

EXECUTIVE SUMMARY

Advertisement traffic are growing rapidly in the era of the digital revolution certainly causes boredom. Later on, this will have an impact on the advertisements itself that people will tend to ignore it. Storytelling approach becomes a breath of fresh air for business actors in the midst of public boredom from this kind of same advertisement model. With the right storytelling strategy and execution, customers are engaged by involving their subconscious to capture messages in a narrative that is close to everyday life, involves aspirations, and also touches emotions. Not directly inviting to buy products by disclosing the advantages, but reasons or reasons to believe to customers to entrust their choices to certain brands (Peterson, 2017).

BrandStoria is a *Digital Agency* that offers concept making services with a *storytelling* approach, production process and the implementation. BrandStoria sees the potential of MSMEs in Indonesia, whose number until March 2021 reached 64 million and there are already 15.3 million who *have gone digital* that could use *storytelling* techniques by offering services as a *digital agency* that uses creative, unique, and affordable *storytelling* techniques. The *storytelling* approach will make business stand out among the competitors and provide a more emotional reason for customers to buy their products.

As of July 2021, data showed that 15,300,000 MSMEs have gone digital. The figure of 15,300,000 covers micro, small and medium scales. Because BrandStoria's focus is on medium MSMEs and is in the market segment in a *Focus Differentiation* position, the estimated market share is 3%, so the market opportunities that BrandStoria may work on are as many as +/- 450 middle-class MSMEs.

From the data that has been obtained, determining segmentation and identifying competitors and the analysis that has been carried out, the business opportunities for BrandStoria can be concluded to be feasible because there is still an *underserved* market share, namely medium-sized businesses that want to increase their business growth potential with *storytelling* techniques which has limited purchasing power. Especially if you look at the features offered have advantages compared to competitors, making BrandStoria more confident that it can take the *underserved* market.