

DIGITAL 6

WORKSHOP SERIES EPISODE

AustChamThailand
Business | Connections | Community

GLOWFISH

AUG

21

8:30-10:30

Learn the **7-Step** Branded
STORYTELLING
Framework

social media, websites
and beyond



David Norcross
Managing Director



Stuart Kelly
Managing Director

LEXICON

Creative | Digital PR | Marketing



weber
shandwick
engaging, always.

Wednesday 21 August 2019
Floor 2nd, Sathorn Thani 2 Building
Glowfish Sathorn

300 THB for AustCham members
600 THB for non-members

2019 PLATINUM SPONSORS
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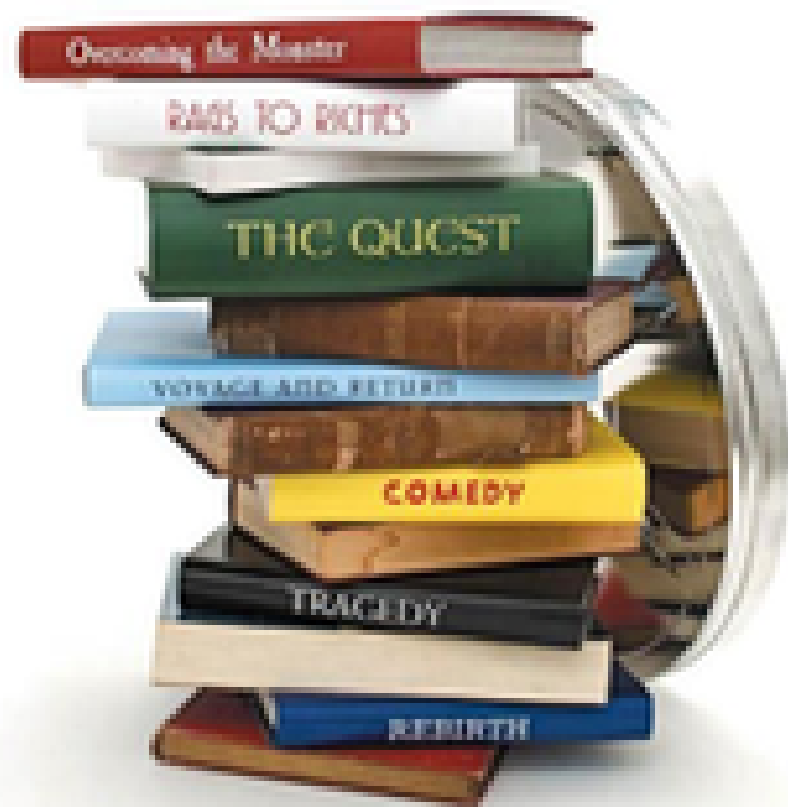


Humans are storytelling creatures and stories give structure to our existence.

'This is the most extraordinary, exhilarating book.' DAY WELDON

THE SEVEN BASIC PLOTS

Why we tell stories



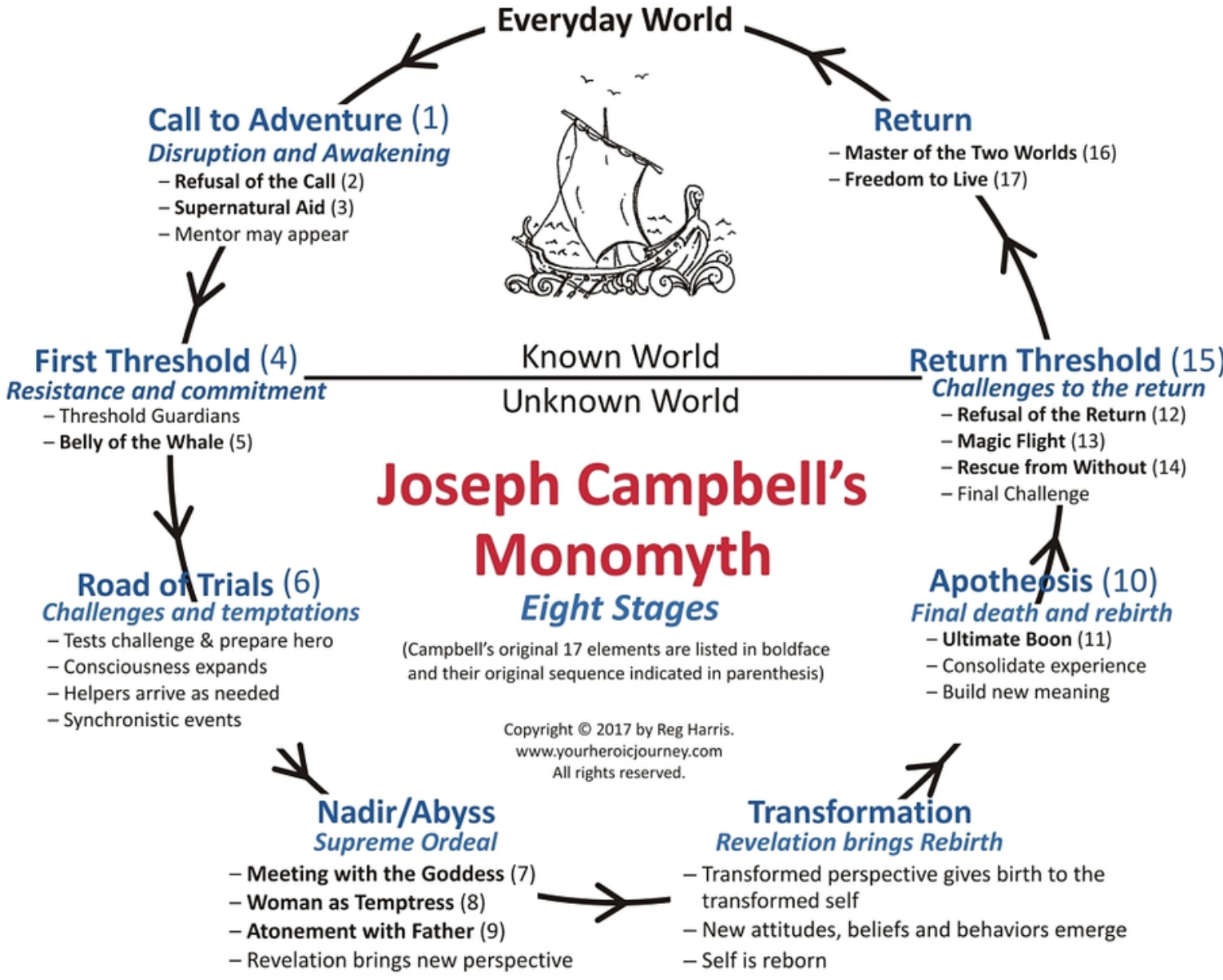
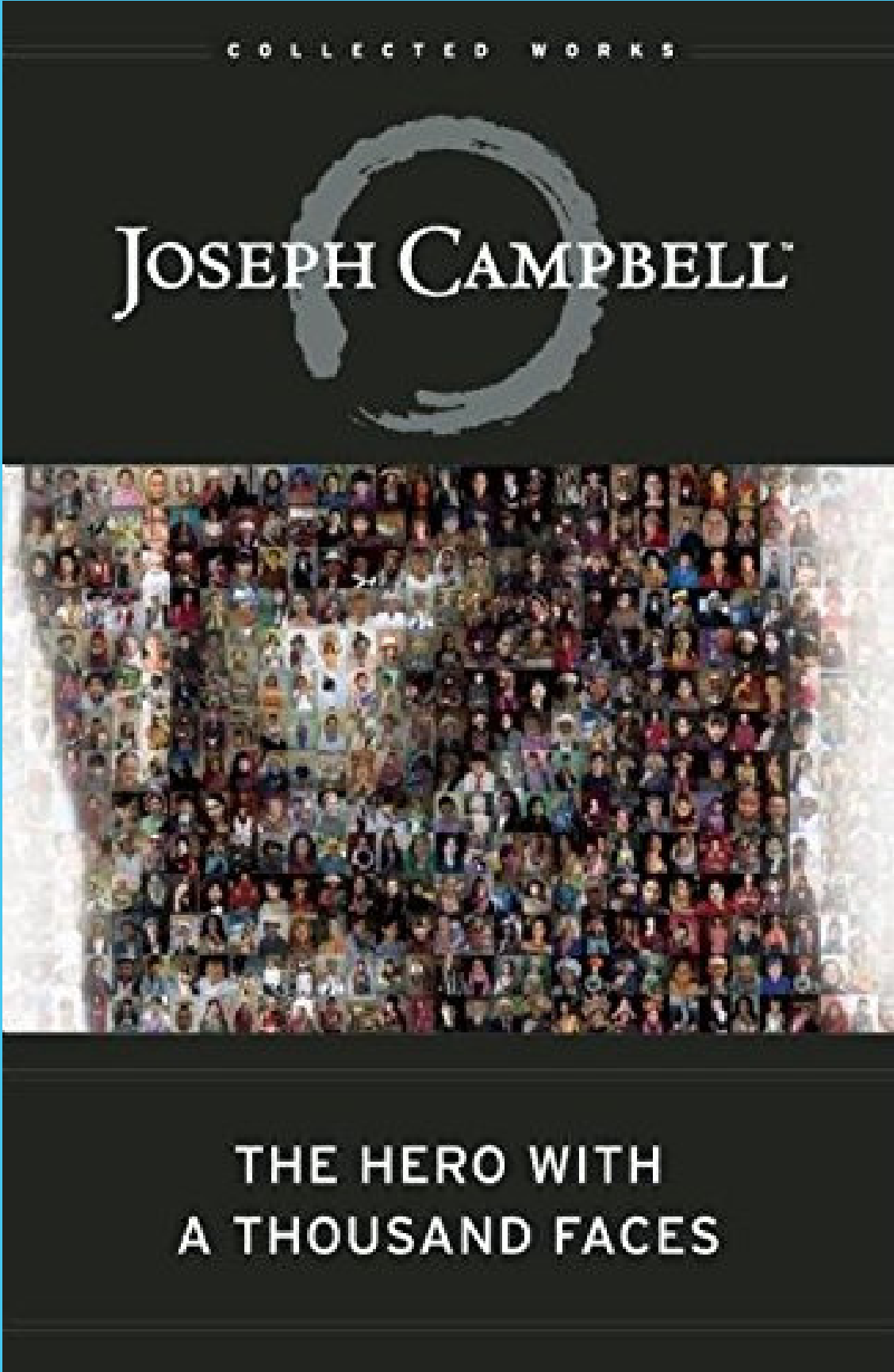
CHRISTOPHER
BOOKER



Over 2000 years of storytelling with 7 key plots

- overcoming the monster
 - rags to riches
 - the quest
 - voyage and return
 - comedy
 - tragedy
 - rebirth
-

All Hollywood movies follow the same structure: The Hero's Journey

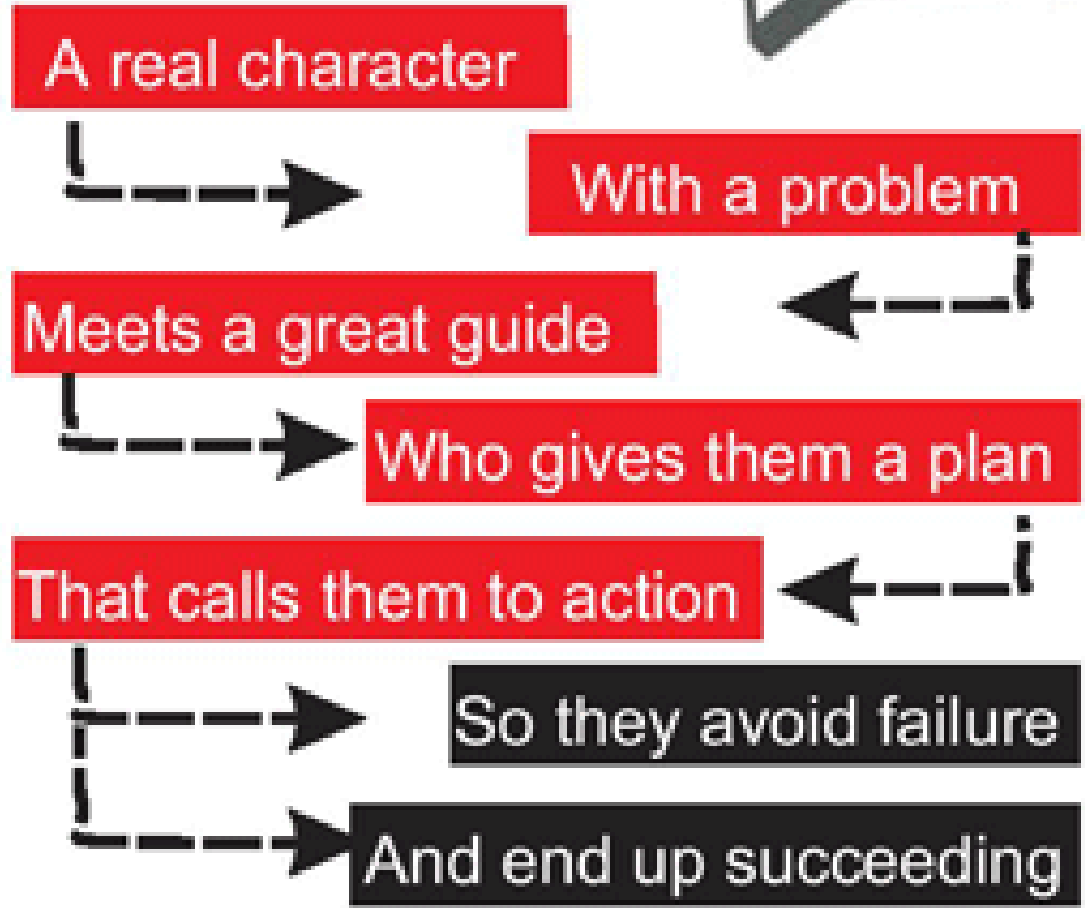




***"Music without structure
is just noise"***

Building a StoryBrand

**S
B
7**



| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|--|--|---|--|
| A real character | With a problem | Meets a great guide | Who gives them a plan | That calls them to action | So they avoid failure | And end up succeeding |
| Make the customer the hero of your message, not your brand | Customers buy solutions to their internal problems, not external problems | Customers aren't looking for heroes, they're always looking for a guide | Customers trust a guide who has a plan, especially if it's based on experience | People prefer to do nothing and will not take action until they are challenged | Every person on the planet is trying to avoid a tragic ending | Never assume people understand how your brand can change them -- tell them |

**All the
noise,
noise,
noise**



**We are bombarded with
ads every day**

Most is just noise

How do we stand out?

HUMANS ARE PATTERN SEEKING CREATURES



MANY COMPANIES TELL THE WRONG STORY

OH YOU HAVE THE BIGGEST
MANUFACTURING PLANT IN THE
COUNTRY?



Two Mistakes

1. Not helping me survive

2. Making me think too much



APPLE CASE STUDY

1983: Lisa (about machine)

Product Description

The Lisa Computer System

Apple designs a new kind of machine.

Gregg Williams
Senior Editor

I had an interesting conversation with an engineer on a recent flight from San Francisco to New York. He knew only a little about microcomputers, but he was aware that their presence is slowly becoming more common in the workplace. "Sure, the industry is healthy, but it's still only reaching a few people," he said. "Most people won't use computers—they're afraid of them, they don't know what to use them for, or it's too much trouble to use them. Before computers become *really* profitable, they're going to have to be very easy to use. They have to be simpler. They've got to be useful in the office."

He continued, "We've got to stop using paper—which means the computer has to do word processing, filing, electronic mail, *everything*—or it'll be too much trouble having some things on the computer and others on paper. Then you've got to be able to talk to other computers—other computers like yours and some big corporate computer that's halfway across the country. Sure, it's a lot of stuff, but when you get all that together, *then* you'll see computers really take off."

What could I say? Not very much, for two reasons. First, he was absolutely right—we need all that and more before computers become as commonplace as color TVs and electric typewriters. Second, I had agreed not to talk about a computer I had just seen that meets many of his points: Apple Computer's highly secret Lisa computer (see photo 1).




Photo 1: The Lisa computer system.

The Lisa at Work

Before we take a detailed look at what the Lisa is and how it came about, let's look at an example of what it can do. Suppose I'm writing a report for my boss and I want to prepare a chart to illustrate a certain point. With a few movements of the mouse (more on this pointing device later), I "tear off" a sheet of Lisa Graph "paper" (thus activating a program called Lisa Calc and displaying an empty grid on the screen) and give it the heading "Annual Sales." I then type my numbers into the grid, name the graph and the x and y axes, and request a bar graph.

Voilà! I get the bar graph (superimposed on top of the data) shown in photo 2a. At this point, I can simply print the graph or save it for inclusion with my report, but I'm not satisfied with the way it looks. I then use the mouse to "cut" the graph from the Lisa Graph paper and put it in a temporary storage place called the *clipboard*. I can then "throw away" the Lisa Graph "paper" I was using.

My next step is to "tear off" a sheet of Lisa Calc "paper" and paste my "Annual Sales" bar chart from the clipboard onto it. Photo 2b shows the result.

I want to make the bars darker, so I use the mouse to move the cursor (the arrow pointing diagonally up in photo 2b) onto the rectangle and tell the computer that I want to work on that bar by clicking the button on top of the mouse twice. (I could almost as easily have selected all four bars, but I'll just do one here.) As a result, the bar

February 1983 © BYTE Publications Inc. 33

1997: Think Different (about you)



The Grunt Test

WHAT DO YOU OFFER?

WHY DO YOU NEED IT?

HOW CAN I GET IT?

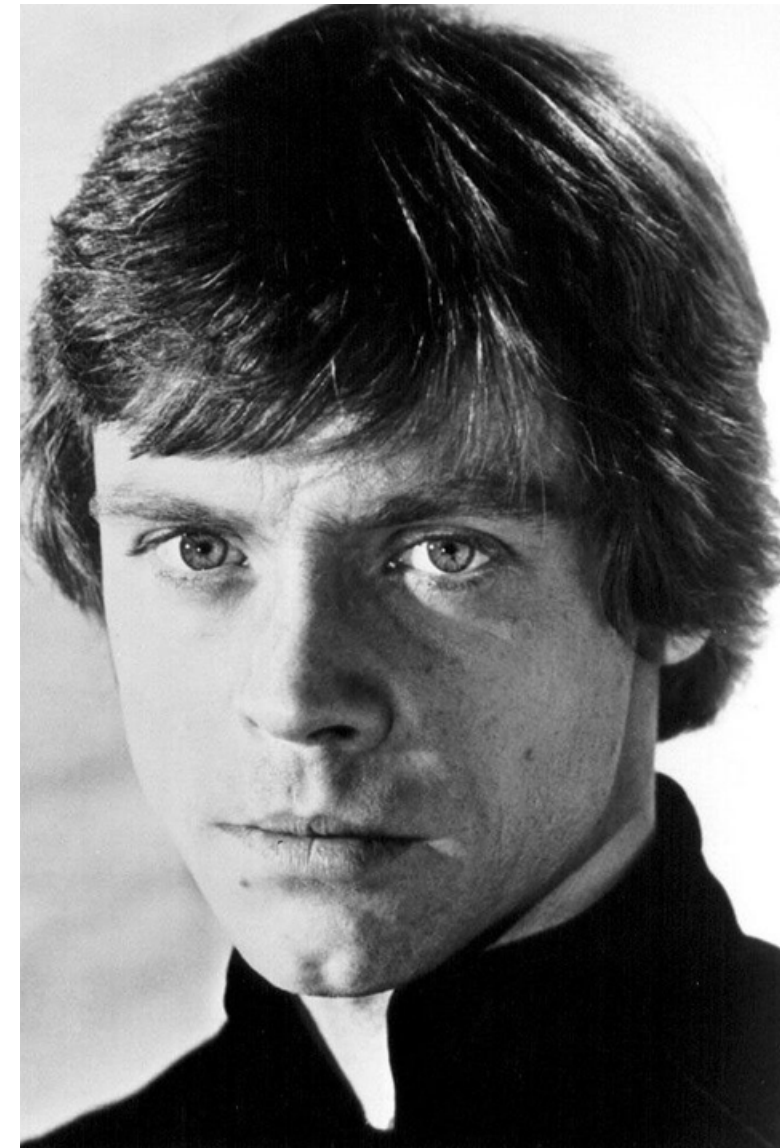


STORYTELLING FRAMEWORK



1. A CHARACTER

THE CUSTOMER IS THE HERO;
NOT YOUR BRAND



2. HAS A PROBLEM





DARTH VADER

Star Wars



THANOS

Marvel



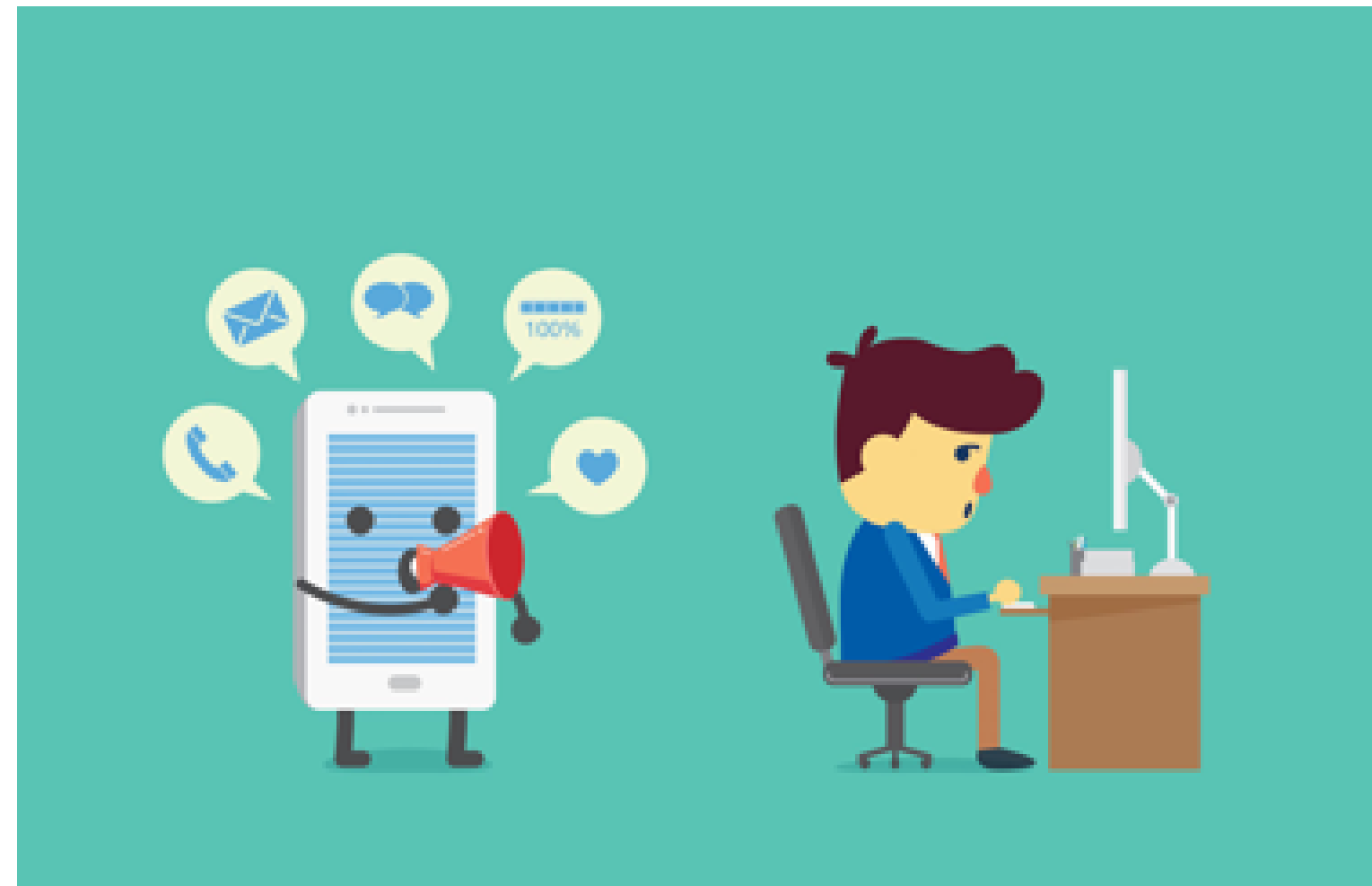
JAFAR

Aladdin

The Villain

**The villain gives
focus to the
conflict**

Villains in a brand's story should be personified



The Three Leves of Conflict

1. External Problems
2. Internal Problems
3. Philosophical Problems

The villain initiates an external problem that causes the hero to feel internal frustration due to the philosophical wrong.

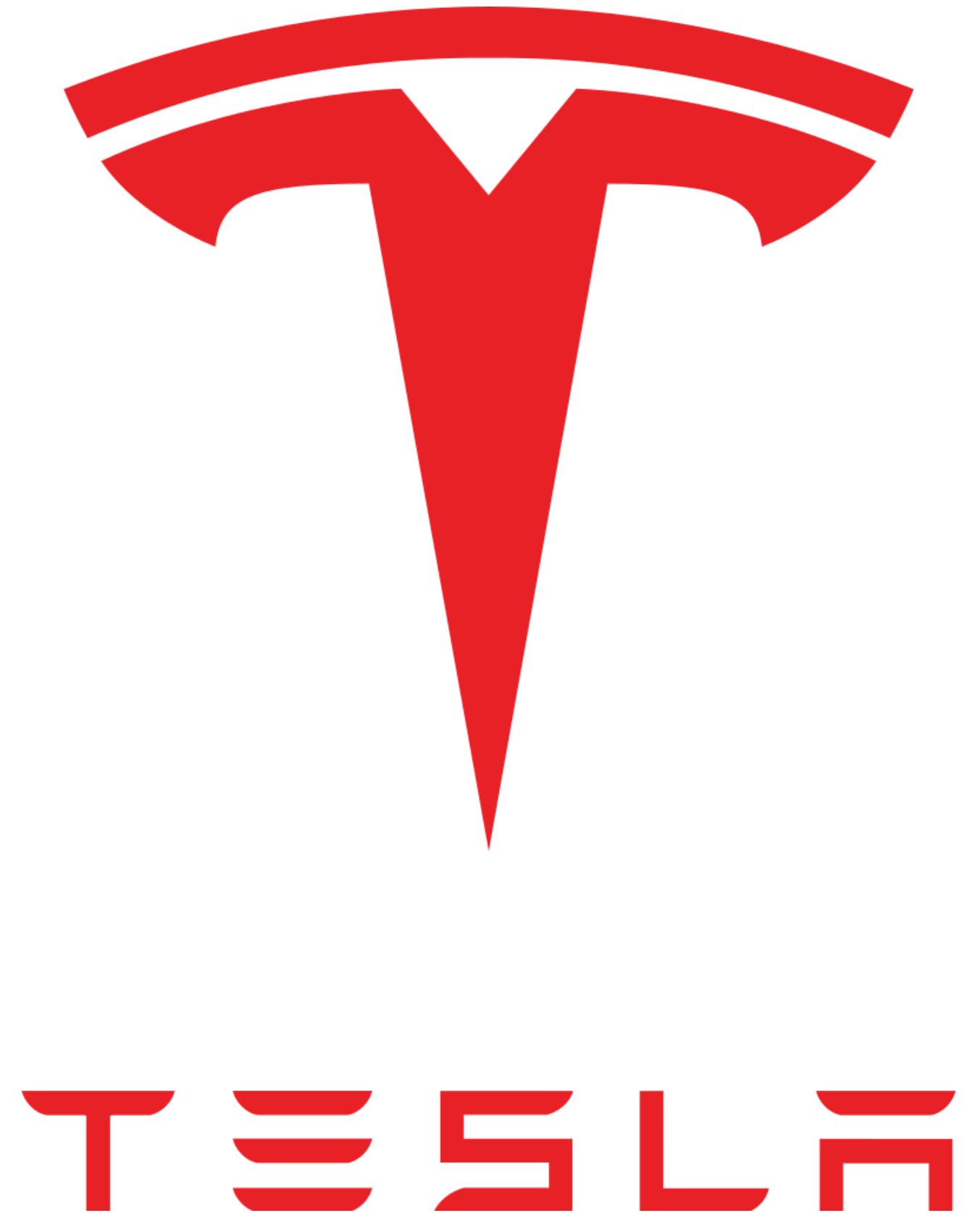


**Examples: Tesla, Nespresso, EJ
Financial Planning**



The Three Leves of Conflict

1. External Problem: Gas Guzzling cars
2. Internal Problems: Wants to be part of the soution (Global Warming)
3. Philosophical Problem: There should be a car that looks and drives well without wasting gas or harming the environment



The Three Leves of Conflict

1. External Problem: I want coffee
2. Internal Problem: Don't want to have to go to Starbucks
3. Philosophical Problem: I should be able to get barrista quality coffee at home



NESPRESSO®

Erward Jones Financial

1. External Problem: No retirement plan
2. Internal Problem: Feels irresponsible
3. Philosophical Problem: There should be someone to help with this who doesn't want to rip me off



3. And Meets A Guide

Customers aren't looking for another hero; they're looking for a guide



The Story is Not About Us



- The hero is not the strongest
- The Guide has already been there done that (testimonials & case studies to build respect)
- Empathy (show you understand their problem to build trust)

The Fatal Mistake



- Brand positions itself as the hero instead of the guide
- Case Study: Tidal
- Spotify: Soundtrack your life

4. Who Gives Them a Roadmap

- Customers trust a guide who has a roadmap to the destination
- Customers need to believe we can help them solve their problem



The end goal should be specific and clear

We're going
to put a
man on the
moon



VS



We will have a
highly
ambitious and
productive
space
program

THE PROCESS PLAN AND THE AGREEMENT PLAN

- Alleviate Confusion
Ex: Test drive the car, buy the car, enjoy free maintenance for life



- Alleviate Fear
Ex: Whole Foods list of values



5. And Calls Them to Action

- Customers do not take action unless they are challenged to take action
- Do you believe in the product?
- Make **CTA** loud and clear



TWO TYPES OF CTA

Direct

Buy Now

Call Now

Schedule an Appointment

“Will you marry me?”

Transitional

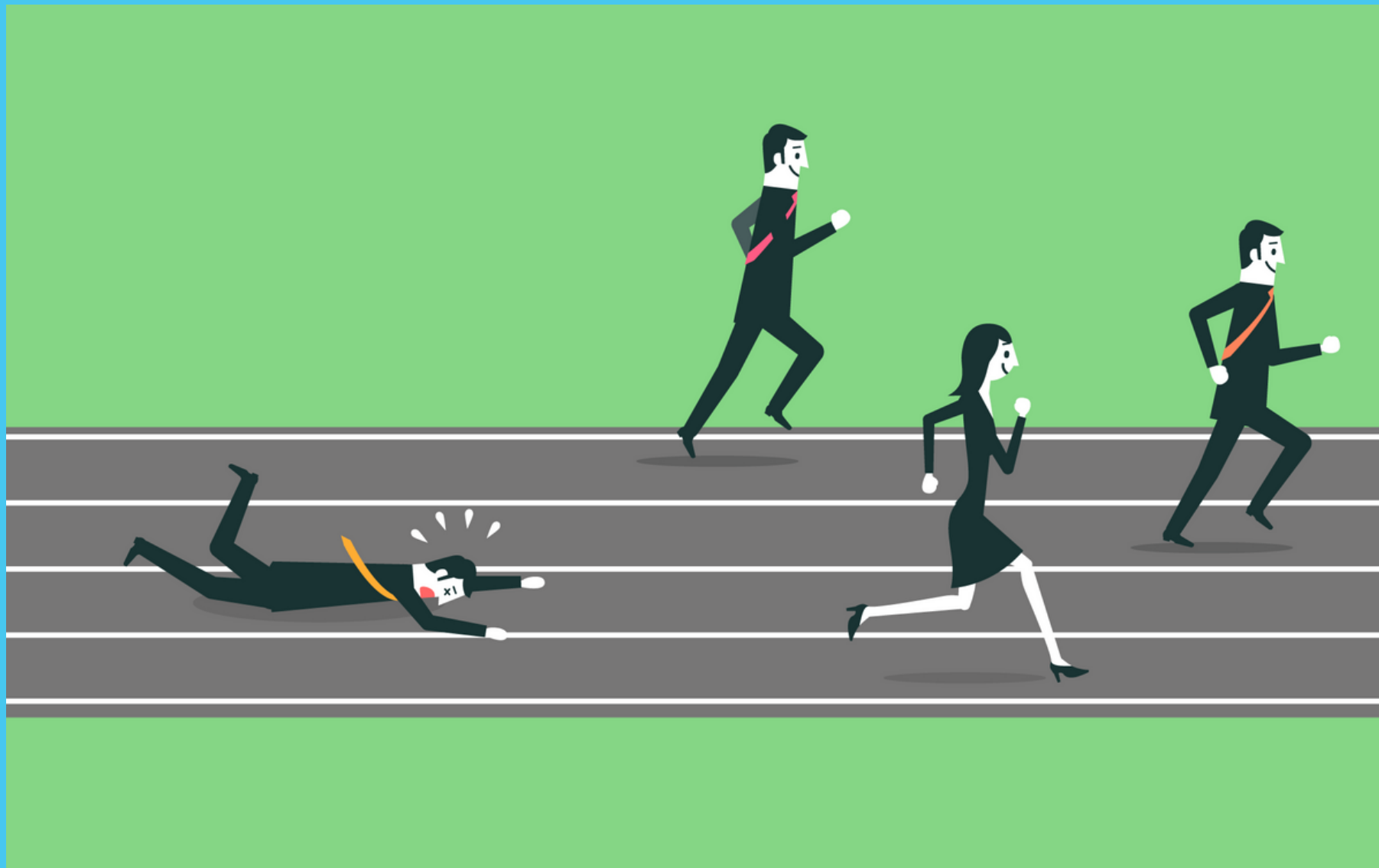
Free Info

Testimonials

Samples

“Will you go on a date with me?”

6. That Helps Them Avoid Failure



- Every human being is trying to avoid a tragic ending where the villain wins
- “So What?” Factor;
FOMO

Loss Aversion

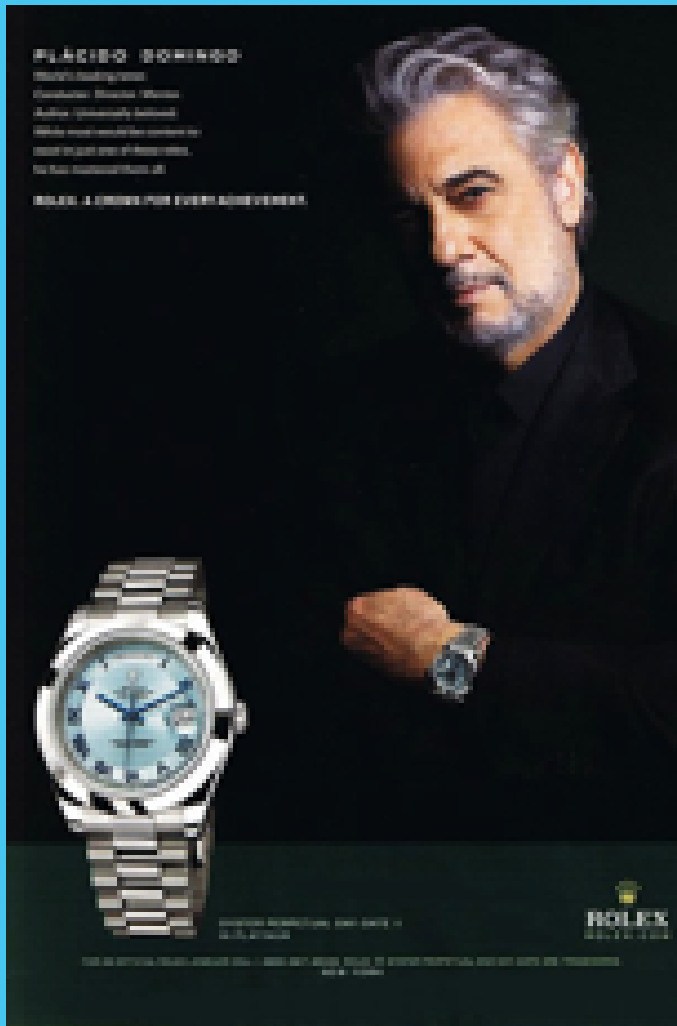
- What are we helping the hero avoid?



7. And Ends in Success

- Tell them how your brand can change their lives.
- Without a vision, people perish. And so do brands.





What will life look like?



More power and higher status
Increased safety and security
More money
Happier

THE DESIRE TO TRANSFORM: NEW EQUILIBRIUM

- Your brand is helping people become better versions of themselves: wiser, more equipped, more physically fit, more accepted and more at peace.
- Aspirational Identity



EXAMPLES OF TRANSFORMATION



PET FOOD

From: Passive Dog Owner
To: My Dog's Hero

FINANCIAL ADVISOR

From: Confused and ill-equipped
To: Confident and smart

SHAMPOO

From: Anxious and glum
To: Carefree and radiant

Does Your Brand Pass the Grunt Test?



THANK YOU!