

BIOME

Claiming Subconscious Narratives for Impactful Growth: The Sum of Your Decisions Tells A Story

Biome Entertainment is a Singapore-based social enterprise for narrative excellence innovation through counsel and integrated media messaging services, providing systematic and strategic ESG communications and culture-building for internal and external growth solutions. As a globally active media and entertainment specialist, Biome also develops original feature film IP. Working with clients, Biome helps organisations uncover and redefine the underlying narratives that drive their operation practices. This approach not only reduces costs but also strengthens market authority and tackles complex challenges related to productivity, governance, talent development, and corporate social responsibility (CSR). Biome views storytelling as a vital tool that connects economy and trade with humanity, dialogue, and social governance. The company believes that sustainability efforts can enhance humanitarian leadership in industries, bringing benefits to both economies and communities. For Biome, storytelling is seen as a form of social responsibility.

UNCOVERING THE STORY YOU'RE ALREADY TELLING

Every business operates based on an underlying worldview which contextualises how the entity functions within a market ecosystem, informing the sum of organisational choices. It also often reveals mindsets regarding leadership, employee upskilling, and feedback loops. But what if the sum of these business decisions tells a different story from the mission statement? This is a widespread issue across various sectors and a significant barrier to achieving sustainability leadership.

At Biome Entertainment, the company frames and addresses this issue through what they refer to as the "Subconscious Narrative" of an organisation. Uncovering the Subconscious Narrative is the key to organisational excellence and a corporate culture that enables sustainability legacy-building. Investigating their methods and practices, Biome has developed not just a toolkit for other organisations, but also amplified industry leadership and B2B impact excellence.

STORYTELLERS FOR STEWARDSHIP

In recent years, the idea of a "business narrative" has become both a buzzword and a surface plaster for PR, while businesses have had to spend enormous sums on external positioning. However, external branding does not address the crucial alignment of strategic stewardship and organisational mission.

To succeed sustainably in every way, businesses must embrace their compliance and goals as mutual growth factors from the inside out. Especially in impact finance, decisions on operations and corporate culture need to consistently align with the storyline set by the sustainability roadmap to reinforce and expand outcome-driven value chains.

The human brain is wired to utilise narrative structure – stories – to make sense of experiences and knowledge. Economists' theories have by now widely adopted interdisciplinary approaches that acknowledge societal narratives, though their structures probably remain best understood through the craft of storytelling itself.

Biome taps into the brain's natural process of recognising problems and finding solutions, utilising creative storytelling techniques from fields such as cinema, literature, design thinking, economics, social sciences, and

psychology to enhance this understanding. With this core expertise and a strong focus on social impact, Biome delivers a distinctive, boutique value proposition. The company redefines Subconscious Narratives, empowering organisations and leaders to intentionally and intelligibly enhance both their performance metrics and relationships.

CASE STUDY: TRANSFORMATIVE CORPORATE VIDEO STRATEGY: FROM ONE VIDEO TO A FIVE-PART SERIES

When an organisation approached Biome for a corporate video, the team sought to explore how the media project could significantly boost the client's KPIs. The client aimed to communicate a major rebrand in support of expansion plans and had a clear vision for their goals. However, the challenge lay in addressing vastly different target audiences. A single stand-alone video, while aligned with the brief, might not have fully addressed the client's broader needs.



Biome conducted a two-month investigation into the organisation's corporate culture through anonymous surveys, staff interviews, and field research. As a result, they developed a five-video series, rather than a single video, all within the original budget. The deliverables captured the organisation's mission and value proposition from the inside out. The client received 39 minutes of original content, shot to cinema standards both on location in downtown Singapore and in a custom-built film studio. In addition to the video series, they were provided with integrated branding collateral for both the organisation and their partner. The video series was utilised to raise funds, engage stakeholders, enhance corporate culture awareness, develop talent, and strengthen the client's authority and presence in their field.

Empowered to Evolve with Conscience

Biome views strategy as a catalyst for evolving Standard Operating Procedures (SOPs), helping organisations achieve both their short-term and long-term goals while maintaining cost efficiency. The focus is on purposeful, collective progress toward building a united, global community.

The most successful businesses and leaders align their corporate identity with their core intentions. These early adopters of reflective practices regularly evaluate whether their organisations truly "walk the talk." When standardised processes do not align with organisational goals, conflicting narratives can emerge, potentially hindering progress and innovation.

CASE STUDY: INNOVATING THE INDUSTRY

Biome produced a short film focussed on female empowerment, centred on a protagonist facing psychological and emotional instability, ultimately spiralling into a crisis she must overcome. The role required an actor capable of portraying an intense emotional breakdown. Concerns arose over potentially high costs, as filming emotionally charged scenes often takes considerable time. However, the key success factor in capturing these challenging moments re-



vealed both the problem and its solution. This led to a strategic pivot, allowing Biome to redefine industry best practices for social sustainability while also reducing costs.

Intimacy Coordination, a well-established film department in Hollywood, is still relatively new in Southeast Asia. Typically reserved for scenes involving nudity, it is not commonly used for dramatic scenes without explicit content. Recognising that a safe work environment was essential for improving performances while reducing the shooting schedule, Biome introduced an Intimacy & Mental Health Coordinator early in the script phase. By planning all film set activities through a lens of female empowerment and staff well-being, in line with the film's narrative, Biome's innovative approach resulted in fast, socially responsible outcomes and a 50% reduction in production costs. This strategy also attracted the attention of a major camera brand with a CSR interest in the project's approach. The crew, feeling motivated and supported, delivered their best work, while high-skilled talents from Singapore and Europe joined the production.

Currently, Biome is exploring the film's potential as a social impact and engagement tool with a charity partner, preparing for international screenings, and expanding its value chain. Additionally, the new process they implemented has positioned them at the forefront of the industry, showcasing their values and identity.

Impacting For Impact

The sustainability conversation in APAC's impact finance landscape is increasingly focussing on how products and business partners contribute to another organisation's ESG impact.

Biome aligns its services with the sustainability goals of its partners, creating a ripple effect that benefits partnerships, supply chains, and communities. As impact measures evolve, Biome closely monitors how its services influence the ESG outcomes of clients, vendors, and partners. By applying a cross-departmental process that integrates various impact factors, Biome helps clients reduce the costs of media projects. This approach often leads to shorter production schedules, which in turn reduces carbon emissions and the environmental footprint related to logistics, equipment use, and water resources.

Biome advocates for communication as a tool for fostering positive socio-economic change. By identifying synergies, promoting community social impact, and ensuring cultural sensitivity, Biome supports intercultural collaboration and leadership that is both unified and humanistic. Understanding an organisation's identity and intentions is key to shaping meaningful intergenerational impact.



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