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
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
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.
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.
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.
GAME OF THRONES™
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 Heirarchy of Needs.)

Philosophical Struggles:

Global or Moral Issues
(Think Tom’s changing the world by giving away shoes.)
Brand Examples
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!