focus on personal relationships among people and emotions as a result of that.

Mr Vincent Tsui closed the session by inviting brands to become their own media company. The discussion led to examples undertaken by different brands with very small resources, the way brands choose content for their media outlets and how to remain relevant and throughout time. Campaigns such as 50 year-old and fabulous and Swipe products used to clean a watch were definitely quite innovative and very much focused on video content. The approach adopted was encyclopedic as when a brand wants to compete with media for attention, the content needs to be different and comprehensive.

All the three presentations and Q&A had a leit-motif 'love', generated by the personification of the brand and the establishment of a long-term relationship and commitment between the brand and the customers aimed to build trust and loyalty. Among the challenges, are the assessment and evaluation criteria that differ from sector to sector, but also based on the objectives established at the beginning.