The importance of storytelling has become universally accepted in today’s marketing world, but why does it work so well?

Stories deliver engagement, retention and influence.

Good stories catch your eye, draw you in and move you to action.

Stories make ideas real for their audience.
Storytelling

"Without empathy, there is no relevant innovation... no inspiring communication.

JENNIFER AAKER, STANFORD UNIVERSITY PROFESSOR

There is no better way to understand how people think than to see and hear their stories."
Discovering the Story

Immersing ourselves in their world
Discovering the Story

Meet real people in real life
Discovering the Story

Walk in their shoes
Discovering the Story

Touch with their hands
Discovering the Story

See through their eyes
Discovering the Story

Feel what they enjoy
Discovering the Story

... and what they hate
Discovering the Story

Observe their routines
Discovering the Story

Be inspired by what inspires them
Bringing the Story to Life
INFOGRAPHICS

Demonstrates a full profile summarizing key insights/results.

- Builds further on the previous material by consolidating detailed information in a compact format.
- Easy to socialize
Bringing the Story to Life

PERSONAS
Provides easy-to-understand differentiation between segments

- Visually attractive
- Short and concise
- Results are always at hand, whenever they are needed
While the key results and insights are being presented, actors enact the segments. Client can ask questions to these ‘consumers’ as they really live their part.

- Interaction with the actors increases engagement
- Segments really come to life
Bringing the Story to Life

AVATARS
A personification is created of a segment (name, age, lifestyle, clothing style, interests, hairstyle, skin tone, appearance, etc.)

- Connects with how people engage today
- Can be linked to other sites or media available within the company
- Always accessible
Activating the Story

... you focused the team to go into the consumer’s world, versus bringing the consumer to our world. We went into her environment and that was critical to our success.
ACTIVATION WORKSHOP

Immerse the audience in the story so that they can feel it before they action against it.

• Extends the team’s thinking to create breakthrough strategic activation plans underpinned in consumer truths.