



Boosting Brand Reinvention with Authentic Stories

We-Storytellers Success Story

<https://we-storytellers.in/>





The Protagonist

A decade old startup wanted to reinvent its voice to resonate with a younger technology ecosystem and attract new talent.



The Plot

We-Storytellers took a consultative approach and redefined the brand's voice to be more authoritative and resonant with younger age groups.

WST refined the client's thought-leadership positioning with stories like bylines, whitepapers, case studies, and website refresh.



The Climax

The client is a recognized thought leader in its space with footprint of our stories across global and local tier 1 publications like Forbes, Business World, YourStory and People Matters among others.

Introduction

Our client, an AI startup from Bangalore, had a legacy of stories worth a decade. In 2021, as they completed ten years of an exciting journey, they set out to reinvent themselves as a young and vibrant brand, with fresh messaging and new vigor. The idea was to be more attractive to young talent and relevant to the emerging technology ecosystem. This called for a complete revamp of brand persona and messaging.

Brand reinvention is a complex exercise for any organization. It requires the perfect balance between authenticity and resonance, and there is no room for half-measures. So, when our client approached us to partner with them in their brand reinvention journey, we knew the work was cut out for us. We had to tell authentic stories while also finding ways to resonate with their employees, customers and prospects with new messaging and voice.



The stories we told

Authored articles:

Thought leadership was a vital element of the client's new brand identity. Authored articles written for the client's leadership team was one of the ways to accomplish this. We-Storytellers had detailed discovery sessions and delved deep to craft engaging stories by the CXOs. We created a host of authored articles around AI for Healthcare and Social Good, How to Build the AI-led Enterprise, The Role of AI in Gaming of the Future, Futuristic Vision on how AI could change the Enterprise of the Next Decade, among others.

Website refresh:

Another critical element of the brand reinvention was taking the website content to a new level of resonance and coolth. We recommended that the client adopt a brand-new voice for their social persona. They now appeared futuristic and visionary in their industry vertical pages. With talent attraction as a critical goal, we redefined the client's employer persona in the career pages and the home as well as the about us pages.

Case studies:

Our client operates across various industry verticals such as gaming, CPG, manufacturing and more. We knew that a one-size-fits-all approach to case studies would not work for them. Therefore, we defined the tonality for each industry vertical case study and ensured that the case studies made heroes out of our client's customers.

What we achieved



Now a recognized thought leader in the space of AI and data engineering, our client's thought leadership content appeared in a variety of top-tier publications such as

Forbes

BW BUSINESSWORLD

YOURSTORY

people matters

among others.

The client's messaging and voice is now young and affable, attracting mindshare and young talent. The reinvention journey and our partnership continue.



About Us.

We are Storytellers.

We bring the art of business storytelling in Organization and Marketing Communication. Our purpose is to equip organizations to build a voice, inside out and communicate with confidence, clarity and conviction, during and beyond these challenging times. We serve our global clientele with a philosophy of value beyond any boundaries, with complete ownership of the outcomes. We are accredited as an SAP Digital Marketing Service Bureau partner.

Contact Us.

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