



Your brand story.

Telling your unique story to unlock value and sales.

Story & BrandTM

Your hosts.



Andy Cooley.

Founder & Creative Director.

Highly experienced design and advertising creative.
Passionate about creativity that helps businesses grow.



Iain White.

Communications Strategist.

Extensive regional experience.
Passionate about creativity and effectiveness.

The Coca-Cola Company



PEPSICO



Kellogg's



CATHAY PACIFIC



Telstra

Key topics for this video....

Unlocking value and sales through the power of your brand.

1. What is a brand?
2. What is a brand story?
3. Why do stories help marketing
4. Examples of great brand stories - local and global
5. Your brand story
6. Homework - completing your brand story

You will learn how to bring to life your brand and grow your business.





Why do you need
to have a brand?

Moving conversation from being only about price.

Strong brands add value....

- An asset that you can show on your balance sheet
- A means of charging more than you can for product alone
- Amplifies the value of your product
- Contributes to loyalty and repeat business
- Is your promise to the buyer that sets their expectation of quality/experience/service

A brand is not..

- Simple name and appearance of your packaging



Your brand makes it easier to buy from you than competitors....

You'll have a brand story and ways to commercialise it to attract consumers and make sales.

- **Human beings are emotional creatures and our decisions are both emotional and rational in everything from cars to mortgages**
- **Brand stories are a short-cut to engaging people through their emotions**
- **We have enough decisions to make everyday and the easier we make it the better**



We expect to pay more for brands than commodities



Brown, fizzy liquid



H2O

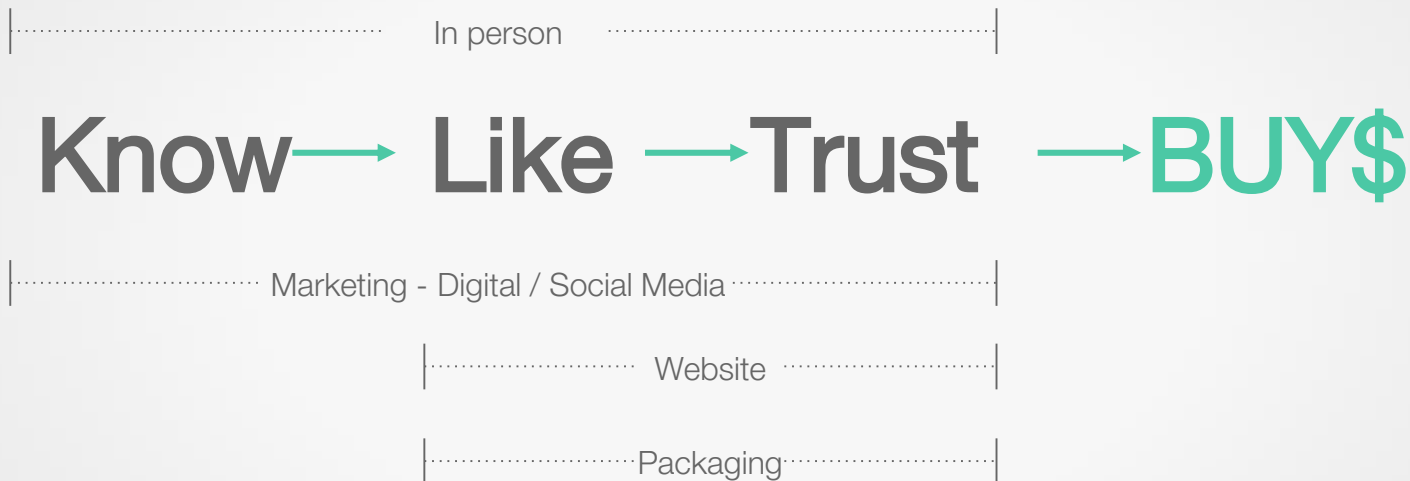


Fruit juice

“Your brand is what other
people say about you **when**
you're not in the room.”

Jeff Bezos

Consumer pathway to purchase.



Use your brand to move the consumer from mind to heart to hand.



The best story wins.

If your competitor has an inferior product but communicates better, they will beat you in the market place every time.

What's a story?

**"Great stories happen to those
who tell them."**

- Ira Glass

- As humans, most of the decisions we make are emotional.
- Logic and facts are crucial. But when we make a purchase, choose a holiday, take a job, invest, or pick a university - we're buying a story, and often use emotion to decide. This is true for B2B purchases as well as B2C
- We remember great stories, well told because they make us feel something
- Story guides us with how to position our products and services so people take notice, make choice and act.
- Brands that use narrative (a story), generally resonate better with consumers than just product facts alone.

So what is a brand story?....

What makes you unique, told in a compelling way that matters to your consumer. Brought to life in ways that WOW!

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Brought to life in ways that WOW!

A Great Brand Story...



- The key to a GREAT Brand Story is clarity.
- Make it simple and clear to be easily understood.
- When your message is clear, consumers will engage.
- If you confuse you lose!

Brand Story / Johnnie Walker.



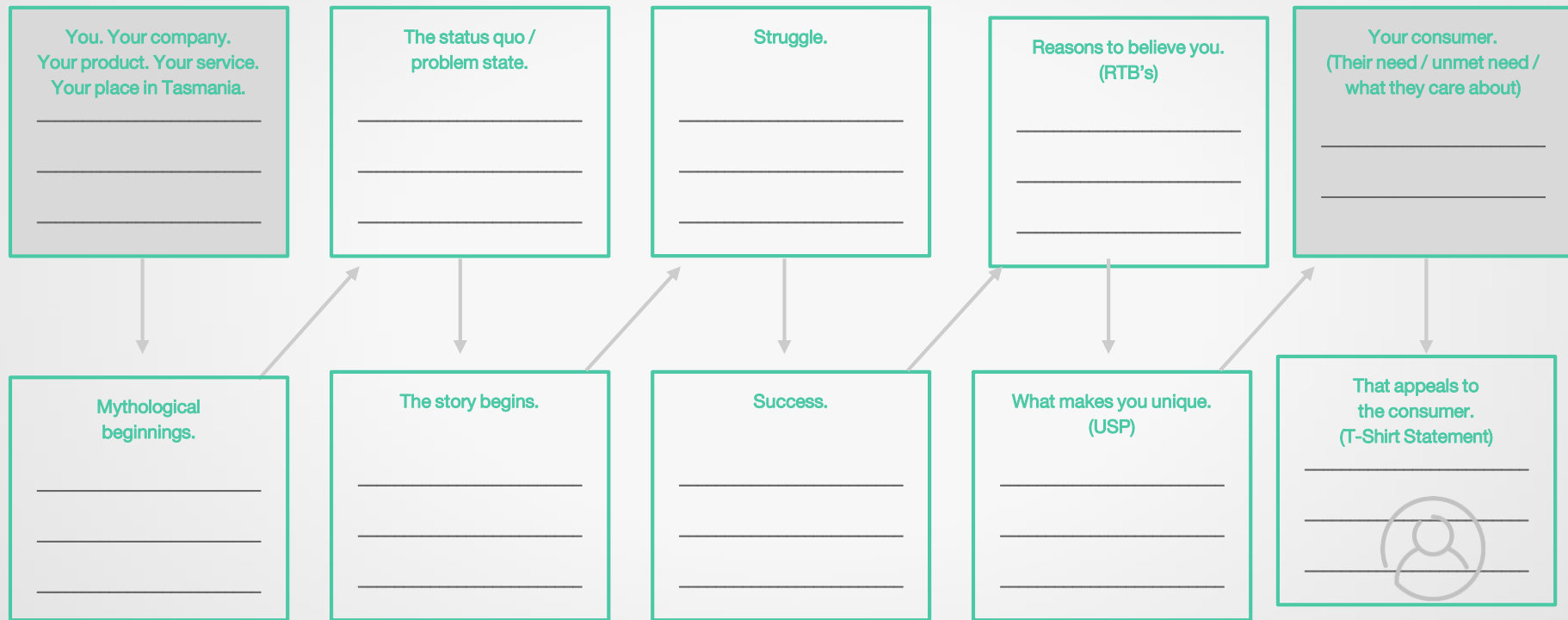
Your Brand Story™ / Johnnie Walker.



... and walking and walking ...

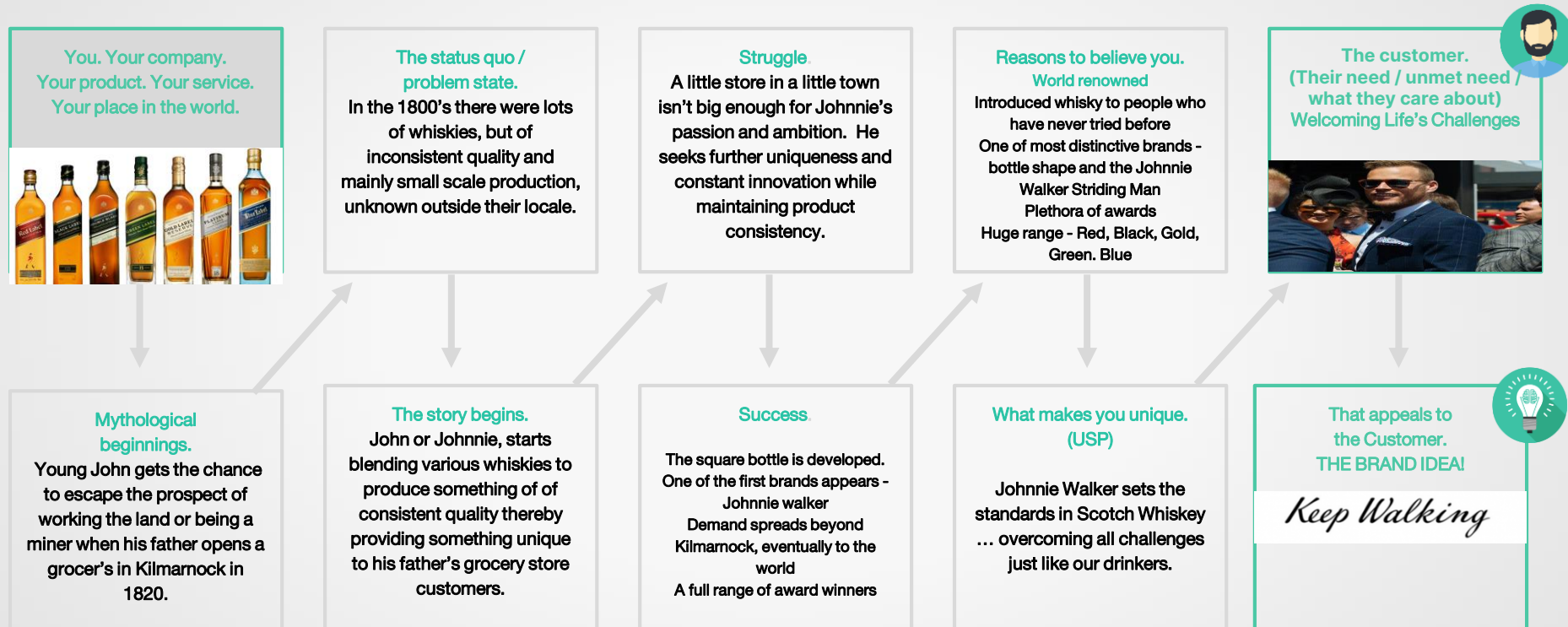
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Your Brand Story™ / Create a story of influence.



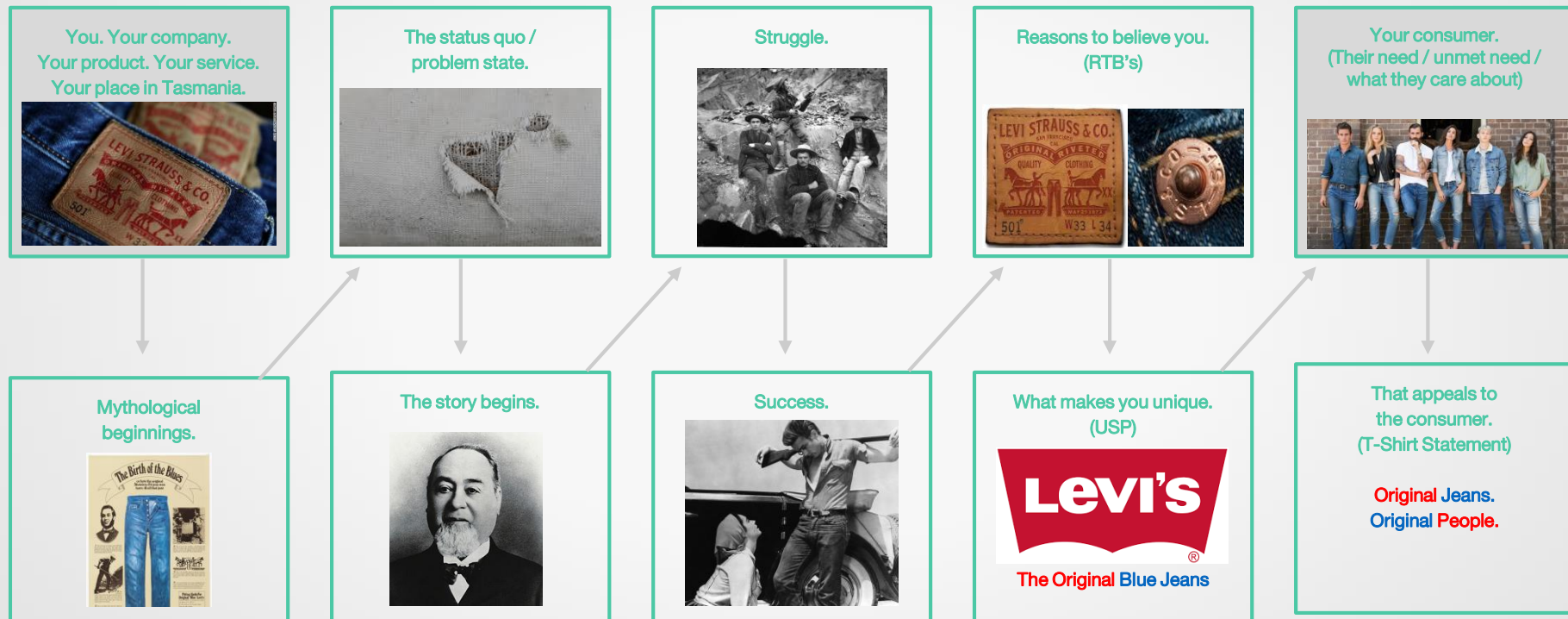
Tell your story in a way that matters to your consumer.

Brand Story™ / Johnnie Walker



Tell your story in a way that matters to the people that matter.

Your Brand Story™ / LEVI'S.



Tell your story in a way that matters to your consumer.

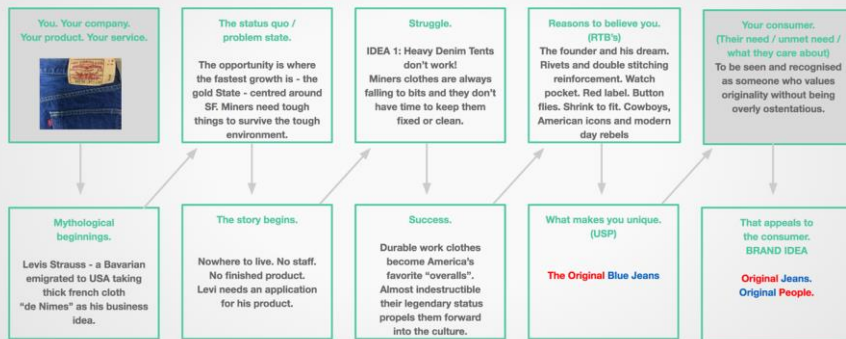
Brand Story / LEVI'S / Content

Feature based stories.

Status quo stories



Your Brand Story™ / LEVI'S.



Mythological beginnings



Tell your story in a way that matters to your consumer.

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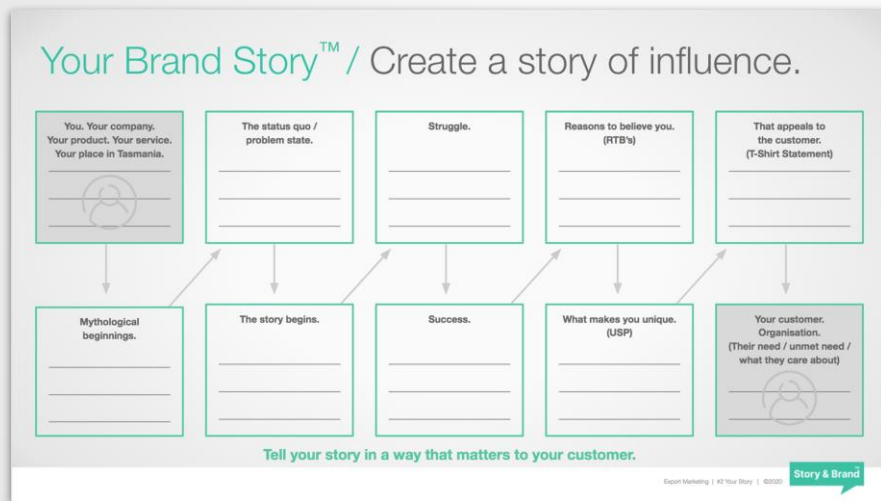
Story & Brand



Success

Your Brand Story™ / Communicate on-brand.

Your tool for communicating on-brand anywhere...



- Your sales pitch.
- Guiding your sales team
- Your Importer/wholesaler for selling to retailer
- Writing a job hire ad.
- Your website content and design.
- Packaging.
- Retail branding – Point of sale, merchandising
- Anything!

Fishers Brand Story / Mythological Beginnings

You. Your company. Product
Your place in the world.

Fishers of Freycinet picked
mussels, direct to market.

We are the pre-eminent
supplier of premium quality
value-added mussels on the
island.

Mythological
beginnings.

Two farmers on a world
adventure, dreaming in the
Harrods food hall store on
how we can get to grace
those shelves with our
mussels.



Tell your story in a way that matters to your consumer.

Brand Story / Fishers of Freycinet

Mythological beginnings.

Two farmers on a world adventure, dreaming in the Harrods food hall store on how we can get to grace those shelves with our mussels.



The status quo / problem state.

Charcuterie boards are often the centre of gatherings. Whether you're a food lover or just like nibbling, the Charcuterie board these days is boring.



Tell your story in a way that matters to your consumer.

Brand Story / Fishers of Freycinet

The status quo / problem state.

Charcuterie boards are often the centre of gatherings. Whether you're a food lover or just like nibbling, the Charcuterie board these days is boring



The story begins.

A match made in heaven, the farmer and the gourmet cook. Wanting to find the best preserved mussels, the farmer had the will and the cook had the passion, so the journey began



Tell your story in a way that matters to your consumer.

Brand Story / Fishers of Freycinet

The story begins.

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Struggle.

Growing the crop of mussels and preserving the integrity of an ocean gem.



Tell your story in a way that matters to your consumer.

Brand Story / Fishers of Freycinet

Struggle.

The industry and dairy farmers judged and criticised us on the way we chose to farm.

Learning new ways of bio-organics.
An unknown cheese brand in a competitive market (Nth Coast Tas).



Success.

Discovering the perfect formula for pickled mussel recipes and preservation to maintain quality through the supply chain.

Getting raving feedback from consumers at the cellar door



Tell your story in a way that matters to your consumer.

Brand Story / Fishers of Freycinet

Success.

Discovering the perfect 'formula' for consistently outstanding pickled mussels



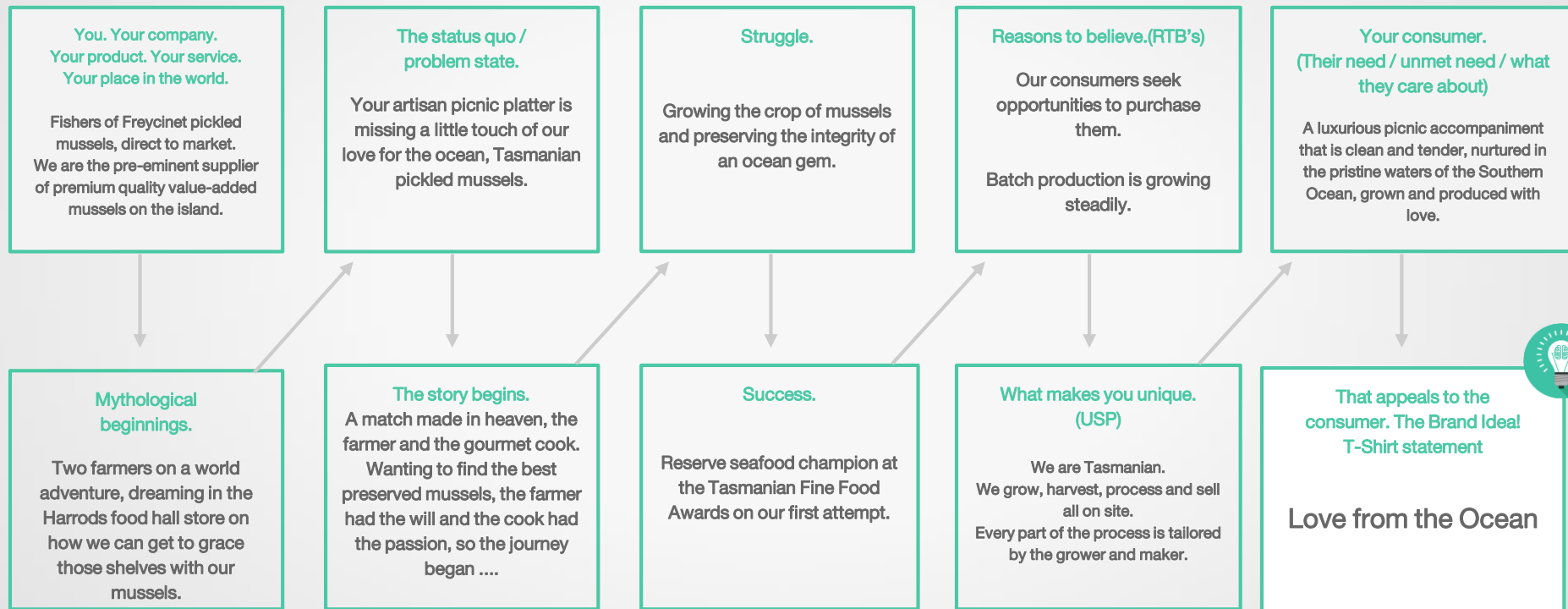
Reasons to believe.(RTB's)

Reserve seafood champion at the Tasmanian Fine Food Awards on our first attempt.




Tell your story in a way that matters to your consumer.

Fishers Brand Story / A story of influence

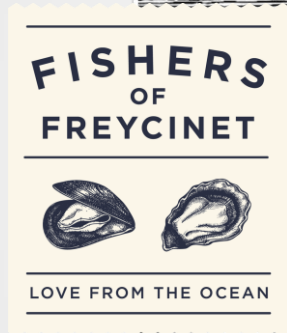


Tell your story in a way that matters to your consumer.

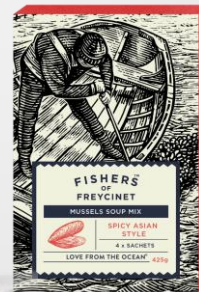
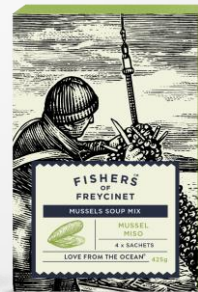
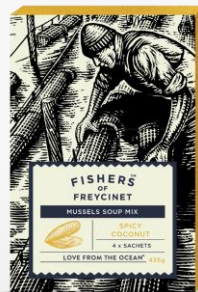


How to differentiate what can be seen as a generic albeit natural product?
The passion of the people that produce and harvest this amazing seafood crop makes the difference. You can taste the love they have in every bite.

Brand idea



Brand idea / Love from the ocean



Your brand idea - make it a t-shirt to make it tight.



Tools and Homework.

Tools.

- Download the Brand Story template

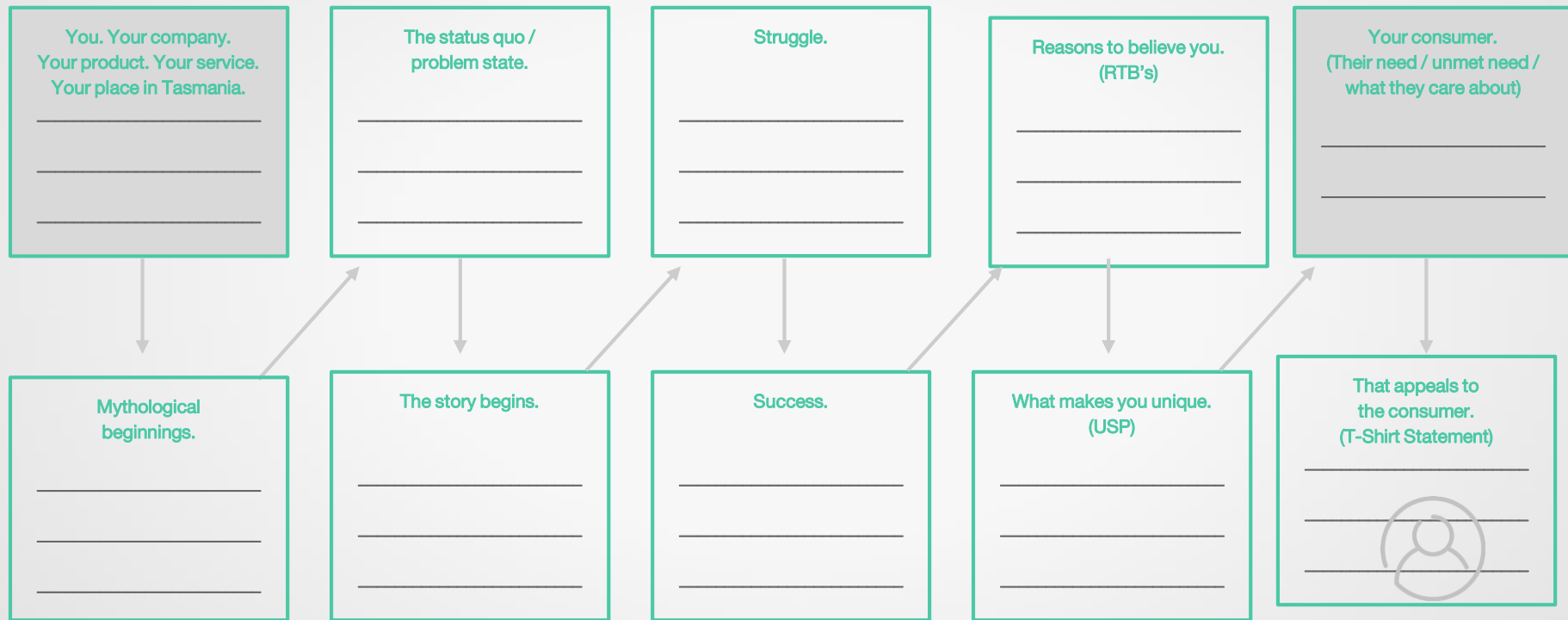
Homework.

- Complete your Brand Story.

NEXT SESSION:

- Complete your Brand Story as best you can. We will be calling out a few of you in the live Q&A to share your Brand Story with us.
- Our aim is to give everyone the opportunity to share their Brand Story.

Your Brand Story™ / Create a story of influence.



Tell your story in a way that matters to your consumer.

A wide-angle landscape photograph featuring a large, calm body of water in the foreground, reflecting the sky and surrounding terrain. The water is a deep blue-grey color. To the left, there are rolling green hills and a small peninsula. In the background, a range of mountains is visible, with the central peak being the most prominent. The sky is filled with heavy, dark clouds, but there are patches of lighter clouds and some light rays breaking through, creating a dramatic and somewhat somber atmosphere. The text "Thank you." is written in a clean, white, sans-serif font, centered horizontally and vertically over the middle of the image.

Thank you.

Levi's

GO FORTH

TOUGH AS
YOUR SPIRIT.

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SO, WHEN THERE IS
WORK TO BE DONE,

LEVI.COM/GO-FORTH

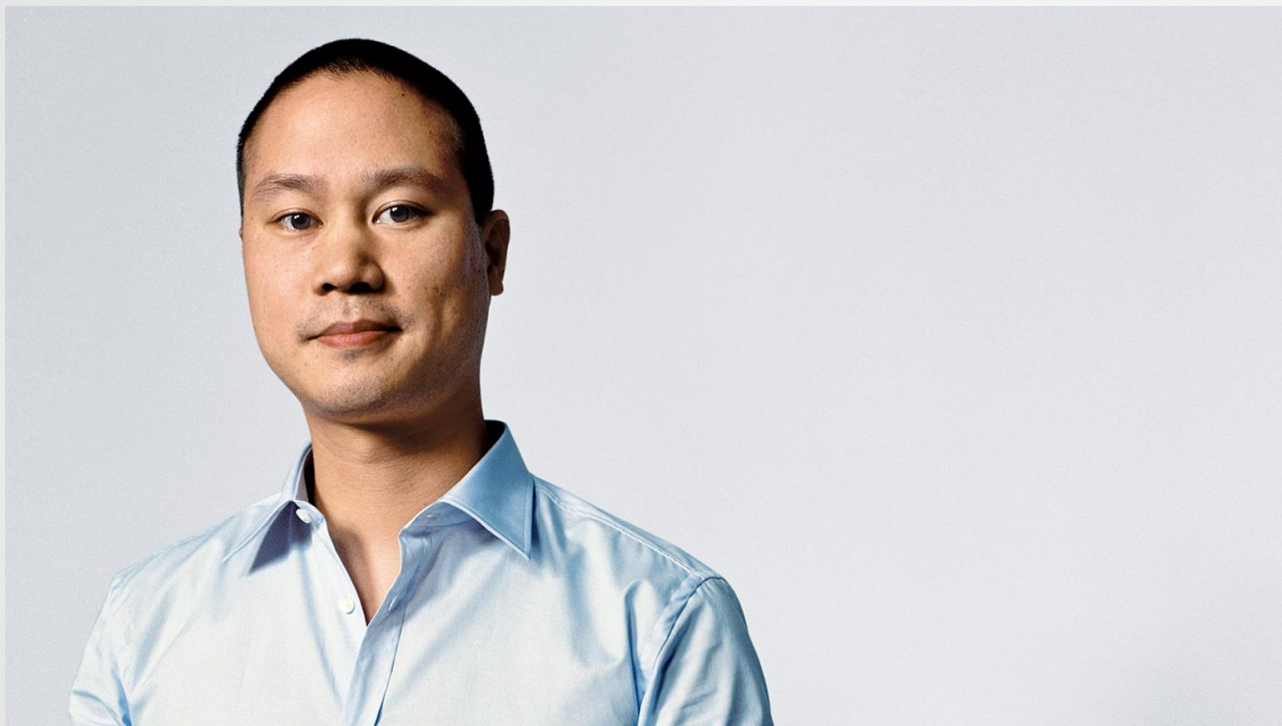
Story & Brand™



“Your brand is
the single
most
important
investment
you can make
in your
business”

Steve Forbes
Forbes Magazine

Story & Brand™



“

Your brand is
a story that
never stops
unfolding

”

Tony Hsieh
Internet Entrepreneur

Your Brand Story™ / LEVI'S.



Tell your story in a way that matters to your consumer.

The creative leap...



- The Brand Idea is a distillation which elevates the brand story into a single thought that brings it all together
- It should satisfy rational and emotional needs of the consumer and talk to how you meet them
- You should be able to express your brand idea in just a few words that are irresistible to the consumer

Your hosts.



Andy Cooley.

Creative Director.

Highly experienced design and advertising creative.
Passionate about creativity that helps businesses grow.



Iain White.

Communications Strategist.

Extensive regional experience.
Passionate about creativity and effectiveness.



Rena Chatterjee.

Strategy Director.

Expertise in brand marketing and communications
Passionate about marketing that builds commercially
successful brands

The Coca-Cola Company



PEPSICO



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