

Become a storyteller - 30 Oct 2017

BY LOUISE MARSLAND

Our special [Focus on Shopper Marketing](#) went live last week, unpacking the latest trends in store and in the mall; looking at the future state of retail; how retailers and marketers need to evolve brand marketing to reach an experience-driven consumer. Have a look. The handy PDF will be out next week for easy download.

Alex Okosi of Viacom, gives a great report back on [#MIPCOM](#) this year, noting that Africa is in the land of storytelling and it's Africa's time to make its mark on international film.

Continuing on the storytelling theme, [Greg Viljoen](#) says brands need to become master storytellers as all research shows we are hardwired to listen to stories from young and it's a key attribute for brands to include in their narrative to emotively connect with consumers.

To subscribe yourself or colleagues to the daily or weekly Africa newsletters which focus on media and marketing and general business news from the continent, [click here](#).

Have a great week!

Louise Marsland

Africa Editor: [Bizcommunity.com](https://www.bizcommunity.com)

For more, visit: <https://www.bizcommunity.com>