# Module Four: Moving from Storytelling to Storyscaping

## Objectives

The objective of this module is to solidify the powerful combination of story and experience so students can begin to see the impact of creating a world.

After studying this module, students will be able to:
1. Understand the concept of creating a world.
2. Define Storyscaping.
3. Define Experience Space.
4. Understand how technology opens doors for creating experiences.

## Outline

**[Slide 1] MODULE INTRODUCTION**
There have been major advances and shifts in marketing, especially over the last decade. The days of focusing on disruption as a tactic are in the dust. But rather than throwing typical methods out, how can we evolve through the changes? What's the difference between creating ads and creating worlds? Let's explore ways we can move stories from being told to being *lived*.

**[Slide 2] MODULE AGENDA**

Review Chapter Three - *Brave New Worlds*
  – Evolution from Creating Ads to Creating Worlds
  – Consumer Behavior
  – Definition of Storyscaping
  – Experience Space

Activity – Engaging Technology - UBER
Activity – Real World Work - DOVE

**[Slide 3] CREATING WORLDS**
Story**telling** (creating ads) is only part of the recipe for successful marketing today. As we discussed in the last class, we must also create powerful and relevant experiences. Together we create shared stories—stories of participation and engagement.

**[Slide 4] CONSUMERS TODAY**
It's more important than ever to truly understand the consumers' world. With that knowledge we can craft opportunities for consumers to invite brands, products and services into their world so they may participate with the brand.

Consumers are now very sophisticated machines that filter stuff out. Consumers jump around and get whatever they want. Remember, it's all about the consumer's journey.

The rather dramatic shift in consumer behavior and expectations is the main reason why Storyscaping is a successful answer and approach in today's world.

Two things to keep in mind about today's consumer - we should always recognize how well enabled they are with technology and how powerful that makes them. They are in control, not the brand.

**[Slide 5] REDEFINING STORYTELLING**
Given our need to create stories and experiences combined with how consumers now engage, we need more than a linear journey, we need to create a world.

It's difficult to predict where and when a consumer will interact with the brand. One thing is for sure, it's no longer a linear process and the consumer is in full control of their actions.

Therefore, we need to 'create worlds' where the real customer connection happens through shared experiences and shared values in a relevant and meaningful way for them.

When we create the right world, creating ads becomes just part of the system. Great ads still work, but to achieve sustainable brand growth and brand loyalty we need more than stories in this world, we need a system of stories.

**[Slide 6] DEFINITION OF STORYSCAPING**
These worlds of stories created with a systematic approach are what we call Storyscapes.

Storyscaping is "**creating landscapes of emotional and transactional experiences, where each connection inspires engagement with another, so the brand becomes part of the consumer's story**."

Storyscaping is how you can transform a great story line into an immersive Story System where people enjoy their connection with your brand and want to continue their loyalty and be a co-participant in your world.

And, every brand already has a Storyscape if there are consumers that connect with it. Our job as marketers is to recognize that, how it works, what consumers want, etc., and then optimize and evolve the Storyscape to maximize commercial benefit.

**[Slide 7] LEVERAGING STORY**
So, as we've learned - STORY is powerful and should be leveraged as a key component of marketing.

Remember, consumers are now very sophisticated machines that filter stuff out and hone in on the information they care about. So, instead of it being about getting your message seen through the clutter, this philosophy states the importance of getting consumers to let you in and getting them to care. THAT is how you change perceptions and drive behavior.

**[Slide 8] STORY LIVED**
Worlds are more powerful than words. Worlds contain stories that people want to be part of. Worlds are created through a Story System; they cannot be developed through a mere story

line or media plan. Worlds are composed of multiple interesting spaces where people enjoy interacting with brands. Worlds provide opportunities for people to connect with brands in immersive and cooperative ways. Worlds have intra-connectivity and regenerative energy and live for action. Worlds are guided, and worlds are free flowing. Worlds are where we draw a real connection between communications and commerce. Worlds are, well, worlds are where brands and consumers coexist.

## [Slide 9] CONNECTING EVERYTHING
Brands put out some interesting and/or compelling work, but oftentimes, it's simply conveying a linear narrative.

- o OPEN DISCUSSION: Think about those ads you love for their entertaining and memorable aspects. Can you always recall the associated brand? How do those entertaining ads connect to everything else that company does? What is the point if we don't deliver that experience at the store?

All the pieces of the experience and communication pie should work hand-in-hand to support and amplify the brand story and a consumer's engagement with it. Thus making connections, driving recognition and encouraging engagement are all key to being effective.

## [Slide 10] EXPERIENCE SPACE
We'll discuss the Experience Space in greater detail later in the course. What you'll need to know now is the definition and to begin to see it as a canvas on which to play with all the potential consumer-brand connection points.

The Experience Space is "the landscape (of things, people and places) to which an Organizing Idea and Systems Thinking are applied."

## [Slide 11] ACTIVITY - ENGAGING TECHNOLOGY
As we discussed earlier, consumers (like brands) are deeply enabled by technology. Technology gives us a great many opportunities for the brand to provide utility and enhance experiences.

Explore the role of UBER
- o Discuss how UBER has used relevant utility that was enhanced by an experience using technology.

Pick a popular brand you've not yet considered in this course.
1. List the ways that technology can be enabled to make it possible for consumers to participate in the brand's story.

## [Slide 12] ACTIVITY - REAL WORLD WORK

1. Play the DOVE - Bring Gifting to Life video: https://vimeo.com/141586937 password "storyscaping"
2. Inspire class discussion:
   - o How was technology used to enhance the experience?

## ADDITIONAL EXAMPLES (if needed)

**Briggo Coffee Haus** – how does the technology enhance the experience and how might the technology dilute the experience?
https://vimeo.com/141815234 - password "storyscaping"

**Whole Foods Wise Wood** – how did the technology enhance the story of Whole Foods natural local produce?
https://vimeo.com/141816238  - password "storyscaping"