

**HYPER ISLAND**

IS PROUD TO AWARD A

# Certificate of completion

TO:

**Agata Sledzinska**

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for successfully completing the  
**Brand Strategy and Storytelling Course**  
March 1 - March 28, 2021

**This is a 4-week online course that covers:**

Understanding the underpinnings of what guides successful brands.

Identifying who your most interesting audience is to create real and profound profiles about who they are.

Understanding the new dynamics of shared communications and experiences.

Understand the function of the classical storytelling frameworks.

Learning the importance of testing and the role feedback plays.

Navigating the strategic selection of channel, platform, and medium to deliver the brand story.

Stockholm – April 8, 2021



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Iñaki Escudero  
Course Facilitator  
Hyper Island

