

The magic and power
of storytelling



Paul Arnold



25 years in advertising:

- Saatchi & Saatchi and Grey
- SVP Global Account Director
- Global Planning Director (GSK)

Specialist in inspiring accelerated performance in people and teams

MBA

MSc in Change

Master Practitioner in NLP

paul_arnold@me.com

Structure

About
Stories

Brands

Organizations



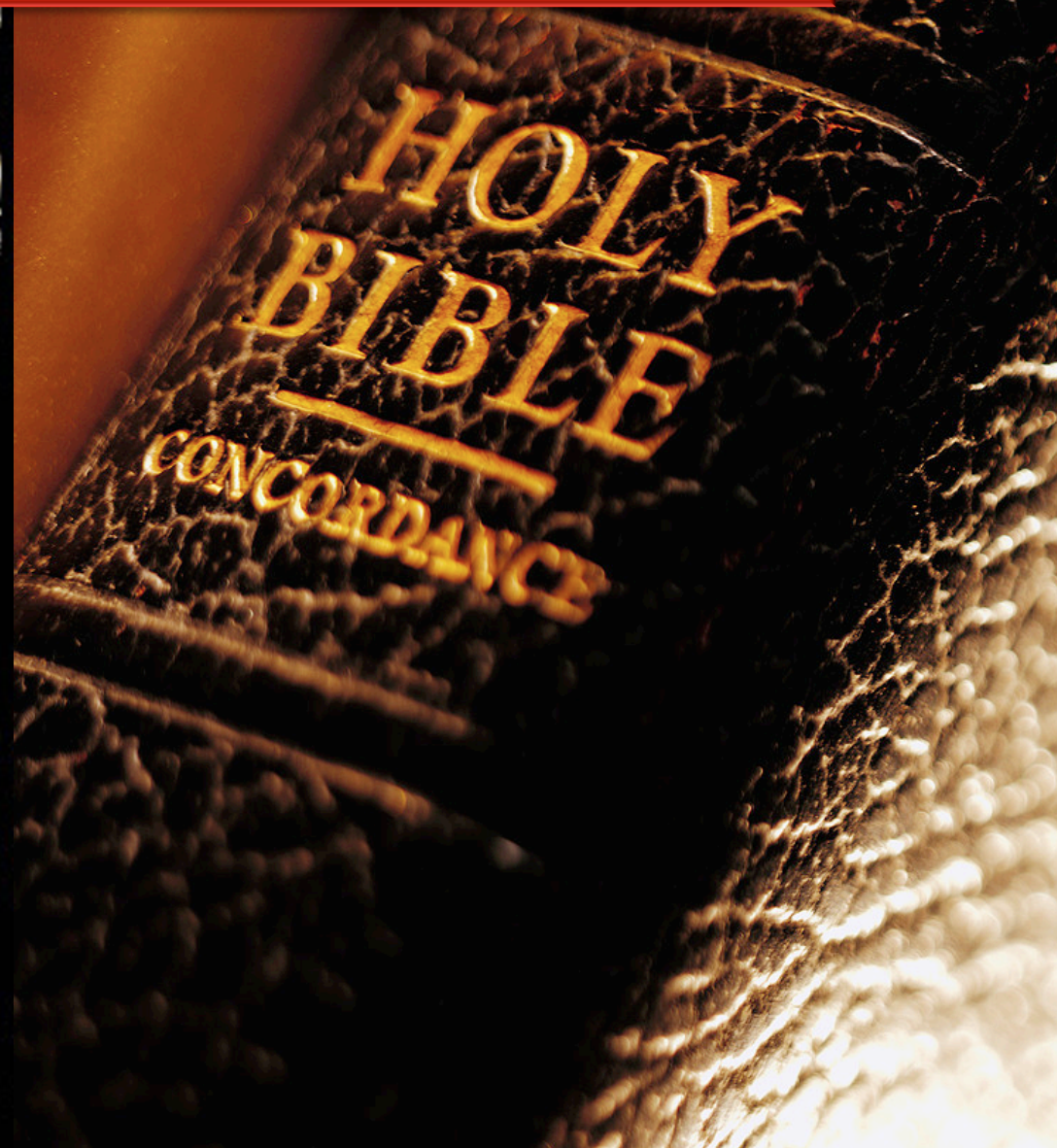
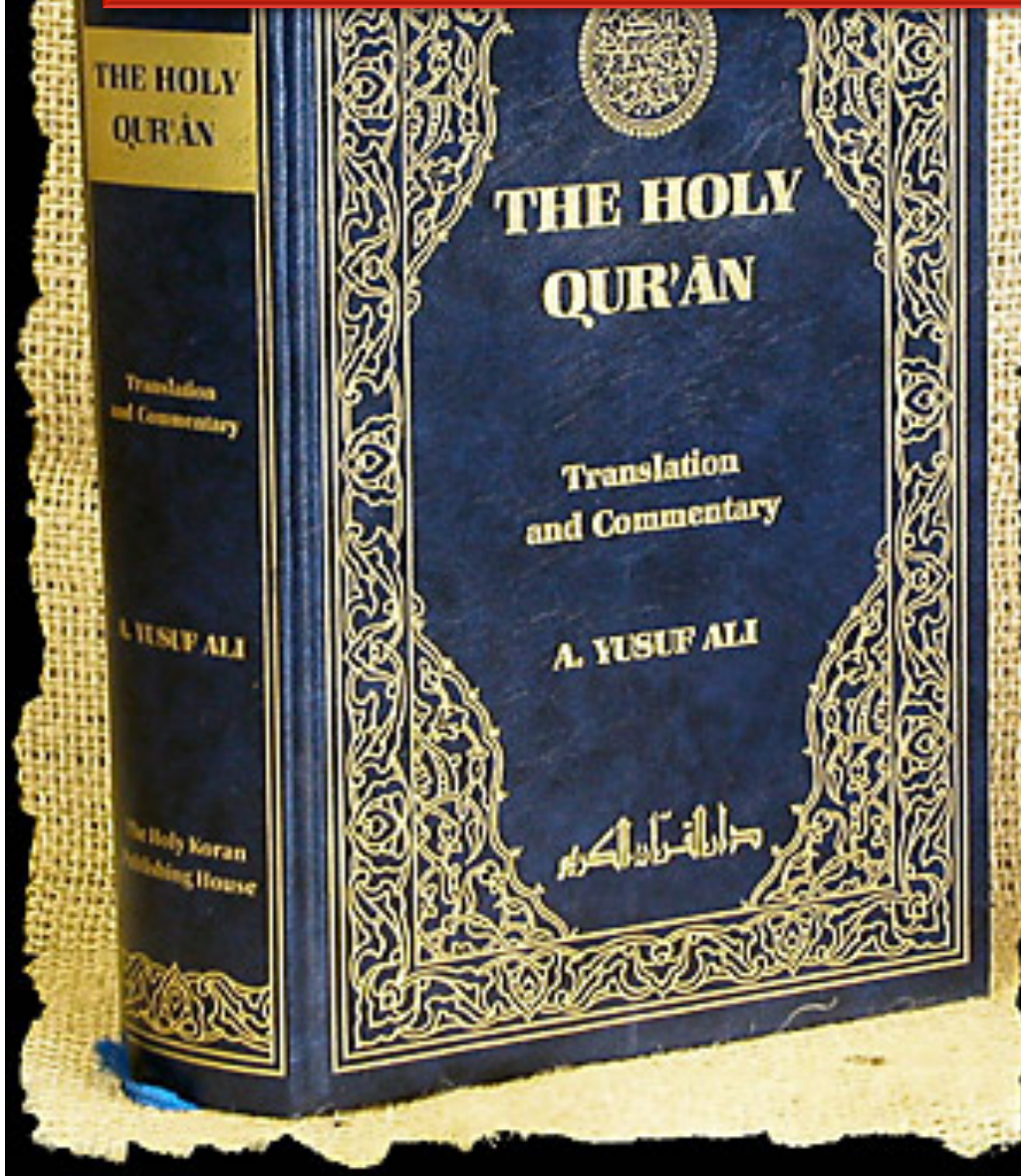
1. About Stories

About
Stories





Stories help us make sense of the world
and our lives



Stories resonate at a deeper emotional and spiritual level (as they connect with our identity and purpose)



Head

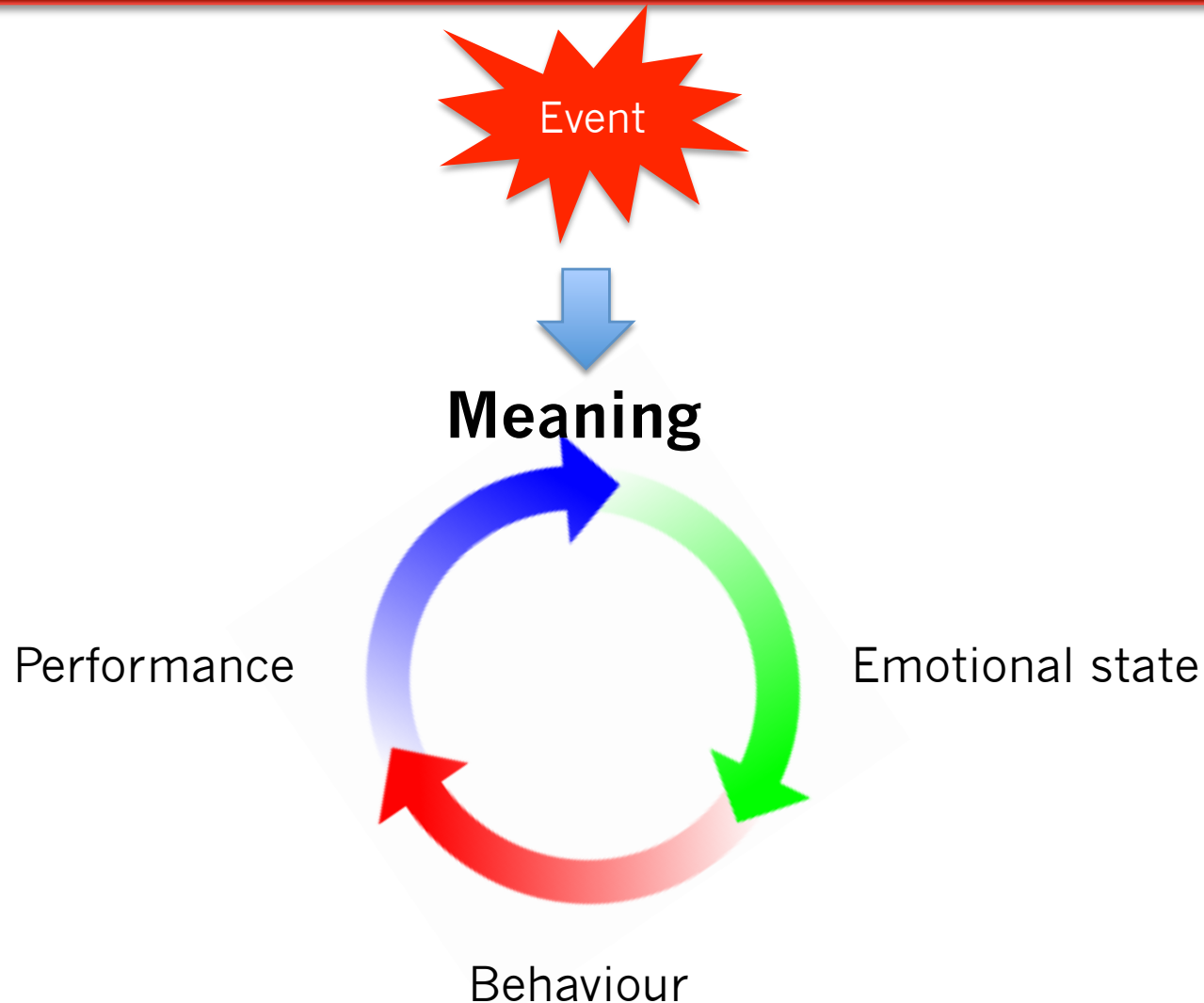


Heart

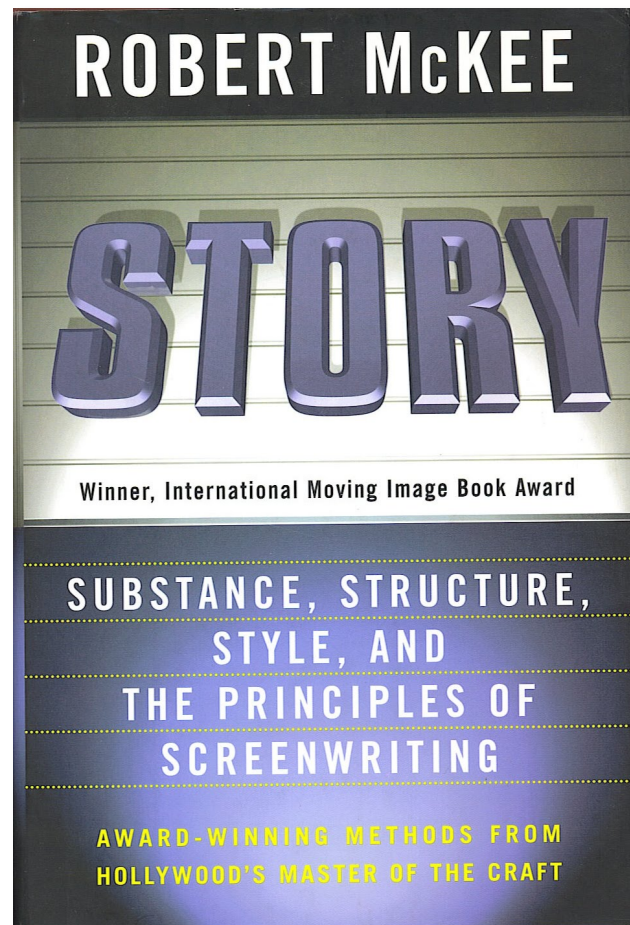


Soul

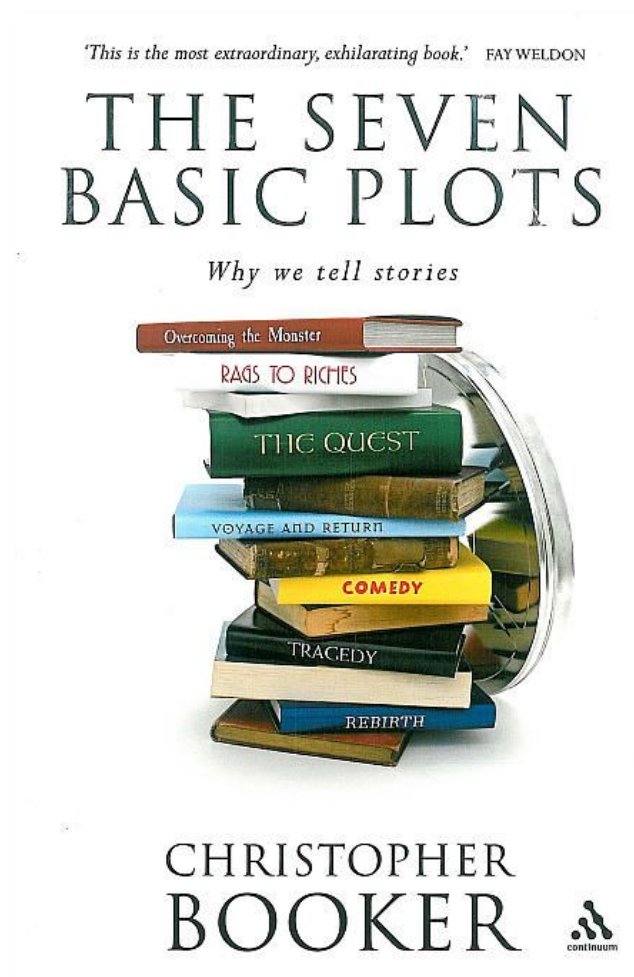
Stories are carriers of meaning



We get 'hooked' by story
(as in their story we are trying to find
our own story)



Stories connect us to our own deeper archetypal stories



The 7 basic plots

Overcoming the monster

(Good defeats evil)



Rags to riches

(You can improve your life)



The Quest

(Explore to grow)



Voyage and return

(Appreciate what you have got)



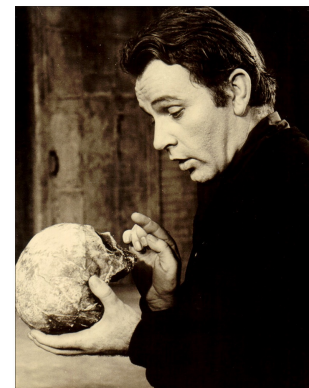
Comedy

(We need to see the funny side of things)



Tragedy

(Warning!)

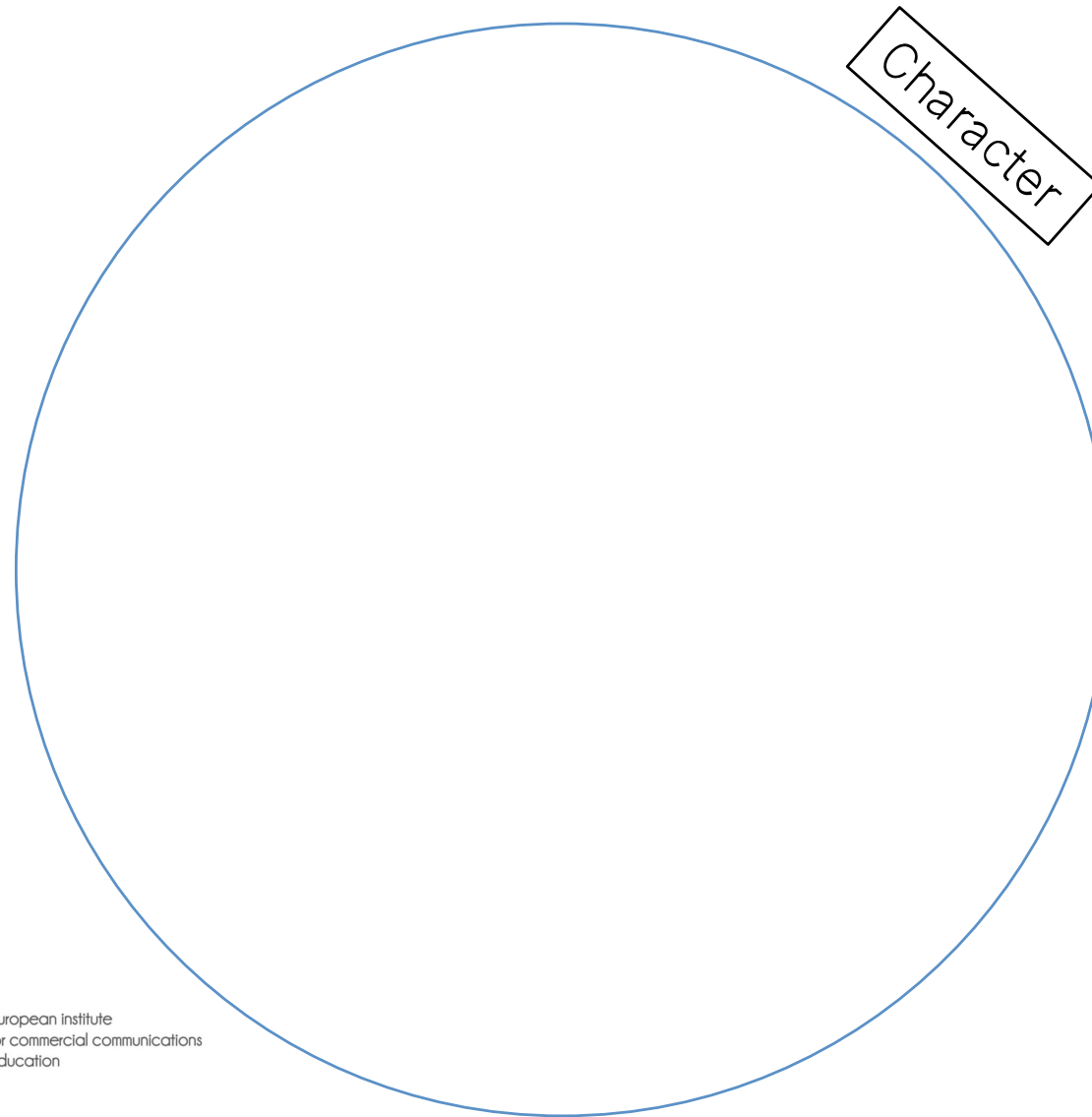


Rebirth

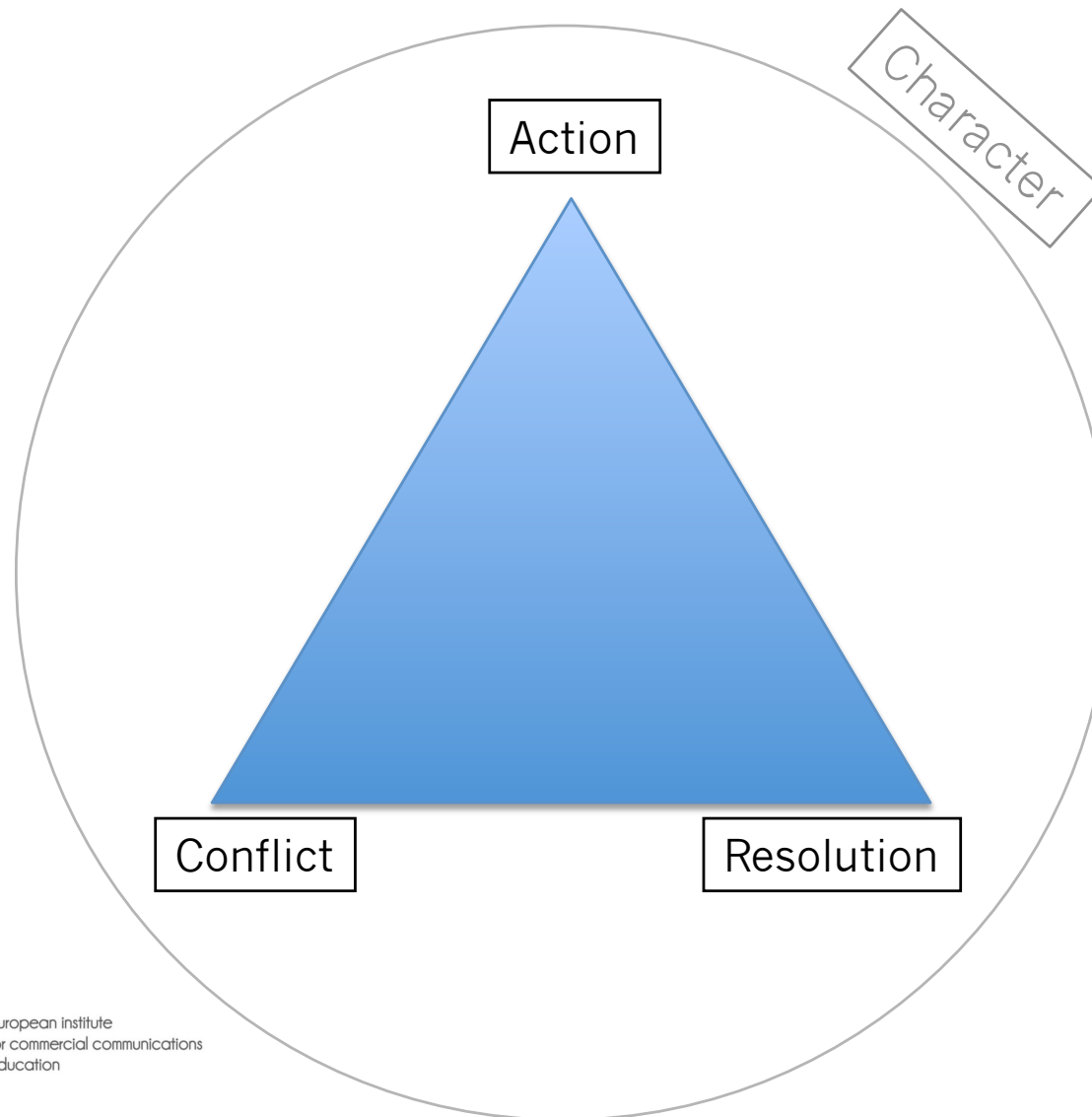
(You can change)



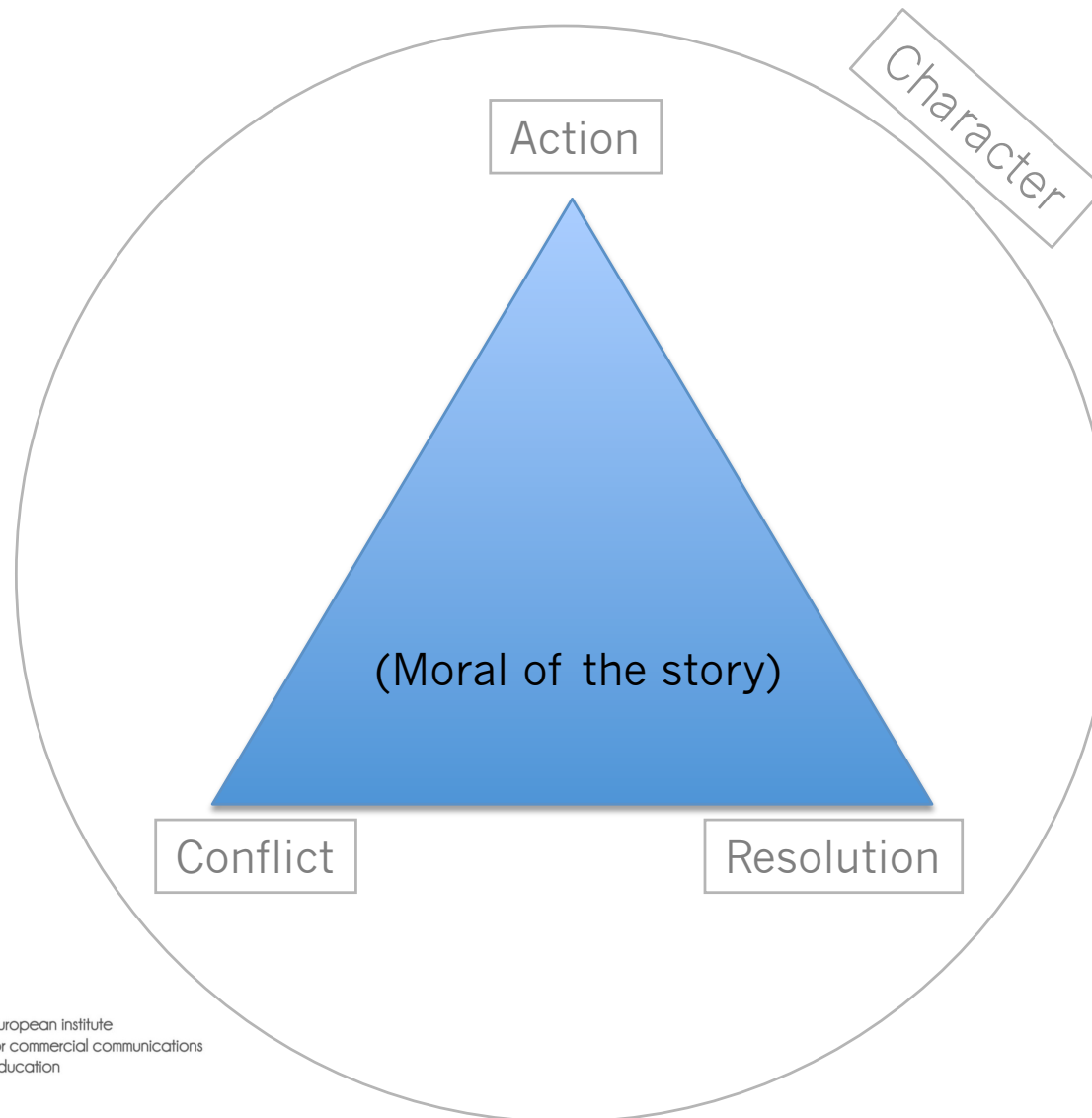
The architecture of a good story



The architecture of a good story



The architecture of a good story



2. How stories can help build brands

Brands



Stories cut through & create emotional connections



Stories shift perception and frame experiences



Stories shift behaviour



We 'wear' stories that reflect our story



Brands are stories (and it is the story we connect to)

“A great brand is a story that’s never completely told.

A brand is a metaphorical story that connects with something very deep – a fundamental human appreciation of mythology. Companies that manifest this...invoke something very powerful...

Stories create the emotional context people need to locate themselves in a larger experience”

Scott Bedbury



Brands can often play out archetypal roles



Which manifest itself in the stories they tell



Hero

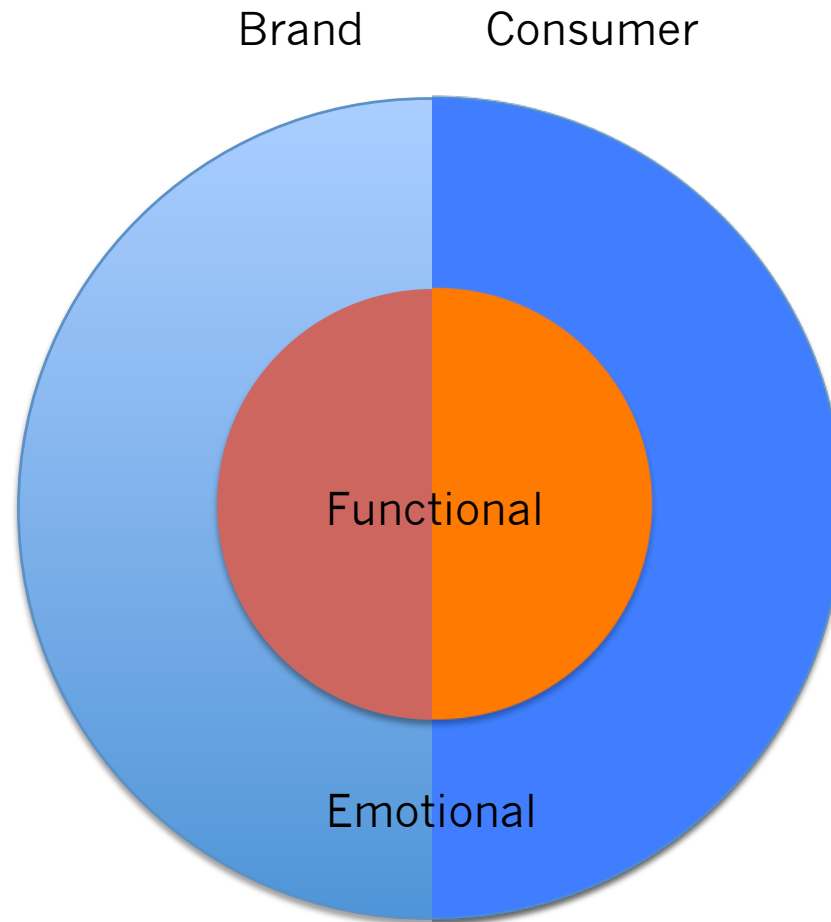


Explorer

The internet is helping us to tell more stories (and more of the story)



But these days the brand story is
co-created



Story builds values



The Evian logo is centered within a white oval. Above the oval, three blue mountain peaks are visible against a light blue sky. The background of the entire image is a soft-focus photograph of a mountain range with a body of water in the foreground. The word "evian" is written in a bold, red, lowercase sans-serif font. A registered trademark symbol (®) is located at the bottom right of the word.

evian®

Eau Minérale Naturelle

And bad stories kill reputations and value



Tweets



Paul Arnold @Sloowdown

Tag Horror Don't trust their service department - they tried to rip me off £200 for something that took me 1 minute to fix - shame on you!!

2:24 PM - 30 Mar 12 via Twitter for iPhone · Details



Bad stories travel faster and further

Finding your brand story

Sources:


- History/Values
- How product is made
- How product is used
- Culture
- Consumer
- Created stories



Authenticity is key - Find your truth





History



**MR. JACK DANIEL WAS NO SAINT.
BUT HE DID START SOMETHING OF A RELIGION.**

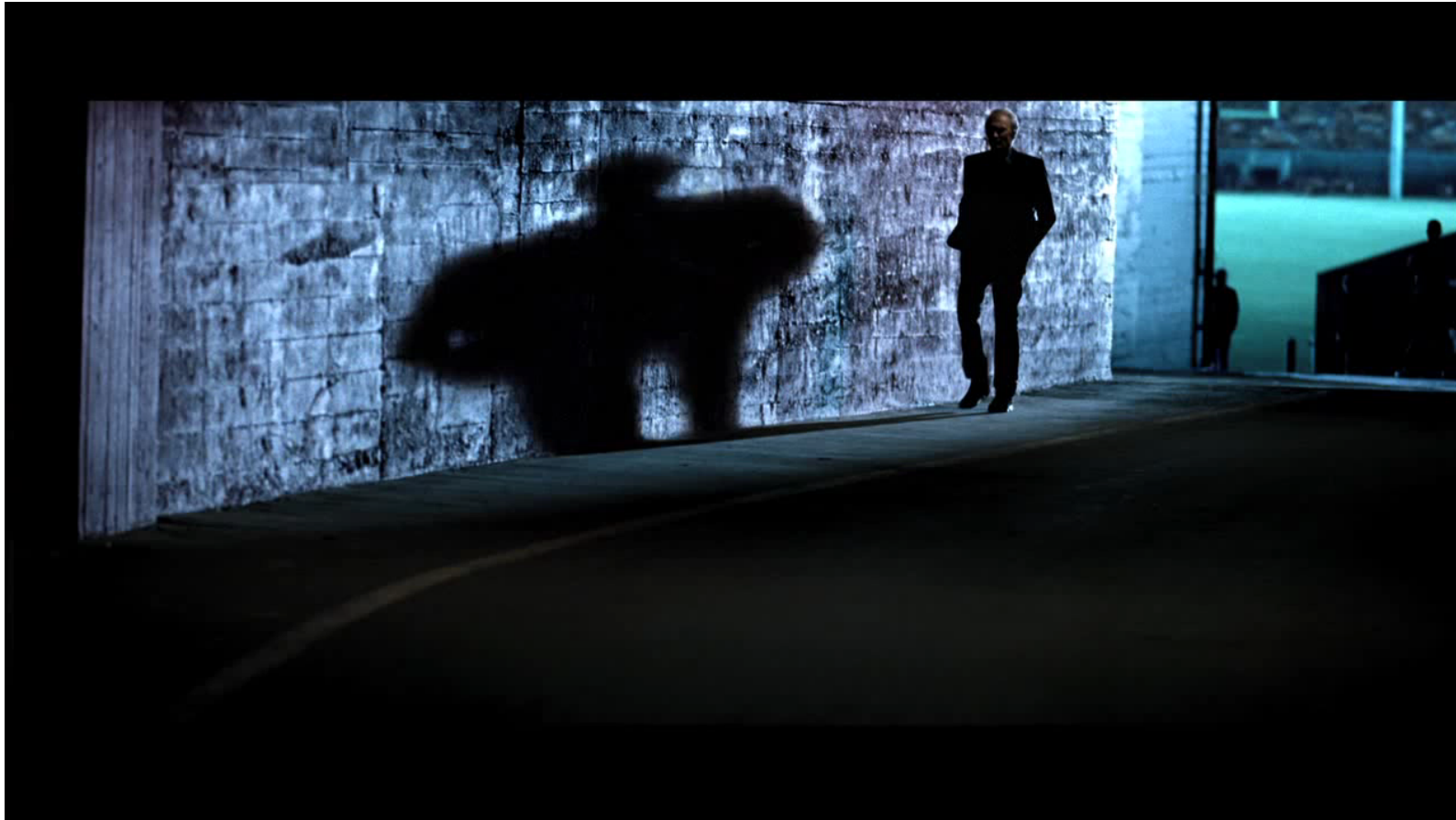
We think Mr. Jack would be gratified to know his 'Tennessee sippin' whiskey still attracts zealous devotees. And that the folks in Lynchburg who produce his whiskey today, are equally passionate about making it his oldtime way.

JACK DANIEL'S  TENNESSEE WHISKEY



Your friends at Jack Daniel's remind you to drink responsibly.

Values



Chrysler – It's half time in America

The product story



Bird's Eye – no colour



www.pret.com



Before dawn

Every Pret has its own kitchen. Our sandwich and salad chefs make Pret sandwiches, baguettes and salads in-house during the day. This is a huge challenge and totally essential to good quality. Our fresh, natural ingredients are delivered before dawn. We don't have a factory. We hand-make about 43 different products throughout the day. All of them straight from the shop kitchen.

Possie Font No.47

The product in use story



Mercedes-Benz - Safety

Consumer stories



Sensodyne – consumer story

Consumer stories



..and remember, the story is constantly evolving



And sure there are just great stories in ads...



...but these are not authentic stories.

A brand story only really creates a deeper meaning
when it comes from a
truth

3. Using stories in organizations



Organizations

The power of stories within an organization



Stories avoid critical analysis



Stories allow the unsaid to be said

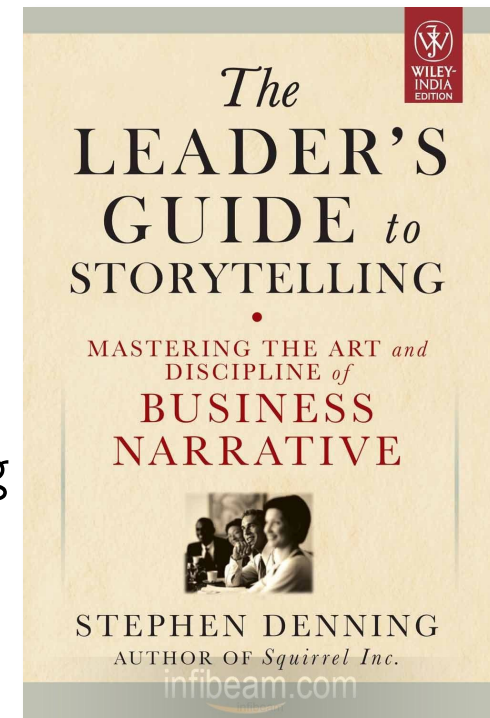


The CEO is the chief storyteller of the organization



The different ways storytelling is used in organizations

- Company Vision/leading into the future
- Communicating values
- Building cultures
- Getting commitment/collaboration
- Providing focus/direction
- Sparking action/change
- Learning/sharing of knowledge/sense making
- Developing credibility
- Reconciling differences



Summary

- Find the authentic story
- Don't just tell stories – live them – develop them – grow them
- What is your own story you want the world to hear?



"That's all Folks!"