Module 1: The Foundation - Why Storyscaping? Comparison of Common Marketing Approaches

Storyscaping® - Course and Textbook Introduction

- o Storyscaping® is a modern marketing approach that combines the power of story with the excitement of a participatory experience that facilitates meaningful connections between brands and people in our always-on world.

- o These modules explore the use of storytelling to build emotional connections, demonstrate the value of real engagement through immersive experiences, and it illustrates how to create an Experience Space of consumer participation.

- o The textbook, *Storyscaping - Stop Creating Ads, Start Creating Worlds*, is a practical guide that provides a step-by-step approach on how to move beyond telling brand stories, to creating robust, engaging worlds that more effectively resonate with today's highly connected and digitally-empowered consumer.

- o The flow of this course is designed to first provide the theory behind why Storyscaping is a powerful approach to use in today's marketing, thus giving a foundational understanding of its importance and effectiveness. Then it takes you step by step through the process and methodology teaching the actual strategy and steps for effective Storyscaping. Learning and incorporating these skills provides practical knowledge that can help differentiate you in the job market.

Objectives

The objective of this module is to explain the differences between price differentiation, story differentiation, and experience differentiation, and ultimately point out the power of Storyscaping, how it differentiates and why it is valuable to learn the Storyscaping methodology and approach.

By outlining the other three broad approaches (price, story, experience), the power and purpose of Storyscaping becomes clear and sets the foundation for why marketers choose to adopt the Storyscaping approach and why students will gain cutting edge skills.

After studying this module, students will be able to:
1. Distinguish between price differentiation, story differentiation, experience differentiation and Storyscaping.
2. Explain why Storyscaping brings more value than the other approaches.

Outline

[Slide 1] MODULE INTRODUCTION

One of the main purposes of marketing is to differentiate brands and drive consumer behavior. This module explores how the Storyscaping approach offers an effective way to do just that.

[Slide 2] MODULE AGENDA
- o The Foundation - Why Storyscaping?
- o Textbook: *Storyscaping – Stop Creating Ads, Start Creating Worlds*
- o Review the Introduction – pages 3-15
- o What Every Brand Should Consider
- o The Outlook on Today's Landscape
  - o The Good / Fast / Cheap Rule
- o Comparison of Common Marketing Approaches
  - o Price
  - o Story
  - o Experience
  - o Storyscaping
- o Class Activity – Differentiation

[Slide 3] WHAT EVERY BRAND SHOULD CONSIDER
One of the main purposes of marketing is to differentiate brands and drive consumer behavior. In order to accomplish this in today's marketing landscape, brands need a great story, one with much more than just words and pictures.

Brands need to create immersive worlds that resonate with the highly connected, digitally enabled consumer of today.
Brands need to create sensing and adaptive worlds that, in this ever-changing environment, can differentiate and cut across emotional, physical, and virtual experiences.

This course helps you better understand and imagine these immersive experiences.

> **Open Discussion:** how real world necessity (consumer expectations) breeds creativity (the birth of Storyscaping) based on pgs. 3-8.

[Slide 4 - 5 - 6] 'FAST, CHEAP, GOOD RULE (pgs. 8-9)
If you provide great value and create a great experience, you will improve your story. If you have a great story and you provide a great experience, you amplify your value…The same goes for value and price. If you provide a great experience and have a great story, you should be able to merit higher value (price, loyalty, preference etc.).

[Slide 7] Examine and discuss price-based differentiation - Blue Teddy Bear example

[Slide 8] Examine and discuss story-based differentiation - Cabbage Patch Kid example

[Slide 9] Examine and discuss experience-based differentiation - Build-a-Bear example

[Slide 10] Examine and discuss Storyscaping-based differentiation - American Girl
Wrap up by reinforcing that Storyscaping utilizes the power of combining Story + Experience to deliver a greater value for the consumer — in turn, the brand's value increases as well.
This is how Storyscaping helps brands differentiate and drive consumer behavior.

[Slide 11] ACTIVITY - Differentiation Exploration. Ask students to think of additional brands that fit into each of the above approaches to demonstrate a solid understanding of the differences between each. Further discuss the differences and challenges each brand has.