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Sub-Genre Announces Strategic Focus on Technology Storytelling to Address Industry Trust Gap

Founder Brian Newman To Present Insights at WebSummit:Vancouver on May 30, 2025

New York, NY – May 21, 2025 – Sub-Genre, a leader in brand entertainment strategy and activation, today announced its strategic focus on technology storytelling, addressing critical market challenges faced by tech companies: eroding consumer trust, market oversaturation, the proliferation of generic AI-generated content, and increased demand for value-aligned brands. The announcement comes as Sub-Genre founder Brian Newman joins a panel titled “[Beyond Hollywood: Film in 2030](#)” on May 30, 2025 at 10:45am as part of WebSummit: Vancouver.

Technology storytelling—the art of crafting authentic narratives that humanize complex innovations and connect them to audience values—transforms technical features into meaningful experiences that resonate emotionally with users. Sub-Genre's approach goes beyond traditional marketing by developing original content formats, from short documentaries to streaming feature films, that engage audiences through entertainment rather than interruption.

Led by Nate Hageman, the Technology Storytelling Practice will leverage Sub-Genre's 13 years of experience helping technology clients translate complex innovations into compelling human stories that drive adoption and loyalty.

"While tech companies excel at explaining features, they struggle with emotional connection," said Hageman. "Our approach translates technical capabilities into stories that demonstrate real human impact, turning abstract innovation into tangible benefits that audiences can connect with personally—essential for building trust in today's skeptical market."

Recent research highlights the urgency: Edelman reports a concerning 26-point gap between tech industry trust (76%) and AI trust (50%), while the Brookings Institution reveals tech companies face trust deficits up to 18% in consumer confidence.

Sub-Genre addresses these challenges by creating entertainment-driven content that shows how technology enhances human lives, rather than just telling audiences about features. This narrative-first approach has proven particularly effective in sectors where technical complexity creates barriers to emotional connection.

What sets Sub-Genre apart is its comprehensive distribution strategy. Unlike conventional brand films that often languish unwatched on corporate websites, Sub-Genre ensures maximum impact through strategic distribution partnerships with leading streaming platforms, film festivals, and media outlets. The company orchestrates custom screening events, influencer engagements, and targeted community outreach—all designed to reach the right audiences at precisely the right moments while generating valuable earned media coverage that amplifies the core message.

"We've created award-winning storytelling for innovative technology companies for over a decade," said Brian Newman, Sub-Genre's founder who brings extensive tech entrepreneurship experience. "Our work transforms technical innovations into character-driven stories that

audiences actively seek out, rather than avoid—crucial in an environment saturated with AI-generated content that lacks authentic human perspective. But equally important is our expertise in getting these stories seen by the audiences that matter most to our clients' business objectives."

To further strengthen its technology practice, Sub-Genre has partnered with Marc Battaglia and Story + Strategy, combining Sub-Genre's innovative storytelling approach with Story + Strategy's proven brand strategy frameworks to create comprehensive solutions for tech clients navigating the intersection of innovation and human connection.

The company's impressive client portfolio includes Andreessen Horowitz, Indeed, Qualcomm, NetApp, Patreon, SmugMug/Flickr, Publicis Sapient, ZeroFox, Kastle Systems and past work with IBM, Amazon, Stripe, Adobe, Mailchimp, Owkin, NeonHealth, WeTransfer, and GoDaddy.

Sub-Genre will showcase its technology storytelling expertise at Web Summit 2025, where the team will present thought leadership on entertainment approaches that bridge the trust gap in technology and demonstrate how authentic storytelling can drive both engagement and business results.

About [Sub-Genre](#):

Founded by the former CEO of Tribeca Film Institute in 2012, Sub-Genre is a premier storytelling partner for innovative companies seeking authentic audience connections. The company specializes in developing and distributing compelling narratives that help brands stand out in oversaturated markets, build trust, and connect with consumers through shared values.

About [Story + Strategy](#):

Story + Strategy brings leadership experience from several of the largest Fortune 500 portfolio companies in the world. A storytelling consultancy that unlocks breakthrough opportunities at the intersection of marketing and entertainment in order to build stronger brands in a non-interruptive advertising era.

Media Contact:

JSPR
Justin Solar
justin@justinsolarpr.com

Sub-Genre Contact:

Brian Newman
brian@sub-genre.com
<https://sub-genre.com/>