



A deeper dive into 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



The best story wins.

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

Produce is grown in fields.
Brands are made in hearts and minds.

Storytelling is the perfect way to connect products and services with people.
The physical to the emotional.

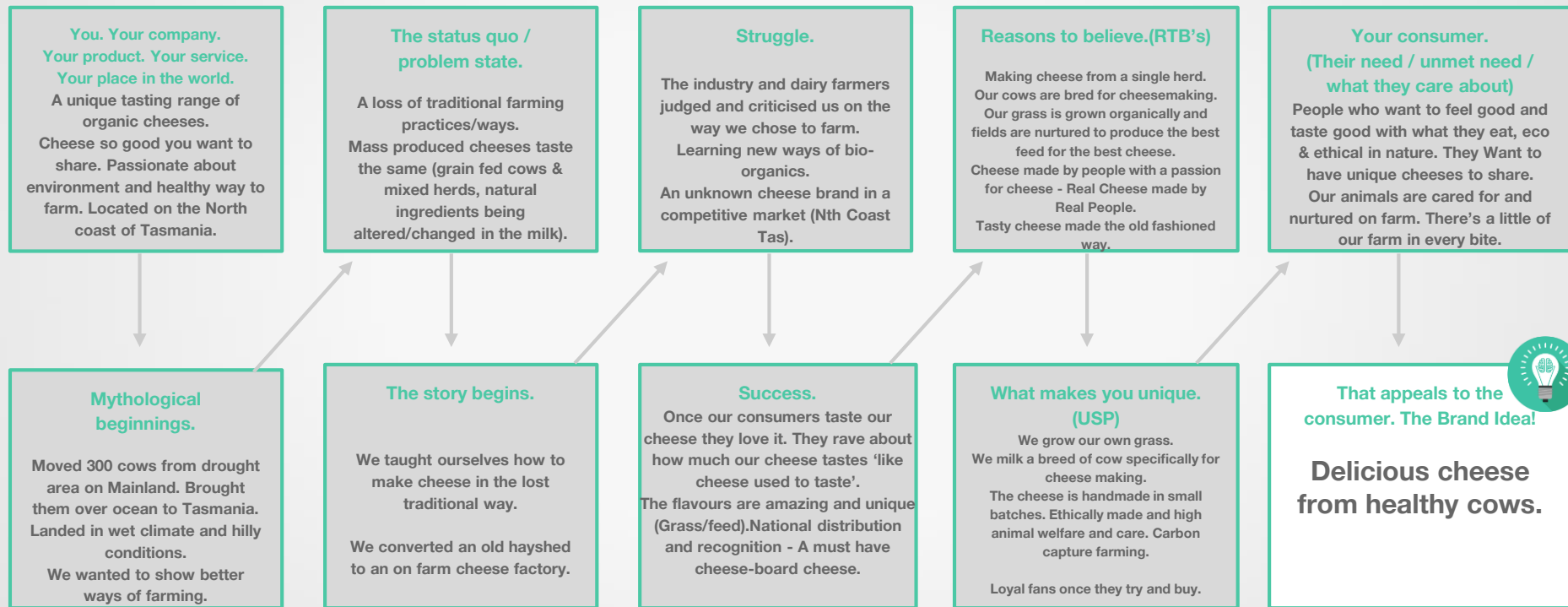
A great Brand Story...



- 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!

Red Cow Organics

One more example - Red Cow Brand Story

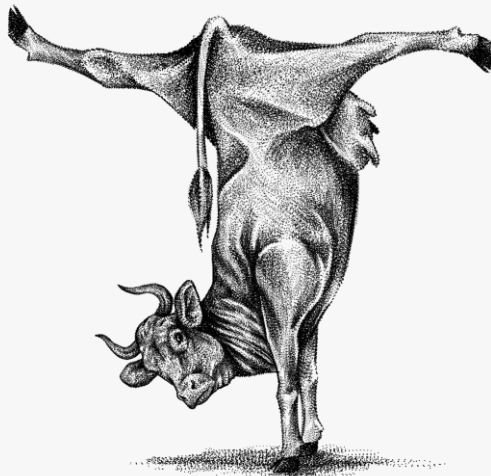


Tell your story in a way that matters to your consumer.

Brand idea



*Delicious cheese from
healthy cows.*



Brand idea



Delicious cheese from healthy cows.





The key to credible storytelling
is to be authentic and honest.

If you are clear about why people should believe you,
then they probably will and keep thinking of What's In It For Them

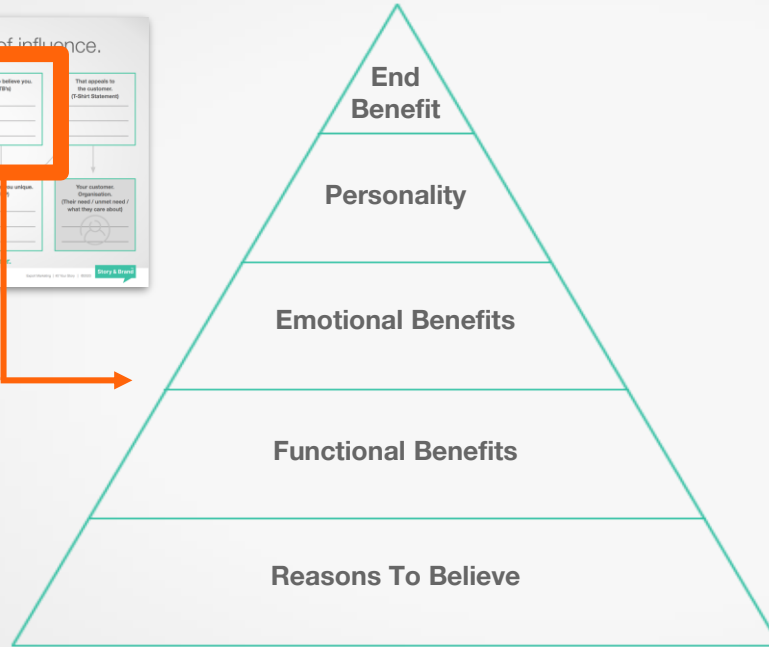
Reasons to believe.

Your Brand Story™ / Create a story of influence.

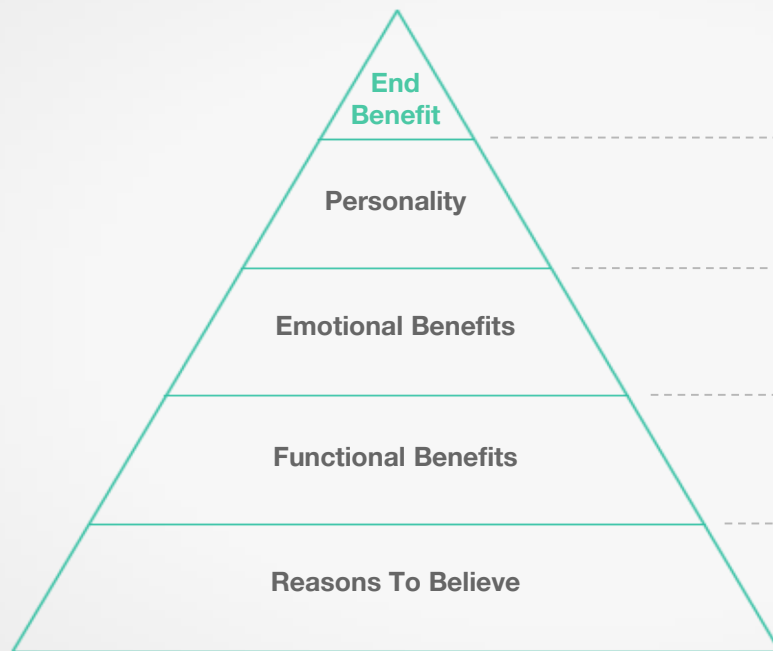
You, Your company, Your product, Your service, Your place in Tasmania.	The status quo / problem state.	Struggle.	Reasons to believe you are right.	That appeals to the customer. (Direct Statement)
Methodological background.	The story begins.	Business.	What customer will believe about you.	Your customer Organization. (That need / cannot need / what they care about)

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

Story & Brand



Reasons to believe / OMO.



“Dirt is Good”

(It’s good for kids to play, explore and get dirty)

Fun, Adventurous, Social, Outdoors

My kids learning about the world and learning to socialise without it being a hassle for me

Amazing stain removal first time

- OMO Powder with built in pre-treaters
- Amazing 1st Time Stain Removal
- Recommended by Leading Machine Manufacturers
- Suitable for all machine types
- Specially formulated to be tough on stains

**“Products are made in factories and brands are made in hearts and minds”.
Storytelling is the perfect way to connect products and services with people.**

Reasons to believe / OMO.



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Defining your consumer.

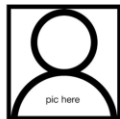
- Defining your customer and/or consumer is critical.
- It's great to come up with positioning that differentiates but it has to be relevant to the person that actually buys, whether customer and/or consumer.
- “Tighter” definitions are more useful than wide ones.
- All men 35+ isn't going to help or inspire marketing as much as



Defining your consumer.



Customer persona.



Name:
Gender:
Age:

About them:

Their need, unmet need and why?

Customer persona.



Name: **Natalie**
Gender: **Female**
Age: **25 years**

About them:

She's single, lives with 2 friends and works in a café during the day while pursuing her musical career at night. She is usually with people and although she is social she does like to have time on her own to recharge.

Their need, unmet need and why?

Natalie has very sensitive skin. She has had allergies (eczema and hay fever) since she was a child. She is looking for light and natural skin care that not only keeps her face calm (doesn't inflame it) but also provides a healthy benefit for her skin.

How do you know if you've got
a good Brand Story?

IMPACT: Evaluating Your Brand Story™

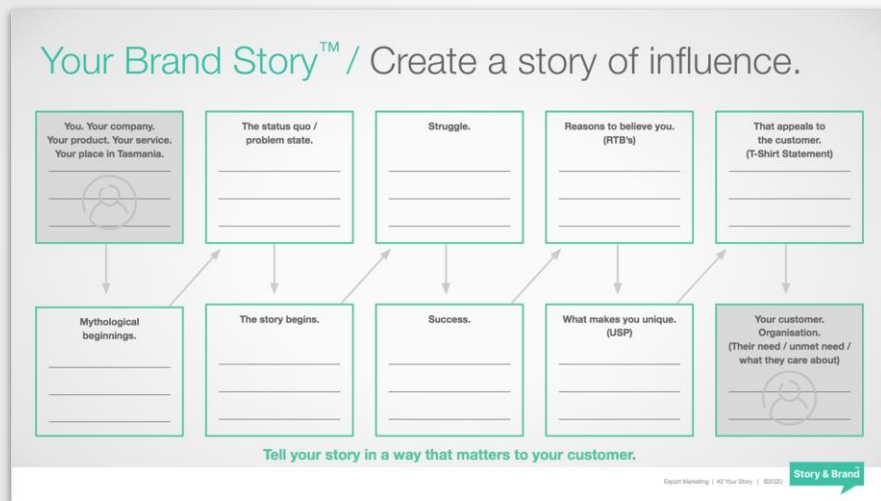
I nteresting	Captures the audience attention
M emorable	Stays in mind longer than exposure
P ersuasive	Does it dramatize the benefit
A daptable	Multiple elements that stretch across time and channels
C onsistent	In line with brand – tonality, values
T he best	I like it, Ideally I “Love it”! (and so does my consumer!)



Your Brand Story, well crafted is a
springboard to marketing ideas.

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!

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.

A wide-angle landscape photograph featuring a large, rugged mountain in the background, partially shrouded in mist. In the foreground, a calm lake reflects the sky and the surrounding green hills. The sky is filled with heavy, dark clouds, with some light breaking through near the horizon. The overall mood is serene and majestic.

Thank you.

By the end of the Brand Story sessions....

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

- 1. Brand Foundations** – Identify what you want your brand to mean, why it's true and how to distill it to its essence.
- 2. Brand Story** – Crafting your unique story.
- 3. Touch Points** – Wrapping your Brand Story around touchpoints.

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



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
- 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.

Reasons to believe. (Your credibility).

Choose two (2) or three (3) most relevant for you (and your target!)

- ☐ **Functional.** Eg Ingredients; how it fortifies you. _____
- ☐ **Emotional.** Eg. How it makes you feel. _____
- ☐ **Provenance.** Eg .The specialness of where it comes from. _____
- ☐ **Founders** Eg. Your dream, vision or experience that inspired your business idea. _____
- ☐ **Benefit.** Eg. What it does for you. _____
- ☐ **Users.** Eg Is the user a proof of its superiority. (Eg. Best Tasmanian restaurant). _____
- ☐ **Occasion.** Eg. When people have it. _____

Who are you? (Your USP and Positioning).

- At the core of the brand is its positioning - what it means.
- At one time, it was called a USP - The unique characteristic that differentiated the product from others.
- One common method of writing a positioning is;

“To” (the target definition) “X” (your brand) provides “Y” benefit or benefits because “Z” reasons to believe.

- “To” _____ “X” _____ “Y” _____ “Z” reasons to believe.

Eg: To: Hungry young guys, Snickers fills and satisfies them because it has a handful of peanuts in every chocolatey bite.



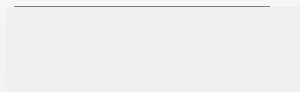
USP Examples (Your USP and Positioning).

For Busy mums

Who want their kids to get outside and play away from their devices

OMO is the laundry detergent that enables my kids learning about the world and learning to socialise without it being a hassle for me

Because it has amazing stain removal first time



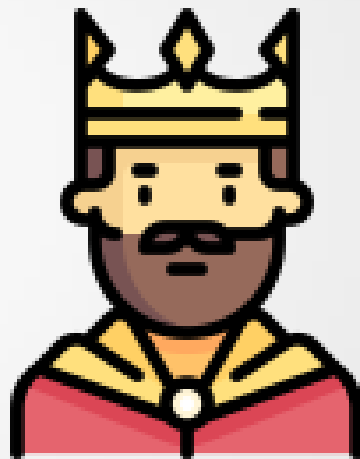


Focus on your uniqueness
to build your story.

If you are clear about why people should believe you,
then they probably will.

The consumer is king.

- Without a consumer you don't have a business.
- Perception is reality
- You need to focus on attracting new consumers to grow your business while maintaining the loyalty of existing consumers
- Brands win or lose according to the extent to which they can WOW their consumer
- Complaints are contagious!



3 levels of consumer definition.

- Demographic
 - Where to people live?
 - What income do they need
 - Are we talking mostly to women? Men? Children?
- Psychographic
 - Archetypal character e.g. character(s) in a movie
- Persona
 - A detailed description of the key consumer(s) including their needs and unmet needs that the brand could meet



IMPACT: Checklist.

These can be general, such as using the “Impact” criteria.

And sometimes it helps to produce a tailored evaluation matrix – tailored to the brief.

Scoring each execution perhaps on a 3, 5 or 10 point scale.

	Idea 1	Idea 2	Idea 3	Idea 4
Captures Focus	-	-	-	-
Exciting	-	-	-	-
Campaignable	-	-	-	-
Credible	-	-	-	-