

# North Bay Marketing Meetup

Story Brand



# The Art of Telling Your Brand Story



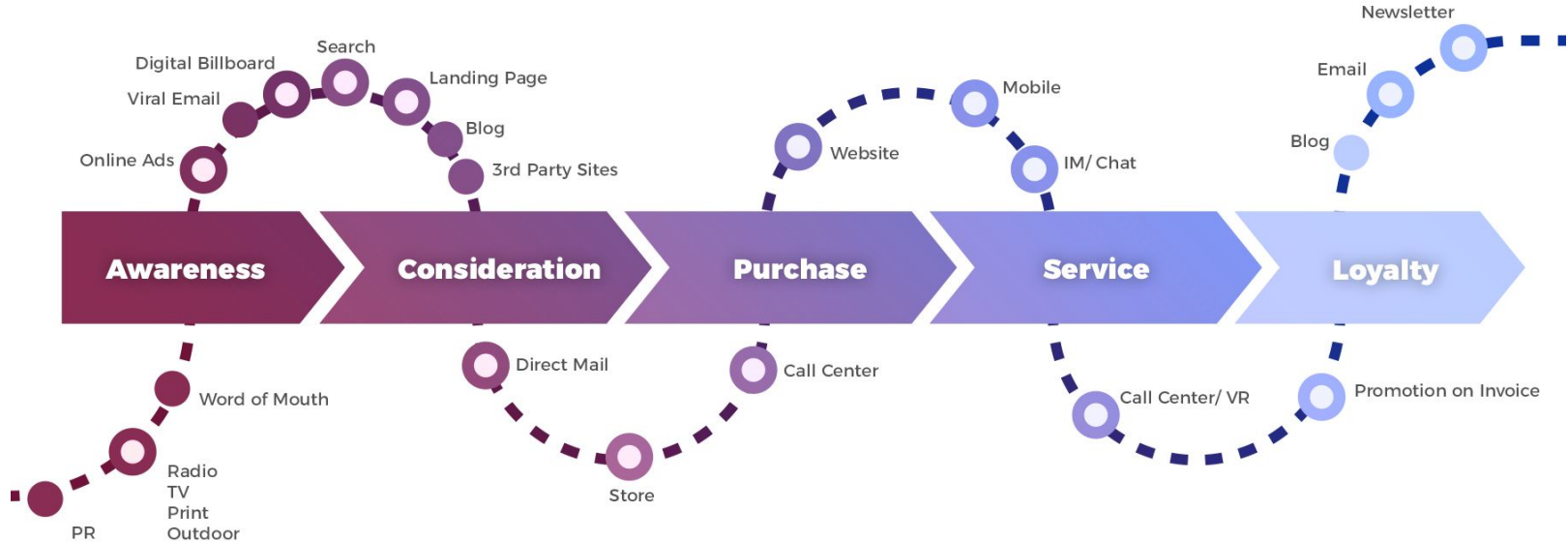
## Agenda

1. **Your Customer's Journey**
2. **Noise and Confusion**
3. **Internal vs External Problems**
4. **What is Brand Storytelling**
5. **Storytelling Framework**
6. **Next Steps for Your Brand**

# Your Customer's Journey

# Linear Buyer Journey Map

## Digital Touchpoints



## Physical Touchpoints



Knowing where your customers are looking for answers

# The Buyer

88% of Consumers Research Online Before Purchase

Mobile Enabled

Selective Consumption

Immediate Satisfaction (Online Purchase, Overnight Delivery)

Mix of Value Systems

Social Channels Provide 3rd Party Opinions

Attention Span Continues to Decline

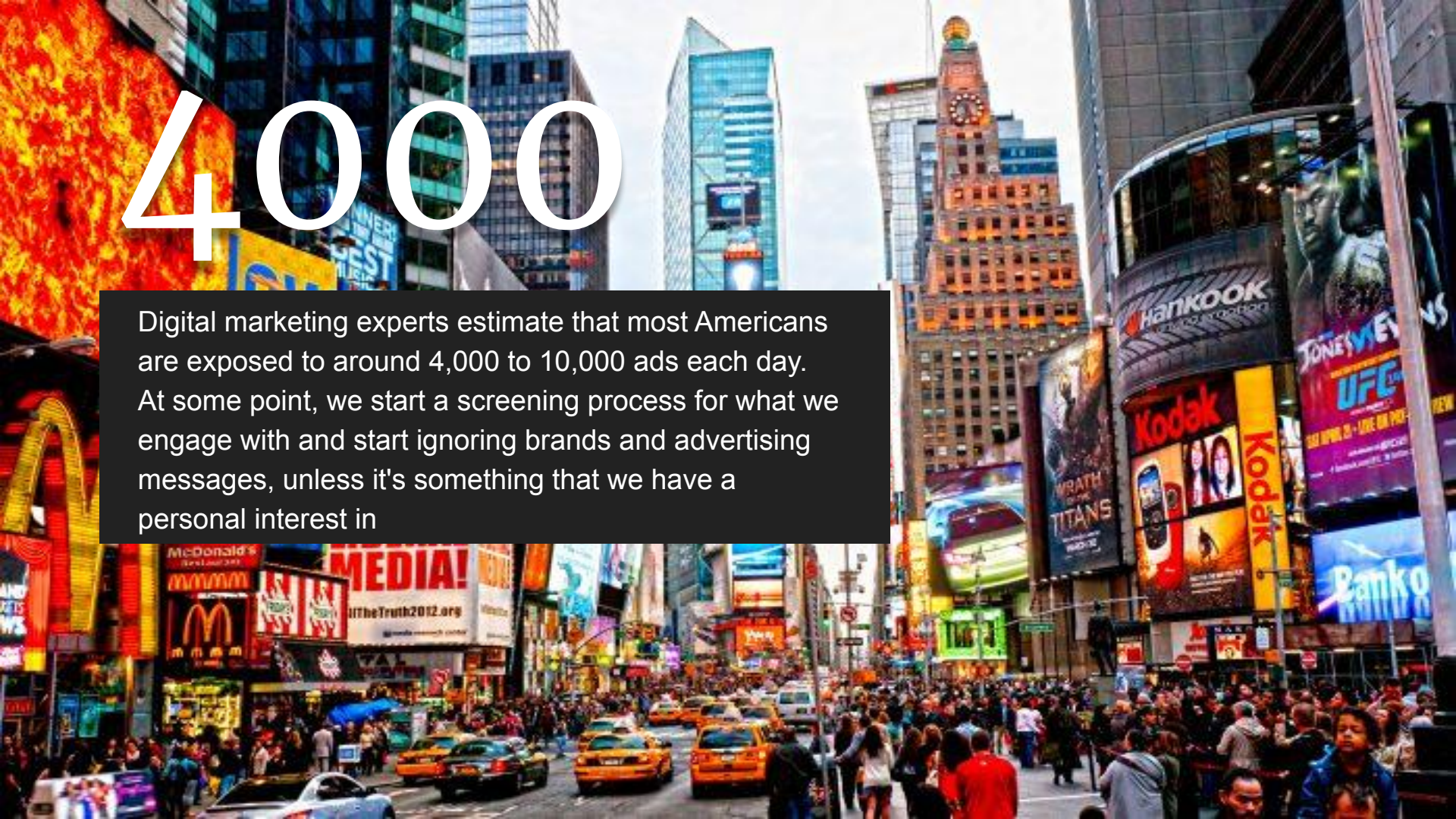
Low Entry Video Production- Consumers Expect to be Entertained



# Noise and Confusion

# 4000

Digital marketing experts estimate that most Americans are exposed to around 4,000 to 10,000 ads each day. At some point, we start a screening process for what we engage with and start ignoring brands and advertising messages, unless it's something that we have a personal interest in



# Get to the Point

If your customer has to work to understand what you do, your message will not get through. When someone arrives on your site, you have 5 seconds for them to understand:

What do you do?

How does it help them?

How do they buy?



**Introducing Apple II.**

The home computer that's ready to work, play and grow with you.



apple computer inc.



Think different.

# What is Brand Storytelling

People are bombarded with messages.

In order to break through the clutter and get people engaged, brands must invite their customers into a story.

A story where the customer is the hero.

The movie industry entertains viewers for 120+ minutes with a storyline. If they do it right, it's a great movie.



# Brand Storytelling Framework



**Almost every successful story follows a simple 7 step framework.**

1. A character...
2. Has a problem...
3. And meets a guide...
4. Who has a plan...
5. And calls them to action...
6. That helps them avoid failure...
7. And ends in a success.

Movies (and brand stories) that don't follow this framework almost always end in failure.

**There is a  
character.**



Brand Story Principal 1:

The Customer is the Hero.  
Not your brand.

# The character has a problem.

Problems can be  
internal, external or  
philosophical.



## Brand Story Principal 2:

Companies tend to sell  
solutions to external  
problems.

But customers buy  
solutions to internal  
problems.

**The character  
meets a guide.**



Brand Story Principal 3:

Customers are not looking  
for another hero.

They are looking for a  
guide.

**The guide  
gives them a  
plan.**



Brand Story Principal 4:

Being a guide is not  
enough.

Customers trust a guide  
who has a plan.



**The guide calls  
them to action.**



Brand Story Principal 5:

Customers do not take  
action unless they are  
challenged to take action.

**The guide's  
plan helps  
them avoid  
failure.**



Brand Story Principal 6:

Every human being is  
trying to avoid a tragic  
ending.

**And the story  
ends in a  
success.**



Brand Story Principal 7:

Never assume people  
understand how your  
brand can change their  
lives.

Tell them.

**Movies that  
have captured  
our hearts and  
minds...**

They all follow the  
storytelling framework.



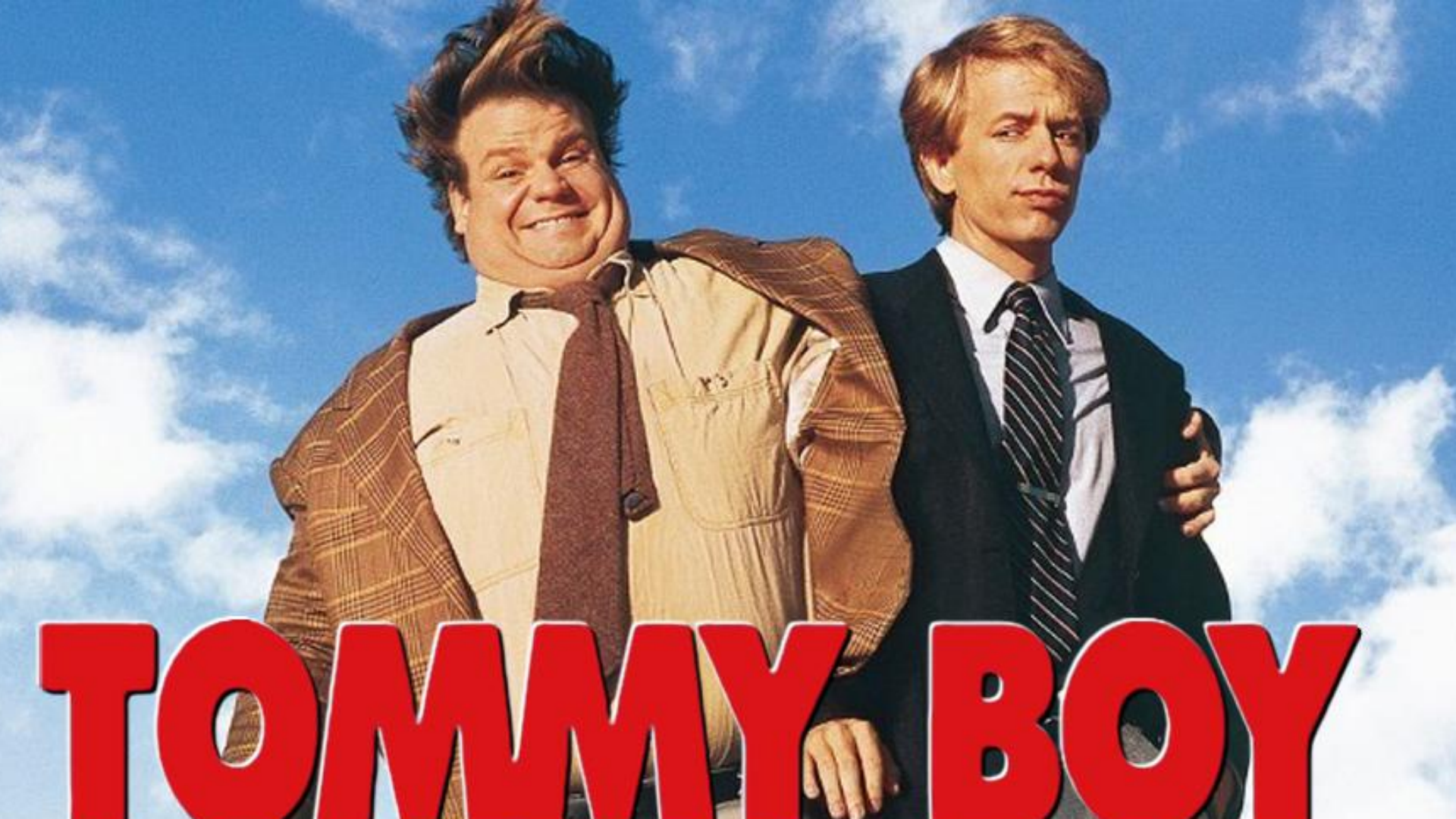


# STAR WARS

The background of the image is the Iron Throne from the television series Game of Thrones. It is a dark, imposing throne constructed from numerous swords and spears, with their blades and points forming the backrest and seat. The throne is set against a dark, atmospheric background with a subtle red glow at the base.

# GAME OF THRONES™





# TOMMY BOY



Disney

THE  
LION KING

NOW PLAYING

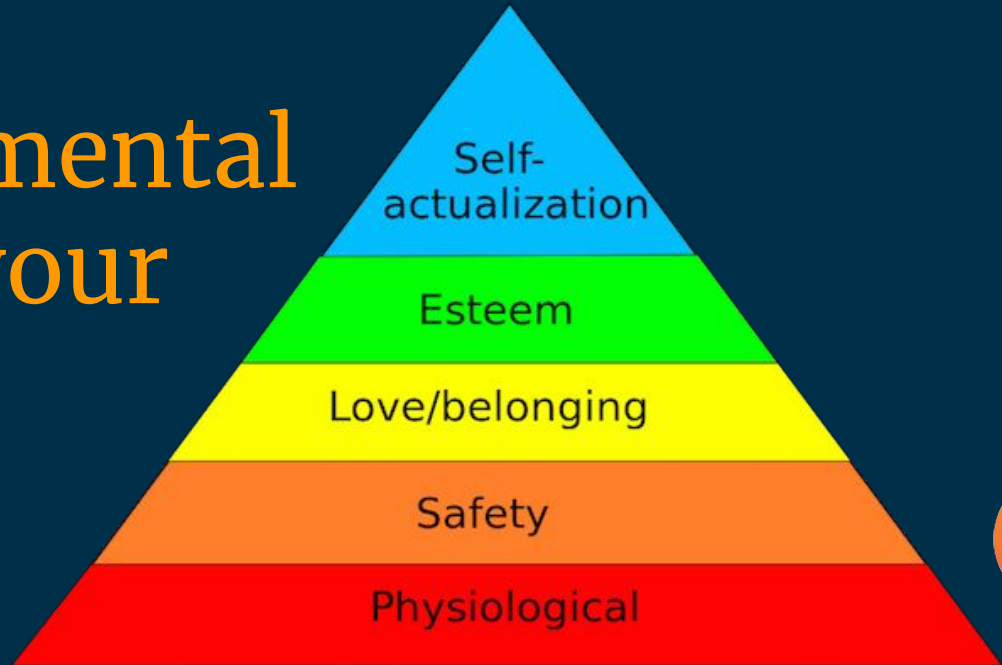


# Key Points

1. Your customer is the hero.
2. You are the guide.
3. You must be clear, present a plan and call them to action.

Customers buy based on internal needs, not external problems.

What fundamental needs does your brand solve for?



External Struggles:

# Surface Issues

(What you think your brand does.)

Internal Struggles:

# Personal Deeper Frustrations

(Think Maslow's Hierarchy of Needs.)

Philosophical Struggles:

# Global or Moral Issues

(Think Tom's changing the world by giving away shoes.)

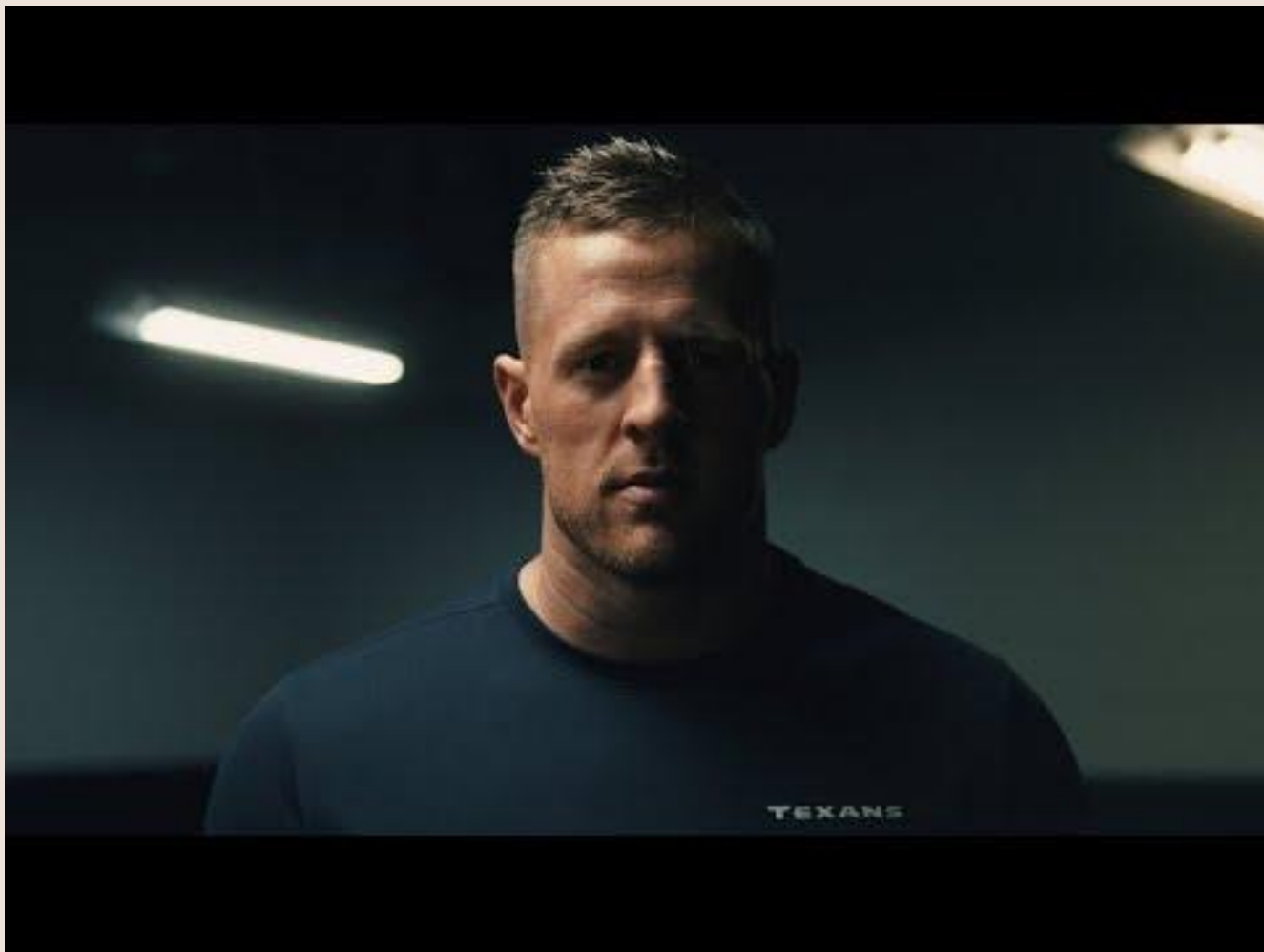




**CLASSIC  
TRAILER**



# Brand Examples





A hand holding a gold iPhone on a dark wooden table. The phone is held vertically, showing its back with the Apple logo and dual-camera system. The hand is positioned in the center, with fingers wrapped around the edges. The table surface is dark and textured, with several objects scattered around: a glass of dark liquid in the top left, a pair of glasses in the bottom left, and some circular metallic objects in the bottom right. The lighting is soft, creating a moody atmosphere.

**Privacy**

**matters**

# Allstate Project Share – avoid failure

6000-10,000 hits on Mayhem site per second immediately after each commercial

18 million hits during the game

Top 10 Hashtag during the game

After Commercial Run #1 worldwide

Twitter Follower Increase by 24000

20 million on Facebook

70,000 Likes

News Coverage



During 1 Football Game Allstate for shadowed a potential failure for their customers a solution - insurance protecting them both opening a story loop and offering to close it in a single campaign.

# Next Steps

What is your customer's external and internal challenge?

Is your solution addressing their challenge?

Is it easy to begin a journey with your company?

Is it easy to buy?



Thank you!

