



**Think More Analogue, Be More Digital: How a little more analogue thinking can result in better digital strategy and marketing communications.**

*Mr James M Harris Mr*

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The behaviour of today's consumer has changed beyond all recognition due to digital technology and media. However the drivers behind this remain rooted in the same analogue needs and motivations that have always been at the heart of all human behaviour. From explaining how a fart in a spacesuit can be great content to showing how the Muppets can help you find the best digital technology and why origami is the answer to achieving digital standout, through his unique style of storytelling James will show you how being a bit more analogue in the way you think can result in better digital strategy, planning and marketing communications.

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