

Short-Form Storytelling

What is it? Short-form content is anything that can be consumed in a short period of time, typically on a mobile phone. It aims to get across a single message or idea quickly and clearly. It's easily digestible and simple to create.

Why Should I care? Short-form content is how many people—especially younger audiences—stay informed, seek entertainment, share their experiences, and express their identities. What started as a peculiarity of social media has become a **permanent fixture in how people engage with the world**



Platforms for New Voices



Creating Connection & Social Change



Informal Moments

So what?

Could you adopt a hybrid marketing strategy in which long-form and short-form play separate, but complementary roles, interconnecting messaging into polymedic conversations?

How and where can you experiment with different formats, tones and content styles?

What radical and disruptive ideas could drive awareness and increase participation in your work?