

## INVENTING THE RULES FOR DIGITAL-FIRST STORIES THAT WORK

IGNITE STUDIOS CREATIVE DIRECTOR GREG T. GORDON ON HOW TO TELL STORIES YOU CAN'T KEEP TO YOURSELF

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There's not much difference between why people watch TV and why they watch branded content – they want to feel something or they want to learn something new. Great brand storytelling – especially digital-first and social-first storytelling – can build on that experience and give audiences new ways to engage with the plots and characters they love. For Greg T. Gordon, creative director at Ignite Studios, the brand stories that do that are the ones that work.

“One of the luxuries of working in the digital space is that there are so few rules invented already. We can partner with a brand and do something totally unique, totally special,” says Gordon in the above video. “If you can teach people something, make people feel something, and give them something more than they’re expecting you’re going to create audience, and you’re going to create loyalty.”

Gordon also addresses the sophisticated tools available in the digital space to figure out what kinds of stories audiences want to see and to amplify those stories in places he knows they are looking for them. The opportunities are endless for the kind of short-form and long-form digital programming that catches the audience's attention and that brands can be a part of.

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