

FilmTech Meetup #15 "How Do Brands Tell Stories in the 21st Century?"

Field: Creative Europe Media

Date: 26 November 2018

Location: Berlin

Organizer: Propellor FilmTech Hub and Film Tech Office

The FilmTech Meetup is all about stories - stories that create brands to make stories out of products or services. Stories are at the heart of marketing campaigns to emotionally charge brands, make products distinguishable and set them apart from the competition. But how must storytelling in advertising and branded content work so that the target group is reached despite the increasingly individualized customers and fragmented markets?

The Propellor FilmTech Meetup is the first regular forum in which experts from the film, start-up and tech scene can exchange a network about current developments at the interface between film and technology. Topics of the previous issues were among others digitalization, film financing via ICO (Initial Coin Offering), the application of BioFeedback, Artificial Intelligence, big data and blockchain technology in the film industry, as well as new forms of storytelling.

The Propellor FilmTech Meetup is an event of the Propellor FilmTech Hub and the Film Tech Office. The FilmTech Meetup is supported by the Creative Europe Desk Berlin-Brandenburg.

Veranstaltung und Registrierung: > hier (<https://www.meetup.com/de-DE/FilmTechBerlin/events/254986902/>)