**How Walgreens Cultivated A Group Of Master Storytellers**

Rego Marquiis, Walgreens' head of creative, discusses The LOOP group of in-house storytellers charged with heightening brand perception and consumer connections in-store and online. Walgreens' YouTube docuseries "The Vaccine, In Our Words" yielded a 600% increase in page views and dwell time and provided repeatable data points for future efforts.

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[*https://www.clickz.com/how-walgreens-scaled-its-performance-storytelling/266621/*](https://www.clickz.com/how-walgreens-scaled-its-performance-storytelling/266621/)