






INNOVATIVE STORYTELLING TO FUTURE PROOF YOUR MOBILE CONTENT STRATEGY

By Guan Hin Tay



ABOUT THE WORKSHOP

If you want to:

-  Design edge to edge display video content, by optimizing the full frame of your mobile screen
-  Create thumb-stopping creative stories that stand out from the saturated mobile content clutter
-  Conceptualize creative executions that fit the vertical format, so you can deliver maximum engagement and impact for your brands

Then this workshop is for you!

Today's marketplace has become overcrowded with thousands of content competing for our customer's attention. According to Facebook, our thumb scrolls through 300 feet of mobile content every single day. People are exposed to tons of content consistently that it becomes noise. Is your content becoming predictable, expected, and worse still, unengaging? If you create mobile content as a marketer, business owner, or just a social content influencer, have you thought about creating content that is different from everyone else? Creative Storytelling on your mobile screens is vital in increasing the market share of your brand on social media. Would you like your content to grab attention in secs in this time-deprived world? Do you know how to create content designed for the vertical format as we hold our phones upright 94% of the time when viewing content? Vertical videos were made to capture personal moments ' sharing compelling stories that resonate with your customers watching them. Discover the five creative principles that will increase your online presence, grow your brand's visibility so you can stay ahead of your competition.

ABOUT GUAN HIN TAY

Founder & Global Chief Creative Officer, TGH Collective, Singapore

Mr. Tay Guan Hin is the Founder and GCCO of TGH Collective and the Creative Change Catalyst of the APAC Global Advisory. He has helped Shell, Johnson & Johnson, Abbott, P&G, HSBC, Unilever, and other global brands improve market share and solve business challenges.

Guan is a true collaborator, worked with the most creative agency worldwide networks, like JWT, Saatchi & Saatchi and Leo Burnett. Guan's role continues to evolve: delivering insightful creativity that builds on digital and innovative engagement to increase brand preference. He was the Jury President, Cannes Lions, Designers & Art Directors Foreman 2009, One Show Judge Global International Award NYC, TEDx / Keynote speaker 2012 and he consider himself as a creative innovator.

Guan devotes the same passion that goes into his work by mentoring young talents. Setting up the first student awards in Singapore. He spoke and trained students at the first 2004 One Show China and again in 2018, where he served as a judge and spoke at the One Show Greater China Creative Summit. He was also the principal of the ADFEST Young Lotus for many years and TMRRW Biz school, a creative/business/digital education for the next generation of thinkers and leaders in ADFEST 2019.



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SCHEDULE

- Date: Friday 20th March 2020
Time: 10.40 – 17.25
Venue: Room PATTAYA 3, Mezzanine Floor PEACH
Remark: Pre-registration is required

ELIGIBILITY & REGISTRATION

-  Interested applicant must be a registered delegate of ADFEST 2020
-  To register, click [here](#).
-  Registration is not confirmed until you receive a confirmation notification from ADFEST
-  Reservation is strictly first-come-first-served & seats are limited to only 30 delegates only.

SPECIAL REQUIREMENTS

-  Participant must bring their own laptop & mobile phone to the workshop

For more information, contact Workshop@ADFEST.com