

Module Three: Harnessing the Power of Experience

Objectives

Here we solidify the element of experience taught as part of the foundation in module one. The objective of this module is to provide students with a deeper understanding of the importance of crafting an immersive experience to accompany the brand story. This provides additional support for why the crafting of experiences is imperative for quality brand-consumer connections.

After studying this module, students will be able to:

1. Distinguish between storytelling and story-experiencing.
2. Explain why an experience is more impactful than a story.
3. Describe why people connect to experiences and why that is important in marketing.
4. Understand how to take a story and build experiences into it.

Outline

[Slide 1] MODULE INTRODUCTION

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

Let's explore the element of experience more deeply. Why does having a personal experience with a brand make a more meaningful connection? Why does Storyscaping combine an experience with a story?

[Slide 2] MODULE AGENDA

Review Chapter Two - *Your First Kiss*

- Definition of Storytelling
- Learning More from Experiences
- Crafting Non-Linear Stories
- Putting the Consumer in the Story

Activity – Recognizing Opportunities for Experiences

Activity - Case Study – X Games: Hypemeter App

- What is different about this experience and other apps you may use?
- Why is that a powerful experience?
- What does the experience generate for others?

Activity - Case Study – Infinity: Deja View

- How the video experience has people directing the story through their responses over the phone, in direct contact with the characters of the story.

[Slide 3] DEFINITION OF STORYTELLING

In the definition of storytelling, it is the element of experience that is most often underleveraged.

When we create an experience to accompany our story - it's the difference between making a connection (story-telling) and starting a relationship (story-experiencing).

Meet the power of experience; it catapults the effects of storytelling.

[Slide 4] ENGAGEMENT THROUGH INTERACTION

The best stories are the ones that also create shared experiences. The more you re-engage your consumers, the more they remember you and stick with you, thereby extending their brand connection.

The end goal is to create deeper connections, increase retention and extend loyalty between consumers and brands.

[Slide 5] LEARN MORE FROM EXPERIENCE

We remember and retain stories about ourselves much more vividly than we remember stories about others, because we've experienced them.

Experiences are more powerful than pictures and words alone.

- Open Discussion: Discuss the importance of creating a 'first kiss' experience, based on the reality that our own 'first kiss' experience is way more powerful and memorable than hearing about someone else's first kiss.

[Slide 6] STORIES ARE NON-LINEAR

Today it's important to craft stories in a non-linear fashion to allow and encourage people to jump in and out of the story whenever and wherever THEY want. Remember, it's about the consumer's journey - they are the hero; the brand is the mentor. As marketers, we want to make that opportunity possible.

We want to create experiences that make people want to come back again and again and re-experience the brand in a variety of ways.

Experience engenders further storytelling. With the amplification of technology, an experience can be so much more than a splash; it can send ripples everywhere.

- Open Discussion: Give examples of brands that provide experiences for their consumers. Are they linear, or non-linear? How do you know?

[Slide 7] NARRATIVE IS PARTICIPATORY - MAKE THE CONSUMER PART OF THE STORY

Because people create and consume more content than ever before, brands must evolve and shift from brand control to brand enablement. We want to build in the ability for greater participation through the creation of worlds and immersive experiences.

Having an experience with your brand is the connection that consumers desire and expect. And remember, actions speak louder than words; experiences are more powerful, and there's no substitute for the real thing. Make your experiences authentic.

You, as a business or brand, simply cannot make a more powerful connection than to literally become part of your consumer's story. It's really that simple.

[Slide 8] CREATE WORLDS

The reason consumers want experiences rather than ads, is rooted in basic human nature. We are all constantly writing, re-writing, editing and conspiring about the story of ourselves. It's the one thing that you're tuned into all the time.

[Slide 9] ACTIVITY - RECOGNIZING OPPORTUNITIES FOR EXPERIENCES

1. Pick a popular brand and write down a list of the ways they offer experiences for consumers.
2. Come up with at least one additional experience you could recommend as a great way for consumers to participate in an experience with the brand.

[Slide 10] ACTIVITY - REAL WORLD WORK

LINK - leads to the SapientNitro case study for X

Games: <https://vimeo.com/141586962> password "storyscaping"

1. Review this landing page.
2. Play the video.

Class discussion to answer:

- What is different about this experience and other apps you may use?
- Why is that a powerful experience?
- What does the experience generate for others?

[Slide 11] ACTIVITY - REAL WORLD WORK

LINK - leads to the SapientNitro case study for Infinity - Deja View:

<https://vimeo.com/141582676> password "storyscaping"

1. Review this landing page.
2. Play the video.

Class discussion around:

- How the video experience has people directing the story through their responses over the phone, in direct contact with the characters of the story.