

Module Five: Deciphering the Code to Creating Worlds

Objectives

The objective of this module is to begin the shift from theory to practice through an introduction of the key components of the Storyscaping model. With this overview, we set up an ability to go deeper into each of the elements and further facilitate solid brand-consumer connections throughout the remainder of the course.

After studying this module, students will be able to:

1. Identify the main components of the Storyscaping model.
2. Understand connections between brands and people across the Experience Space.

Outline

[Slide 1] MODULE INTRODUCTION

We now know a brand must have a story that is founded on real Purpose and values that are shared with consumers. Brands must also learn to tell stories through experiences rather than just words or pictures. Now that we understand **what** needs to be done, the remaining modules are focused on showing you **how** to make this (and more) happen.

[Slide 2] MODULE AGENDA

Review Chapter Four - *The Storyscaping Model*

- Introduce the foundations of the Storyscaping model.
- Map out how the four strategic pillars (Brand Purpose, product positioning, consumer insights and consumer journey) help us establish an effective base for the Organizing Idea and ultimately create Shared Values and Shared Experiences.
- Outline the Brand side and Consumer side of the Experience Space.
- Discuss the meaning and relevance of Shared Values and of Shared Purpose.
- Introduce and illustrate the Storyscaping model.

Activity – Select a brand. Discuss differences between utility vs. product experience and the stories the brand tells. Then, brainstorm some brands that tell great stories and some brands that deliver great experiences, and discuss the differences.

Activity – Real World Work - *Nutella*

[Slide 3] BRAND CONSUMER CONNECTION

Storyscaping is based on the principle that we are trying to effectively connect organizations (brands) with people (consumers). This is achieved across the Experience Space through the creation of shared values and shared experiences by making shared stories that build participation.

The Experience Space is made up of all the things, people and places that can be used to connect brands and consumers. From shops to social content, billboards to flyers, they are all

part of the Experience Space. And while we can create stories and experiences for brands, the ultimate control in the Experience Space lies with the consumer who chooses how and if they interact. The brand simply provides means to create inspiration.

[Slide 4] ABOUT THE CONSUMERS

Clearly define who you want to attract and connect with. Always remember these are human beings. Be conscious of the label you use - avoid terms like “audience” and “user” because it implies that they are passive observers of your story, or simply users of your utility. You know that Storyscaping is about participation, getting involved, so it's important to get that set correctly from the start. These consumers are people; they are your *desired brand story participants*.

You may already have experience with segmentation or target groups. If so, that's great, but don't let these sub sets or definitions get in the way of creative thinking; use them to help focus your insights to better understand the culture or behavior of them.

[Slide 5] ABOUT THE EXPERIENCE SPACE

Technology has produced a convergence of opportunities to connect and engage. We can no longer think about this as media channels and distribution channels, instead look at the Experience Space as the places and spaces where consumers and brands can engage in Purposeful connection.

Consider the Experience Space as the context in which the brand can better understand and service consumer needs, thereby creating a useful and Purposeful role for the brand in consumers' lives. Or even as a means for consumers to create their connections with the brand in new ways. Doing so provides both emotional value and experience value. Think of it as the space in which you will create a world for immersive experiences.

[Slide 6] ABOUT THE BRAND

To connect with consumers, the first thing a company must do is to stop referring to itself as a company and start thinking of itself as a brand. In its most simple (and we mean simple) terms, this is done with a form of personification. Why personification? When taking a very functional establishment (a company) and connecting it with consumers who are not always rational, a personification helps that company become more personable, even likeable to the consumer. That is the foundation of why we create names for companies (brands).

When a brand thinks, acts, and shares from its real Purpose, it will connect with the consumer's emotional desires through the establishment of shared values. This is not the company toting, “We have these values,” but rather transpires when the consumer emotionally connects with the same beliefs and values that the company displays when it delivers on its Purpose. We will cover brand purpose more later, but for now, think of it as the spirit of a brand, like Apple would always challenge the status quo.

[Slide 7] BRAND PURPOSE & PRODUCT

In Storyscaping we focus on the product (or service) and the functional need that product (or service) satisfies, and alongside that, we also take into consideration the brand's Purpose. Both of these elements should drive the brand's behavior. And they should work together. Purpose being **why** a brand exists and Positioning being **how** the brand exists.

[Slide 8] CONSUMER DESIRES & NEEDS

Consumers have rational and functional needs. For example - they want clean clothes. These functional needs are in constant existence and they drive behavior. Alongside that, consumers also have emotional desires. For example - every mother wants to be viewed as a 'good mom' and when she is able to satisfy that desire, she feels good. Therefore, we must consider and work with both the needs and the desires.

It's important to point out that in reality we humans don't separate rational and emotional. Every rational action is informed by some emotional dimension. We separate them in this model for focus and the ability to distinguish insights and understand both emotions and behaviors.

[Slide 9] SHARED VALUES

Understanding how to connect these shared connections is foundational.

When a brand thinks, acts and shares from its Purpose, it will connect with the consumer's emotional desires through the establishment of shared values.

In many ways, this has been the goal of great advertising for a long time. Powerful stories that really touch us are usually very effective. These stories today are best informed by the brand's purpose and not some functional product dimension.

Watch the classic Apple spot 1984 and ask yourself, what did the product look like and what were its features? Now think about what the ad wanted you to believe?

- OPEN DISCUSSION: We discussed the TOMS brand and how its Purpose helped to connect with consumers. What other brands seem to be sharing values to make connections with consumers?

[Slide 10] SHARED EXPERIENCES

Consumers define their own stories by the choices they make in product/service selection. This is the connection between a thing (or form of utility) and a person doing something that equals a shared experience. If there is a behavior, there is an experience.

Today with both consumers and companies empowered with technology, the dimension of experience is so much richer. We have the power of relevant utility, where a brand helps you do a lot more than the product or service itself. For example, banking apps are today what ATMs were in the 80s. They are a new form of banking, but banking hasn't actually changed.

[Slide 11] SHARED STORIES = STORYSCAPE

Use story to connect emotionally.

Use products and services to build environments and things to connect using shared experiences.

With these two connections, you can foster shared stories and a successful Storyscape.

A shared story is also considered active participation. It's when someone really gets involved with your brand. And it comes through both meaningful, relevant experiences and emotional connection. Think about a time when you have really connected with a product and its brand

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and you can't imagine your life without it. Maybe it's the computer you have, your car, or a love for skittles.

Keeping these four strategic pillars in mind going forward will keep the foundation of your Storyscape solid. The next chapters delve deeper into each one of these four pillars, and there are two additional new applications that fill out the model; you've heard a bit about the Organizing Idea and the Experience Space, and later in the course you'll see how they bring the Storyscape full circle.

And remember, this is not a linear model. It's about diving into each dimension and informing the evolution of the Storyscape. Every brand already has a Storyscape, so the application of the model is meant to improve it—strengthening the pillars and ultimately evolving the Organizing Idea, optimizing the Experiences Space, all to draw the greatest effect out of the Storyscape.

[Slide 12] ACTIVITY

- Select a brand and discuss how the differences between the utility or product experience and the stories the brand tells. Are they closely related? Is there a way you can participate in a shared story? Do they encourage that?
- Brainstorm some brands that tell great stories and then some brands that deliver great experiences, and discuss the differences.

[Slide 13] ACTIVITY - REAL WORLD WORK

Play the video for Nutella:

1. <https://vimeo.com/141582675/settings> password "storyscaping"
2. Discuss how you can be part of the Nutella story.
3. Discuss what the brand positioning might be.
4. Discuss what the brand purpose might be.