

# Darren “Daz” McColl

## Global Chief Brand Strategy Officer, SapientNitro

Darren “Daz” McColl is co-author of the *New York Times* Best Seller *Storyscaping—Stop Creating Ads, Start Creating Worlds* and Chief Brand Strategy Officer of SapientNitro, a new breed of agency redefining storytelling for an always-on world. As a marketing strategist, he collaborates with global teams and clients to help create worlds of immersive stories and experiences. “Daz” as he is known, has brought insight and strategic guidance to many of the world’s biggest brands including: Virgin, McDonald’s, Nestlé, Mars, Foster’s, Burger King, Subway, Footlocker, ESPN, Volvo, Chrysler and Coca-Cola. He is a sought after speaker with experience that spans markets across the world and his work been recognized with many awards including: Effies, New York Festivals, The One Show, Clios, D&AD (Black Pencils), and three coveted Cannes Lions Grand Prix.

### Recent Speaking Engagements:

Cannes Festival of Creativity, Cannes, France

Mesh Marketing Conference, Toronto, Canada  
<http://meshconference.com/>

Internet Week, New York 2014  
<https://www.youtube.com/watch?v=gU5qg-EcbHg>

University of Florida College of Journalism & Communications, Gainesville, Fla

Facebook Sales Conference 2014, Miami, Fla  
Advertising Week 2014 by AdAge, New York

### Speaking Topics

Storyscaping, Power of Experience,  
Marketing & Brand Strategy

### Previous Presentation Titles:

Deciphering the Code to Creating Worlds of Immersive Experiences

From a Story Told to a Story Lived: The Craft of Storytelling in a Participatory Culture

The Power of Stories Lived vs Stories Told

Make Your Story Livable: Transforming a story told into a story lived



The importance of storytelling is nothing new to those of us in marketing and advertising. Storytelling opens up new worlds. Daz's presentation invited us on a journey rich with imagination and possibility. I felt very inspired. //

– Roslyn Peter, Manager Digital Communications, DonorWorx (Mesh Conference Attendee)

On behalf of the mesh team, I want to thank Daz and David for a sensational closing keynote at mesh conference 2014. The content was insightful and timely. Moreover, the experience of #TheHive and #MobMoves was fantastic. Daz and David's perspectives as industry leaders would have been terrific as a stand alone talk, but I think that the experience of using mesh as a case for illustration was brilliant and really elevated the experience while it underscored the message of storyscaping. //

– Sheri Moore, Mesh Conference 2014 Organizer

Boy, did my class enjoy your talk. My inbox was flooded with appreciative emails. Today during lecture, I found myself referring to concepts you introduced in your lecture and seeing many nods of agreement/understanding. //

Lisa Duke, Professor, University of Florida (Aug 2014)

Joined by Omar Epps, Darren led a seminar on at 2012 Festival that dared to ask "Global Brands vs Global Celebrities: Who is the Smarter Marketer?". The pair offered the audience a unique point of view around how brands of culture become celebrities in their own right, sharing some humorous insights along the way. A well-attended and well-received session. //

--Alison Fulker, Former Director of Content, Cannes Lions

We asked Daz to keynote our Brand Development Event. We knew his approach to building brands would resonate with our audience and based on our surveys, that was on point. The success of the session has been noted through out the marketing organization at Facebook and we hope to have him partner with us again in the future. //

– Michael Sotelo, Business Marketing, Facebook U.S. Hispanic / Pan LatAm

As an actor and producer, I'm immersed in the world of storytelling. Today's consumer expects more engagement and interaction with brands and products.

Daz is one of the most insightful guys I know in the world of marketing, and he and Gaston's work on Storyscaping will change the way we look at telling stories to consumers long into the future. //

--Omar Epps, Actor, Producer, Media Entrepreneur

# A story lived is better than a story told.

How to create worlds of immersive experiences through Storyscaping - a book by Gaston Legorburu and Darren McColl.

Storyscaping is a fresh approach to making meaningful brand-consumer connections. It takes the power of story, adds the necessary element of experience and creates worlds where consumers connect with brands – not just by seeing clever ads, but through participating in immersive experiences with the brand. One main goal is to surprise and delight consumers in ways that inspire them to bring the brand into their own story and then share it.



This book explores the use of storytelling to build emotional connections, demonstrates the value of real engagement through immersive experiences and it illustrates how to create an Experience Space of consumer participation. It is a practical guide that provides a step-by-step approach on how to move beyond telling brand stories, to creating robust and engaging worlds, that more effectively resonate with today's highly connected and digitally-empowered consumer.

The philosophy, approach and application model are all clearly described and designed to encourage readers to think about businesses and brands differently and walk away with a new approach that offers practical structure and function.

**Learn more about Storyscaping: Stop Creating Ads, Start Creating Worlds**  
[www.storyscaping.com](http://www.storyscaping.com)

SapientNitro SM, part of Sapient® (NASDAQ: SAPE), is a new breed of agency redefining storytelling for an always-on world. We're changing the way our clients engage today's connected consumers by uniquely creating integrated, immersive stories across brand communications, digital engagement, and omni-channel commerce. We call it Storyscaping, where art and imagination meet the power and scale of systems thinking. SapientNitro's unique combination of creative, brand and technology expertise results in one global team collaborating across disciplines, perspectives and continents to create game-changing success for our Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target, and Vodafone, in 31 cities across The Americas, Europe and Asia-Pacific. For more information, visit [www.sapientnitro.com](http://www.sapientnitro.com)

To inquire about speaker availability, please contact Sarah Bruckner ([sbruckner@sapient.com](mailto:sbruckner@sapient.com)) 617.336.5478.