

How can you transform the story of your Firm's future?

The 5 Step
Brand Story
Toolkit



Andy Green - My Museum



SERIOUS

Corporate & Brand C



communication that works

SMOKING GUN

ingenious pr

statement.

CARDIFF UNIVERSITY

We're going on a journey ...



At the end of our journey ...

1. Be better Brand Storytellers

2. Achieve better results through our work

- Transform the Firm's stories to create better Content
- More strategically driven Stories for your Firm
- More word-of-mouth friendly stories
- Make the most of your talent & the opportunities

3. And have some fun on the way ...



It's now what you think it is... it's more important



2 successful types of business



Story-Telling: the most powerful tool



Did he have a plan to reduce unemployment among ethnic minorities by 7% over a 6 year period.....?



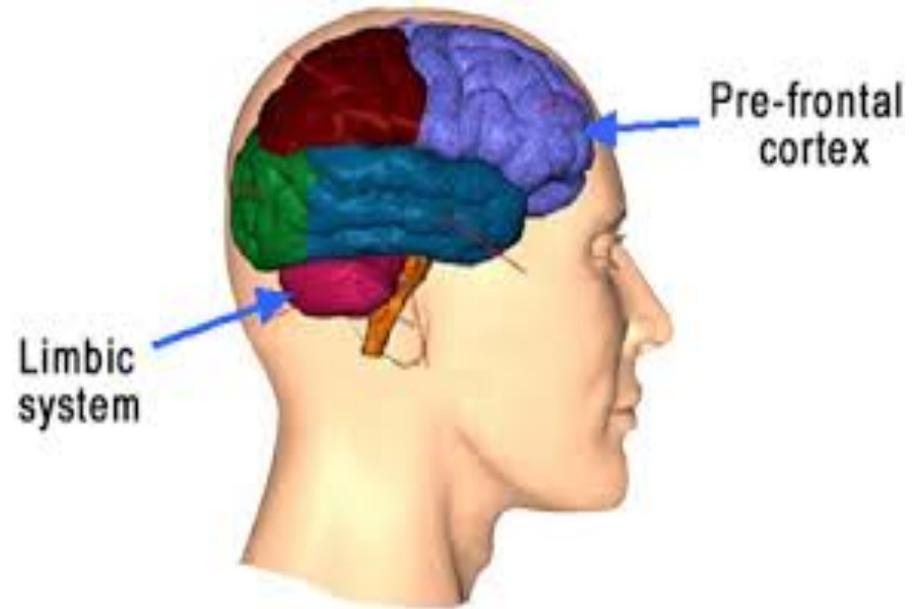
Steve Jobs Stanford commencement speech is an example of a great story using the Hero's journey model



Coca Cola revolutionising its marketing by adopting Story-Telling as its heart



We now understand how the brain(s) work



People don't understand by facts!



Your ticket for future success

- A company without a story is a company without a strategy
- To create the great business of tomorrow we must tap into something higher, something universally human and creative
- Move from *'How to make as much money as possible?'* To *'How do we make this a richer, more satisfying, more meaningful experience for people?'*



Reframing 'Brand'



A 'Brand' is the sum total of all the emotions, thoughts, images, history, possibilities, and gossip that exists in a marketplace about a certain place, group, company, product, service, idea, or even a person.

Brand = the sum of the facts, feelings & falsehoods about you



You don't have a choice to be a Brand Story or not: You can be bland, mildly interesting, or compelling

Step #1



Step #2 There is always a Narrative



Step #3 Timeline



Try this...

Past

Present

Future

Past

Future

Present



Step #4



Set up



Jeopardy



Resolution



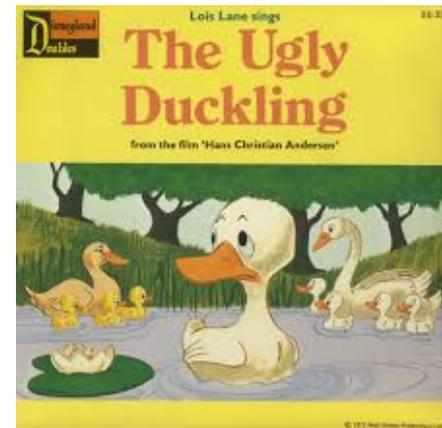
Your job is to find the Drama



Step #5 Get emotional



Step #6. Your Story Narrative Toolkit



1. Rags-to-riches



2. The Quest



3. Overcoming the monster



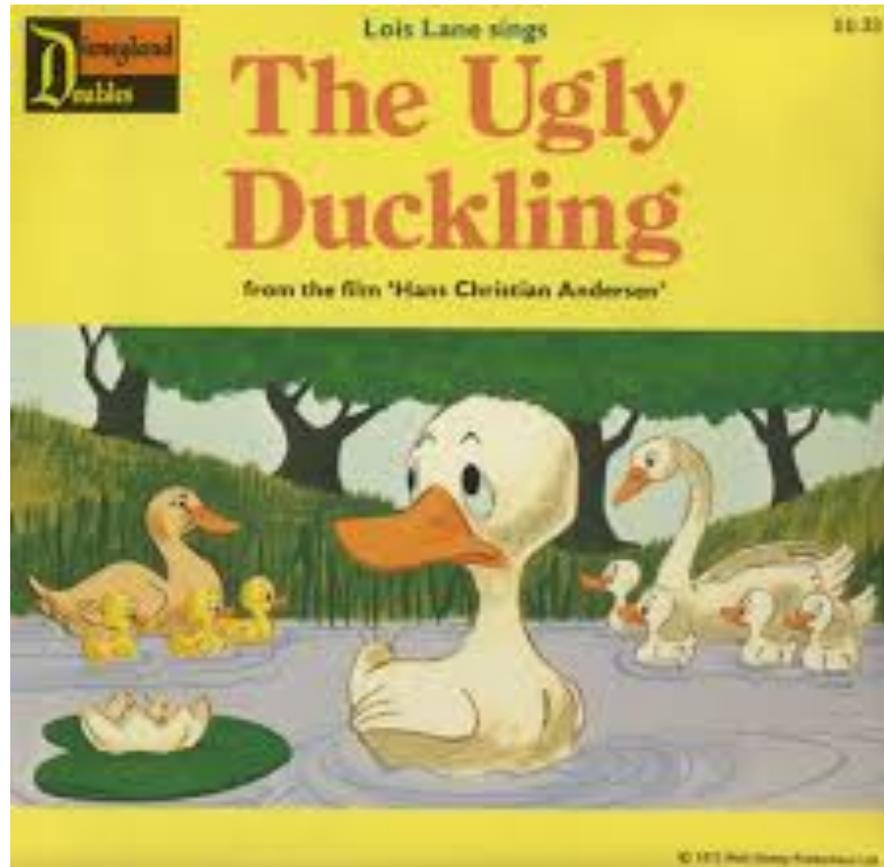
4. Journey and return



The Sainsbury's Christmas story 2014



5. Rebirth



Story narrative improves your 'Brand Ears'



3 reasons why stories work

1. Produce an experience

- Make you unique and different
- Creates emotional glue
- Injects individuality and human connection

2. Story is your path for creating trust

- Reshapes information into relevant meaning for targets. Stories deliver a pattern of meaning
- Enable people to enjoy and understand data

3. Motivate towards to your goal

- It offers space for people to change their minds
 - Less likely to be resisted
 - The shortest distance between 2 people is a story
-

At the end of our journey ...

1. Better Brand Storytellers?

2. Achieve better results through our work?

- Transform the stories of your Firm
- More strategically driven Stories
- More word-of-mouth friendly stories
- Make the most of your talent & the opportunities

Hopefully, have had some fun on the way ...



We're still on a journey ...



DIK BEDANKT ^{tesekkurler SALAMAT} ^{grazie} ^{Khublei} TAK ^{merci}
^{asante} ^{GRAZAS} ^{GRANTANGI} ^{MERCi} ^{Ngiyabonga}
P a x m e t ^{TAK} ^{kiitos} ^{kammagar} ^{SALAMAT} ^{Diakju}
謝謝 MASI ^{danke} ^{ありがとう} ^{SALAMAT} ^{Diakju}
mahalo ^{SUWUN} ^{tesekkurler}
TAK ^{grassie} ^{SUWUN}
DIK THANK YOU ^{HVALA} ^{tesekkurler}
^{gracias} ^{Спасибо!} ^{daank} ^{GRANTANGI} ^{grazie} ^{TAKK} ^{daank}
DAKUJEM ^{TAKK} ^{ASANTE} ^{Kammagar} ^{MERCi}
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