

# FROM STORYTELLING TO STORYBRANDING 2019

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SIMONETTA MUCCIO

What do you expect from this course ?

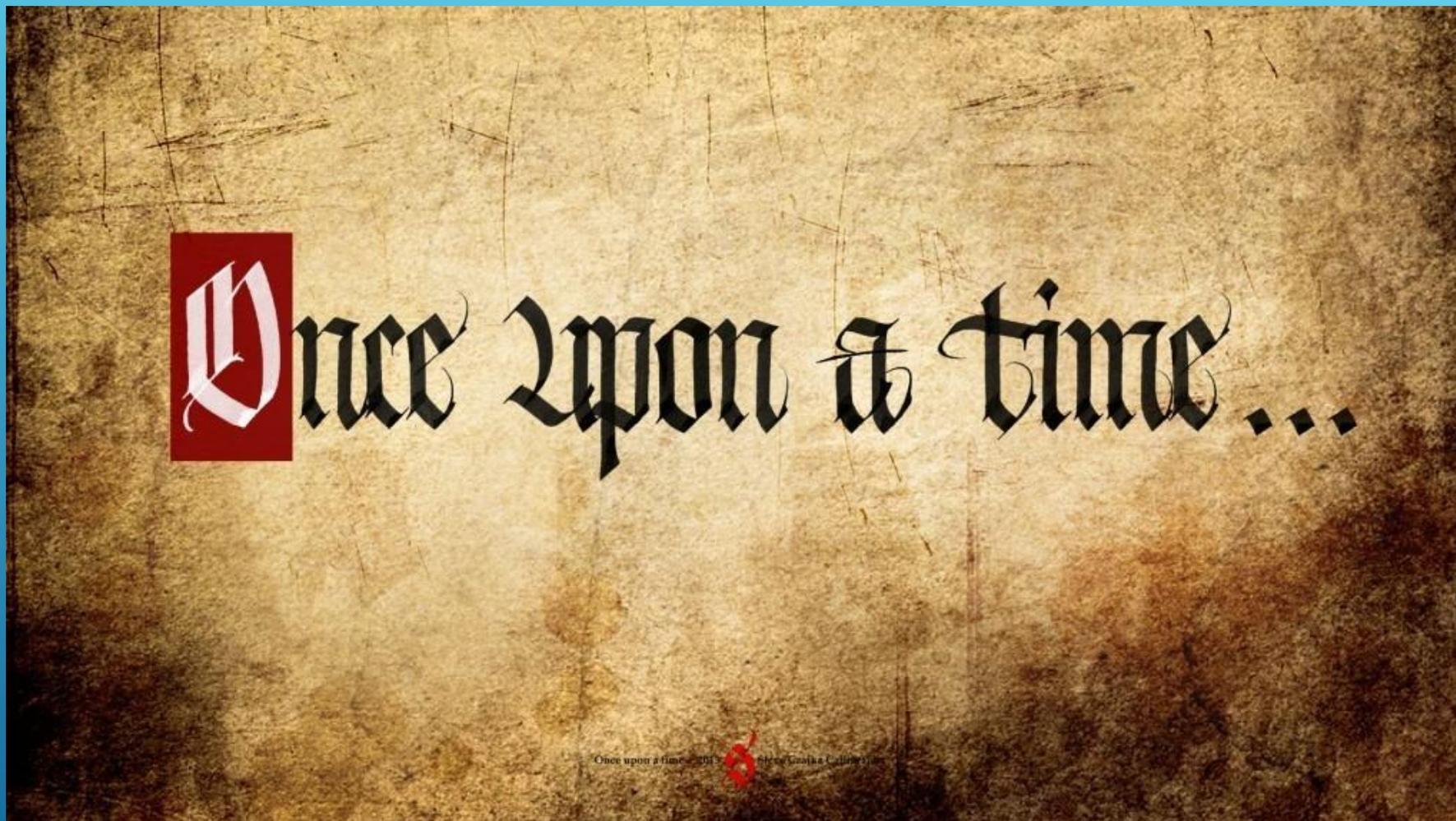
Why are you attending?

How do you think you'll be able to use the content ?

Which is the main goal of this course for you?



# INTRODUCTION TO THE COURSE





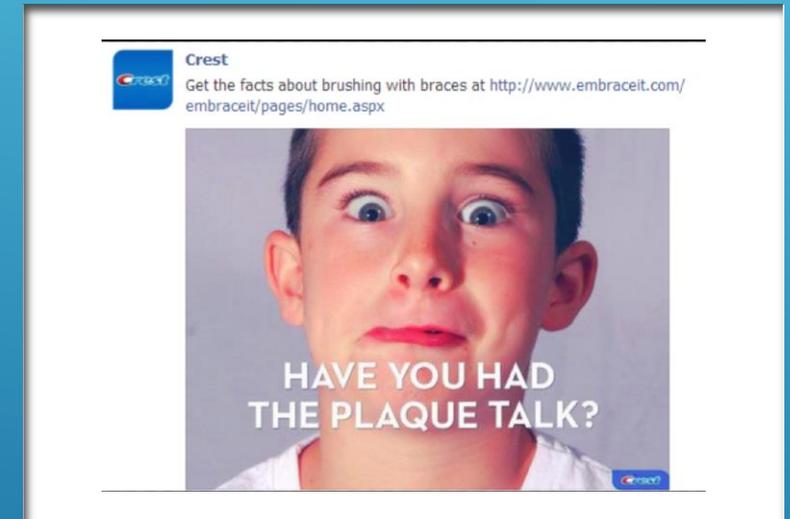
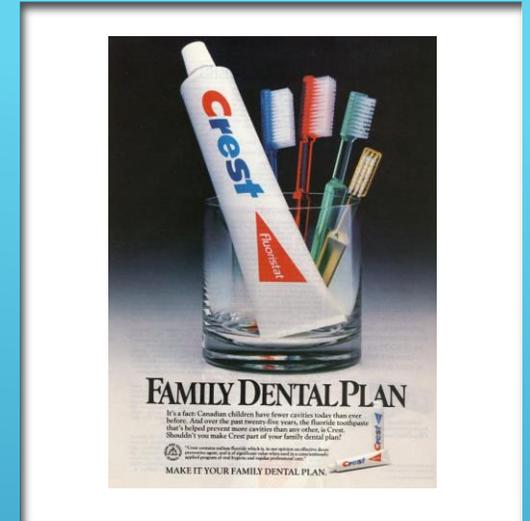
# SUMMARY OF THE COURSE

- ▶ Understand the principles of storytelling
- ▶ Understand the basis of brand management
- ▶ Move from classical mindset to innovative perspective for communication assets
- ▶ Integrate narrative and multimedia assets into brand management
- ▶ Compose and manage stories to create positive reputation
- ▶ Develop critical skills to analyze different narrative works

# WHY A STORY IS SO IMPORTANT?

## ADVERTISING EVOLUTION

- ▶ products and features
- ▶ benefits for customer
- ▶ dream
- ▶ => tell the story ...



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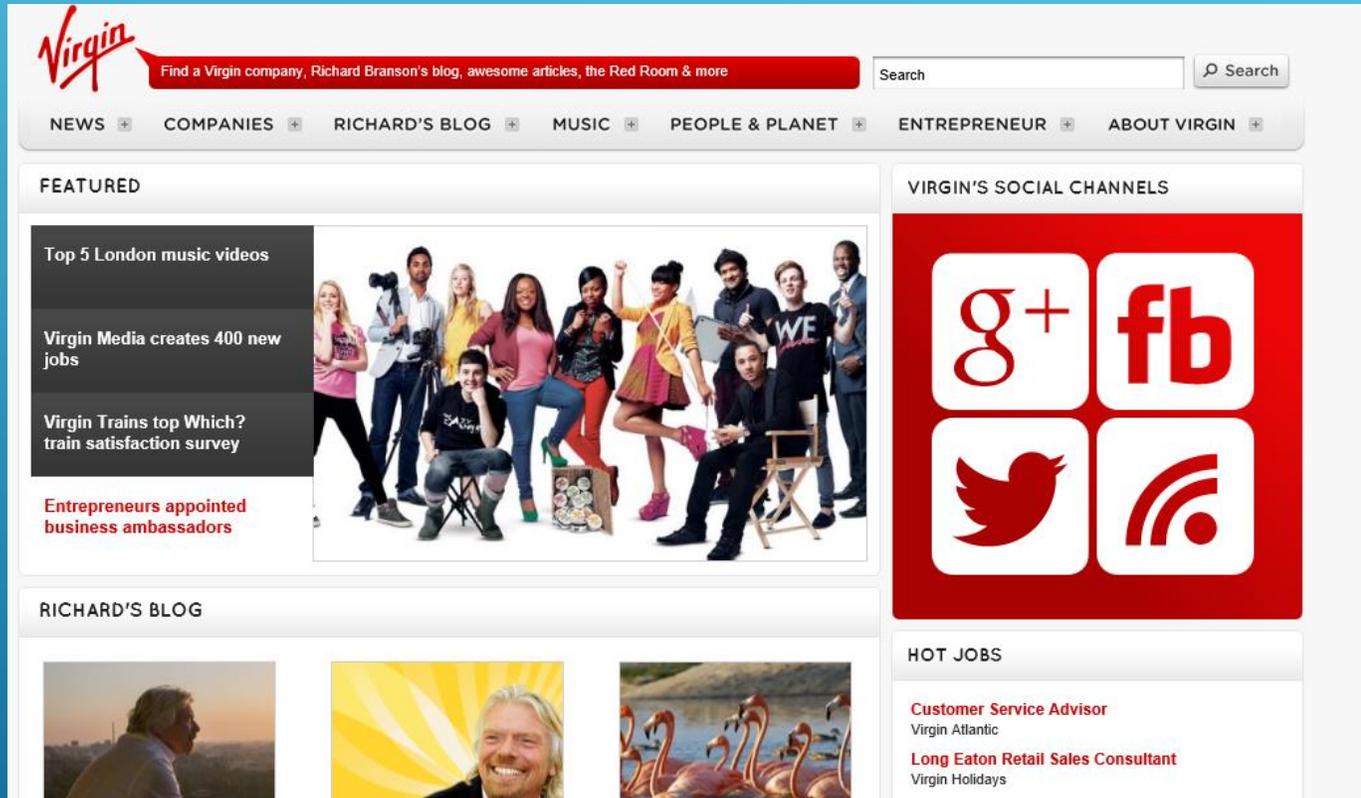
kate moss  
  
TOPSHOP

"I have always been a big fan of Topshop and regularly shop there. I love what they stand for and am very excited at the thought of working with them. It's going to be great fun."

*Kate Moss*



# VIRGIN

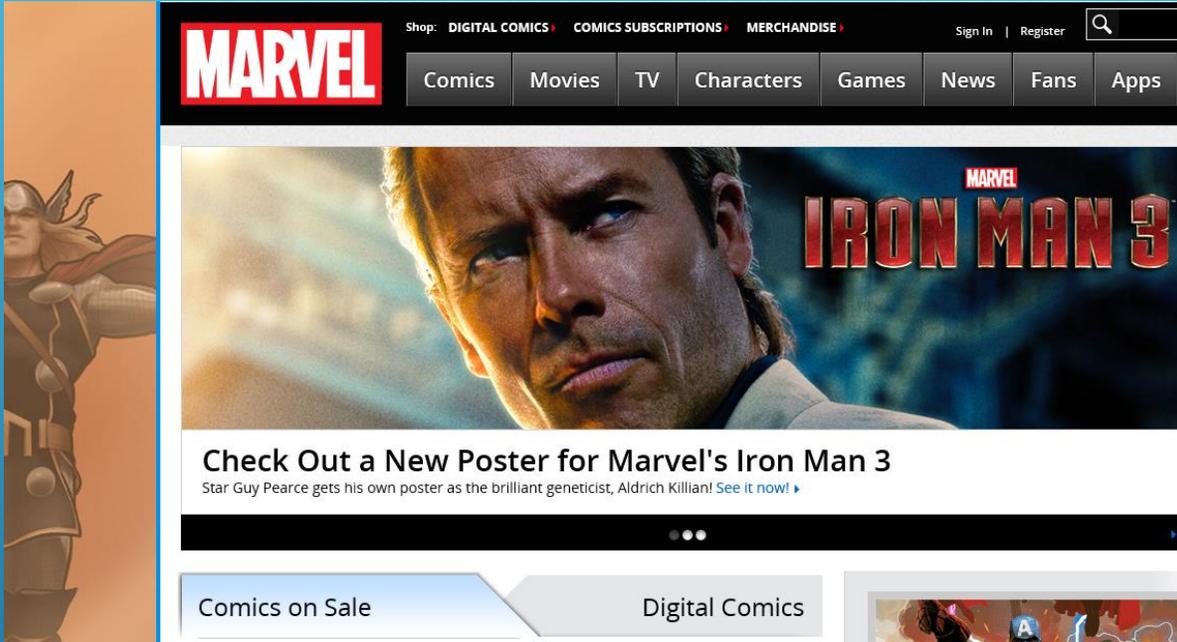


The screenshot shows the Virgin website homepage with a red navigation bar and a search bar. The main content area is divided into several sections:

- FEATURED:** A large image of a group of people, with text overlays: "Top 5 London music videos", "Virgin Media creates 400 new jobs", "Virgin Trains top Which? train satisfaction survey", and "Entrepreneurs appointed business ambassadors".
- RICHARD'S BLOG:** Three small images: a man's profile, a man with a sunburst background, and a group of swans.
- VIRGIN'S SOCIAL CHANNELS:** A red square containing icons for Google+, Facebook, Twitter, and RSS.
- HOT JOBS:** A list of job openings: "Customer Service Advisor Virgin Atlantic", "Long Eaton Retail Sales Consultant", and "Virgin Holidays".



# Marvel



The screenshot shows the Marvel website's navigation bar with the 'MARVEL' logo and links for 'Shop: DIGITAL COMICS', 'COMICS SUBSCRIPTIONS', and 'MERCHANDISE'. Below the navigation are tabs for 'Comics', 'Movies', 'TV', 'Characters', 'Games', 'News', 'Fans', and 'Apps'. The main content area features a large image of Aldrich Killian with the text 'IRON MAN 3'. Below the image is a headline: 'Check Out a New Poster for Marvel's Iron Man 3' and a sub-headline: 'Star Guy Pearce gets his own poster as the brilliant geneticist, Aldrich Killian! See it now!'. At the bottom of the screenshot are buttons for 'Comics on Sale' and 'Digital Comics'.



# LESSON 1

## Introduction to storytelling

- ▶ Why story telling is so important at our times? Why story telling is so important every time?
- ▶ What does “STORY” mean? Which are the main roles in a story?
- ▶ How can we read every business story as a narrative? And what can we learn from that exercise?
- ▶ Back to basic => which is the essence of a story ?

# LESSON 2

## Story branding

### Storytelling communications skills

- ▶ The theory of Customer Based Brand Equity (P.Keller)
- ▶ The “new Customer” and the importance of advocacy
- ▶ Building blocks of great Brand stories
- ▶ The relevance of words and the essence of web writing

# LESSON 3

## Narrative communication and interaction techniques

- ▶ 7 S theory
- ▶ Rhythm and repetition
- ▶ The plot, the hero and happy ending
- ▶ Story and story telling : The R pattern – R > RR > RRR > RRR > RR > R
- ▶ Compare narrative techniques
- ▶ Words, Images, Sounds – the multisensorial experience of the customer through stories
- ▶ The power of reframing: change the story , changing the point of view

# LESSON 4

## Looking forward ... storybranding

- ▶ Readers and audience emotional responses
- ▶ The integrity of narrative structure based on content
- ▶ Leverage digital media to emphasize stories
- ▶ The courage to tell the truth
- ▶ The goal of gaining Trust sharing organizations values
- ▶ Storyboarding with PowerPoint / Sway / Prezi / Video / Podcast
- ▶ Storybranding to engage people and develop sense of belonging

# Storytelling and Storybranding

Let's go back to Basic:

## LESS IS MORE

# WHAT IS A STORY ?



# HOW MANY STORIES CAN YOU REMIND ?

- ▶ Personal
- ▶ From family
- ▶ From friends
- ▶ From school
- ▶ From media
- ▶ From work
- ▶ From books
- ▶ From journeys
- ▶ **From web**

# STORYTELLING COMES FROM FAR AWAY

Storytelling practice is embedded into our culture since it was the primary form of people entertainment and it remains one of the most effective ways to engage audiences and transfer a message



The origin of storytelling is MYTHOS

To tell a story is more powerful than simply explain a concept

# STORYTELLING DEFINITION

**Storytelling** is the social and cultural activity of sharing stories , often with improvisation, theatrics or embellishment. Stories or narratives have been shared in every culture as a mean of entertainment, education, cultural preservation and instilling moral values.

Storytelling is a mean for sharing and interpreting **experiences**

Because experiences engage people minds.

First, The setup => The hero's world before the adventure starts

Second, The Confrontation => The hero's world turned upside down

Third, The Resolution => The hero or/and world are transformed and the happy ending prevails

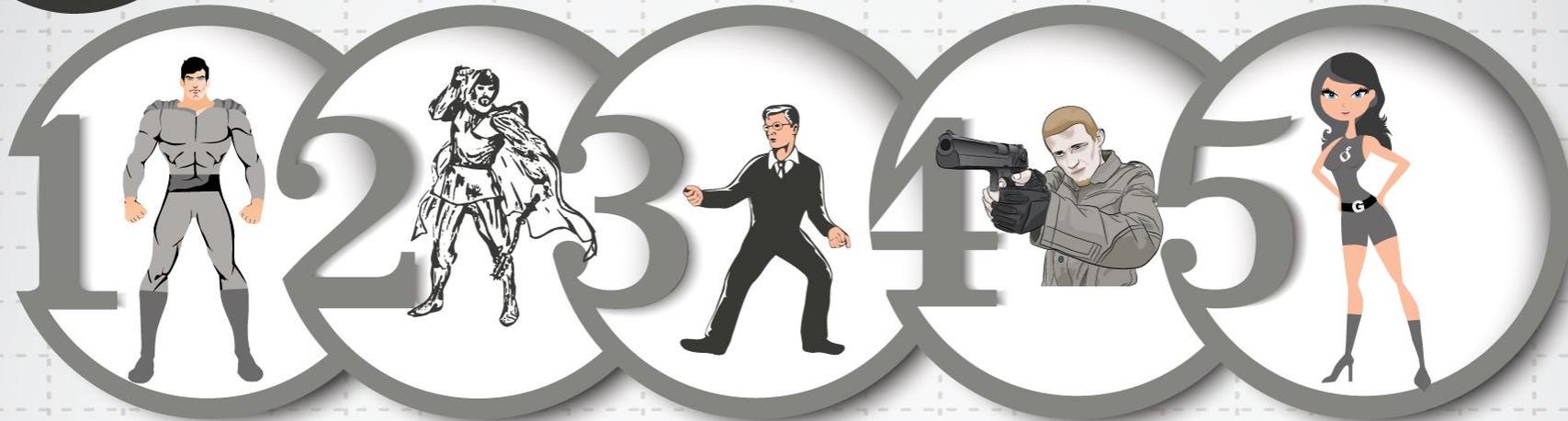
Any story can be roughly framed in such format.

# EVERY STORY HAS 3 PARTS

# MAIN ROLES IN A STORY...

# 5 CHARACTERS

## WHO SHOULD BE IN YOUR STORY



**PROTAGONIST**

**ANTAGONIST**

**SIDEKICK**

**MENTOR**

**LOVE INTEREST**

# WEB: THE BOOSTER ENGINE FOR STORYTELLING

Communicating by using storytelling techniques  
can be a more compelling and effective route for  
delivering information than using only dry facts

STORYTELLING, BRAND  
AND CONSUMERS  
ENGAGEMENT, AN  
INTRODUCTION

The background is a solid blue gradient. On the right side, there are several white lines of varying thicknesses that run diagonally from the top right towards the bottom left, creating a sense of movement and depth.



possessions provides the basis from which a brand may strengthen its alignment with these meanings and therefore with the consumer. In addition, discerning the role of possessions in the continuity consumers seek for their identity supplies the footing for a brand to reinforce that continuity and therefore the consumer's loyalty to the brand.

Finally, comprehending consumers' identification with certain values yields a framework in which a brand may reinforce its genuine connection with these values and thereby enhance the significance placed on its products by consumers.

(S.M. Rapier, 2016)

# POSSESSION AND THE EXTENSION OF SELF

- ▶ Consumers do not just buy the “nuts and bolts” of a product or service when making a purchase decision, but rather they are buying their identities as one kind of person, or another.
- ▶ Possessions provide an outlet to express the individual characteristics and values of their owner
- ▶ This expression is linked back to the attraction consumers have to brands that they perceive as similar to themselves
- ▶ Possessions are extensions of self as well as the private and public meanings of possessions

“We cannot hope to understand consumer behavior without first gaining some understanding of the meanings that consumers attach to possessions.”

# POSSESSION AND STORYTELLING

- ▶ Companies need to understand their products are not simply functional equivalents within a category, but they are possessions uniquely used as a prop in their customer's storytelling.
- ▶ This requires that the brand investigate their target consumers in a more profound manner to gain a deeper understanding of the consumer's voice.
- ▶ In doing so, brands will be better equipped to design, execute, and evaluate an updated marketing and branding strategy leveraging the uniqueness of their role in the consumer's story.



**SignificantObjects**  
...and how they got that way

# A STORY TO EXPLAIN WHAT IS A STORY .....

“Stories are such a powerful driver of emotional value that their effect on any given object’s subjective value can actually be measured objectively.”

Joshua Glenn and Rob Walker of the Significant Objects project.

[Significantobjects.com](http://Significantobjects.com)

# HOW MUCH IS AN OBJECT REALLY WORTH?

*Significant Objects is a literary and anthropological enterprise devised by Joshua Glenn and Rob Walker in 2012.*

*It began as an online experiment demonstrating that the effect of imaginative narrative on any given object's subjective value can be measured objectively.*

It's an idea that writers adore: the notion that a good story can impart value to an insignificant object. Already desirable or at least useful objects ... can obviously have their value increased through a robust back story. (It's called advertising.) But what about objects that are undesirable? That are poorly made, useless or ugly? Can they ever become valuable or sellable? To those who don't believe in the transcendent power of a good story ... behold: the Significant Objects project.

AdWeek's AdFreak

# THE WOODEN MALLET

THE AUCTION FOR THIS SIGNIFICANT OBJECT, WITH STORY BY COLSON WHITEHEAD, HAS ENDED. ORIGINAL PRICE: 33 CENTS. FINAL PRICE: \$71.

On September 16th, 2031 at 2:35 am, a temporal rift – a “tear” in the very fabric of time and space – will appear 16.5 meters above the area currently occupied by Jeffrey’s Bistro, 123 Elvinson Ave, Laramie, WY.

Only the person wielding this mallet will be able to enter the rift unscathed. If this person then completes the 8 Labors of Worthiness, he or she will become the supreme ruler of the universe.

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*Colson Whitehead (born November 6, 1969) is an American novelist. He won the 2016 National Book Award for Fiction and the 2017 Pulitzer Prize for Fiction.*



# THE CREAMER COW

[BIDDING ON THIS SIGNIFICANT OBJECT, WITH STORY BY LUCINDA ROSENFELD, HAS ENDED. ORIGINAL PRICE: \$1. FINAL PRICE: \$26.]

My grandmother, Zippy Friedman, was an administrator at Austen Riggs Psychiatric Hospital in Stockbridge, MA, for several decades beginning in the 1950s. She was also a close friend of artist Norman Rockwell and was instrumental in having him admitted there during a particularly gruesome bout of depression. (Yes, the acclaimed illustrator of those aggressively cheerful Saturday Evening Post covers suffered from chronic depression.)

Anyway, for whatever reason, Norman brought this golden cow creamer with him to Riggs—and then failed to bring it home. Which is how it ended up in my grandmother's kitchen in nearby Pittsfield, where it sat on the windowsill next to a Provencal Rooster (also made of porcelain) until her death in 1983. What's more, according to my mother, at some point my grandmother started referring to the creamer as "Norman," as in, "Let's all have tea—someone grab Norman."

Which makes me wonder if something bad happened between them. Why? If you can't tell from the pictures, the cow's got a pretty angry and unforgiving look on her face. And, depressed though he frequently was, the real Norman Rockwell was apparently a delightful, kind man. (Mysteries never cease.) So anyway, my young daughter told me she finds "Norm" scary. And we get our hot beverages to go — at Starbucks. But he really is a piece of history. No chips. Lovely glaze intact. Pours well.



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*Lucinda Rosenfeld is an American novelist (born December 31, 1969). Her essays have appeared in: The New York Times Magazine, Creative Non-Fiction, New York magazine, Glamour and many other publications.*



# STORYTELLING: WHAT IS AND WHAT IS NOT

**What is:** communicating through the stories

**What is not:** telling histories

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue gradient background.



## History

- Reality/facts
- Events
- Data
- Informations
- Chronology
- Description
- Logic
- Spaces
- Times

## Story

- Challenges
- Feelings
- Meanings
- Representations
- Memory
- Fiction
- Fantasy
- Scenes
- Flashback/Flashforward

A black and white photograph of a man walking down a hallway, looking at his phone. He is wearing a dark jacket over a white t-shirt with some text on it. The hallway has a brick floor and a door in the background. To the right, there is a large mural of a woman's face in a pop-art style, with thick black outlines and a stylized expression. The text 'storytelling in ads' is overlaid in white, lowercase letters across the middle of the image.

# storytelling in ads

EXAMPLES

# QUESTIONS AND ANSWERS