

# USE NARRATIVE TO BUILD YOUR BRAND

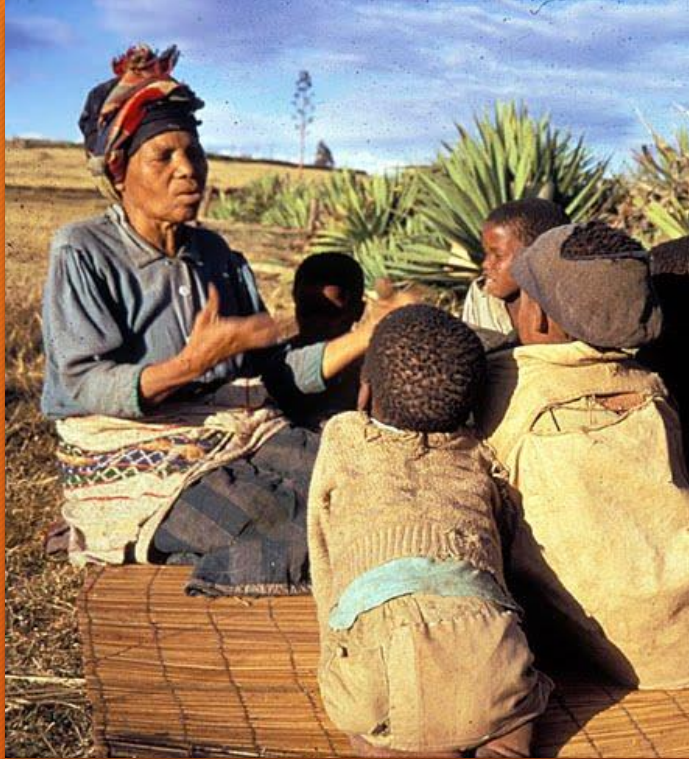
Heider Jeffer

“The most powerful  
person in the world is  
the story teller “

- Steve Jobs







Humans connect with stories





# The Marketing of the 20<sup>TH</sup>



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- One-way messages
- Sellers have all the power
- Buyers had no power.
- Hard for Buyers to talk back

# The Marketing of the 21<sup>st</sup> Century



# Why the Model Changed?

- **First Change: Buyers Have The Power**

- ~~Second Change: is the fragmentation of media.~~

- ~~Third Change: is technological~~

- ~~Fourth Change: is social.~~

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- First Change: is the shift in the balance of power in the marketplace from sellers to buyers.

- **Second Change: Fragmentation of Media**

- Third Change: is technological
- Fourth Change: is social.



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## • Third Change: The New Technologies

- Fourth Change: is social.

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Sellers & Buyers of 21<sup>st</sup> Century  
Powerful Advice from Bell Gates



# Art and Rules - Brand Stories 21<sup>st</sup> Century

1. The Sevens Rules: The Art of Telling Your Brand Story
2. The Sevens Types of Stories - Which One Is Your Brand Telling?



# A. 7 Rules -The Art of Telling Your Brand Story

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- How do you actually connect with people in the language they understand best?



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- ~~How can you use storytelling in less branding-related ways?~~
- How do you make use of digital information and the user generated content?

# 7 Types of Stories Which One Is Your Brand Telling?

- OVERCOMING THE MONSTER
- RAGS TO RICHES
- THE QUEST
- VOYAGE AND RETURN
- COMEDY
- TRAGEDY
- REBIRTH





## OVERCOMING THE MONSTER

Apple Super Bowl Commercial Introducing Macintosh Computer 1984



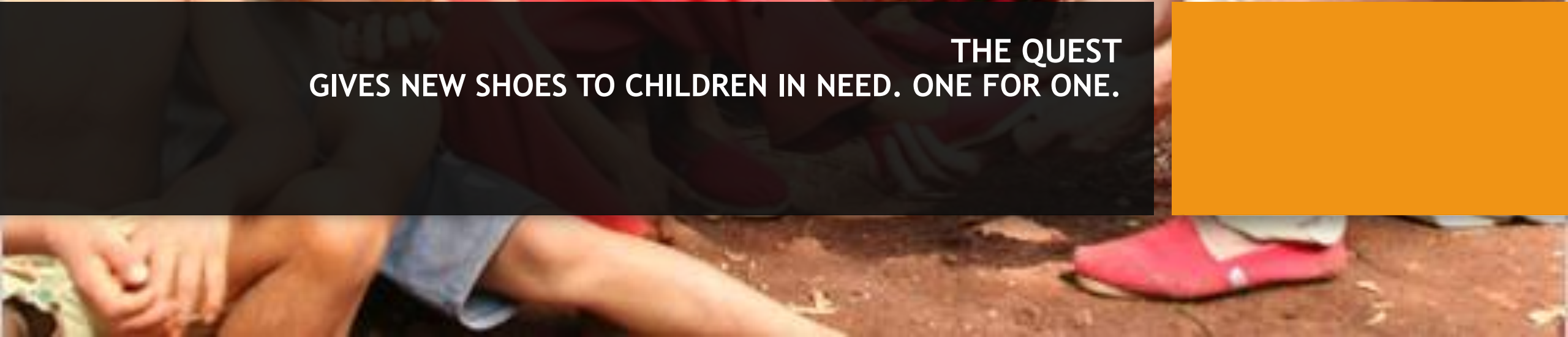
**Whiskey & Weapons - Johnnie Walker - The Man Who Walked Around  
The World 2013**

**RAGS TO RICHES**






**THE QUEST  
GIVES NEW SHOES TO CHILDREN IN NEED. ONE FOR ONE.**







**VOYAGE AND RETURN**  
**Corona - Find Your Beach (Sand Snow)**

A man with a beard and short hair, shirtless, stands on a sandy beach. He has a blue and white striped towel draped over his left shoulder and is holding a red bottle of Old Spice in his right hand. Water is spraying from the bottle. He has his left hand on his hip. In the background, there is a calm ocean and a clear sky. A white horse's head is visible in the lower right foreground. A palm frond is in the upper right corner.

SMELL LIKE A MAN, MAN.

*Old Spice*

COMEDY  
OLD SPICE | THE MAN YOUR MAN COULD SMELL LIKE



**TRAGEDY**  
**THIS AD IS PART OF THE IRAQI**  
**GOVERNMENT'S ANTI-TERROR**  
**CAMPAIGN**



A blue-tinted photograph of a person's silhouette standing in front of a rough stone wall. The person is facing away from the camera, looking towards the right. The wall is made of irregular stones and has a vertical wooden post on the left side. The background is a blurred landscape with trees.

# REBIRTH

## Clint Eastwood Its Half Time America 2012



# Conclusion

- The Market of 21<sup>st</sup> century is completely different from the 20<sup>th</sup>
- In 21<sup>st</sup> century the Buyers have more power than the sellers
- Telling and sharing stories is fundamental human activity (even when talking to ourselves)
- Storytelling is so much more than telling stories in marketing and communications for businesses of 21<sup>st</sup> century
- If individuals can build trust in themselves by telling their stories, why not organizations of the 21<sup>st</sup> century do the same?
- 7 Rules determined The Art of Telling Your Brand Story
- 7 Types of Stories Which One Is Your Brand Telling?



THANKS 😊

QUESTIONS 😊