

David Aaker Talk

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Notes by Frank Lin

Power of stories vs. facts

Signature story

- Narrative, not a set of facts
- Has breakthrough capability (wow!)
- Implies a strategic message w/ authenticity

Let the audience fill in the gaps

e.g. "for sale, baby shoes, never worn" - Ernest Hemingway

How signature stories change perceptions

- Gain attention
- Distract from counter-arguing
- Create liking/feeling that transfer to brand

e.g. US Music Academy 1926

e.g. Chevron dinosaur ad

e.g. Barclays Digital Eagle program

e.g. Knorr flavour campaign

B2B story challenges

- be relevant
- be intriguing (problem, solution, outcome)
- story overload (most organizations have either too few/no or too many signature stories)

Signature stories

- emotional connection
- inspirational
- organizational values

e.g. uchealth heart transplant campaign

"Stop talking about yourself. Tell stories about your client." - uchealth Chief Marketing Officer Manny Rodriguez

Signature stories are powerful, facts are not

- get attention
- change perceptions
- persuade
- energize
- stimulate action

To find, create, and use signature stories is challenging but worthwhile

Counter stories against you with facts

Provide an alternative story that changes the conversation