

Authentic Brand Storytelling

How to clarify your message and connect with customers in a memorable way.



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QUICK BROWN FOX COMMUNICATIONS

HOW TO:

Bond with customers and connect with new audiences.

Create better content and be heard above the noise.

Build customer loyalty.

Attract committed, high quality staff.

Feel more confident talking about/marketing your business.

THROUGH STORYTELLING



What's your story?



What is a brand story

(and why do we need one)?



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

- JEFF BEZOS





Brand Story

Includes:

The origin story of the brand.

The reasons for the existence of your brand, above profit.

Your brand promise.

The story of the role you play in your customers' lives.



Brand Storytelling

Recognising, collecting and telling all the stories that support your brand story.

We tell stories using:

Our brand personality and voice.

Our visual branding.

Content: words, images and video.

What your brand story encapsulates



Who You are



What you care about



What you do



Why you do it



How you help people



What you stand for

What do you stand for?

WHAT THEY SELL

Body Shop

Cosmetics

Patagonia

Outdoor gear

Whittakers

Chocolate

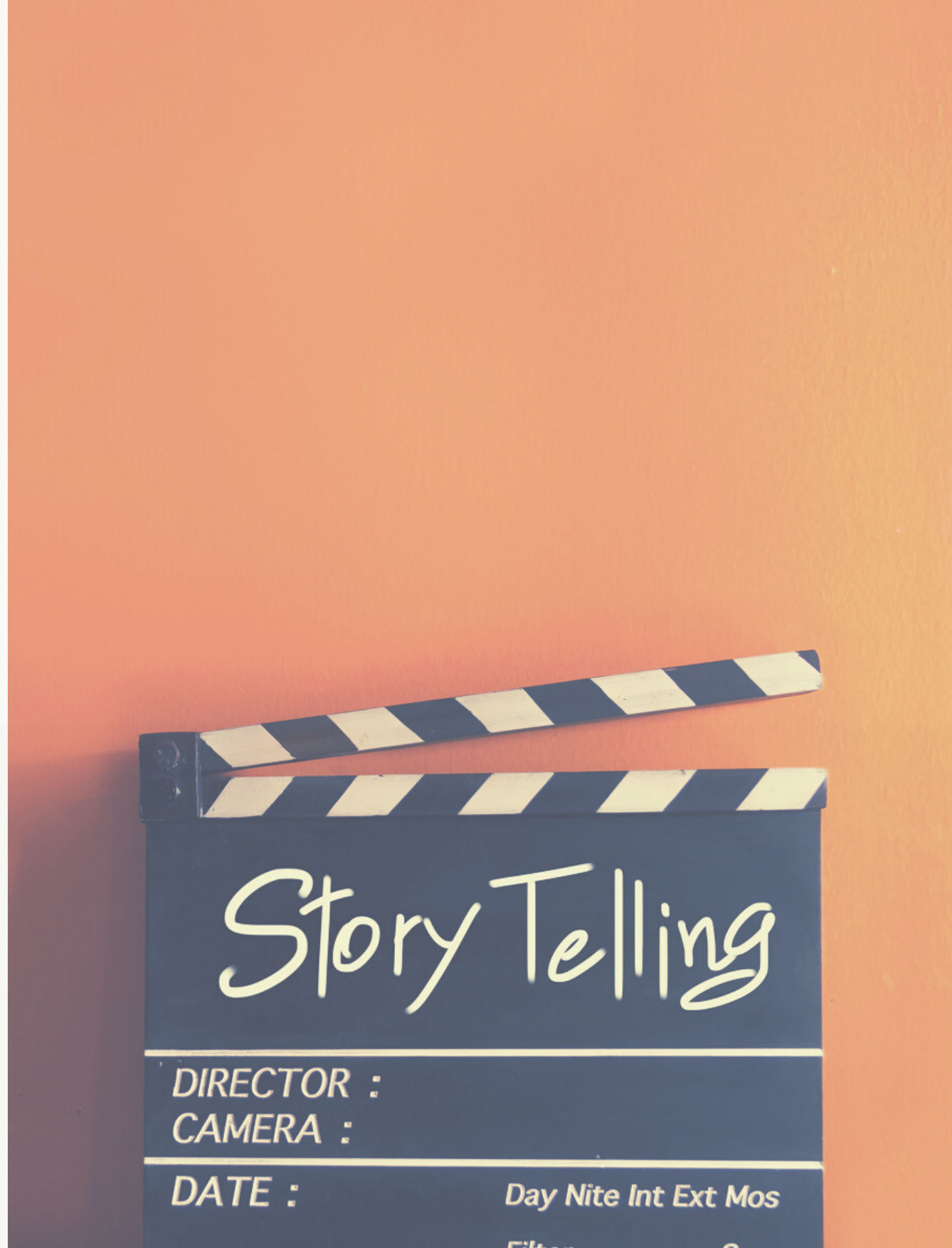
WHAT THEY STAND FOR

Empowering women, ethical trading, no animal testing

Conservation, radical transparency

Quality, fun, sustainability





Authentic Brand Storytelling

learning from the best



ASB's (Big) Ben and Amy story



Our purpose

At ASB, we have always been driven by a **passion for progress**.

We deliver on our purpose by providing **simple, meaningful ways to help Kiwis improve their financial wellbeing, today and tomorrow**. We achieve this by doing what we do best, championing **innovation** and **fresh thinking**, so we can open up new opportunities for more people to stay one step ahead.

We believe it is important to deliver our purpose not just for our customers, but for our communities and the New Zealand economy as a whole.

Our values

Living our values is integral to achieving our purpose. They are who we are, and we are really proud of them.

Our values of Caring, Integrity, Passion, Courage and United reflect what is great about ASB and how we work together. They guide our interactions with each other, as well as with our customers and communities.

Our people

People are at the heart of everything we do at ASB. From our values and unique culture, to our commitment and support of the communities we live and work in. We believe this is what sets us apart and is just one of the reasons why more than 1.3 million personal, business and rural customers choose to bank with us.

Sealord's "Last Place Lucy" story



Credit: Sealord

Our affinity with the Tangata Whenua and the seas that bind us all together is presented in the Sealord Logo.

Sea, ocean blue – Moana

Resilient and hardy – Paua

Spirit of adventure – Toropapa

Growth and prosperity – Koru

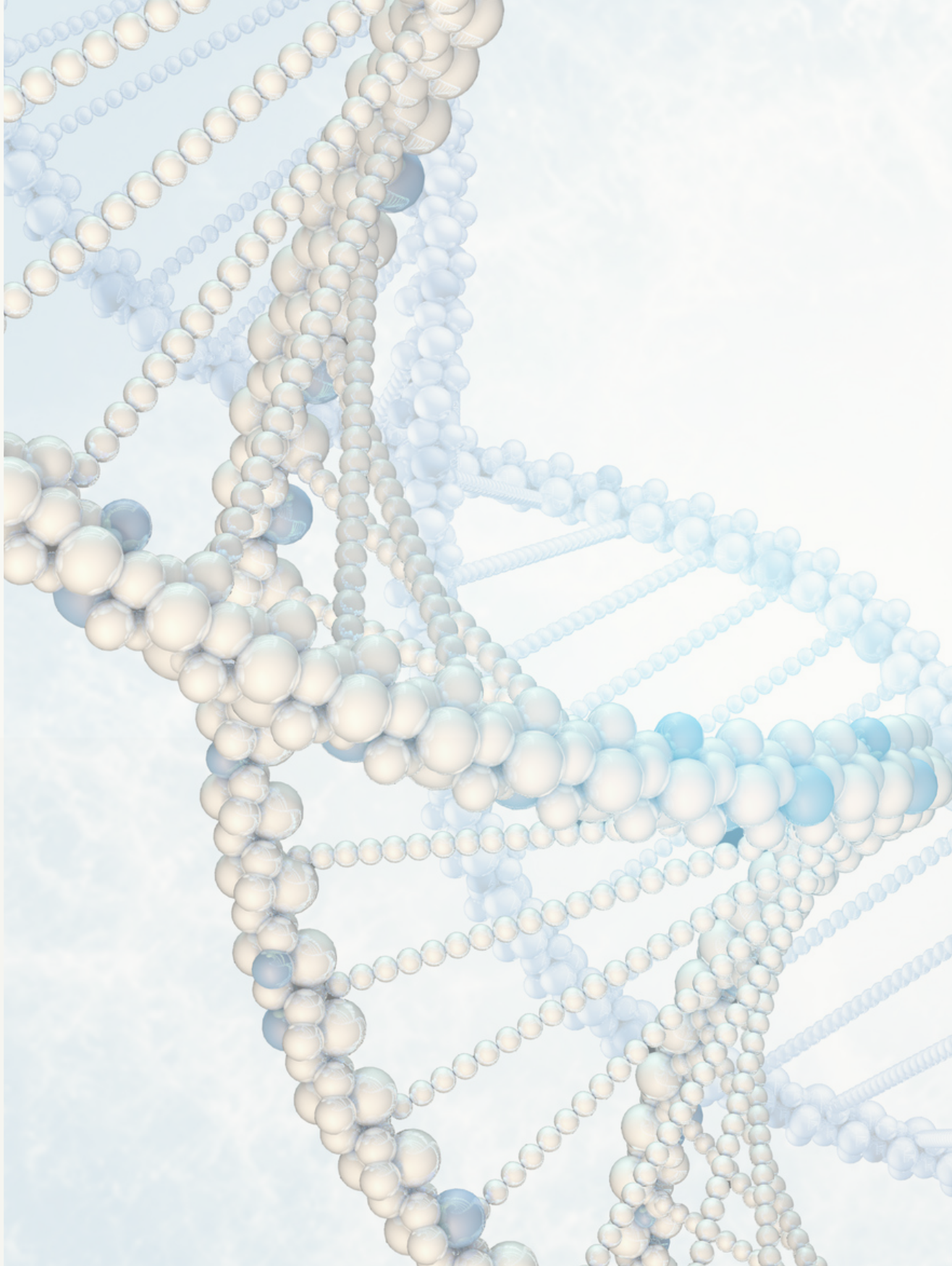
Eye of Sealord – Whatu o Tangaroa

Spiky, structured and organised – Kotaratarā

“Tell me a **fact** and I’ll learn.
Tell me a **truth** and I’ll believe.
But tell me a **story** and it will live in my
heart forever.”

INDIAN PROVERB





Story is part of our DNA

our brains are hardwired for story

Stories release the hormones needed to keep attention, enhance memory and build trust.



How story affects your brain

(the sciency stuff)



Dopamine (The Feel-Good Hormone)

Attention
Focus
Memory
Motivation



Oxytocin (The Love Hormone)

Empathy
Social bonding
Generosity
Trust



Prefrontal cortex

Interest
Decision making
Action



**Tell your story
or someone else will**



6 reasons to embrace brand storytelling



Differentiate

Your big why/what makes you unique



Find your tribe

Attract the right people



Humanise

Personality



Unity

Build a strong culture for your team



Communicate Value

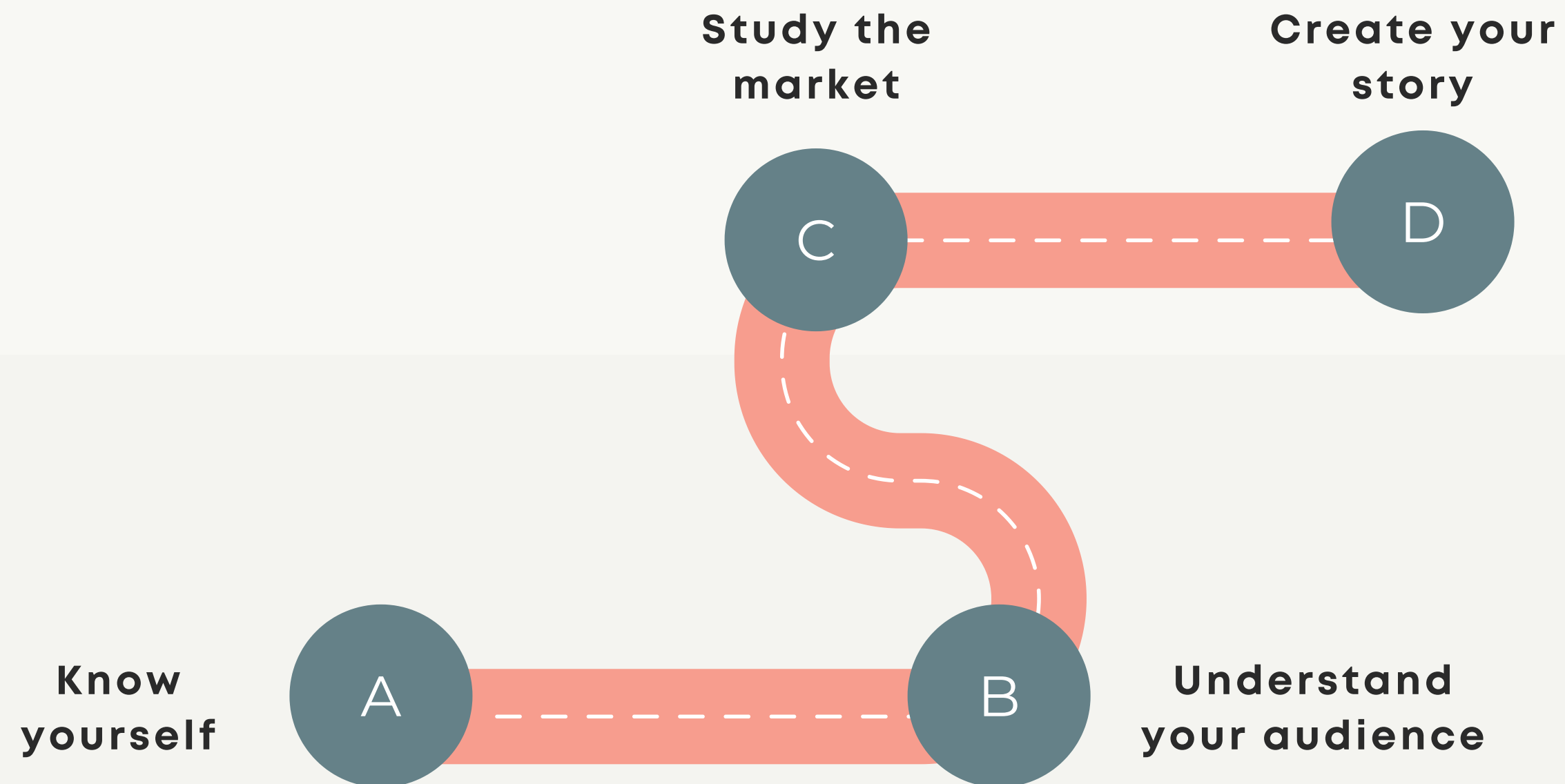
Compete on value, not price



Ownership

Take control of your story

The (strategic) road to great brand storytelling



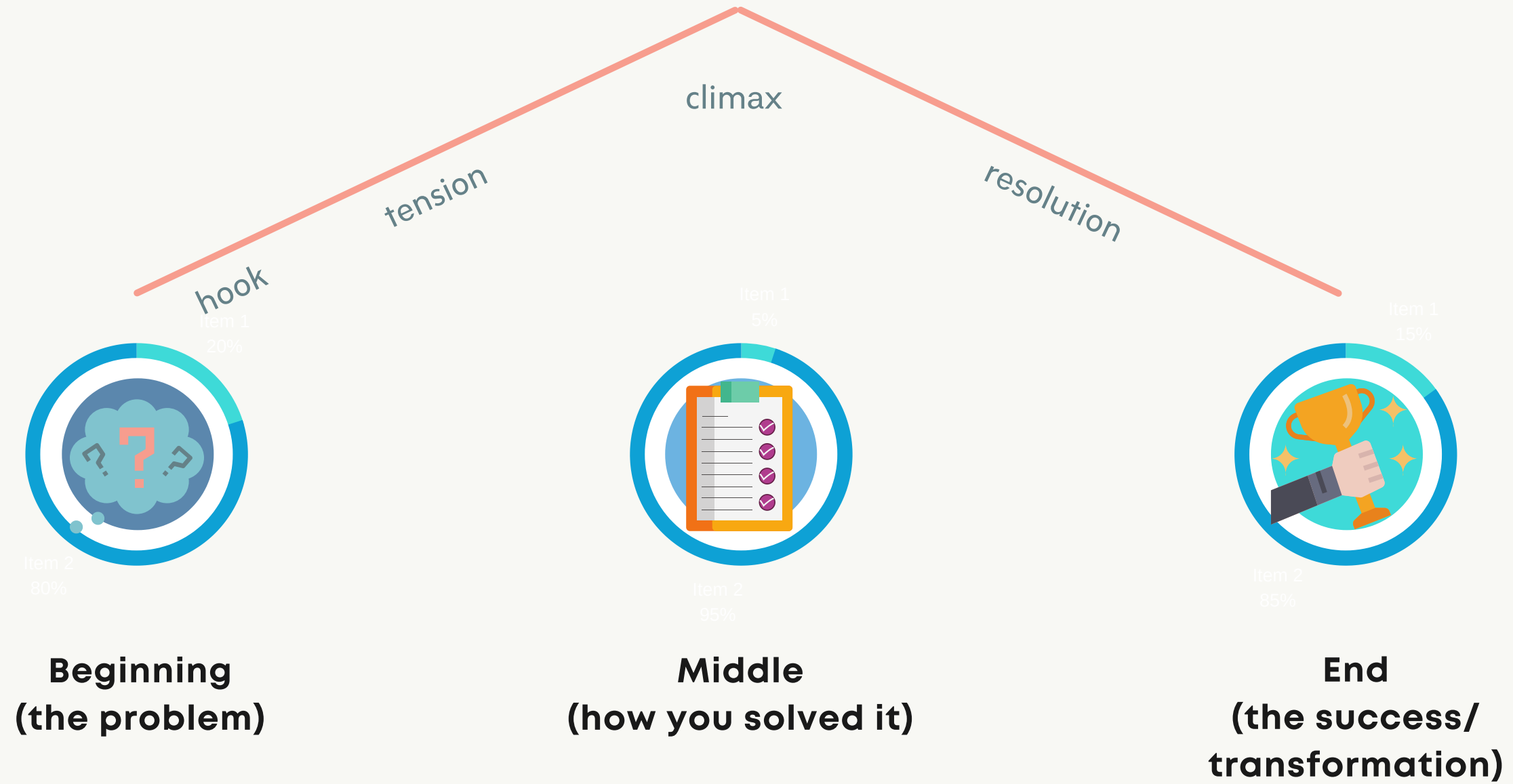


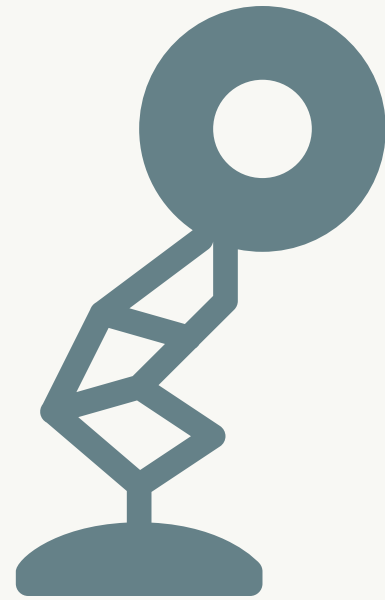
Staring at a blank page?
Let's fix that.



STORY FRAMEWORK 1

The Basic Plot





STORY FRAMEWORK 2

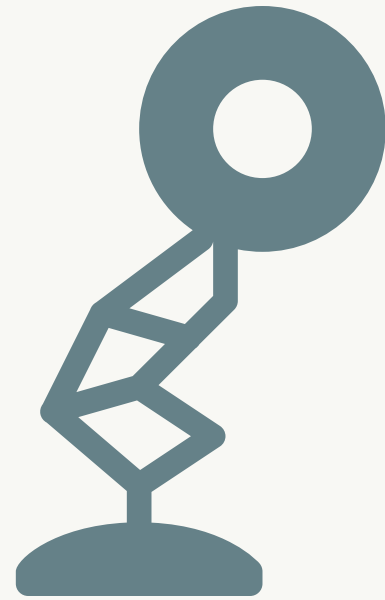
The "Pixar" Plot

Once upon a time, _____(character intro)_____. Every day, _____(how things are)_____.

One day, _____(something changes)_____. Because of that, _____(the character struggles through the challenge)_____.

Until finally, _____(a lesson is learned/resolution)_____.





STORY FRAMEWORK 2

The "Pixar" Plot

Once upon a time, _____(character intro)_____. Every day, _____(character struggles)_____.

One day, _____(something changes)_____, so that, _____(the character is enabled to do something else)_____.

Until finally, ___(a lesson is learned/resolution)_____.



STORY FRAMEWORK 3

Adapted from The Hero's Journey



Further reading: Donald Miller's 'Storybrand'



Brand Storytelling Checklist

A good, engaging story is:



Simple



Meaningful



Personal



Emotional



Authentic

Authenticity: Getting the balance right



NZTE's Made With Care campaign

55% OF U.S. CONSUMERS PREFER
FOOD AND BEVERAGE
FROM **NEW ZEALAND**
TO THOSE IMPORTED
FROM OTHER
MARKETS

Source: NZTE and Kantar Understanding
F&B Consumers in the US



Domestic Engagement

 **7,148** ⁺³⁶⁹
asset downloads
(inc China)

 **1,585**
NZ organisations engaged
with the campaign*

 **60**
global trade enquiries

* No of businesses who have downloaded assets plus NZTE customer campaign actions

International Engagement

 **196m** ^{+8m}
total impressions

 **34.6m** ^{+100k}
reported reach

 **36.6m** ^{+1.3m}
total video views

 **73k** ^{+1k}
total website visits

Find stories everywhere

and collect them

origin stories

success stories

failure stories

collaboration stories

staff stories

supplier stories

testimonials

nostalgic stories

underdog stories

micro moments

customer stories (UGC)

throwback stories

looking to the future stories



website

social media

email marketing

blogs

internal comms

staff training materials

itches

case studies

recruitment ads

in person

podcasts

Tell stories everywhere

share them using words,
images and video

**and empower your best
storytellers.**



“People do not buy goods and services.
They buy relationships,
stories and magic.”

- SETH GODIN





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Content Marketer.
Copywriter.
Storyteller.

Thank you

I can't wait to hear your amazing stories.

