

Module 12: When Your Organizing Idea and the Experience Space Soulfully Meet

Objectives

The objective of this module is to broaden understanding of the Experience Space and teach the valuable method of crafting a Story System to help prioritize and plot the most effective connection points for bringing brands and consumers together.

After studying this module, students will be able to:

1. Visualize and work within an Experience Space.
2. Think about how to use media in more effective and less traditional ways.
3. Create a Story System.

Outline

[Slide 1] MODULE INTRODUCTION

The Experience Space is the physical and virtual playground where brands and consumers meet. Planning and plotting the potential connection points across and through the Experience Space is another key step in Storyscaping. Let's explore how to map all the possibilities and then efficiently narrow down which possibilities make for the most effective brand-consumer connections.

[Slide 2] MODULE AGENDA

Review Chapter 10 - *Meet Your Storyscape*

- Define and discuss the Experience Space.
- Discuss the pitfalls of traditional media planning/buying.
- Review the stages of creating a Story System (Cast/Score/Tag/Inspire/Optimize).

Project Team Exercise – Create a Story System for your brand.

[Slide 3] INTRODUCTION

Now that you've crafted an Organizing Idea, it's time to apply it to the Experience Space; this is where the Organizing Idea helps define the role of channels, the storyline connections, and the types of experiences that matter.

[Slide 4] 1 + 1 = 3

Let's dive into the importance of connections and combinations in Storyscaping.

Have you heard of the 1+1=3 equation?

The combination of two elements can make such an important impact that it raises the value of both when combined. It's like peanut butter and jelly; individually each is good, but when they are combined - that's where the magic happens.

[Slide 5] THE POWER OF CONNECTIONS

So, what kind of magic outcome is produced when an Organizing Idea combines with the Experience Space? We gain a more meaningfully constructed and effective Storyscape, one that enables connections with more than just a brand logo or design style. We'll evolve the Storyscape to evolve the world that is connected through relevant stories, technologies, and experiences so the consumer becomes immersed.

You've studied the model, uncovered Brand Purpose, uncovered key emotional insights, uncovered a behavioral insight, and developed product or service differentiation that delivers big on these values.

By connecting these four pillars, you've inspired an effective Organizing Idea. Now we will learn how to soulfully connect the Organizing Idea and Experience Space to create a Story System and ultimately evolve a Storyscape.

[Slide 6] EXPERIENCE SPACE

The Experience Space is defined as - *The landscape (of things, people and places) to which an Organizing Idea and Systems Thinking are applied.*

And, it's more. Think of the Experience Space as a three dimensional canvas upon which we will work to enhance our Storyscape.

- This canvas holds more than just physical environments—it also includes the virtual ones people create.
- This canvas showcases more than consumer connection with channels - it is a place to show the technologies and platforms that connect the many points of the consumer experience.
- This canvas is not just the media space - it also includes any non-media interaction point.

While you've heard the phrase *Systems Thinking* several times throughout this course, let's go over the meaning in a little more detail here.

[Slide 7] SYSTEMS THINKING

Systems Thinking is when we are *applying an understanding of the human experience and the imagination to re-invent or re-imagine how the world could or should work. Systems Thinking is applied to create worlds of connected and immersive experiences through Story Systems.*

And, while we are at it, let's also define Story System here as well.

[Slide 8] STORY SYSTEM

A measured and structured system of connected channels and touch points (things, people and places) optimized for effectiveness to business goals through the application of the Organizing Idea, data and technology.

[Slide 9] STORY vs. MEDIA

As we've already learned, story is one of the most powerful tools marketers use for connecting brands and consumers; media is another.

However, there is an important distinction that needs to be noted between these two powerful tools. Storytelling is considered to be a timeless craft. But media is fleeting; it has an expiration date. Media "best practices" from the past, preconceived notions, and muscle memory just get in the way of trying to truly understand consumers and where they can be most positively affected and connected within the Experience Space you create.

[Slide 10] THE FACTS OF MEDIA

The media landscape, which is a part of the world around us, is constantly changing and evolving, and so is the way we live. Media data tools are just a subset of our personal world and the media consumption data is a subset of that. In short, defining your canvas based on a database with an incomplete and dated perspective gives you a small flat space—not a three dimensional dynamic world—the kind of world we aim to create through Storyscaping.

Media planning databases are a crutch that we should not solely depend on, and the media landscape changes so fast that any book you write on the subject today will be considered a history book tomorrow. This is further reinforcement of everything we've learned about with the importance of gathering quality consumer insights.

[Slide 11] FROM STRUGGLE TO SOLUTION

Businesses are clearly struggling with the number of tactics, channels and needs for new capabilities this digital world is throwing at them. Budgets are not growing as fast as the number of things businesses feel they need to keep up with: Facebook presence (not just one, but one for each product), Twitter, YouTube, Pinterest, Instagram, Vine, Tumblr...etc., etc., etc., along with the need to be more mobile and offer apps. The Storyscaping model really helps to manage this challenge.

In Chapter Eight, we learned about a few primary research tools and methods used to inventory the entire list of key touch points between a brand and its potential consumer. When you combine these with media planning data you get a bit more of an all-inclusive list and a consumer journey map, in the form of a matrix. This gives a current view of the consumers' world—which extends way past paid media.

[Slide 12 - 13] FIVE STAGES OF CREATING A STORY SYSTEM

The ultimate goal is to determine the priority of channels and touch points based on effectiveness in achieving your goals or objectives. In order to do that, we need to define a model of the Experience Space that enables dynamic adaptation, adjustment, and evolution. Which means we need to understand and dig into the stages of creating a Story System.

Let's explore pages 189 - 196 and walk through this process together.

[Slide 14] CAST

Our goal is to list all of the probable touch points. Draw upon your primary research and media planning tools to maximize this list and ensure it is relevant to the consumers of today. Leverage opportunity mapping, experience modeling and customer journeys to understand

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the potential points of connection and interaction. List probable and opportunistic touch points (probably in a spreadsheet).

The idea is to brainstorm all the people places and things you can use to connect the consumer with your brand.

[Slide 15] SCORE (1 of 2)

Add prioritization criteria through data sets. Establish a series of relevant data points and scoring weights based on what you are trying to accomplish.

Establish a series of goals and criteria with relevant data points and scoring weights based on what you are trying to accomplish. That is, what are the business goals and KPIs. Think about the dimensions of effectiveness for your brand or product. These can be drawn from existing insights. Ensure some dimension of engagement, as that is a foundational element of a Storyscape.

[Slide 16] SCORE (2 of 2)

Consider using levels of 'participation' to score relative consumer involvement. Another dimension may include the emotional influence on your consumers along their journey. Optimal levers and criteria should be logically tweaked/scaled to determine which touch points will dominate your Storyscape. Use these as your scoring criteria in a spreadsheet. Create a scorecard by touch point and channel in order to determine relative priorities. As an example you can do this by scoring each on a scale of 1-10 relative to the criteria you establish.

[Slide 17] SAMPLE SPREADSHEET

[Slide 18] ANALYZING EXPERIENCE SPACE

[Slide 19] TAG

Define the role of channels relative to scores, types, and roles.

Imagine a roadway system - each one has signposts, roundabouts, destinations, and town centers. Remember, the idea here is to ensure there are no dead ends for a consumer's journey. All roads lead to town centers and destinations where people can engage with others and with content and buy the things they need/want.

This is based on the reality that not all channels or touch points are the same. They vary by nature and by the role they play in the Experience Space. We define them by the roles they play relative to each other, and by depth and type of engagement. We believe that engagement is a primary driver to purchase, brand love and brand sharing.

[Slides 20, 21, 22, 23] ROLES

Here's a more detailed break down of the roles as defined:

- **Signpost:** These are the easiest to understand because for the most part, signposts resemble traditional advertising. One feature is that signposts always lead somewhere

else—you're encouraged to always end with a comma, not a full stop. You want a signpost to encourage people to continue on and perhaps even make them feel obliged to. Signposts must intrigue and entice people to engage with the brand and encourage an experience. Total reach, cost per reach, frequency and influence will play a big role in determining which of these will make it onto your system. They serve to build awareness and drive acquisition and ultimately direct people to even greater engagement. Examples include TV, radio, print, advertorial content, out of home, merchandising, banners, search terms, etc.

- **Roundabouts:** The places where a customer or prospect may cross through along their journey. Roundabouts are where people seek out information or inspiration related to your world, but not necessarily where you want to invest a lot. The aim is to keep consumers connected to the story and pass through the roundabout without getting lost.
- **Town Centers:** These are the places where people congregate, where things happen—and are centers of commerce. It's where the transactions (and money) are made. They should be areas enabling memorable and immersive experiences that sell—where you fully engage consumers in a participatory experience as appropriate for the brand and product. It could be as much an event or a service point as an ecommerce platform or retail environment.
- **Destinations:** Places of deep and valuable engagement that enable active participation. Destinations are similar to town centers, except they don't have a form of transaction. Use destinations when you want to build on participation in an inspiring and immersed way, ultimately connecting to the town center through some form of system or content. The engagement can be achieved in conversation, in shared content, in gaming, brilliant function or in other ways. Your destinations must always connect to other destinations and/or to town centers. Examples include gaming sites and apps, an activation at an event, or even an interactive movie.

[Slide 24] INSPIRE

Connect your Organizing Idea and inspire stories, tactics, systems, platforms, and solutions.

We have effectively reimagined connections planning for a digitally disrupted world and it all comes together by uniquely applying story to this new breed of connections plan.

Now that you have a model of what the world could look like from a touchpoint and channel perspective, we can take every one of the touchpoints you identified and tagged and then create ideas and stories based on the strategic pillars that deliver to the Organizing Idea. Understanding the role of the touch points (destination, town center, etc.), you can more effectively create ideas and technologies that are connected, engaging and participatory. Once you have looked at all of the touch points, real and exciting innovation can also come in the form of how you connect the two points. This is where you can get really creative.

[Slide 25] OPTIMIZE

Connect the points with technology and messaging. Now it's time to look at how things can and do work. It's about connecting story and system for behavior. Explore the unification of the story you tell, the content you produce, the experiences consumers have and their participation with the brand. What are the ideas and tactics you are using? What are the stories coming through the many elements of the system? Are they delivering to your Organizing Idea and business goals?

Now double check that you've inserted the commas into the stories, so they never end, and they inspire and facilitate connection to one another. Be sure each element is connected to one another, both through some message (inspiration) or system (technology utility).

[Slide 26] EXAMPLE STORY SYSTEM

[Slide 27] EXAMPLE BRAND LAUNCH

[Slide 28] PROJECT TEAM EXERCISE

Using the process we just went over together, let's break into your project brand groups and create a Story System for your project.