

Module Two: Making Sense of the World Through Story

Objectives

Here we solidify the element of story that was taught in module one. The objective of this module is to provide a deeper understanding of the power of story and the necessary elements for crafting an effective story. This module provides additional support for why stories are imperative for quality brand-consumer connections.

After studying this module, students will be able to:

1. Distinguish between effective stories and less effective stories.
2. Explain how a brand can place consumers at the center of a story and why they would want to.
3. Describe why people connect to story and why that is important in marketing.
4. Identify the structure of stories.
5. Understand the hero's journey and build stories that make the customer the hero and the brand a mentor.

Outline

[Slide 1] MODULE INTRODUCTION

In Module One we learned that story is a necessary and powerful element in successful marketing. In this module, we'll explore the power of story more deeply to gain a better understanding of why story is necessary and impactful. We'll also learn the basic structure of stories and a few key ingredients in crafting the most effective stories that gain the greatest impact.

[Slide 2] MODULE AGENDA

Review Chapter One - *From the Campfire*

- The purpose of story
- Don't be a story-yeller
- Story structure
- The use of Brand Statements vs Organizing Ideas

Class Activity – The Hero's Journey

Class Activity - Case Study - The Decadent

[Slide 3] STORIES REMAIN RELEVANT

Story is one of the most important and impressionistic tools marketers use to change perception and drive behavior.

A great story stands the test of time...

The Snow White and the Seven Dwarfs story

Storyscaping® - Instructor's Guide

1812 – The original fairy tale was published by The Brothers Grimm in Germany in Grimm's Fairy Tales – an anthology of fairy tales - "Tale 53" in *Sneewittchen*

1854 – German company finished and released the final revision of the story

1937 – Disney retold this story by releasing the full length feature animated film

2012 – Mirror, Mirror film starring Julia Roberts, released as a takeoff from the original story

2013 – Snow White and the Huntsman

[Slide 4] PURPOSE OF STORY

Everyone connects to story because in essence, we are story – we exist to see and to do and to be known.

- Open Discussion: If you were a brand (and by the way, **you are** a brand), what is your story?

[Slide 5] STORY-YELLING

In advertising today, some storytelling becomes story-yelling. Many brand stories lack purpose, lack structure and lack emotional connection and are only one way!

Today's consumers are more sophisticated and intuitive. Shouting a brand message at them is no longer an effective means to get attention and certainly no way to build quality brand-consumer relationships.

A brand's story needs to be aligned with the company's purpose and behaviors because it must resonate with consumer perception and expectations.

The most successful marketing groups are reassigning consumers from the role of audience to the role of hero because in the end, it's the consumer's journey that matters.

- Give examples of brands that are story yellers.
- Which of your favorite brands tell a powerful story that is connected with its purpose and provides a way for consumers to get involved in the brand story?
- What is the difference between a storytelling perspective, versus a story experiencing perspective?

[Slide 06] SEVEN BASIC PLOTS

Stories are structured.

They have a plot, settings, characters and a narrative point of view.

Here is a list of the seven basic plots.

- Open Discussion: Which of these plots work best in marketing?

[Slide 07] EMOTIONAL DESIRES

Some story structures lend themselves more effectively for connecting brands and consumers and evoking real participation and social currency. Some stories are more likely to get passed on from person to person and generation to generation. In order to create a story with those characteristics, it's important to tap into an emotion that the **participants*** of your story can relate to.

*Notice I didn't say 'audience' of your story? That's because Storyscaping teaches us to go beyond story telling – instead, the intent is for people to participate in the story. It's the difference between a story told and a story *lived*.

[Slide 08] BRAND STATEMENT vs ORGANIZING IDEA

You want your story to lead into an experience, so that people have an opportunity to participate in it.

We will learn a lot more about Organizing Ideas later in the course, but for now, it's good to start understanding what a brand statement is and how it differs from an Organizing Idea.

Imagine the possibilities for designing a campaign that has “Open Happiness” as its compass. It's active and you can take it in many directions.

On the other hand, how difficult would it be to build something around a statement like “The taste of a new generation.” – a specific statement about a brand only.

Having an Organizing Idea helps greatly when creating effective stories.

[Slide 09] ACTIVITY - Hero's Journey (pg. 23 - TOMS example)

1. Pick a popular brand, think about its marketing and decide if it is acting as a hero or mentor.
2. List new or additional ways you could help the brand become a mentor rather than a hero.

[Slide 10] ACTIVITY - REAL WORLD WORK

1. LINK - leads to the SapientNitro case study for President's Choice:
<https://vimeo.com/141586875> password “storyscaping”
2. Review this landing page.
3. Play the video.
4. Class discussion to answer: “*What role did consumers play in the cookie story?*”, “*How did that affect the role of the brand*”, and “*Discuss how the brand played its role.*”