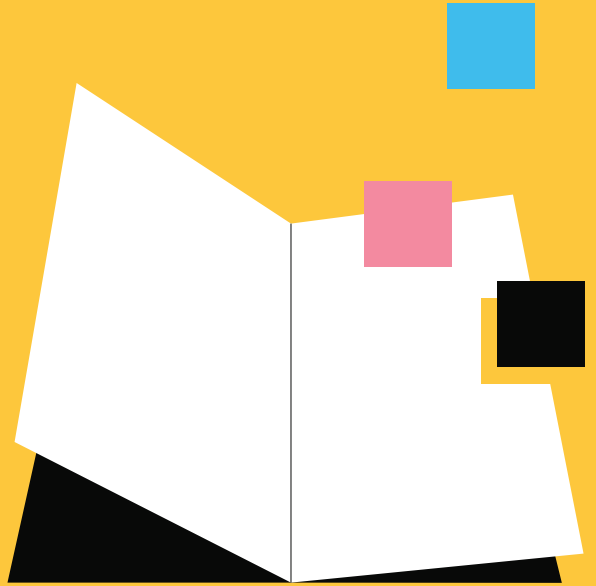


# DIGITAL STORYTELLING

## FROM PIXEL TO STORIES

Digital Storytelling combines digital tools with storytelling and content creation skills to convey compelling narratives. It has the potential to transform products and services into differentiated experiences to engage customers.



SG:D PIXEL

# WORK -SHOPS & MASTER CLASSES

Build your knowledge with the foundations of Digital Storytelling and learn how these techniques can elevate the storytelling behind your brand to resonate with customers better.

Our monthly Digital Storytelling sessions are designed to give companies a basic introduction to fields related to Digital Storytelling. They are FREE, and open to attendees from enterprises, as well as content creators.



# ONE-TO-ONE CONSULTATION SESSIONS

Learn how to identify gaps and opportunities to transform the storytelling behind your brand through a hands-on session with an assigned consultant.



## WHO IS THIS FOR?

- Those who have a ready digital product, service or piece of content, and are keen on enhancing or transforming their brand storytelling to connect with customers and create differentiated experiences for them



## WHAT WILL I GET OUT OF THIS?

- A free session (up to 2 man-days) where you can gain a basic understanding of Digital Storytelling, and how it can help your company create customer-centric digital products and services
- An assessment of your current digital product, service, or content, and identification of gaps or opportunities for enhancement of your company's digital offering through Digital Storytelling

# PROJECT-BASED COACHING

Transform your digital products, services, content or brand through Digital Storytelling, with a series of coaching sessions with an assigned consultant.



## WHO IS THIS FOR?

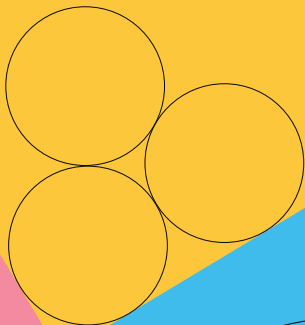
- Those who are keen to incorporate one or more fields\* related to Digital Storytelling in their digital product development roadmap and growth strategy
- Singapore-based companies with a ready digital product, service, or piece of content, and demonstrate high growth potential

\* Fields include Brand Storytelling, Data Storytelling, Immersive Storytelling, Dynamic Storytelling, and Micro Storytelling.



## WHAT WILL I GET OUT OF THIS?

- A practical and experiential understanding of Digital Storytelling, and how it can help your company create customer-centric digital products and experiences
- Delivery of agreed milestones, such as product narrative, data stories and graphics, brand persona, digital marketing campaign strategy, immersive storyboard, etc. Projects can be scoped for a duration of up to 12 man-days, over the course of up to 6 months, depending on complexity



*Scan and apply  
for Project-Based  
Coaching here:*




## HOW MUCH DO I HAVE TO PAY FOR THIS?

- Project-based coaching can be supported up to 70% (for SMEs), and up to 50% (for non-SMEs) of the total man-day cost of engaging the Digital Storytelling consultants, capped at S\$70,000

PIXEL will evaluate the suitability of the project, and the support to be offered.

# FROM PIXEL TO LIFE

To find out more, email us  
at [pixel@imda.gov.sg](mailto:pixel@imda.gov.sg).

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