

WHITE PAPER: BRAND STORYTELLING



Kommando is an innovative experiential and guerrilla marketing agency based in London and Glasgow. Since I established Kommando over 10 years ago we have delivered campaigns for major agencies and brands such as Mediaedge:cia, TBWA, Chanel, Nintendo and American Express.

I have long understood the importance of creating a personality around a brand for maximum effectiveness; creating a deeper emotional connection is key and gives a longer lasting brand loyalty than a flat press advertisement could ever achieve.

When thinking about your brand personality and story its helpful to consider the following questions:

- What storyline does our marketing use?
- What storyline *should* our marketing use?

Within this white paper we cover some of the most effective bases for storytelling and explain how they can help you achieve success within your business.

For more information about what we can do for you, call Mark Evans on 00 44 845 050 2810 or email mark@kommando.co.uk

www.kommando.co.uk

follow us on 

and find us on 

WHITE PAPER: BRAND STORYTELLING

INTRODUCTION

People love stories; they allow the teller to enter imaginations and interact with deep human emotions, and the listener to form images, emotions and thoughts around scenarios.

If you're pitching your company to investors, customers, partners, journalists, vendors, or employees, the most effective way of doing so is through use of a storyline. It provides them with the information to form a background idea of your company and creates an emotional connection that endless descriptions of features and benefits just can't achieve.

So forget all of the cliché marketing words; unique, guaranteed, revolutionary and so on – words that have been come so overused they have almost lost all meaning, and think about how to create a deeper, longer lasting connection through use of storytelling.

There are various key stories which are the most effective when marketing your company; let's take a look at some of the best storylines around and think about which fit with your company, or which you want your company to fit with...



Stories are the creative conversion of life itself into a more powerful, clearer, more meaningful experience. They are the currency of human contact.

WHITE PAPER: BRAND STORYTELLING

STORYLINE 1: ASPIRATIONS AND BELIEFS

One of the most effective storylines; we all have them, and people love to hear about aspirations and beliefs. Whether to reduce pollution, create sustainable business strategies, end the digital divide or contribute a percentage of your profits to charity every month, aspirations can help create an emotional connection between the listener and the speaker, company and issues. In short, they help us get past the marketing speak and see into a company's soul.

one person with a
belief
is equal to a
force of ninety-nine
who have only
interest.

STORYLINE 2: DAVID VS. GOLIATH

In the story of David and Goliath, the young Hebrew David took on the Philistine giant Goliath and beat him. It's the way the nerd got his own back on the school bullies, Southwest Airlines conquered the big carriers, the way the once unknown Japanese car manufacturers took on Detroit, and the way social media is taking on the media giants. Everyone loves to root for the underdog; it grabs emotion, creates meaning and invokes passion. So, if your company is the underdog use it to your advantage and pull on the heart strings by shouting about how you are going to win, and why the world – or industry – will be a better place for it.



The story of the underdog continues to be as relevant in today's society as it was in the story of David and Goliath; everyone wants the underdog to succeed.

WHITE PAPER: BRAND STORYTELLING

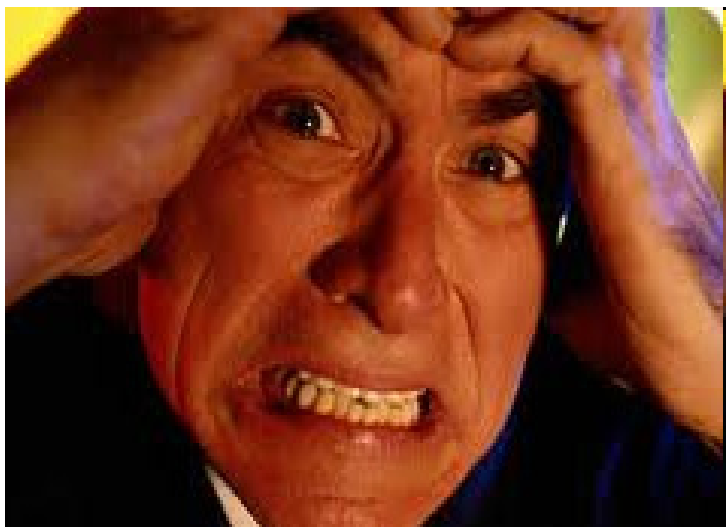
STORYLINE 3: AVALANCHE ABOUT TO ROLL

Make your listeners feel like they are gaining exclusive knowledge about a product or service that is relatively unknown but is about to hit the big time, and if they don't get involved early they have missed their chance. People love to pass on information that isn't yet widely known, acting as an "expert" on the topic and it's great for achieving a viral effect.

Storytelling is the most powerful way to put ideas into the world today

STORYLINE 4: ANXIETIES

Follows on from Storyline 3 (Avalanche about to roll) nicely in that it creates a need for the information, but differs in that it is more about uncertainty than an emerging trend. For example: (1) Financial services companies urging baby boomers to invest more for retirement "You're 55. Will you have your needed \$3.2 million to retire comfortably?" (2) Tutoring companies planting seeds of doubt on whether kids will get the grades required to get into the desired university. Don't aim to cause too much anxiety though, after being bombarded with fear, uncertainty and doubt, people are becoming skeptical to this approach.



By creating anxiety consumers can recognise a need for your service or product

WHITE PAPER: BRAND STORYTELLING

STORYLINE 5: PERSONALITIES AND PERSONAL STORIES

Drop the stiff CEO act and give the listeners a little insight into your personality and personal life. Interesting personal stories can help convey what you value the most, and make you seem more human, thus making it easier to create emotional connections. Robert Goizueta, the respected CEO of Coca-Cola, hated giving speeches but often told personal stories about how he and his family had to flee Cuba when Castro took control and he had nothing more than his education; adding a new dimension and helping listeners see him in a new light.



Robert Goizueta (left) used personal stories to connect with his audience when making speeches, opting for a more informal approach than traditional speechmaking.

STORYLINE 6: HOW-TO STORIES AND ADVICE

If you prefer to take a more practical approach, this is your best bet. Help people solve problems and overcome obstacles by providing fresh and original how-to approaches. This openness and willingness to share information can help you gain visibility as a figure of authority and 'expert' in the industry, and creates long lasting trust.

Ever since mankind became imaginative, storytellers have been explaining everything people encountered, whether or not it was true. These storytellers are modern humans most influential people.

CONTACT KOMMANDO...

Find out more about what Kommando can do for you and get in touch today:

Tel. 0845 050 2810

Email. missions@kommando.co.uk

LONDON

Kommando, Unit 4:05, The Tea Building, 56 Shoreditch High Street, London, E1 6JJ

GLASGOW

Kommando, The Barn, Townfoot Farm, Blantyre Ferme Road, Glasgow, G71 7RR
