# BRAND Storytelling
## SECRETS

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# Secrets of Brand Storytelling

Brand storytelling.  A lovely turn of phrase that looks good and sounds great, but what does it actually mean?

## Simply Put

It is the art of creating consistent and compelling content that builds an understanding of your brand and emotionally engages your target audience.  Simple enough.   Now add some essential psychology and drill a bit deeper.

## Bluntly Put

Actually brand storytelling is not about your company. It's about your customer.  Your brand is a supporting character in the story of their life.  Ralph Waldo Emerson wrote 'there is no history, only biography'.

No matter what the narrative is, we look for our story within it.
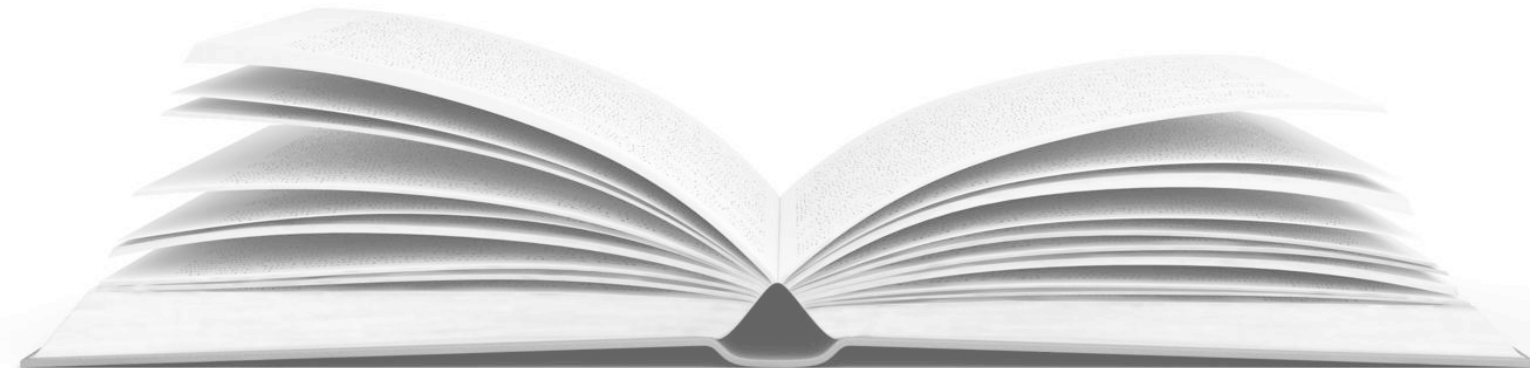
## The story of 'Story' in a snapshot

Life today is digitally and socially highly connected and sometimes the marketer's task of keeping up with ever-evolving content formats and channels can be demanding.

But look at it another way and we can agree that not much has actually changed.  Whilst technology keeps striding forward we humans remain pretty much unchanged.  We are still largely roused by relationships and their accompanying emotions; plus our quest for meaning and happiness in life.

Jane Austin's Pride & Prejudice was published in 1813 and the relationship dynamics and narrative remain sharp and relevant 200 years later, with book and movie adaptations such as Bridget Jones's Diary demonstrating that some things are timeless.

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## The Digital Bonfire

Today, instead of sharing stories around the wood fire like our ancestors, we share stories across the internet bonfire.  It's interesting that as the world has become more technology led, we have culturally been drawn back to storytelling – something that predates the written word – man began telling stories by drawing on cave walls and the oral tradition of passing on stories, one generation to another, lasted until reading and writing was taught to all.

# We Are All Storytellers Again

More and more brands are moving to storytelling.  And as brands become online publishers and content generators, in a competitive world it's essential to be good at what you do.

**Question**
What is the difference between Plot and Story?

**Answer**
They depend on each other, but they are very separate mechanisms.

Simply speaking:

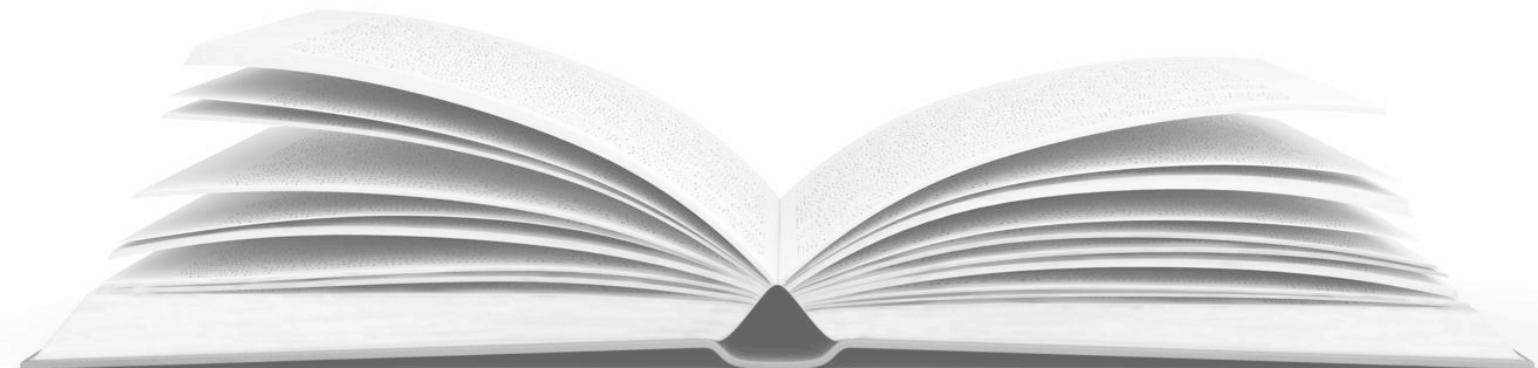**Story** is a chronological sequence of events:

*The king dies, then the queen dies.*

**Plot** is cause and effect within the Story - the drivers and motivations:

*The king is killed by his only son and the queen dies of grief*

Without plot(s) stories lack emotional resonance and tension

# The Seven Basic Plots

Universities teaching creative writing introduce students to seven basic plots that most novels, plays or films follow.  A plot line assists the creation of a film script, novel, play, TV drama, advert, song and, of course, content strategy.  Having a plot ensures you don't 'loose the plot' as you seed content.  It provides a structure to protect against building a random digital footprint.

We've put some examples under each plot, and you can develop your 'plot' instinct by placing any books, films or dramas you are currently enjoying into one or more of the seven categories.
When you've got the hang of that, try placing an advert or a social media strategy into a plot.

**Overcoming The Monster**
(Jaws, Frankenstein)
**Rags to Riches**
(Great Expectations, Cinderella)
**The Quest**
(Lord of The Rings, Watership Down)
**Voyage & Return**
(Wizard of Oz, Alice in Wonderland)
**Comedy**
(The Taming of The Shrew, Bridget Jones's Diary)
**Tragedy**
(Hamlet, Sophie's Choice)
**Rebirth**
(Beauty & The Beast, Educating Rita)

# Three Act Structure

Having a structure helps move the plot and story through a progressive sequence, ensuring things don't become static.  Act 1 is beginning: setting up the situation.  Act 2 is the middle: where the conflict, main complications and tensions are laid out.  Act 3 is the end: the resolution, catharsis or conclusion.

## Brand Storytelling in Three Acts

**Act 1 SET UP**
Introduce character(s) in context of a story/plot (it's all about why the audience should care).

**Act 2 COMPLICATIONS & DRAMA**
Introduce the problem, conflict and any villains to the set up.   You are also setting up the solution and the hero (how the product will make their life better and solve the problem).

**Act 3 RESOLUTION**
The problem is solved, we have a hero and hope for the future (and a call to action for the audience).

So a **Story** needs a **Plot** to create tension and emotional poignancy.   The plot unfolds in **three parts**, and depends on **characters** to drive it, and these characters often come in the form of **archetypes.**
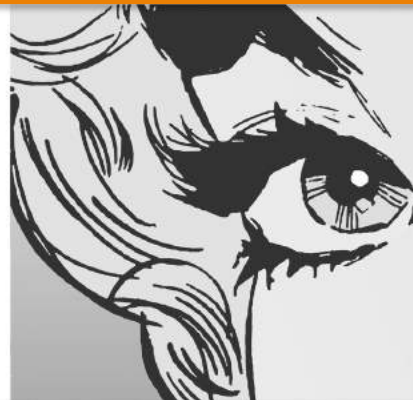
# The Archetype

Archetypes represent shared and understood human psyche and experience, and have emotional resonance for this reason. Carl Jung identified 12 primaries that present human **motivation** and marketing psychology has been taking from them for decades.

The **12 archetypes** are also allied to values that drive their behaviour – the Jester, Outlaw and Explorer loves freedom; the Creator, Hero and Magician are ego driven; the Sage, Ruler and Innocent value order; and the social Regular/Everyman, Caregiver and Lover .
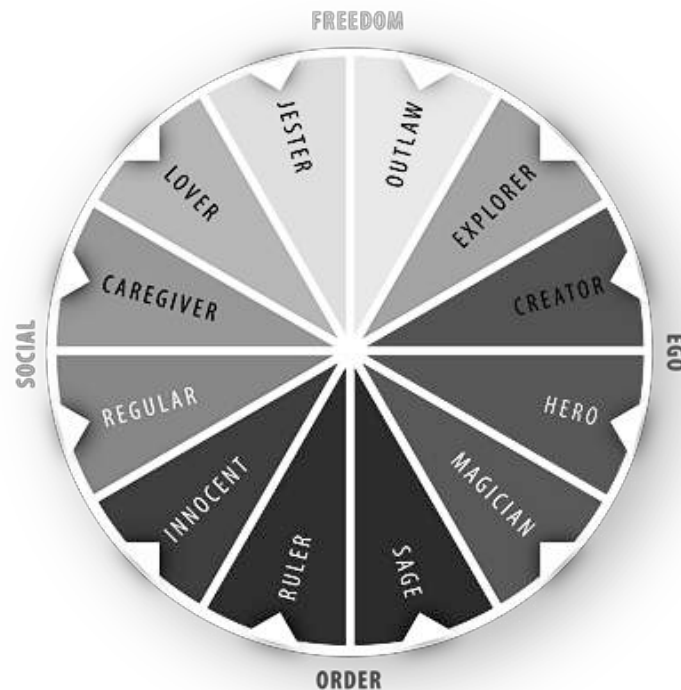
# The 12 Archetypes & Brands:

## The Innocent
Think: **Ben & Jerry's Ice Cream**
Core Values: To experience paradise and to be happy
Core Traits: optimistic, simple, truthful, honest, straight forward, reliable.

## The Explorer
Think: **Lonely Planet**
Core Values: To experience freedom and a more authentic, fulfilling life.
Core Traits: Independent, adventurous, self-sufficient, self-awareness, daring, pioneering.

## The Sage
Think: **BBC**
Core Values: To discover the truth, using intelligence and analysis to understand the world.
Core Traits: wise, intelligent, expert, respected, influential, guiding.

## The Hero
Think: **Amnesty International**
Core Values: To make the world a better place and prove one's worth through courageous and difficult action.
Core Traits: Successful, seeks recognition, proud, determined, powerful, achiever.

# The 12 Archetypes & Brands:

### The Lover
Think: **Hotel Chocolat**
Core Values: To be in surroundings, relationships and a profession that one loves.  To give and take pleasure.
Core Traits: Passionate, intimate, magnetic, dreamer, idealistic, joyful.

### The Jester
Think: **Fosters**
Core Values: To live in the moment, have a great time and lighten the world.
Core Traits: Humorous, carefree, unpredictable, fun, original, spontaneous.

### The Creator
Think: **Lego**
Core Values: To create something of enduring value and give form to vision.   Can see order in chaos and looks for the big picture.
Core Traits: Authentic, visionary, passionate, expressive, imaginative, creative.

### The Ruler
Think: **Microsoft**
Core Values: To create a prosperous and successful empire, and to maintain control.
Core Traits: Leadership, confident, directive, authoritative, flawless, in control.

# The 12 Archetypes & Brands:

### The Outlaw
Think: **Harley Davidson**
Core Values: To rebel, or to start a revolution.
Core Traits: Rebellion, rule-breaker, radical, freedom loving, outrageous, iconoclast.



### The Magician
Think: **Disney**
Core Values: To make dreams true.  To realise the impossible.
Core Traits: Charismatic, visionary, inventive, persuasive.



### The Caregiver
Think: **Pampers**
Core Values: To protect and to care for.
Core Traits: Compassion, generous, helpful, supportive.



### The Everyman
Think: **Ebay**
Core Values: To form a connection with others, to be equal.
Core Traits:  Realistic, unpretentious, modest, easy going.

# At The Heart of Brand Storytelling is Your Own Quest

**What's your story?**
**What plot carries your story?**
**What archetype is your brand?**
**What characters could help tell your story**

If you can answer these questions, you will find you've got something solid and compelling to work with, and following on from there, shaping tone of voice will come pretty naturally too. Get all this right, and you will be primed for delivering your brand story across any channel and any format.

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