

FROM STORYTELLING TO STORYBRANDING LESSON 2

ROBERTA COCCO

SIMONETTA MUCCIO

A series of several parallel white lines of varying thicknesses, slanted diagonally from the bottom left towards the top right, set against a blue gradient background.

HOW TO CREATE BRANDS TRU STORY TELLING ADS

Procter & Gamble «Thanks Mama" for Olympics:

- ▶ <https://www.youtube.com/watch?v=TaJgjkSMR7s> Londra 2012
- ▶ <https://www.youtube.com/watch?v=vkJOZKvUUCM> Sochi 2014
- ▶ <https://www.youtube.com/watch?v=UMOPdNlinsY> Rio 2016
- ▶ <https://www.youtube.com/watch?v=55ScN4oYdRI> Olimpiadi Invernali 2018

Coca Cola

<https://www.youtube.com/watch?v=1VM2eLhvsSM> (78)

<https://www.youtube.com/watch?v=-R-EEdvDrUU> (2018)

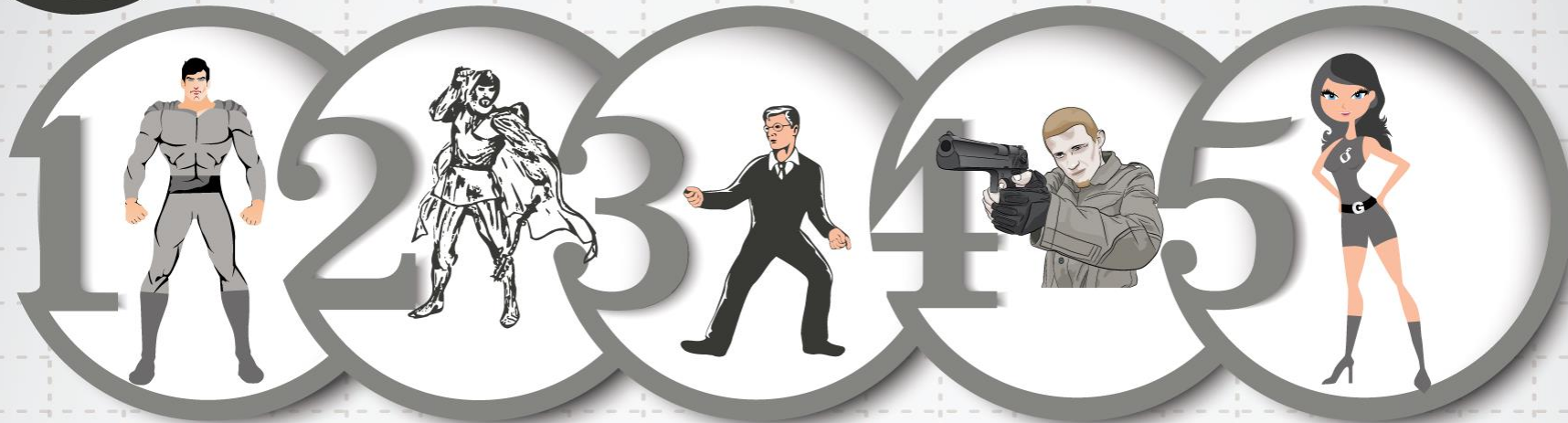
Levi's 501 - jeans symbol in '80: <https://www.youtube.com/watch?v=Q56M5OZS1A8>

“Marlboro Man” '60 <https://www.youtube.com/watch?v=yQmpqvoEpws>.

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

HOW TO TELL A «BUSINESS» STORY

- ▶ First, define your brand: what do you offer, who's your brand for, why is your brand different
- ▶ Second: understand your customers
- ▶ Third: find your (emotional) hook
- ▶ Fourth: Fish for your story (if you want)
- ▶ And now: Tell your story !

STORY WRITING TIP_s

A close-up photograph of a hand holding a pen, writing in a notebook. The background is a light blue gradient. The quote is overlaid on the image in a bold, blue, sans-serif font. The words 'valuable', 'talents', and 'one' are in a larger font size than the rest of the text.

“The most **valuable** of all
talents is that of never using
two words when **one** will do.”

– Thomas Jefferson

THE **7** BUSINESS (STORY) WRITING SKILLS*

simplicity

synthesis

style

structure

seduction

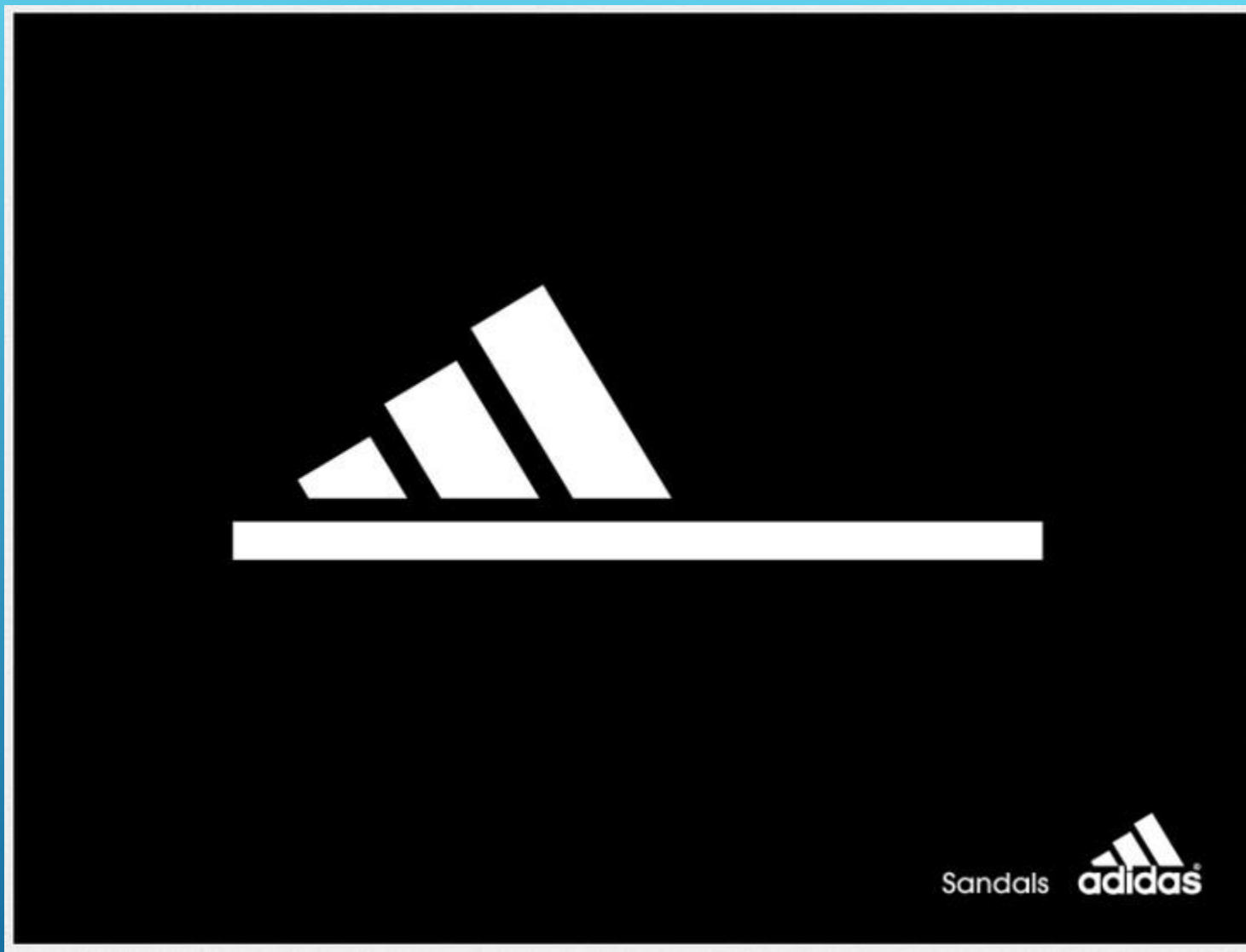
sym-pathy

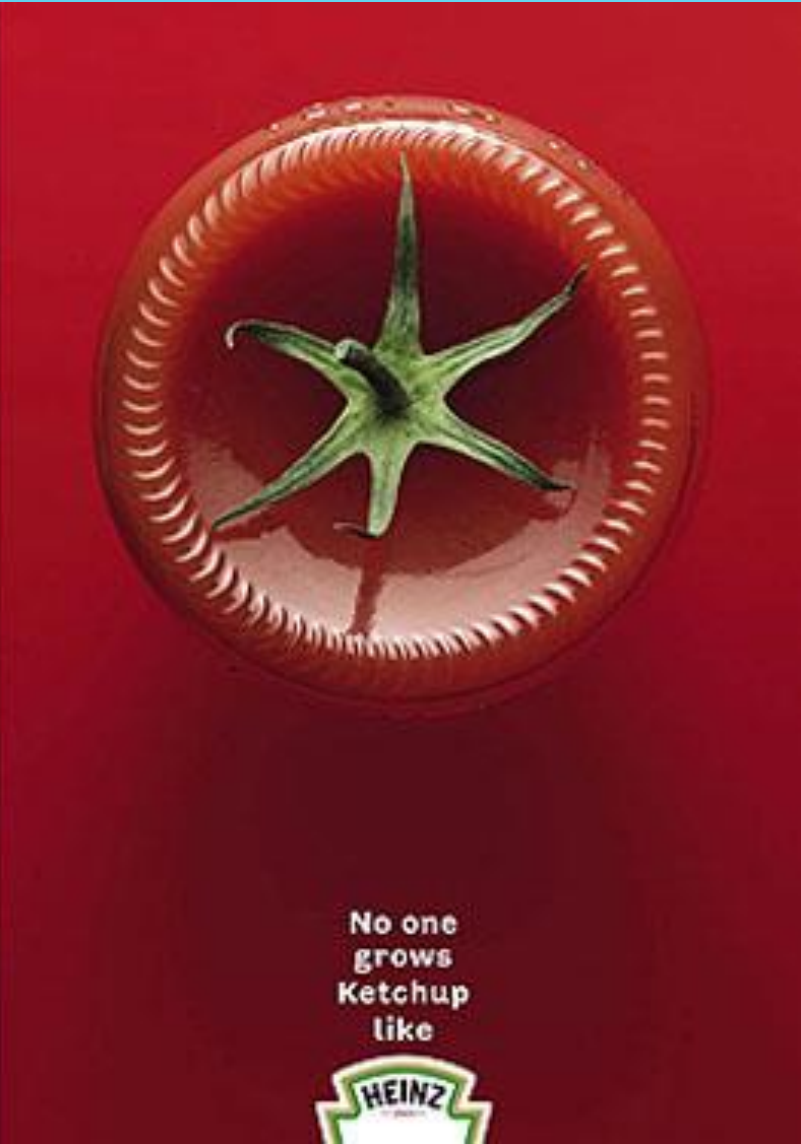
surprise

* This section is taken from content offered by Prof. Alessandro Lucchini – Palestra della Scrittura

SIMPLICITY

Is the most important skill for professional writers: knowing how to minimize blockers to understand, and simplify language that is too technical and so cumbersome in both private and public corporations.

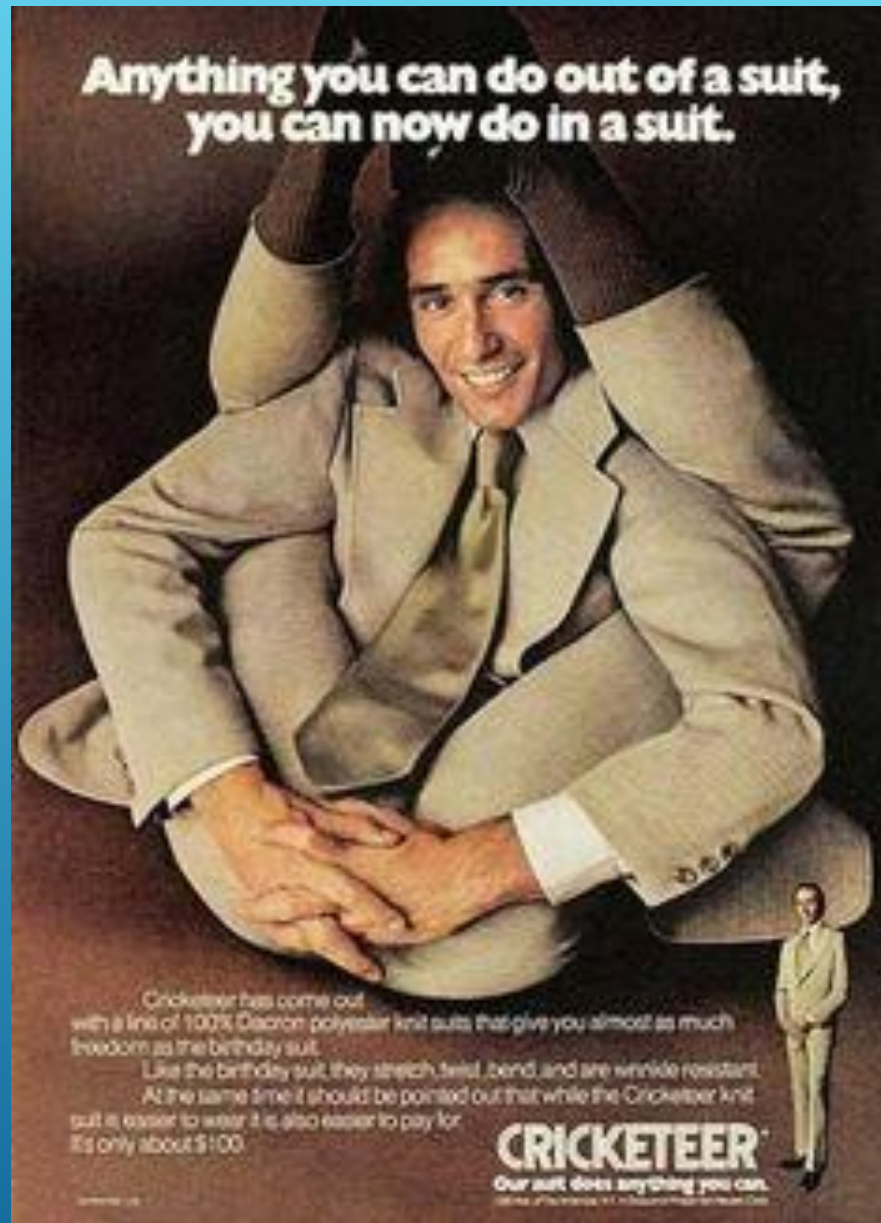




SYNTHESIS

Knowing how to say more by writing less.
Cutting, reducing down to the bone:
like a broth that boils and boils until it
becomes thick and savoury.

**Anything you can do out of a suit,
you can now do in a suit.**



Cricketeer has come out with a line of 100% Dacron polyester knit suits that give you almost as much freedom as the birthday suit.

Like the birthday suit, they stretch, twist, bend, and are wrinkle resistant.

At the same time it should be pointed out that while the Cricketeer knit suit is easier to wear it is also easier to pay for. It's only about \$100.

CRICKETEER
Our suit does anything you can.

© 1988 Cricketeer, Inc.

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STRUCTURE

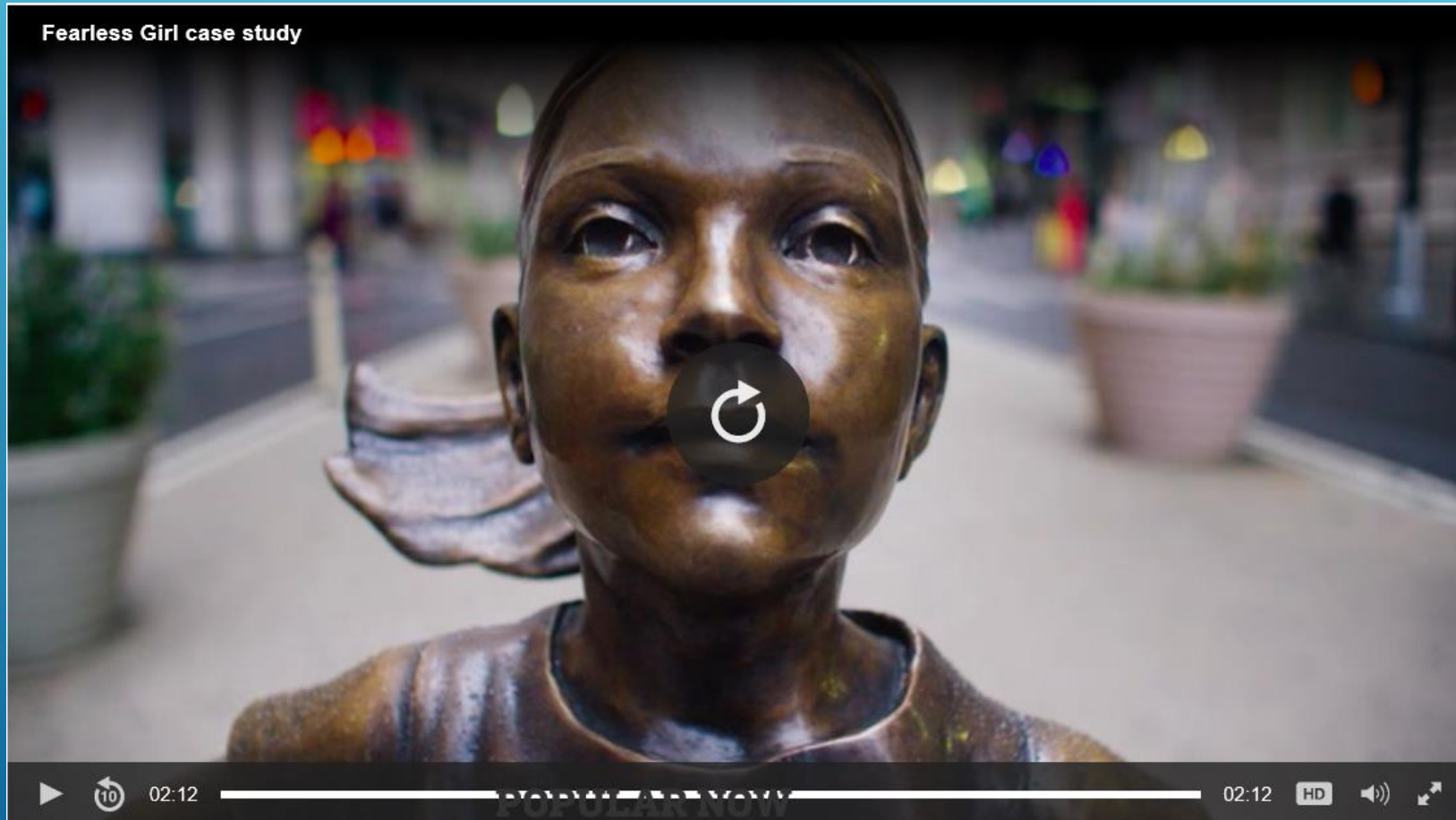
The ability to organize the message **STRUCTURE** effectively:
interpreting the text like a geographical area:

beginning – body – end

and deciding where to position the most important parts.

- at the beginning, if the text has the objective of informing (B.L.O.T. > the Bottom Line on Top);
- in the middle, if the objective is to soften, mitigate, negotiate (B.L.I.M. > the Bottom Line In the Middle);
- at the bottom, if we intend to motivate, convince, prompt, promote, sell (B.L.O.B. > the Bottom Line on the Bottom)

FEARLESS GIRL STORY



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STYLE

Knowing how to choose the best style for each audience and each occasion, reducing the distance between written and spoken language, maintaining a pleasant rhythm to support the case, avoiding clichés.

Developing a personal style that reflects one's own voice



CÉLINE

SEDUCTION

The ability to capture the reader's attention: helping him to avoid boredom, haste, distraction.

Language, questions, elements of surprise, the power of rhetoric, play of words and numbers. And above all writing in the reader's direction, thinking of him as a person, not as a "target".

Speak to your reader in a direct way, make yourself recognizable, selecting the right words and style.



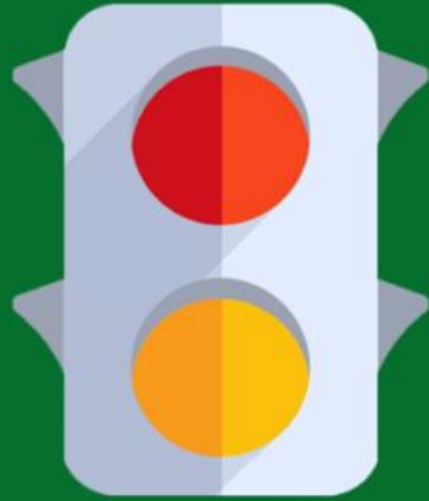


SYM-PATHY

Or better empathy. A gift of psychological significance.

Knowing how to touch the emotional chords of the message, giving strength where the text risks being weak, mitigating where it is too harsh.

Which means focusing on the impact of words and sentences, knowing how to convince the reader, achieving the objective.



Green Matters.

**Go Green.
Save Earth.**

**TOYOTA
PRIUS**



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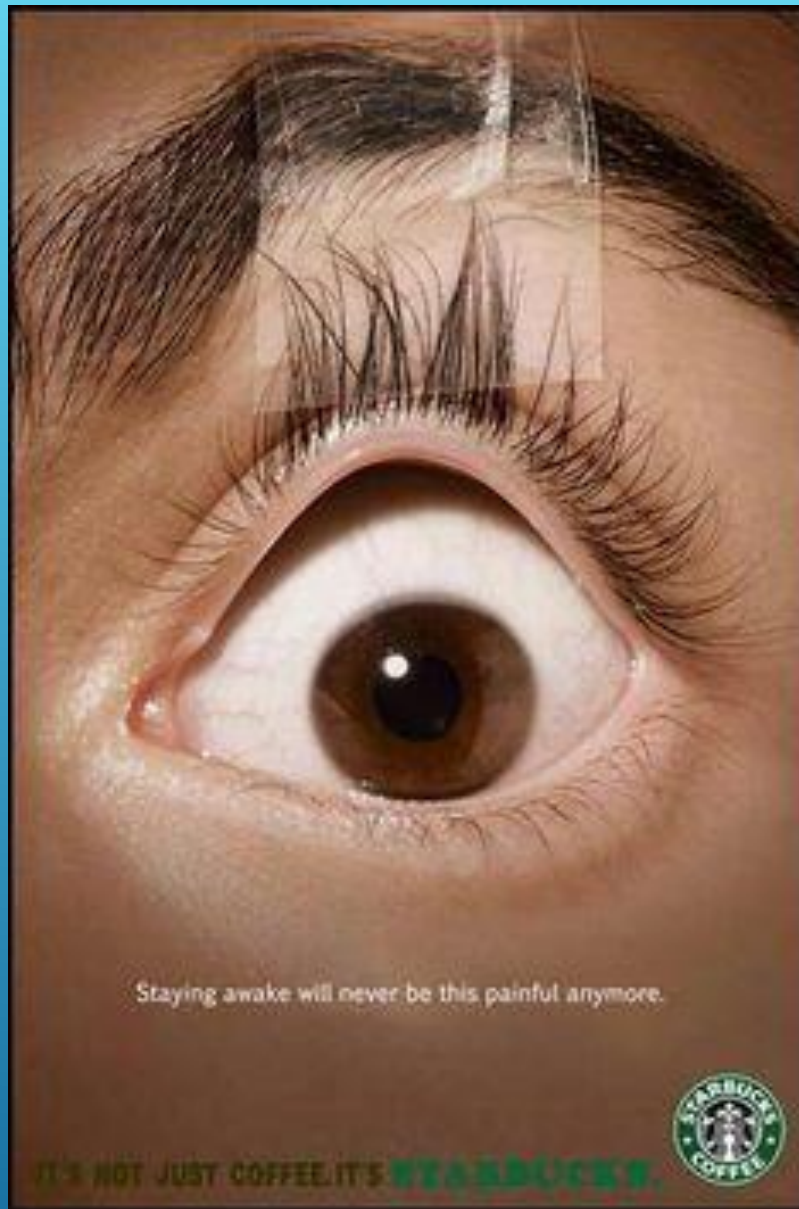
SURPRISE

The seventh key is methodological,
transversal to all others.

It represents the right amount of creativity
in the process of writing.



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LET'S JUMP INTO ... BRAND MANAGEMENT



THE THEORY OF CBBE CUSTOMER BASED BRAND EQUITY (P. KELLER)

The power of a brand lies in what resides in the mind of customers

CBBE is defined as

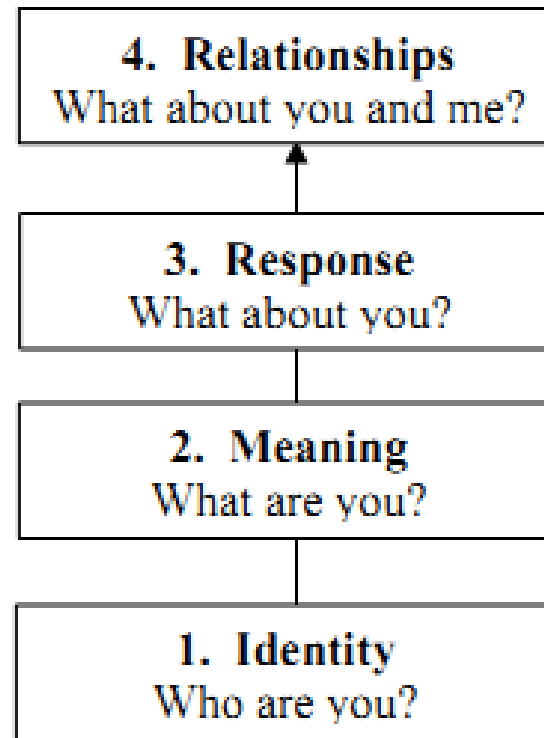
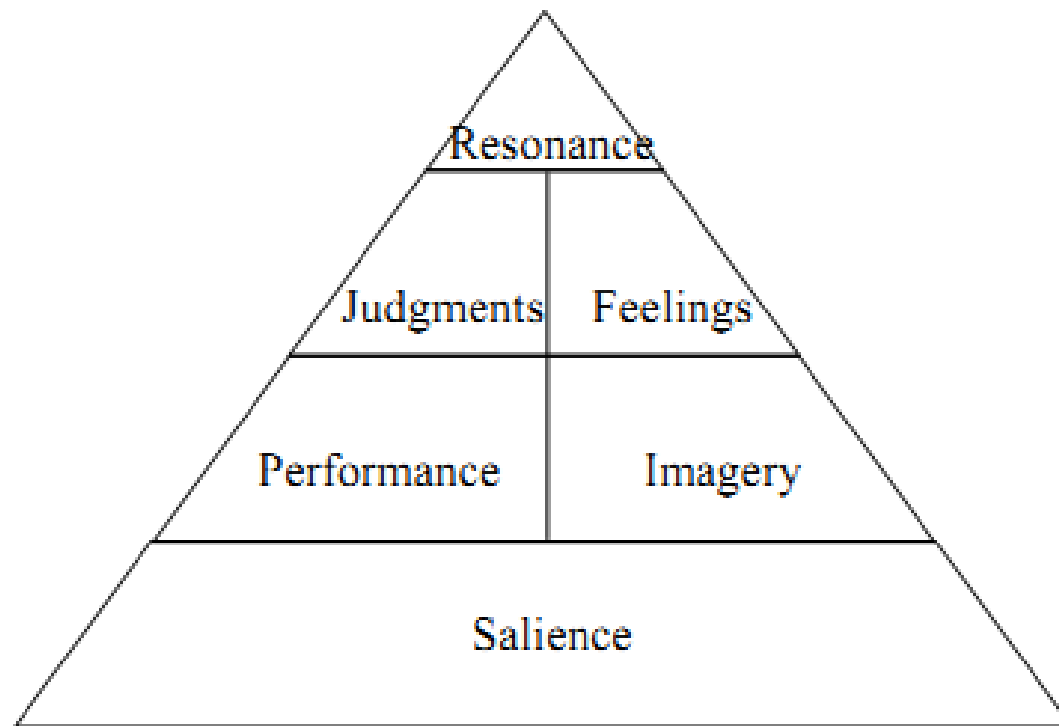
The differential effect that brand knowledge has on consumer response to the marketing of that brand



The ultimate scope of Brand Management is to make Customer
the best advocate for the brand

CBBE PYRAMID (K. KELLER)

Keller's Customer-Based Brand Equity Pyramid



Source: Keller, 2003

BRAND ELEMENTS

Criterion	Brand Element				
	Brand Names and URLs	Logos and Symbols	Characters	Slogans and Jingles	Packaging and Signage
Memorability	Can be chosen to enhance brand recall and recognition	Generally more useful for brand recognition	Generally more useful for brand recognition	Can be chosen to enhance brand recall and recognition	Generally more useful for brand recognition
Meaningfulness	Can reinforce almost any type of association, although sometimes only indirectly	Can reinforce almost any type of association, although sometimes only indirectly	Generally more useful for non-product-related imagery and brand personality	Can convey almost any type of association explicitly	Can convey almost any type of association explicitly
Likability	Can evoke much verbal imagery	Can provoke visual appeal	Can generate human qualities	Can evoke much verbal imagery	Can combine visual and verbal appeal
Transferability	Can be somewhat limited	Excellent	Can be somewhat limited	Can be somewhat limited	Good
Adaptability	Difficult	Can typically be redesigned	Can sometimes be redesigned	Can be modified	Can typically be redesigned
Protectability	Generally good, but with limits	Excellent	Excellent	Excellent	Can be closely copied

Source: K. Keller
«Strategic Brand Management»

BRAND ASSOCIATIONS

- ▶ Brand Associations are anything which are deeply seated in the mind of our customers
- ▶ Brand need to be associated with something
 - ▶ Positive
 - ▶ Unique
 - ▶ Powerful
- ▶ Brand Associations are the attributes of a brand which come into consumers mind when the brand is mentioned
- ▶ Brand Associations can also be defined as the degree to which a specific product / service is recognized within its category

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SECURITY



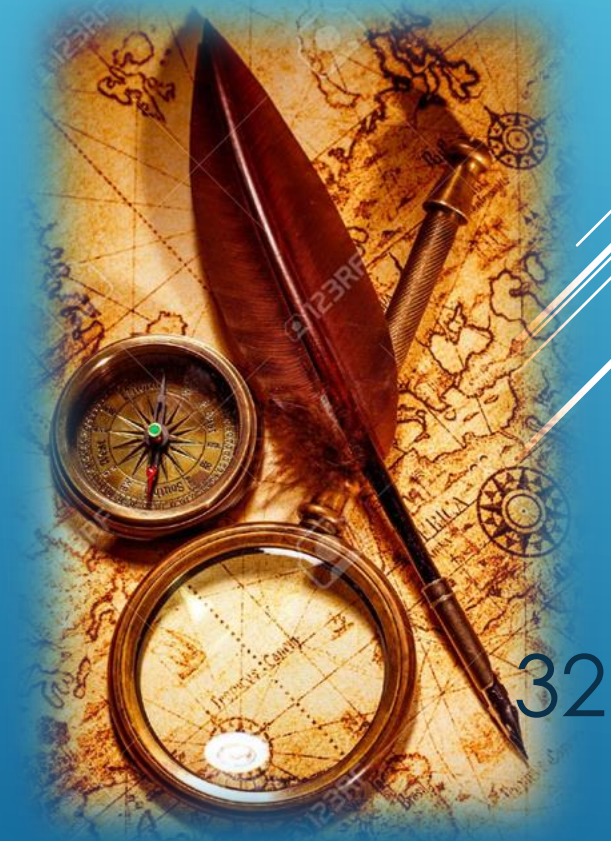
Cool technology



MAGIC !

THE STORY MAP

1. **Define the Impact**
2. **Empathize with your audience**
3. **Explore the landscape**
4. **Discover the gold**
5. **Shape the story**
6. **Get to the heart**
7. **Bring it to life**



QUESTIONS AND ANSWERS