



Alexandre Duarte - STORYTELLING



Don't you
have nothing
more interesting
to do?

SEX

DRUGS

~~SEX~~

too exhausting

~~DRUGS~~

too expensive

~~ROCK'N'ROLL~~

too extinct

TIME

Today, everything is very fast.



Waiting hurts.

A photograph of a neon sign in a dark room. The sign is made of white neon tubing and displays the text "SOMETIMES I THINK SOMETIMES I DON'T" in a clean, sans-serif font. The sign is mounted on a wall and is illuminated, casting a soft glow. The room is dark, with the sign being the primary light source. The text is arranged in four lines: "SOMETIMES", "I THINK", "SOMETIMES", and "I DON'T".

SOMETIMES
I THINK
SOMETIMES
I DON'T

Intermittence.



Disposable.

now

make the most of now

Urgency.

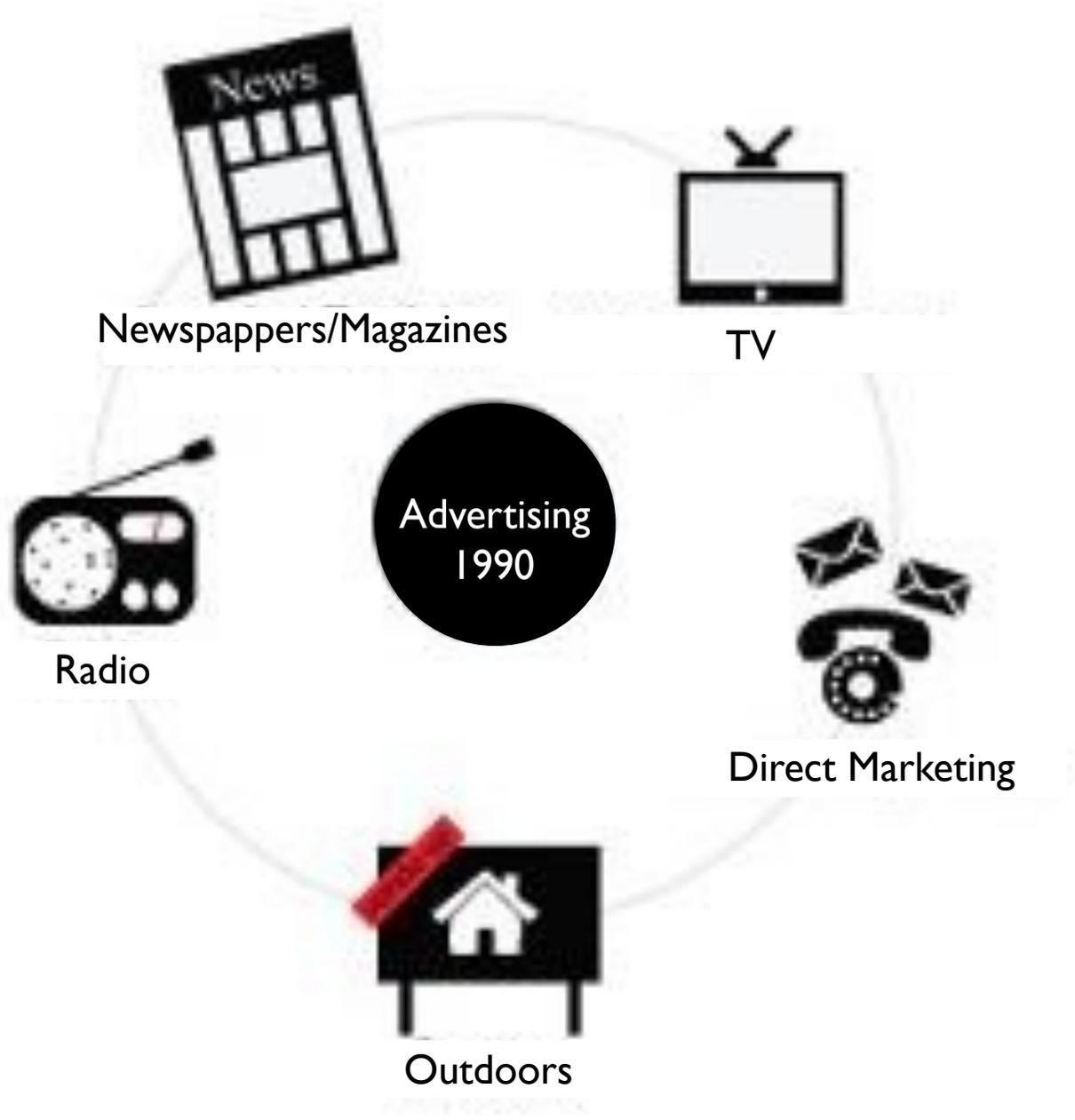
The world
has changed.

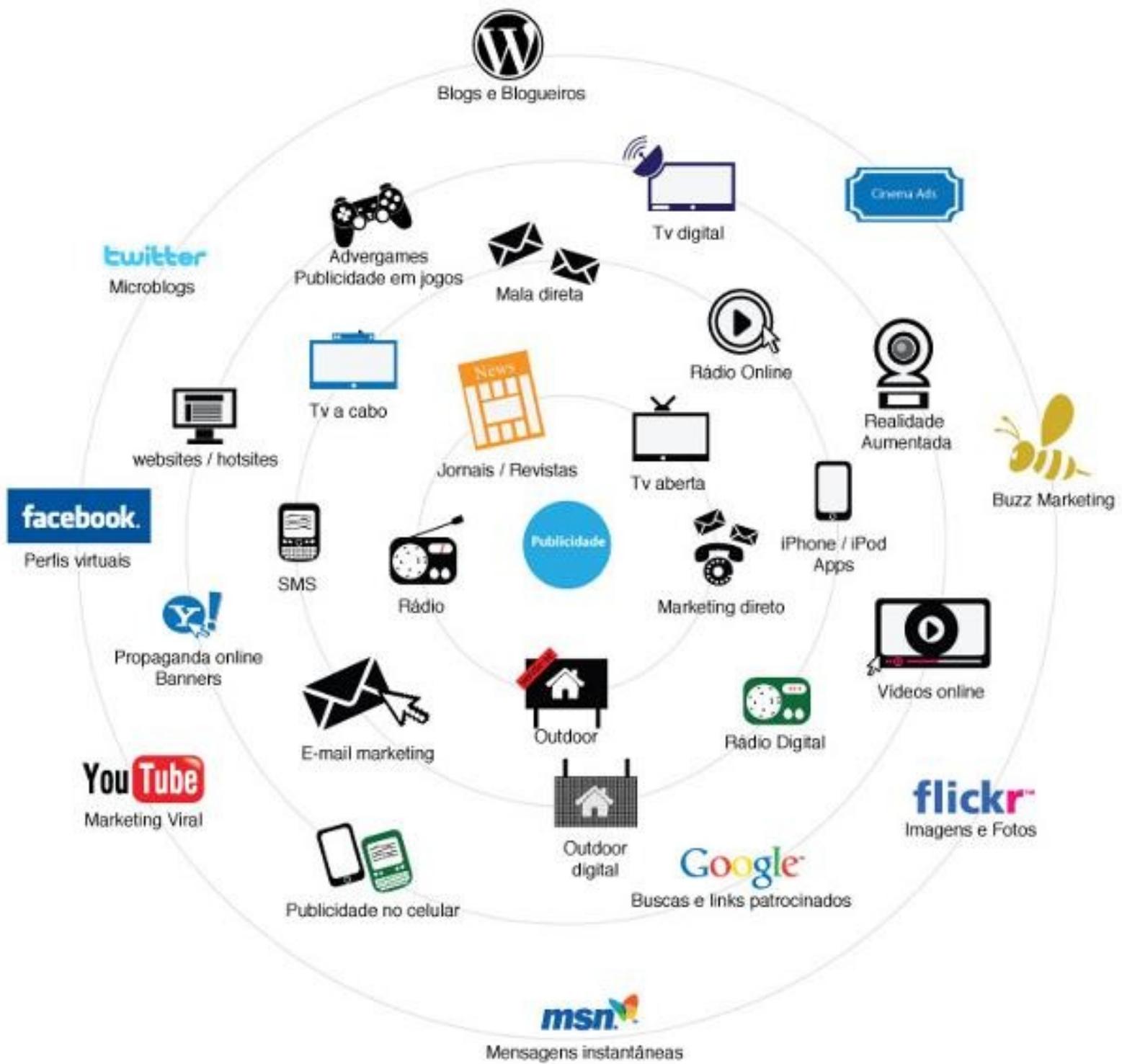


THE WORLD IS YOURS

Steven Pantano art photography

the world is yours © 2005 Steven Pantano





Social Marketing Management

BUDDY#MEDIA shoutlet
SYNCAPE vitruve
Context Optional involver

Social Publishing Platforms

hootsuite Flowtown
Spredfast awareness
hearSAY co tweet tapit Socialware

Social Promotion Platforms

offerpop Seismic Strutta votigo
SocialAppsHQ extole
NORTH SOCIAL Zuberance BzzAgent FanZilla
CalinSea

URL Shorteners

bitty
tiny arrows
TinyURL.com

Stream Platforms

UberMedia TweetDeck
twhirl Aol Lifestream...

Twitter Apps

twitpic tweetmeme
StockTwits Cadmus
wefollow flixup!
Listorious twitvid

Social Advertising Platforms

TBG Lexity spruceMEDIA Adaptly Clickable
BLINQ MEDIA epic social SOCIALTYZE
nanigans
taykey
KENSHOO Marin EfficientFrontier

Social Brand Engagement

socialvibe mylikes
adly local response
appsavvy
DYNAMIC SIGNAL
sharethrough

Content Curation

hunchi memolane
BuzzFeed summify
Flipboard SkyGrid Storify

Facebook Apps

LIKESTER BranchOut
SNAP badOo smile
causes booshaka

Social Commerce Platforms

Payment Moontoast SHOP TAB
live gamer dotbox
muncop Mokuo trial pay
Storenvy FLUID shop igniter
VendorShop milyoni

Facebook Gaming

playfish zynga MetroGames
Playdom ZAMM CrossStar
socialpoint DIGITAL
UBISOFT WILDNEEDLEGAMES

Social Ad Networks

OneFlot rockyou BCF OSS LIFESTREET
radium media6degrees XGRAPH

Social Data

GNP DATASIFT RapLeaf

Social Search & Browsing

TOPSY wink Aardvark StumbleUpon greplin spokeo

Social Intelligence

PostRank Trendrr ATTENITY VISIBLE
actiononly vrheat
bottlen so colligent
synthesio sysomos brandprotect
ALTERNAN

Social Scoring

KLOUT
empireavenue
PeerIndex

Social TV

PHILO
GetGlue clipsync SnappyTV
INTO-NOW tunerfish

Social Networks - Other

LinkedIn TAGGED my friendster gaia
plaxo Path Wechat NABBO
mybearbank orkut Google+ #hashable renren friend.ly

Social Business Software

pasenger lithium jive telligent

External (Customer) Facing

Ngage Satisfaction LeverageSoftware
Pluck KickApps mZinga Assistly

Internal (Employee) Facing

huddle acquia IGLOO TWiki
cubetree Watchitoo Yammer
moxie Socialtext Rimbic SOCIALCAST

Blogging Platforms

tumblr
posterous
Blogger
WordPress
SQUARESPACE
Joomla!
JUX

Social/Mobile Apps & Games

wozo fwiX
loopt h5
BuddyPress NING
mixxt Groupitz

Social Shopping

GiantHerd Swipely SUPPLY
Zaarly LOCKERZ
zappli SVPPLY glibbi ikaboodle

Social Referral

ShopSocially socialfeet
SooFriends TurnTo curebit

Content Sharing (Reviews/Q&A/Docs)

topix digg fotopedia slideshare
yelp Angie's list Quora Scribd
DocShare

Plug-ins/Widgets

bynt Bazaarvoice glyya Badgeville
ShareThis spinback janrain conduit
clearspring echo PowerReviews
Mass Relevance meebo
widgetbox

Traditional Publishers

CANDY CN The New York Times
Glam Media
abc THE WALL STREET JOURNAL
HEARST corporation
Aol. CONDÉ NAST

1. Google™ 2. Google™ 3. Google™

4. Google™ 5. Google™ 6. Google™

1. 
2. 
3. 
4. 
5. 
6. 

1. amazon.com

2. amazon.com

3. amazon.com

4. amazon.com

5. amazon.com

6. amazon.com

1. **You Tube**TM

2. **You Tube**TM

3. **You Tube**TM

4. **You Tube**TM

5. **You Tube**TM

6. **You Tube**TM

1. flickr^{GAMMA}TM

2. flickr^{GAMMA}TM

3. flickr^{GAMMA}TM

4. flickr^{GAMMA}TM

5. flickr^{GAMMA}TM

6. flickr^{GAMMA}TM

1. The logo consists of the letters 'e', 'b', 'a', and 'y' in red, blue, green, and yellow respectively. In this version, the letters are overlapping: 'e' is on the left, 'b' is in the middle, 'a' is to the right of 'b', and 'y' is on the far right. The 'b' and 'a' overlap, and the 'a' and 'y' overlap.

2. The logo consists of the letters 'e', 'b', 'a', and 'y' in red, blue, green, and yellow respectively. In this version, the letters are overlapping: 'e' is on the left, 'b' is in the middle, 'a' is to the right of 'b', and 'y' is on the far right. The 'b' and 'a' overlap, and the 'a' and 'y' overlap.

3. The logo consists of the letters 'e', 'b', 'a', and 'y' in red, blue, green, and yellow respectively. In this version, the letters are overlapping: 'e' is on the left, 'b' is in the middle, 'a' is to the right of 'b', and 'y' is on the far right. The 'b' and 'a' overlap, and the 'a' and 'y' overlap.

4. The logo consists of the letters 'e', 'b', 'a', and 'y' in red, blue, green, and yellow respectively. In this version, the letters are overlapping: 'e' is on the left, 'b' is in the middle, 'a' is to the right of 'b', and 'y' is on the far right. The 'b' and 'a' overlap, and the 'a' and 'y' overlap.

5. The logo consists of the letters 'e', 'b', 'a', and 'y' in red, blue, green, and yellow respectively. In this version, the letters are overlapping: 'e' is on the left, 'b' is in the middle, 'a' is to the right of 'b', and 'y' is on the far right. The 'b' and 'a' overlap, and the 'a' and 'y' overlap.

6. The logo consists of the letters 'e', 'b', 'a', and 'y' in red, blue, green, and yellow respectively. In this version, the letters are overlapping: 'e' is on the left, 'b' is in the middle, 'a' is to the right of 'b', and 'y' is on the far right. The 'b' and 'a' overlap, and the 'a' and 'y' overlap.

FedEx®

Express



Our target

***“smells”* an ad**

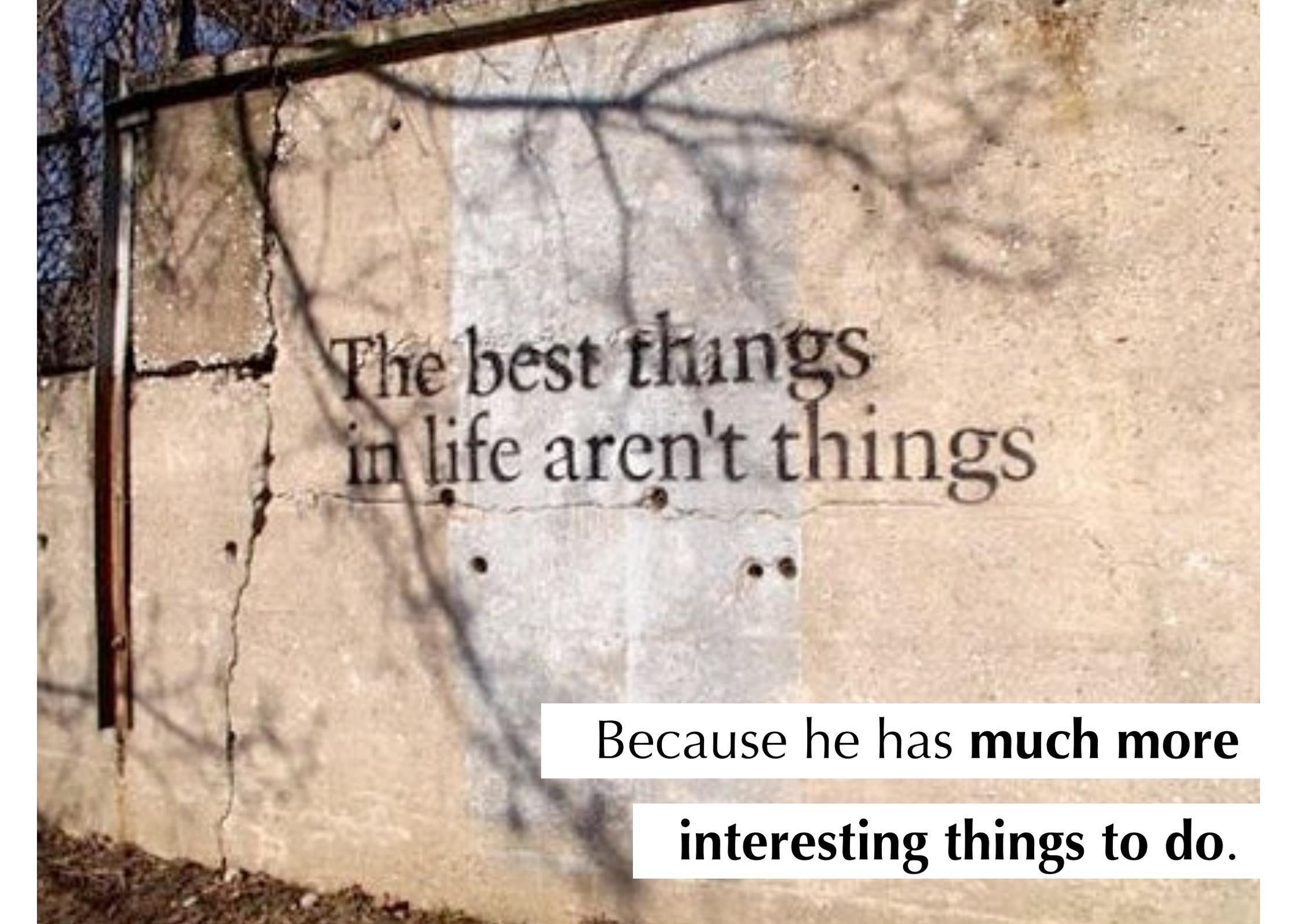
miles away



And **trys** to avoid it

at all costs.

Why?



The best things
in life aren't things

Because he has **much more**

interesting things to do.

Advertising isn't

competing with

the real world



**The world is a place
infinitely interesting.**



And that reality
makes advertising
seems very
uninteresting.

People
don't have time
for advertising.

Each individual

is **too busy**

thinking of himself.



Too concerned
with **what is has to do**
and in what he wants
to “waste time”
with advertising.

MAE-TEK

Universal Remote Control

For European Market



7 IN 1

URC-E701

Operate All Brands
Including: Aiwa, Goldstar,
GEC, Hitachi, ITT-Nokia,
Kenwood, Mitsubishi, NEC,
Nordmende, Panasonic,
Philips, Philco, Pioneer,
Quelle, Rank, SABA,
Samsung, Sanyo, Schneider,
Sharp, Siemens, Thomson,
Zenith, etc.
See back!



Replace Lost or Broken
Remote Controls

Too busy
to seek and
create fun and
good
experiencies,
picking and
choosing the
best content
for their lives.

It has
more to do,
than time
to deliver it.

The selection criteria are increasingly “tight”



Constantly
searching for things
where **to spend**
his money.



- Paris Hilton -



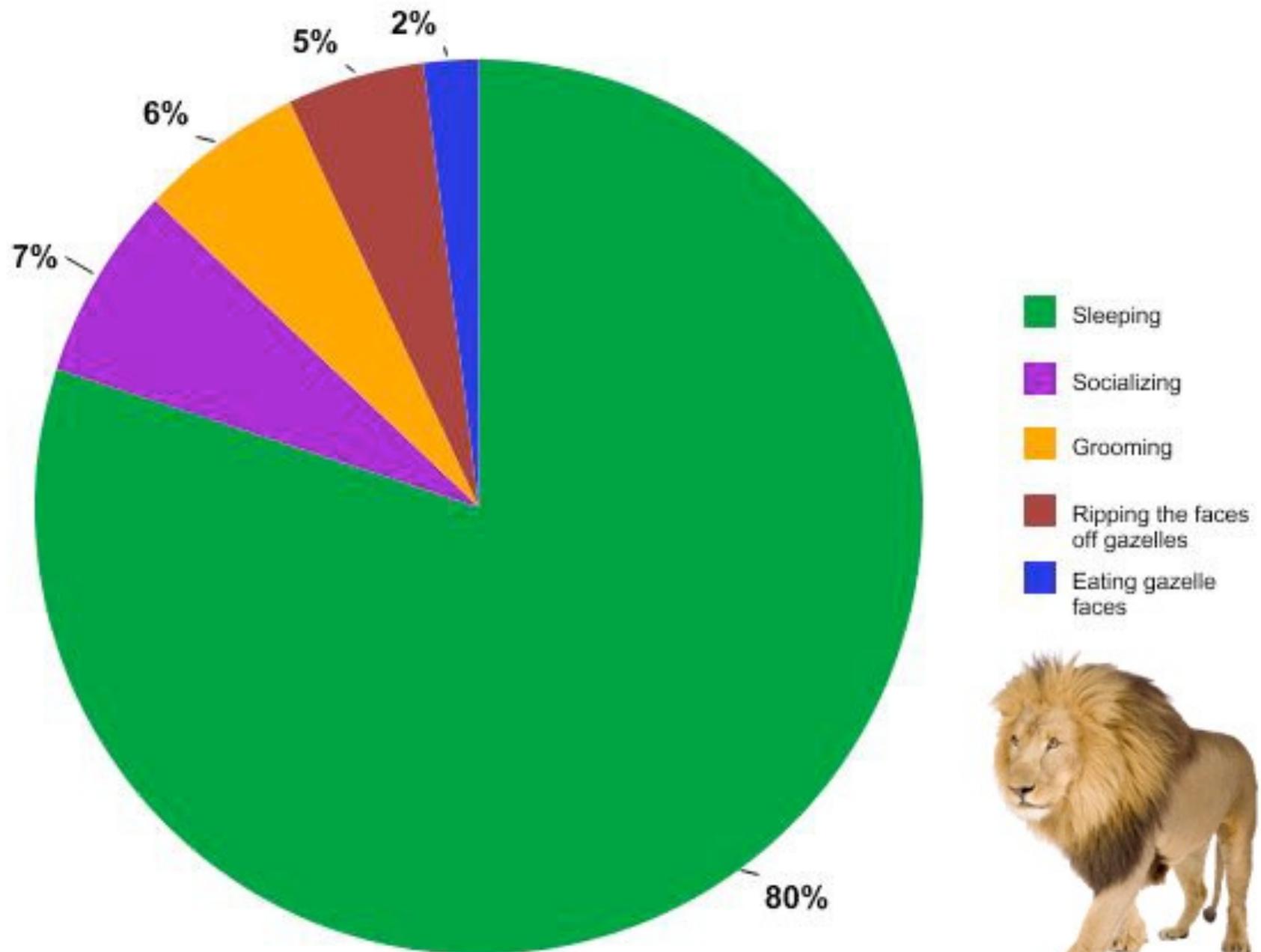
Frantically
searching for things
where to use their time.

Time
has become
our precious
thing.

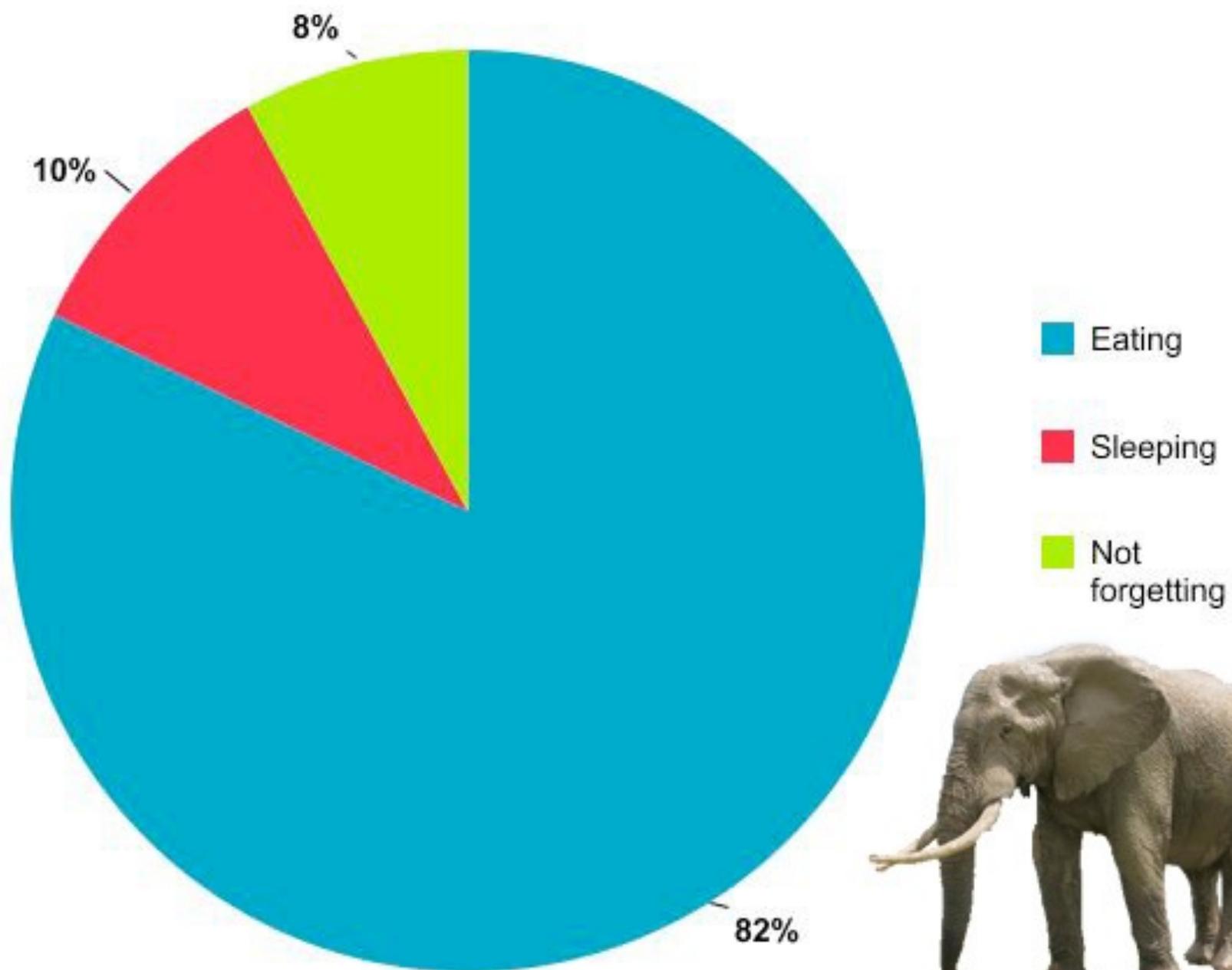
**THIS DAY
WILL
NEVER
HAPPEN
AGAIN**

(INSERT DATE HERE)

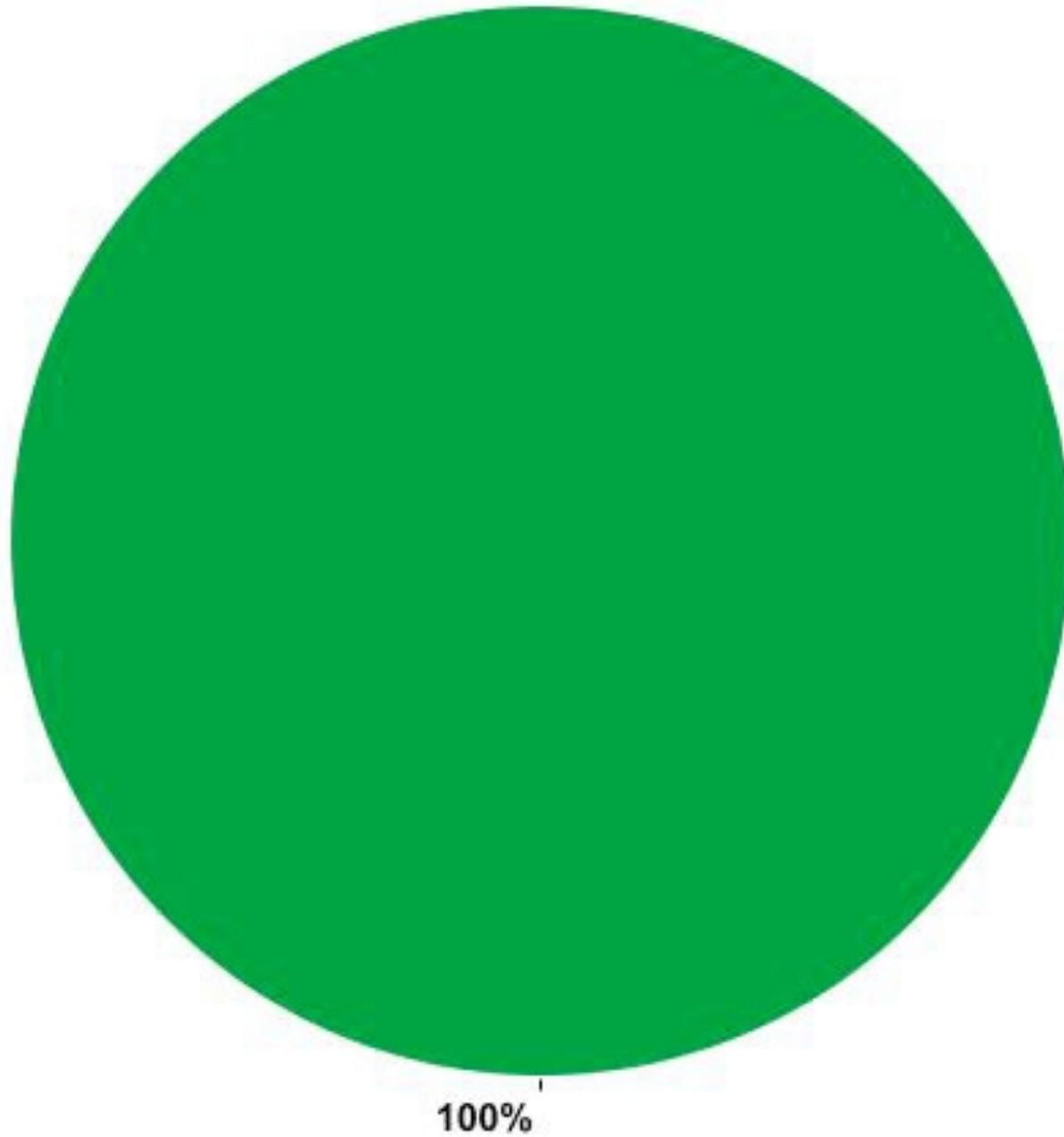
How Lions Spend A Typical Day



How Elephants Spend A Typical Day



How Pandas Spend A Typical Day



■ Being adorable



Don't you
have nothing
more interesting
to do?

A person wearing a black hoodie and sunglasses is sitting on a red brick wall. They are holding a newspaper in front of their face. The text "What's the big deal?" is overlaid on the newspaper. A white cup is on the ground in front of them.

**What's the
big deal?**

Create ideas

with witch people

wants to spend time.

Why?

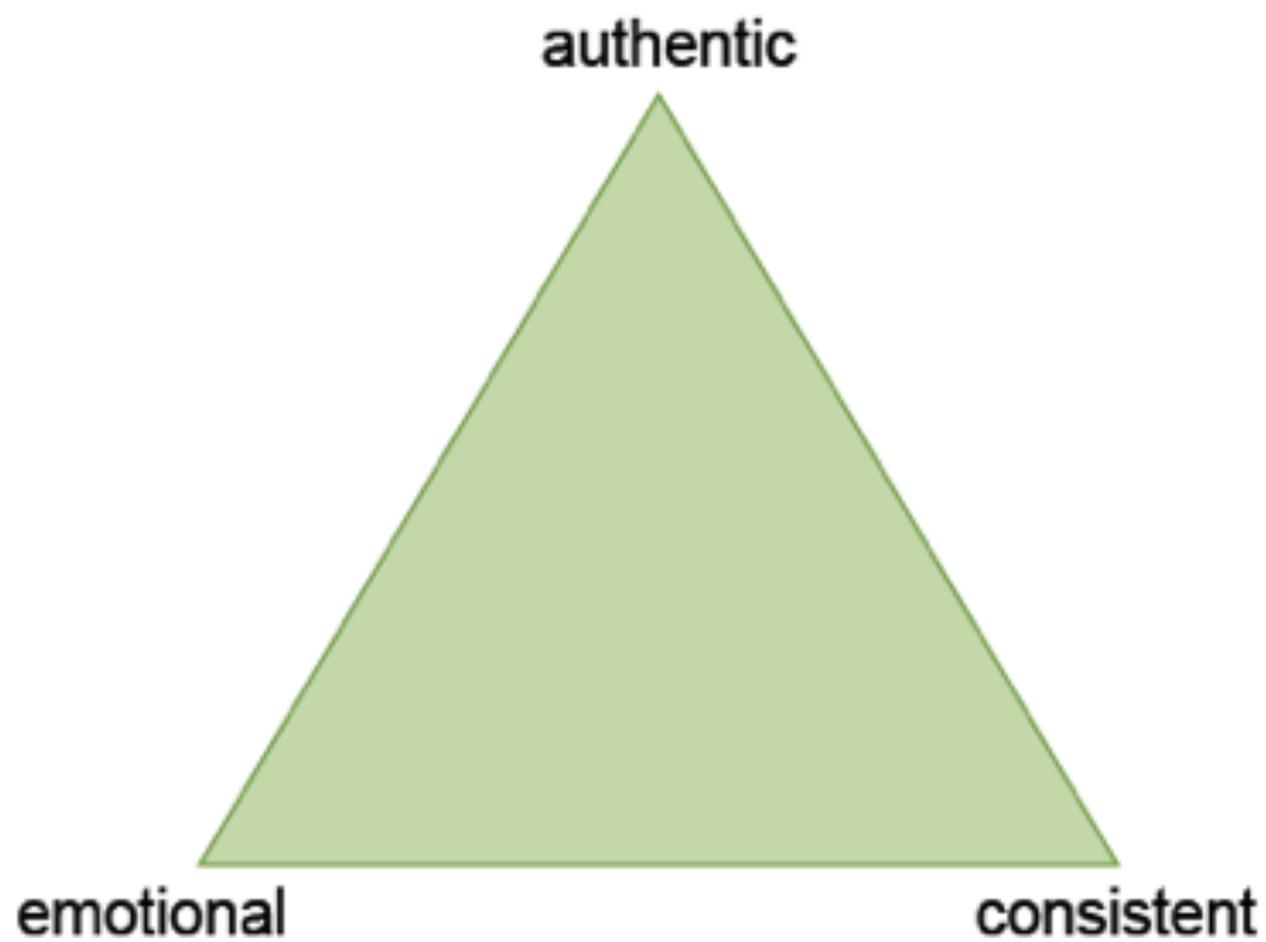
The better the idea,

the longer the time

people will devote.

That's where
storytelling enters.

So, how to define
the power
of a brand story?



~~"This is what we do"~~ → "This is why we're important in your life."

To answer that,
brands needs
to aks

5 questions:

#1. Does my story
have human emotion?

#2. Does my story
reveals a brand truth?

#3. Does my story
has a great insight?

#4. Does my story makes
people relate to it?

#5. Does my story
start people?

Marketing
is not a battle
of products

Marketing
is a battle of
perceptions

Create stories

with witch people

wants to spend time.

The Conventional Approach

The marketing of many products and services follows a strategy of four steps:

1st. The company develops a new product / service.

2nd. Research the market and ensures a significant advantage.

3rd. Hire an advertising agency for a campaign.

4th. With time and a lot of media pressure, it makes the product a powerful brand.

**These four steps represented
icons from the annals of business history.**

In theory: nothing wrong.

But in practice there is a weakest link:

win the **battle of the mind.**

In a word: **engagement.**

1024primafaci6

People were created to be loved

Things were created to be used.

The reason why the world is in **CHAOS**,
is because things are being loved,
and people are being used.

*Human
Involvement*













There is nothing
more memorable
than a good story.

Lost Generation



That's all Folks!

Thank you.