

FROM STORYTELLING TO STORYBRANDING LESSON 3

SIMONETTA MUCCIO

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LESSON 3

STORYTELLING COMMUNICATIONS SKILLS

- ▶ **Story and story telling : The R pattern – R > RR > RRR > RRR > RR > R**
- ▶ **One point of view, many points of view: the perspective game**
- ▶ **The shape of the story**
- ▶ **The seven basic plots**



THE R PATTERN OR TO EACH HIS OWN OPINION!



R

Reality (sender)



The first **R is reality**. Reality is unique, objective, beyond us, and the same for everyone. Reality in itself is neither beautiful, ugly, good, bad, it is simply reality as it is, exactly that, without connotation

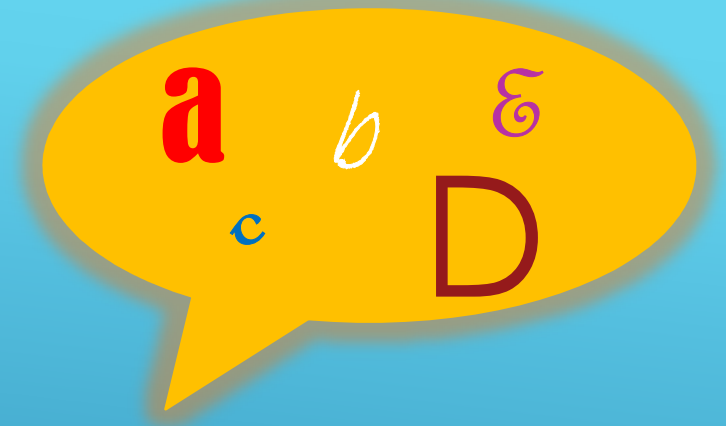
RR



Representation of reality (sender)

As soon as we come into contact with reality and it enters our mind it stops being R and becomes **RR**, that is **representation of reality**. We all have our own RR. RR is unique, subjective and unrepeatable: our ideas, our opinions, what we think about reality. There is no better or truer reality, there are many opinions and ideas, infinite thoughts regarding the same R.

RRR



*Reproducing the representation of reality
(sender)*

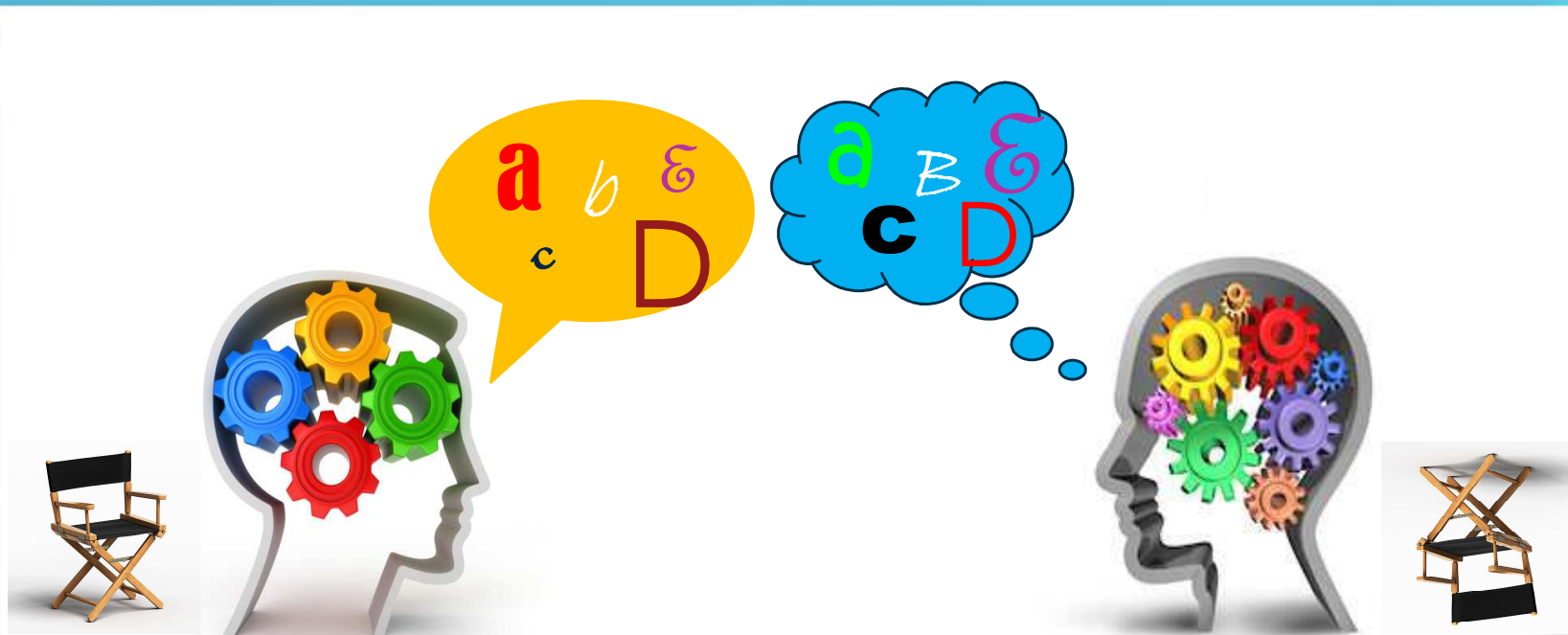
What we have in our minds has to be communicated to others. And this is where language comes into the picture, the **RRR, the linguistic representation of reality**. RRR are the words we use to depict, describe, write about something.

AND WHAT ABOUT THE RECEIVER?



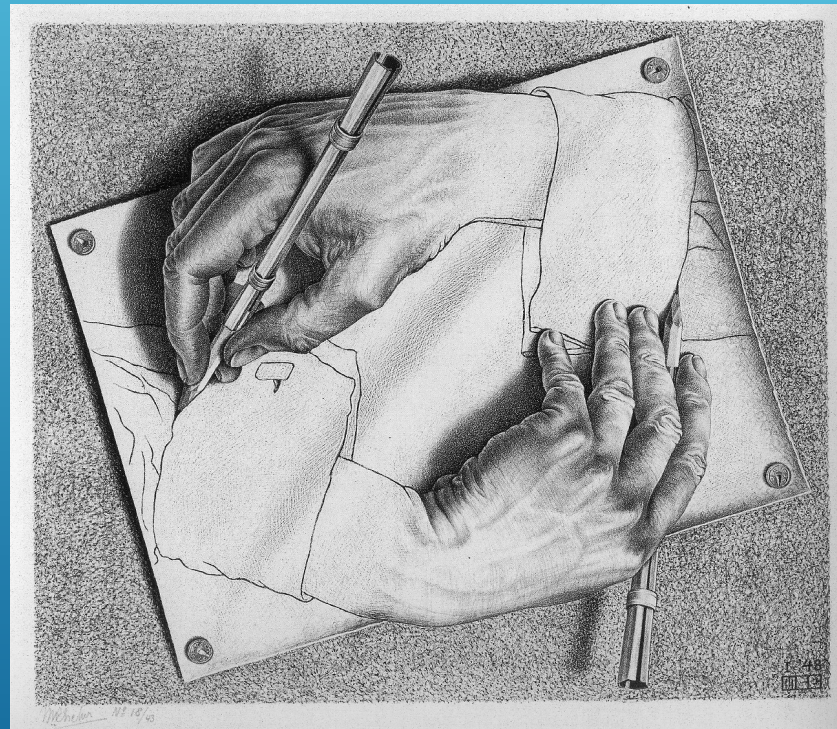
He receives my words (**RRR**) and patiently interprets them based on his own representation of reality (**RR**) and develops his idea of the reality (**R**) I am talking about.

How many chances do you think there are that the two realities will coincide? That we are really talking about the same thing?



R > RR > RRR > RRR > RR > R

ONE POINT OF VIEW, MANY POINTS OF VIEW: THE PERSPECTIVE GAME



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THE HORSE AND THE FROG

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ONE LAST LITTLE EXAMPLE OF THE POWER OF THE HUMAN MIND

THE POWER OF THE HUMAN MIND. According to a research at Cambridge University, it doesn't matter in what order the letters in a word are, the only important thing is that the first and last letter be in the right place. The rest can be a total mess and you can still read it without problem. This is because the human mind does not read every letter by itself, but the word as a whole.

“THE REAL VOYAGE OF DISCOVERY CONSISTS NOT IN SEEKING NEW LANDSCAPES, BUT IN HAVING NEW EYES.”

MARCEL PROUST



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DIESEL – GO WITH THE FAKE (Fashion Week New York 2018)

LIONS CANNES 2018 WINNER (**Gold**: Outdoor, Brand Experience & Activation; **Silver** : Brand Experience & Activation, Direct; **Bronze**: Design, Brand Experience & Activation, Direct, PRE)
Agency: Publicis Italy and Publicis New York

THE P&G CASE HISTORY



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P&G CAMPAIGNS

- ▶ Always #LikeAGirl - Super Bowl XLIX (2015)



- ▶ We Believe: The Best Men Can Be | Gillette (Short Film 2019)



P&G "WE BELIEVE" AD ON MONDAY JENNUARY 14TH 2019

” *"We can't hide from it. It has been going on far too long. We can't laugh it off. Making the same old excuses. But something finally changed. And there will be no going back. Because we ... We believe in the best in men. To say the right thing. To act the right way. Some already are, in ways big and small. But some is not enough. Because the boys watching today will be the men of tomorrow."*



Gillette



I've used [@Gillette](#) razors my entire adult life but this absurd virtue-signalling PC guff may drive me away to a company less eager to fuel the current pathetic global assault on masculinity.

Let boys be damn boys.

Let men be damn men. <https://t.co/Hm66OD5IA4>

— Piers Morgan ([@piersmorgan](#)) [January 14, 2019](#)

Rule The Wasteland
[@MongoAggression](#)

[@Gillette](#) has made it clear they do not want the business of masculine men.

I will grant their wish.

I have used [#Gillette](#) razors since they sent me a free sample on my 18th birthday, and will no longer buy any of their products.

103 · 10:59 PM - Jan 14, 2019

33 people are talking about this

Ary
[@ary31574363](#)

I've been shaving since I was 12, since the beginning I used Gillette because that's what my father used, now I will never use it again, and neither will my father, collectively been your customers for 50+ years never again

[#BoycottGillette](#) [#Gillette](#)

59 · 3:11 AM - Jan 15, 2019

27 people are talking about this

THE MAIN ABILITY IN COMMUNICATION:

To see life from other perspective, to listen, to understand and speak other languages, to walk in others shoes.

That in every field of communication, above all in social one.

BUT ... HAVE STORIES A SHAPE?



BECAUSE WE GREW UP
SURROUNDED BY

BIG

**DRAMATIC
STORY ARCS IN
BOOKS AND MOVIES,
WE THINK OUR LIVES
ARE SUPPOSED TO BE FILLED WITH**

HUGE

UPS AND DOWNS!

SO PEOPLE PRETEND THERE IS

DRAMA

WHERE THERE IS

NONE.

- Kurt Vonnegut

THE SEVEN BASIC PLOTS (BY CHRISTOPHER BOOKER)

1. Overcoming the Monster
2. Rags to Riches
3. The Quest
4. Voyage and Return
5. Comedy
6. Tragedy
7. Rebirth

(And the unspoken basic plot : Mystery)

1. OVERCOMING THE MONSTER

The hero is called upon to face and overcome a terrible and deadly personification of evil.

The Evil is heartless, egocentric, seemingly all-powerful.

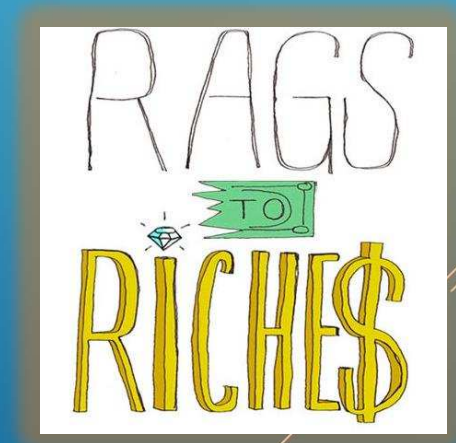
But, ultimately has a blind spot that renders it vulnerable.



2. RAGS TO RICHES

Some young, unrecognized hero is eventually lifted out of obscurity or poverty to a state of great splendor and happiness.

But their upward progress is not a continuous climb.



3. THE QUEST

The hero is pulled towards some distant important goal.

He arrives with goal in sight, but he encounters new, more terrible obstacles.

But eventually the hero achieves his overarching goal.



4. VOYAGE AND RETURN

The hero is abruptly transported out his “ordinary world” into an “abnormal world”.

The new experience could be fascinating, but quickly the alternative world turns for the worse.

The hero eventually escapes and returns back to where he began.



5. COMEDY

Not necessarily a 'funny' plot, but one that has a happy ending.

Comedy is the transition between an initial phase in which nothing is seen clearly, and characters' true identity may be obscured, and only in a second phase does the hero unravel the mystery when, at the climax of the story, the dark figure is in some way caught out, and all is at last seen clearly.

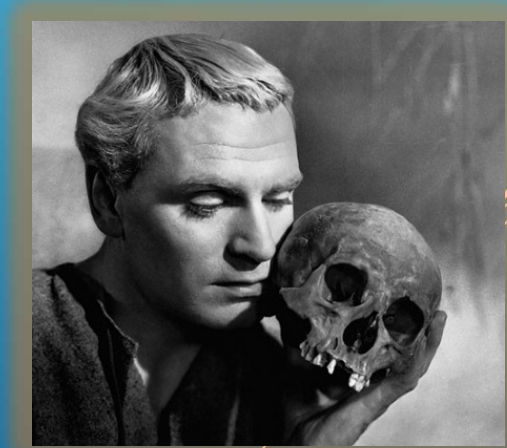
And therefore, with the coming to light of things not previously recognized, perceptions are dramatically changed.

The shadows are dispelled, the situation is miraculously transformed and the little world is brought together in a state of joyful union.



6. TRAGEDY

This is a plot where the hero does not get what he desires, and often ends up dead.



7. REBIRTH

The hero falls under the shadow of the dark power.

For a while, all may seem to go well. The threat may even seem to have receded.

Eventually it approaches again in full force, until the hero is imprisoned in the state of living death.

This continues for a long time, when it seems the dark power has completely triumphed.

But finally comes the miraculous redemption: by some other hero/heroine.





LET'S GO BRANDING ...

STORYTELLING IN ADVERTISING: HOW COMMERCIALS USE THE 7 PLOTS

1. Overcoming the Monster

- ▶ Lysoform ads (2013) (EU/US)

2. Rags to Riches

- ▶ P&G london (2012) (EU/US)
- ▶ Budwiser 2017 Superbowl (US 28 ml visualization 1 month)

STORYTELLING IN ADVERTISING

3. The Quest

- ▶ Taco Bell – Live Mas - Super Bowl (2013)
- ▶ Coke Zero (2018)

4. Voyage and Return

- ▶ Budweiser – Puppy love – Super Bowl (2015)

STORYTELLING IN ADVERTISING

5. Comedy

- ▶ Amazon - Alexa – Super Bowl (2019)
- ▶ Tide - It's a Tide Ad (2018)

6. Tragedy

- ▶ Save the Children - If London was Syria (2014)

7. Rebirth

- ▶ Centro NEMO, Ospedale Niguarda – The voice of voices (2018 – Italy)

QUESTIONS AND ANSWERS

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