

# Mabe: Learning to be a Multinational

Thecasesolutions.com

## Why Online Shortfilm?



### Subtitle

More exciting way to engage audience than traditional corporate format

- Easily accessible from anywhere via YouTube, a standard video platform across the globe

Help portray IOI Group as a brand that is current with trend

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### Shortfilm concept

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Each short film features one core value as theme

Variety of genres throughout series to engage audience differently

Series can be divided into 3 themes: environment, technology, diversity



### Headline 3

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Quotation 1

### Headline 4

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### Headline 5

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Stories set in different MNC Group environment to highlight diversity

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**Quotation 1**

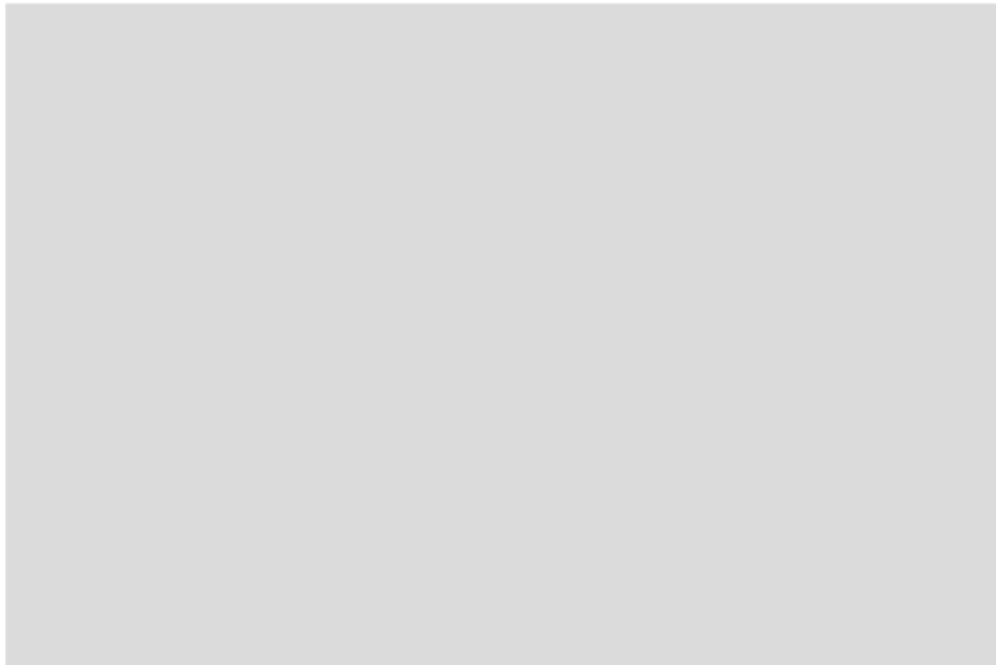


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# Headline 4

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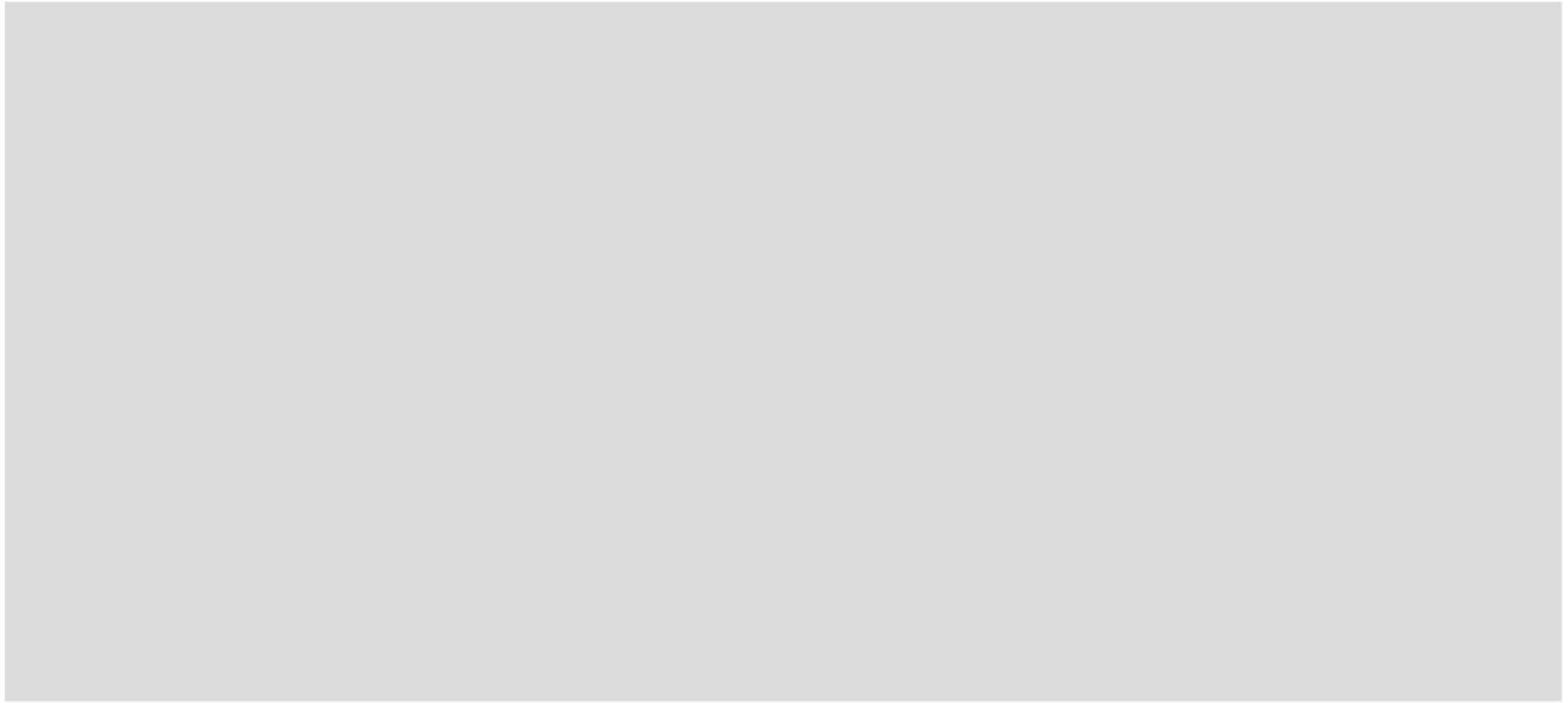


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