Click to prove you're human



```
Brands know they must find ways to create, produce and deploy strong and impactful content. One of the most powerful marketing tool at a brand's disposal is strong brand storytelling, which helps companies build an emotional, human connection with their clients and customers. Brand storytelling allows companies to create a narrative around
theirvalues, products and services, creating a deeper level of understanding and loyalty among consumers. Audiences are looking for that emotional connection, that emotional punch. Some brands do it very well. Consistently. People watch movies and binge-watch series because these productions are able to create that kind of connection (and it is
the reason why also producing TV shows at Toast, alongside branded content, makes so much sense). Below are examples (updated for 2025 thanks to the great research work of Edouard Bousquet-Tremblay in our content strategy team) of brands that tell incredible stories, authentic stories, through a compelling strategic narrative: To position itself
as a major player in the global rugby ball market, Rhino launched the "A Ball for the Planet" campaign. This initiative, led by Sporting Eric, highlighted Rhino's unique range of recycled balls, manufactured in India, to promote sustainability in rugby. The storytelling is deeply rooted in the reality of the community, with a particularly touching video
showing children in Kolkata, giving an authentic and human voice that encourages engagement with the brand. This approach, anchored in the reality of a community, redefined Rhino's unique value proposition by highlighting its forward-thinking and eco-responsible approach. A key element was making the Zephyr ball, an entry-level product made
from 80% recycled rubber, more accessible by selling it individually at a lower price. In addition to winning the Silver Award for Best Content Campaign at the International Content Marketing Awards (CMA), the campaign led to a 17% increase in global sales of recycled balls, with France and the UK committing to fully recycled options. Asia Rugby
also pledged to use recycled rugby balls. The campaign's reach was amplified by national publications, and the Rugby League of Wales, also committed to using recycled rugby balls. Yara International launched
the "Soil Poetry" campaign to promote its new organic fertilizers and highlight the importance of soil health. The campaign aimed to establish a deep emotional connection with farmers. To do this, direct quotes and reflections gathered from more than 1,000 European farmers were transformed into "soil poetry." The storytelling here is not
manifested in a linear narrative, but in the structure of the book itself, "The Unspoken Sacred Trust." The storytelling is not conveyed in the "once upon a time..." manner. Each excerpt demonstrates that there is a real, deep, untold story behind each word, inviting the reader to imagine the experiences and connection of farmers with their land. The
book was distributed to key stakeholders in the agricultural sector and received positive feedback, leading to a second printing due to high demand. Read the digital version of the book. The campaign won Gold for Best Content Campaign at the International Content Marketing Awards (CMA). It achieved significant digital reach, particularly in
Scandinavia, Italy, and the United Kingdom, reaching over 65,000 unique users through organic reach alone. In short, Yara's position as a brand that understands and values farmers' dedication to their land has been greatly strengthened to inspire visitors,
support local communities, and generate revenue. This "one team" approach has created a cohesive narrative that highlights Oregon's diversity and beauty. The storytelling in this case is particularly interesting because it is part of a much broader overall strategy. It is not just about telling tourism stories, but using storytelling as a powerful tool
within a larger marketing ecosystem to attract travelers' attention and encourage them to explore the region, while benefiting businesses and residents. Thanks to this content Strategy of the Year award. The organization generated a significant economic impact,
contributing more than $50 million to the state's economy. The content-driven approach not only strengthened Oregon's appeal as a tourist destination, but also demonstrated the power of well-orchestrated storytelling to drive economic growth and support local communities. This collaborative effort between Salesforce, a cloud-based software
company, and FORTUNE Brand Studio, the branded content department of the famous media, showcases a video campaign called The Ecopreneurs, which features climate-action entrepreneurs and their work. The campaign allows viewers to learn about the issues and the entrepreneurs, which features climate-action entrepreneurs, which features climate-action entrepreneurs and their work.
This great example of brand storytelling positions Salesforce and FORTUNE Brand Studio as companies that care about ESG investing and support innovative solutions. Why this piece is considered the content marketing project of the year according to the Content marketing project of the year according to the Content Marketing Awards: The series earned a record response from Salesforce + streaming
viewers. It ranks No. 1 in average monthly views for the platform's exclusive shows. Climate-action entrepreneurs and organizations featured in the series grew their reach and raised more money. The audience of The Ecopreneurs got to see, hear, and read amazing stories. The Ecopreneurs got to see, hear, and read amazing stories and organizations featured in the series grew their reach and raised more money.
and Best B2B Branded Content Campaign at the 2023 Content Marketing Awards. Here's the first episode available on YouTube, which has over 3.3 million views: Purdue University of West Lafayette, Indiana, revamped its marketing strategy by creating content that would resonate with their target audience. They actually also restructured their
marketing team to include cross-functional colleagues with deep audience expertise. This is also a superb example of brand storytelling as it shows how Purdue University is focused on understanding the needs of their students and creating content that is relevant and engaging. The 150-year-old iconic brand, juggling with the evolving aspects of
college education's value and multiple target audiences, changed its content approach thanks to its new CMO (R. Ethan Braden) and his team of 100+ content Marketing Project of the Year finalist and Ethan was named B2C Content Marketer of the Year
for the 2023 Content Marketing Awards. Purdue's marketing investment doubled in five years as its content machine, especially with this year's viral video as it amassed over 28 million views in eleven months on YouTube. The article details
how ServiceNow, a cloud-based workflow management software, used content marketing to a global brand. The company shifted their focus from selling products to establishing brand awareness by creating a content marketing strategy focused on thought leadership. They created a digital publication called Workflow
Quarterly that covered emerging trends in enterprise tech, not just focusing on ServiceNow products but on how technology could improve businesses in general by educating readers on digital experience to ESG (environmental, social, and governance)
to risk management. This great example of brand storytelling positions ServiceNow as a thought leader in the enterprise tech industry, rather than just a software company. The editor in chief and director, Richard Murphy, explained how they weren't known outside of IT customers. Today, the 2023 B2B Content Marketer of the Year according to the
Content Marketing Awards says how "ServiceNow provides an AI-powered platform that automates processes across nearly every enterprise function, from IT to human resources, customer service, finance, procurement, and beyond. In 2023, ServiceNow boasted more than 22,000 employees and $8.5 billion in revenue, and it's on the way to $16
billion in the not-too-distant future." Volvo Penta, a supplier of marine propulsion technology from the Volvo group, reached a younger audience by creating an innovative video campaign's focus was on three young women on an adventure
rather than the product itself. This tactic allowed Volvo Penta to target a younger audience and position itself as an enabler of adventure. The campaign also avoided using stereotypical imagery of marine leisure, which typically features people relaxing on expensive boats. By focusing on storytelling, Volvo Penta was able to connect with its audience
on an emotional level and create a more memorable brand experience. This approach is a great example of how content marketing can be used to build relationships with customers and create a positive brand image. When do you see young female surfers promoting marine technology?
The campaign took up the challenge through a content package including several hero films, short technology-driven clips, still images, and articles published across the brand's owned digital platforms and social media. The campaign was deployed through organic tactics and a modest amount of amplification that "returned more than 6.5 million
impressions and more than 725,000 ThruPlays - watching to completion or at least 15 seconds." The insurance brand State Farm recently turned a viral ad into an award-winning content campaign through brand storytelling. Its "Jazz Bath: The Bath Bomb Sessions campaign" made the 2023 Project of the Year finalist list by managing to compromise
with challenges and opportunities that arise from viral content, and using specific strategies to capitalize on success through a trending topic and positive social media buzz. This branded content, and how content
marketing should provide value to the audience. By listening to its audience and acting quickly, State Farm was able to turn a short ad into a multi-channel campaign that resonated with viewers. The ad, featuring a recognizable character (Jake) in an unexpected situation (a bath bomb bath), created a memorable moment for viewers. State Farm then
extended the story through a jazz music campaign, creating a cohesive brand experience across different channels. This approach shows how storytelling can be used to not only generate reach and engagement, but also build brand loyalty. The Humane Society, a nonprofit animal welfare organization, uses print and digital content to connect with
donors. The Society's magazine, All Animals, features stories about rescued animals and highlights the role of donors in the Society to reach a wider audience and share success stories while using emotional appeals to connect with donors and showcase the impact of their donations. Emily Hamlin Smith,
senior editorial director, was part of the 2023 finalists for the B2C content marketer of the year. She and her team are able to craft emotional content that resonates with text to create a more impactful story. The
Humane Society uses this technique extensively, likely because images can evoke strong emotions in viewers and leave a lasting impression. Emotional imagery of animals in distress can create a sense of hope and accomplishment. Individuality over
generality: The importance of focusing on the stories of individual animals rather than portraying animals as a whole. By personalizing the narrative, people are more likely to connect with and remember the stories about animal
suffering, they also showcase the positive impact donations have. This allows them to balance the emotional weight of the stories while giving viewers a sense of optimism through their contributions. The use of "before and after" stories is an example of this approach. In this particular case, viewers can see the animal's transformation from a state of
neglect to one of health and happiness. A clear call to action: While they may depict the suffering of animals, The Humane Society's focus is ultimately on the happy endings made possible by donations. The Humane Society can turn their
emotional response into a concrete contribution. This is a powerful example of how content marketing can be used to achieve more than just brand awareness. It can also be used to spur action on various important causes. Last year, an AI-generated video featuring a fictional pizza joint called Pepperoni Hug Spot exploded online. With millions of
views racking up, accusations flew that the AI was blatantly copying Pizza Hut, Leo Burnett Toronto, and the video's creator joined forces to turn the tables on AI. They did this by temporarily transforming Pizza Hut into the very brand the AI created! Brand storytelling made the fake AI
pizza chain a real place. This real-world version of the fictional pizza place launched with a bang with ads, recipes, and other elements inspired by the original AI video. We're talking about a 78% jump in organic impressions and 20 million impressions in 48 hours! Leo Burnett Toronto, the creative agency behind this stunt, won the 2024 Webby
Awards for best Branded Content, Advertising, Media & PR. Yara International is a Norwegian-based chemical and fertilizers, crop nutrition and environmental protection solutions. Yara believes in sustainability
and looks to ensure that its products are produced responsibly, with respect for the environment. The company also works hard to improve global food security and create economic opportunities for farmers around the world. It is in this context that they launched the "Growers for the future" campaign, the focus is on a hard reality
of growers of today: succession. Within the Growers for the Future brand, the brand created "Stories of Succession," a creative concept designed to demonstrate Yara's understanding and support of farmers in an emotional manner that had not been expressed by any other brand. This concept highlighted both the fears and worries, as well as the
hopes and dreams of farmers around the globe. Adding a rational level would provide vital information for farmers, and could contribute to profitability, efficiency and sustainability - all of these being important factors for Yara. This paved the way to series of videos and content assets that tackle this theme, through the
voice of actual farmers and growers. Kamik is a Canadian footwear company dedicated to creating quality, sustainable products for the outdoors. They create winter boots, rainboots, sandals, shoes and more that are designed to keep feet warm and dry in any environment. Kamik also embraces their commitment to preserving the environment by
using sustainable materials and processes in their production. Their passion for the outdoors shines through in their creations, making them a trusted brand for outdoor enthusiasts. When Kamik reached out to Toast to build a content assets that
would be produced. It is through this process that the #FreeYourPlay campaign was created, putting forward the importance of free play when you are a child. Throughout the campaign and backed by academic research, we outline and tell the compelling story of the importance of letting children play freely in order to build and strengthen their
imagination and autonomy. Throughout the world Apple has brand equity and awareness. And throughout the world Apple has built on the same roots it put in place way back then: Think Different. In the first example below, Steve Jobs narrates the first of Apples 'Think
Different' commercial "Here's to the Crazy Ones". It never aired. Richard Dreyfuss did the voice over for the original spot that aired. The message he wanted Apple to carry? "The ones who are crazy enough to think that they can change the world, are the ones who do" To this day, this is the type of attitude that Apple wants to support with its
products and its services. More recently, they launched the "Apple at Work" campaign, in which one of the fiction video stays very much in line with the overarching message built decades ago: (You can read our in-depth analysis of this series
created by Netflix that follows the world's most elite Formula One drivers as they battle for glory on and off the track. The series offers a unique and thrilling perspective of the sport, with exclusive access to the drivers, teams, and iconic circuits. With stunning cinematic footage and behind-the-scenes stories, Drive To Survive has quickly become one
of the top sports documentary series around. The show has been praised for its creative approach to branded content. By focusing on storytelling rather than product placement, Drive To Survive successfully captures viewers' attention in a way that more traditional advertising can't. The series also features interviews with experts in the industry,
giving viewers insight into the lives of their favorite drivers and the sport itself. In addition to its compelling content, Drive To Survive also utilizes effective marketing strategies such as social media campaigns and strategic partnerships to further promote the F1 brand. Overall, Drive To Survive is a great example of how branded content can be used
to engage audiences and create unforgettable experiences. By combining storytelling with powerful visuals and strategic marketing tactics, this series has become one of the most popular sports documentaries available today. Yvon Chouinard, the founder of Patagonia, has had the same message since the 70's: "If you can create a company of honest
messaging and truth, your customers will look to you for what's right." Patagonia is an outdoor apparel brand that focuses on creating sustainable and high-quality products while inspiring customers to
have a positive impact on the environment. They strive to be honest and transparent in their messaging and believe that customer loyalty comes through doing what is right. Patagonia is passionate about protecting the planet by reducing its environmental footprint in all aspects of its business. This means that one message they keep on telling is:
DON'T BUY OUR PRODUCTS. This might sound surprising but for as long as we can remember, Patagonia has held on to the story that a product they sell should be worn until it is unusable and unrepairable. There are many examples of this brand storytelling arc in Patagonia's history, but the example below shows this in striking manner. They
basically tell the story of a small community that does not buy new Patagonia coats when kids outgrow them, they pass it down. The Content Marketing Institute has published examples of brands that really found their voices and keep producing great brand storytelling. Proctor & Gamble stood out for us in the article. The reason? It went back to its
values, what the brand stands for and built on that. They did not try to pack a product shot into the story, they did not start from a product or service. They started from their purpose. For P&G, it became a content initiative based on diversity in media investment. It follows similar content that was produced to support black creators in the United
States. Their goal: tell stories that matter. "All brands - regardless of size - can tell and promote the stories of people who don't have a platform to further their message." (quoted from the CMI article) As for Volvo, a great piece they tells the stories of people whose lives were saved by the 3-point seatbelt the brand invented. It does not talk about
their most recent models. It does not talk about the service you can get with your Volvo car. It tells a story around what the brand has always stood for: road safety. There are so many great examples of strong brand storytelling. Airbnb is one of them. In their series "Host Stories", they showcase great stories where Airbnb made a difference in a
host's life. This approach is directly in line with what we teach and advocate when speaking about brand to storytelling: it is not about you, the brand. It is about your brand is a guide that has a plan (this is actually textbook from the Storybrand model). In
their case, the stories aren't told using video, but rather as thoughtful articles that tell the story. And I think this is what makes theses stories falls into the "story of success" type from our article 6 types of stories for powerful brand storytelling. Types of stories that,
just like what Storybrand recommends, focuses on the reader and how they can identify with the main character of the story rather than focusing on the brand and how good their product or service is. Manchester City is an English football club that has global awareness. Sports has always been a great vehicle to tell stories. There is emotion, energy
empowerment, athletes that live to go beyond themselves. And this is exactly the type of story about a woman who overcame adversity to become one of the world's greatest athletes. It's also a story about a football club that has been committed to supporting
female sports since its inception. The type of story fans (and non-fans) can relate to. One can identify with this woman and how she went beyond expectations to play for one of the most prestigious teams in the world. A story that fits the "Story of people" from our 6 types of stories for powerful brand storytelling article. What do you get when two
brands get together to share audiences, intent and values? You get the type of story Honda & Monster were able to create around the brands' products and services. It is all about both brands' desire to tell extreme stories. It is all about what
content will interest the audience they want to reach. And this is where cobranding, and brand collaborations work best. Each benefits from the other's digital audiences, expanding the reach of the story, while also sharing risk and costs. A win-win situation. These are brands that "get" brand storytelling. That knows how it creates an impact and why
it is important for them to go beyond features and benefits. How is YOUR brand doing this? What does your brand storytelling is a powerful marketing technique that allows businesses to connect with their audience on a deeper level. Crafting compelling narratives can help
brands create emotional connections, establish trust, and differentiate themselves from competitors. In this article, we will explore the concept of brand story examples that have successfully captivated audiences worldwide. Additionally, we
will mention the role of Strikingly in helping brands effectively tell their unique stories go beyond mere product features or
promotional messages; they aim to create an emotional connection between the brand and its customers. Importance Of Brand Storytelling In MarketingBrand storytelling authentic and relatable stories can help brands forge deep emotional connections.
with their audience. The emotional bond fosters loyalty and encourages customers to become advocates for the brand. 2. Differentiation from competitors. A well-crafted brand story sets a company apart by showcasing its unique values, mission, and purpose. 3 well-crafted brand story sets a company apart by showcasing its unique values, mission, and purpose.
storytelling allows businesses to establish trust by sharing their history, values, and commitment to customer satisfaction. Increasing brand loyalty. This loyalty translates into repeat purchases and positive word-of-mouth
recommendations. Strikingly's Role In Brand StorytellingAs we delve into the world of brand storytelling, it is important to mention the role played by Strikingly. Strikingly provides businesses with a user-friendly platform to create stunning websites that effectively showcase their brand stories. With its intuitive interface and customizable templates
Strikingly empowers brands to tell their unique narratives and engage their audience visually.Image taken from StrikinglyOverview Of The 8 Mind-Blowing Brand Story Examples that have successfully leveraged storytelling to connect with their target audience. These
stories have resonated with consumers, leaving a lasting impact on their perception of the brands. Brand Story Examples #1 - Nike: Fueling The PassionNike, a global leader in athletic footwear and apparel, has captivated audiences with its compelling brand story. The founding story and mission statement of Nike play a crucial role in shaping its
brand narrative. Nike's Founding Story And Mission Statement Nike was founded in 1964 by Bill Bowerman and Phil Knight as Blue Ribbon Sports. The company started as a distributor for Japanese shoe manufacturing their own athletic shoes. Nike's mission is to bring inspiration and part of the company started as a distributor for Japanese shoe manufacturing their own athletic shoes. Nike's mission is to bring inspiration and part of the company started as a distributor for Japanese shoe manufacturing their own athletic shoes. Nike is mission is to bring inspiration and part of the company started as a distributor for Japanese shoe manufacturing their own athletic shoes.
innovation to every athlete in the world. Inspiring Campaigns And Advertisements By NikeNike has consistently delivered powerful campaigns that resonate with its target audience. From the iconic Just Do It slogan to emotionally charged advertisements featuring athletes pushing their limits, Nike has successfully connected with consumers on a
deeper level. Some notable campaigns include the Find Your Greatness campaign, which celebrated everyday athletes striving for greatness, and the Dream Crazy campaign featuring Colin Kaepernick advocating for social justice. Integrated the stories of renowned athletes into
its brand narrative. Nike creates an emotional connection between consumers and these athletes by showcasing their struggles, triumphs, and dedication to their craft. For example, Serena Williams' powerful Until We All Win campaign highlighted her journey as a tennis champion while addressing gender inequality in sports. This integration of
athletes' stories adds authenticity to Nike's Brand Image. Nike has positioned itself as a champion for athletes' dreams and aspirations. Through storytelling, Nike has significantly impacted its brand image. Nike has positioned itself as a champion for athletes' dreams and aspirations. Through storytelling, Nike has positioned itself as more than just a sportswear company by portraying itself as a champion for athletes' dreams and aspirations. Through storytelling, Nike has positioned itself as a champion for athletes' dreams and aspirations.
successfully cultivated a strong emotional bond with its customers, fostering loyalty and trust. Thiese brand story examples of Nike has solidified Nike's status as a brand that fuels passion and inspires individuals to reach their full potential. Brand Story Examples #2 - Coca-Cola: Spreading HappinessCoca-Cola has a rich and iconic brand history that
spans over a century. The company's values of happiness, togetherness, and refreshment have been at the core of its brand story since its inception. Emotional story telling through Coca-Cola advertisements has played a significant role in shaping the brand's narrative. The company has consistently created heartwarming and relatable commercials
that evoke strong emotions in viewers. These ads often feature themes of unity, joy, and celebration, capturing the essence of what Coca-Cola is actively involved in social causes and campaigns that align with its brand values. The company has launched initiatives such as the Share a Coke
campaign, where personalized bottles were introduced to encourage people to connect with others. Coca-Cola also supports various charitable organizations and community projects worldwide. The enduring legacy of Coca-Cola's brand story can be seen in its global recognition and widespread popularity. The brand has become synonymous with
happiness and is deeply ingrained in popular culture. People from all walks of life have their own personal memories associated with brand story examples #3 - Apple: Think DifferentApple's brand story is a remarkable tale of innovation
creativity, and unwavering vision. It all began in 1976 when Steve Jobs and Steve Wozniak founded the company in a garage. Their mission was to create user-friendly computers that would empower individuals to think differently and challenge the status quo. Over the years, Apple's brand narrative has evolved through its groundbreaking
advertisements. From the iconic 1984 Super Bowl commercial to the Get a Mac campaign, Apple has consistently used storytelling techniques to captivate audiences and showcase their products in a compelling way. These advertisements not only highlighted the features of Apple devices but also conveyed a deeper message about individuality
creativity, and pushing boundaries. One of the most striking aspects of Apple's brand story is the cult-like following it has generated. Through their storytelling efforts, Apple has managed to create a community of loyal customers who identify with the brand's values and vision. The sense of belonging and shared purpose has propelled Apple to become
one of the most valuable companies in the world. Apple holds brand story examples that have had a profound influence on the tech industry as a whole. The companies have been inspired by Apple's success and have started incorporating
storytelling techniques into their own marketing strategies. Apple has used its brand story is an inspiring example of how storytelling can shape an entire industry. From its humble beginnings in a garage to its status as a global tech giant, Apple has used its brand narrative to connect with customers on a deep emotional level. Embracing storytelling techniques
can help businesses create powerful connections with their audience and establish themselves as leaders in their respective industries. Brand Story Examples #4 - Airbnb: Belong AnywhereAirbnb's brand story is unconventional and deeply rooted in its purpose of connecting people from all over the world. Founded in 2008, Airbnb started as a simple
idea to provide affordable accommodations for travelers. Today, it has grown into a global community where individuals can book unique stays and experiences, creating lasting memories. Airbnb's Unconventional Brand Story And PurposeAirbnb's brand story is centered around the belief that everyone should be able to belong anywhere. With a
mission to create a world where anyone can feel at home, Airbnb brand story examples have disrupted the traditional hospitality industry by offering a platform that connects hosts with guests seeking authentic experiences. User-Generated Content As A Storytelling ToolOne of the key factors behind Airbnb's success in brand storytelling is its effective
use of user-generated content (UGC). Guests and hosts share their stories, photos, and reviews on the platform, showcasing their unique experiences and creating an authentic narrative around Airbnb's brand. Stories of Guests And Hosts Enhancing The Brand NarrativeThe stories of guests and hosts play a crucial role in enhancing Airbnb's brand.
narrative. These personal accounts highlight the diverse range of accommodations available through Airbnb, from cozy apartments in bustling cities to secluded cabins in remote locations. Airbnb creates an emotional connection with its audience and fosters a sense of trust in the platform by sharing these stories. Some brand story examples include: A
solo traveler finds comfort and companionship with a welcoming host. A family creates cherished memories while exploring a new city through local recommendations like treehouses or houseboats. These stories showcase the
possibilities Airbnb offers and inspire others to embark on their own adventures. Impact Of Storytelling On Airbnb's rapid growth. Airbnb has successfully positioned itself as a trusted brand that goes beyond just providing accommodations by tapping into the emotions and
aspirations of travelers. The compelling stories shared on the platform have fueled word-of-mouth marketing, attracting new users and contributing to Airbnb's exponential expansion worldwide. Combining an unconventional brand story, user-generated content, and impactful storytelling has allowed Airbnb brand story examples to differentiate itself
from traditional hospitality providers. It has created a community-driven platform that offers a place to stay and fosters connections and cultural exchange taken from StrikinglyBrand Story Examples #5 - Patagonia: The Activism
BrandPatagonia is a brand that goes beyond selling outdoor gear; it champions environmental activism. With a deep commitment to protecting the planet, Patagonia's Commitment To Environmental ActivismIts unwavering dedication to
environmental activism is at the core of Patagonia's brand story. From its early days, the company has prioritized sustainable practices and initiatives that protect the environment and preserve natural resources. Storytelling Through Sustainable Practices And Campaigns Its sustainable practices are conservation. It actively supports grassroots organizations and initiatives that protect the environment and preserve natural resources. Storytelling Through Sustainable Practices are conservation. It actively supports grassroots organizations and initiatives that protect the environment and preserve natural resources.
and campaigns bring Patagonia's brand narrative to life. The company strives to minimize its ecological footprint by using recycled materials, reducing waste, and implementing innovative manufacturing processes. Patagonia communicates its commitment to responsible business practices through these actions and inspires others to follow
suit. Consumer Engagement In Brand Story Through Worn WearOne of the unique aspects of Patagonia's storytelling approach is its emphasis on consumer engagement. The company launched the Worn Wear program, encouraging customers to repair their worn-out gear instead of buying new products. This initiative promotes sustainability and
invites customers to be active participants in the brand's story by sharing their experiences with their well-loved Patagonia items. Patagonia items. Patagonia has established itself as a leader in social responsibility Within the industry. Its
Patagonia has created a loyal customer base and made a significant impact on the world by weaving environmental activism into every aspect of its business. Its commitment to sustainability and social responsibility inspires other brands to embrace storytelling techniques that align with their values. Strikingly can play a crucial role in helping brands to embrace storytelling techniques that align with their values.
share their unique stories and connect with their audience effectively. Brand Story Examples #6 - Lego: Building ImaginationLego has a rich history and strong brand values have contributed to its success as a storytelling brand. With its colorful building blocks, Lego has captured the imaginations of children and adults alike for generations. Lego's
Rich History And Brand ValuesLego was founded in 1932 by Ole Kirk Christiansen in Denmark. The name Lego is derived from the Danish words leg godt, which means play well. From its humble beginnings as a small carpentry workshop, Lego has grown into one of the most beloved toy brands in the world. Lego's brand values revolve around
creativity, imagination, and play. The company believes that play is essential for learning and development, and its toys are designed to inspire children to build, create, and explore. Storytelling Through the creative play and imagination it encourages. Lego allows them to
become storytellers by providing children with an open-ended platform for building their worlds. Children can construct anything imaginable using Lego bricks, from towering castles to futuristic spaceships. The freedom of expression fosters creativity and allows children to create their narratives while playing with Lego sets. User-Generated Content
And Community EngagementLego has successfully leveraged user-generated content as a powerful storytelling tool. The company actively encourages customers to share their creations on social media platforms using hashtags like #LEGOBuilds or #LEGOCreations. This user-generated content not only showcases the endless possibilities of Lego
building but also creates a sense of community among brand fans. Lego enthusiasts worldwide connect with each other through their shared love for building with bricks. Evolution Of Lego's Brand Story Across Generations. While the core concept of
creative play remains unchanged, Lego has embraced popular culture and collaborated with franchises like Star Wars, Harry Potter, and Marvel to create themed sets. Lego has expanded its storytelling potential and captured the imaginations of fans across different age groups by tapping into these beloved stories and characters. The evolution has
allowed Lego to continue its legacy as a brand that sparks joy, creativity, and imagination. Image taken from StrikinglyBrand Story Examples #7 - Dove: Real BeautyDove's commitment to promoting body positivity has been a cornerstone of its brand story. Through their advertisements, Dove has consistently challenged societal beauty standards and
celebrated diversity. Their brand narrative has evolved over the years, focusing on empowering women to embrace their unique beauty. One of the key elements of Dove's brand storytelling is user-generated content and inclusive storytelling. They have encouraged women from all walks of life to share their stories and experiences, creating a sense of
community and belonging. Featuring real women in their campaigns has let Dove effectively connect with their audience on a personal level. The positive impact that Dove has helped redefine beauty standards and promote a more inclusive definition of
beauty by showcasing diverse body types and challenging traditional notions of beauty. Dove's brand story is centered around promoting body positivity and challenging societal beauty standards. Through their advertisements, user-generated content, and inclusive storytelling, they have positively impacted women's self-esteem and contributed to
changing societal norms. Their commitment to empowering women through their brand narrative sets them apart as leaders in promoting real beauty. Brand Story Examples #8 - Strikingly: Empowering Website CreationStrikingly is a website builder that plays a crucial role in brand storytelling, allowing businesses to create their online presence and
effectively communicate their brand story to their target audience. With its mission to democratize website building, Strikingly's Mission To Democratize Website BuildingStrikingly's core mission is to make websites.
building accessible to everyone, regardless of their technical skills or budget constraints. Strikingly enables individuals and businesses to tell their brand story through a visually appealing and professional website by providing an intuitive and user-friendly platform. User-Friendly Interface For Effortless StorytellingWith its user-friendly interface, and user-friendly platform.
Strikingly simplifies the website's creation process and allows users to incorporate storytelling elements into their design effortlessly. From choosing templates that align with their brand story to life. Image taken
from StrikinglyHow Can Strikingly Help Create A Brand Story? Here are a few ways Strikingly has many beautiful templates to choose from that can reflect your brand's personality. Tell your origin story and share your
brand values on the About page. Use photos, videos, graphics, and text to narrate the brand's origins and what it stands for. Share customer stories, testimonials, and reviews. Social proof goes a long way in building trust and affinity with your audience. Use striking visuals throughout the site to reinforce your brand image. Infuse on-brand images
color schemes, fonts, etc., to create a cohesive look. Engagingly feature your products or services. Use rich media like videos to showcase your offerings and tell their backstory. Maintain a consistent brand voice across all content. This helps communicate your brand personality more strongly. Include a Blog to publish stories, behind-the-scenes and
other narratives that lend depth to your brand. Create About pages for your team members to humanize your brand. The key is to craft compelling content across all the tools to do this effectively. Brand storytelling plays a crucial role in marketing by
creating a powerful connection between businesses and their target audience. Through compelling narratives, brands can engage customers on an emotional level, build brand loyalty, and differentiate the impact of effective storytelling on brand image
and success. Nike's Fueling the Passion campaign inspired athletes worldwide, while Coca-Cola's Spreading Happiness ads created emotional connections with consumers. Apple's Think Different narrative revolutionized the tech industry, and Airbnb's Belong Anywhere story fueled its rapid growth. Businesses should embrace storytelling techniques
to captivate their audience and leave a lasting impression. Brands can create authenticity and build customer trust by weaving narratives into their marketing strategies. User-generated content is a powerful tool that allows brands like Lego and Dove to engage their community in storytelling. Strikingly provides a user-friendly interface for effortless
storytelling. With stunning website examples built using Strikingly, businesses can showcase their unique brand story to the world. Strikingly empowers brands to tell their stories effectively and reach a wider audience. Incorporating these insights into their marketing strategies can help businesses leverage the power of storytelling to connect with
customers on a deeper level, build brand loyalty, and drive growth in today's competitive landscape. Sign up with Strikingly today and create your own brand stories to inspire your storytelling strategies? This article has you covered. Storytelling
is in our DNA. Stories are how our ancestors have passed on lessons for thousands of years. Because of this we inherently know there are lessons to be learned and value to be had in a story. It's why we lean in at a campfire and why we lean forward in a boardroom. Stories help us make sense of information and engage more visual areas of the brain
making them easier to remember. It's little wonder that the best brands in the world integrate storytelling techniques are as effective. In this article, you'll discover 15 of the best brand story examples to inspire your brand storytelling strategy.
Much like any storytelling, brand storytelling provides an engaging narrative that can help brands connect with their audience, it's position, it's background and even its values. A brand's story illuminates where the brand has come from, how it got to where it is and where it's going. This can include tales of
the brand's heritage, history, location, founders and everywhere in between. An origin story is crucial in brand story that encapsulates not just the brand's originstory is crucial in brand story that encapsulates not just the brand's originstory that encapsulates not just the brand's originstory that encapsulates not just the brand's originstory is crucial in brand story that encapsulates not just the brand's originstory that encapsulates not just the brand's 
but its journey, struggles, and triumphs. This narrative strategy transforms the brand into a trusted friend rather than a faceless vendor, inviting customers to be a part of the story, to grow and evolve alongside it. Brand storytelling is about a brand's marketing efforts. It involves creating a cohesive and deeply ingrained story that becomes an
essential part of the brand's strategy. It's not just about recounting the brand's values and purpose in a way that resonates with the audience. This narrative should be authentic and reflective of the brand's values and purpose in a way that resonates with the audience. This narrative should be authentic and reflective of the brand's values and purpose in a way that resonates with the audience. This narrative should be authentic and reflective of the brand's values and purpose in a way that resonates with the audience. This narrative should be authentic and reflective of the brand's values and purpose in a way that resonates with the audience.
based on shared values and experiences. The exact step-by-step process 7-Figure agencies use to bag big clients through brand strategyHow to build brands that command premium fees and stop competing for cheap clients through brand strategyHow to build brands that command premium fees and stop competing for cheap clients through brand strategyHow to build brands that command premium fees and stop competing for cheap clients through brands that command premium fees and stop competing for cheap clients through brands that command premium fees and stop competing for cheap clients through brands that command premium fees and stop competing for cheap clients through brands that command premium fees and stop competing for cheap clients through brands that command premium fees and stop competing for cheap clients through brands that command premium fees and stop competing for cheap clients through brands that command premium fees and stop competing for cheap clients through brands through 
storytelling in branding cannot be overstated. Great brand and its audience. Create lasting connections, creating a heartfelt connections that go beyond mere transactions, fostering genuine loyalty and
advocacy. Differentiate in a crowded marketplace: Stand out by telling unique stories that highlight the brand's distinct values and minds of consumers, fostering a community that believes in the brand's larger narrative. Communicate core values: Use storytelling to
clearly convey the brand's fundamental principles and beliefs, ensuring alignment with the target audience. Build trust: Authentic stories build credibility, encouraging customers to trust and engage with the brand on a deeper level. Create a loyal following: Stories that resonate can turn customers into devoted followers who actively support and
promote the brand. Form a community: Foster a sense of belonging where customers feel part of a bigger story, enhancing their connection to the brand. Authenticity is the cornerstone of any compelling brand story. Consumers are bombarded with endless marketing messages, so the brands that stand out are those that remain true to
themselves. Authentic storytelling means digging deep to find the genuine essence of the brand and sharing that truth with the world. It's about: Control the narrative: Master the story to ensure it aligns perfectly with the brand's mission and vision. Challenge the status quo: Craft a narrative that pushes boundaries and encourages new ways of
thinking.Resonate with the audience: Create a story that deeply connects with the audience's values, emotions, and aspirations.Inspire advocacy: Transform customers into loyal supporters who actively promote and engage with the audience's values, and unique selling points into compelling stories that attracts
and retain customer loyalty, offering experiences that align with audience aspirations. Pela Case stands as a shining example of how a brand's narrative can be rooted in ethical business practices and sustainable solutions. With a compelling story of a family trip to Hawaii that unveiled the devastating impact of plastic waste, the brand's founder was
collaborating with local artists to celebrating community support, further highlighting their commitment to sustainability and innovation. Small businesses can take inspiration from Pela Case by embedding sustainability and innovation. Small businesses can take inspiration from Pela Case by embedding sustainability and innovation. Small businesses can take inspiration from Pela Case by embedding sustainability and innovation. Small businesses can take inspiration from Pela Case by embedding sustainability and innovation. Small businesses can take inspiration from Pela Case by embedding sustainability and innovation.
story exemplifies a rebellious spirit against the traditional fashion industry norms, placing sustainability and ethical practices at the forefront. From its humble beginnings as a small vintage clothing store to its evolution into a leader in eco-friendly fashion, Reformation's commitment to creating beautiful clothes with minimal environmental impact has
struck a chord with conscious consumers. Their transparent practices, such as: Sharing the carbon footprint of each garmentUsing sustainable fabrics like Tencel and recycled materialsImplementing water-saving techniques in their manufacturing processProviding fair wages and safe working conditions for their employeesEmpower customers to
make informed choices, proving that fashion can be both stylish and sustainable practices and communicating their journey with transparency and integrity. They should also create their own brand story to connect with their audience on an emotional level and build
brand loyalty. Who Gives A Crap's brand story is a testament to the power of purpose-driven entrepreneurship. With a clear mission to improve sanitation worldwide, the brand: Uses humor and a bold name to capture attention and engage customers.
sanitation projects around the globeThese efforts have built a loyal following, much like Apple's brand story, which has created a cult-like following through its narrative, from packaging to marketing, they have created a brand that stands for more
than just toilet paper—it represents positive change. This approach can inspire smaller businesses to integrate social impact into their own brand stories, fostering a deeper connection with their audience. Outdoor Voices' brand stories, fostering a deeper connection with their audience.
and inclusivity of recreational activity, They have cultivated a community that celebrates movement in all its forms. Through engaging events and a strong social media presence, Outdoor Voices has effectively communicated a message that resonates with consumers looking for a more approachable fitness brand. Their success illustrates the value of
creating a great brand story, a brand narrative that aligns with the brand's values and interests of the target audience, providing an excellent example for other brand, with a 'buy one, give one' model that provides tangible
support to those in need. By transforming the simple act of purchasing socks into an opportunity to contribute to a larger cause, Bombas has engaged customers in a story of empowerment and impact. Their commitment to comfort and guality enhances their appeal, ensuring that customers don't just feel good about their purchase, but also enjoy the
product itself. This blend of altruism and excellence serves as an inspiring blueprint for brands seeking to craft compelling stories that resonate with a socially conscious audience. Rothy's has revolutionized the footwear industry with its innovative approach to sustainability, Turning recycled plastic bottles into fashionable and comfortable shoes. By
showcasing their unique production process and commitment to reducing waste, Rothy's has attracted a dedicated following that values both style and environmental stewardship. Their direct-to-consumer model and engaging marketing campaigns have helped Rothy's build a strong brand identity that is synonymous with positive change. Smaller
brands can draw inspiration from Rothy's by leveraging unique production methods and materials to differentiate themselves and appeal to eco-conscious consumers. Rent the Runway's narrative challenges the traditional fashion model, offering a sustainable, inclusive solution that allows consumers to access high-end fashion without the
commitment of purchase. By sharing the story of how financial stress from buying designer dresses led to the brand's creation, Rent the Runway has formed an emotional connection with customers who understand the desire for luxury without the cost. Their subscription service and physical stores provide a seamless, personalized experience that
reinforces the brand's values of accessibility and sustainability. Smaller brands can emulate this strategy by identifying pain points in their industry and crafting a narrative that offers a compelling alternative. Pact's story is one of unwavering commitment to sustainable practices and the pursuit of comfort without compromise. By using organic cotton
and fair trade certified factories, Pact has positioned itself as a brand for those who care deeply about the impact of their clothing choices. Their key features include: Organic cottonFair trade certified factories resonate with consumers seeking ethical alternatives
in their wardrobe. As smaller brands seek to define their own narratives, Pact's approach serves as a reminder that sustainability and quality can coexist, and that communicating this balance can form the foundation of a strong brand story. Allbirds' journey from a crowdfunding campaign to a globally recognized sustainable footwear brand
exemplifies the power of a clear and compelling brand story. By focusing on simplicity and using natural materials, Allbirds has created a product that stands out in a market saturated with synthetic options. Their message of sustainability, coupled with the comfort and design of their shoes, has garnered widespread acclaim and a dedicated customer
base. Smaller brands can learn from Allbirds' approach by emphasizing the use of sustainable materials and maintaining a consistent message of simplicity and eco-consciousness in their storytelling. Blueland's success story is rooted in its mission to: Eliminate single-use plastics from everyday cleaning routines.
eco-friendly tabletsDisrupt the traditional cleaning product marketPractice transparent business practicesFocus on sustainabilityTheir mission has resonated with consumers who are eager to contribute to environmental conservation. Blueland's approach demonstrates the importance of aligning product innovation with a clear and authentic brand's
mission, providing a blueprint for smaller brands looking to make a significant impact in their respective industries. Grove Co. highlights its dedication to creating a healthy, sustainable home environment. By consolidating its product offerings under one cohesive brand, Grove has streamlined its
message and reinforced its commitment to ending single-use plastic waste. The brand's focus on aluminum packaging and natural product scents not only appeals to consumers' environmental consciousness but also to their desire for aesthetically pleasing and effective home products. Grove's strategy serves as an example for smaller brands to
consider how a unified, sustainability-driven brand story can captivate an audience and drive growth. Crafting a compelling brand story is an art that requires a strategic blend of authenticity, creativity, and insight. To truly engage customers and leave a lasting impression, brands must focus on: Unique Value Proposition: Clearly articulate what sets
your brand apart from competitors, emphasizing unique benefits and problem-solving capabilities. Integrating Customer Feedback: Actively seek and incorporate genuine customer feedback to refine your narrative, ensuring it resonates with
customer preferences and reflects their experiences. Creating Interactive Experiences: Engage customers through technologies like virtual reality, making them active participants in your brand's story. Maintaining Consistency Across Platforms: Ensure your brand's message is cohesive across all channels, reinforcing the narrative and making it more
impactful. Forming Strategic Partnerships: Collaborate with brands that share similar values to co-create content, access new markets, and enhance your narrative. These elements are key to amplifying a brand's narrative. These elements are key to amplifying a brand's narrative.
These seven tips provide a roadmap for brands to tell their stories in a way that resonates and endures. To carve out a distinct place in the market, a brand needs to highlight its Unique Value Proposition (UVP) - The element that sets it apart from the competition. This is not just a sales pitch; it's a narrative that encapsulates the unique benefits,
brand values, and problem-solving capabilities of the product or service, communicated in language that engages customers. By crafting a resonating UVP and a Brand Positioning Statement, a brand tells a compelling story that connects with the target audience on a deeper level, reflecting their desires and addressing their pain points. The voice of
loyal customers can be an invaluable asset in shaping a brand's story. By integrating genuine customer feedback and testimonials, brands can demonstrate the value and impact of their products or services. This authentic endorsement adds credibility to the narrative and strengthens the emotional connection with potential customers. Actively seeking
out and acting upon customer feedback allows brands to refine their story, ensuring it remains relevant and trust. Utilizing data-driven insights to tell a brand story is more crucial than ever. By analyzing customer behavior and preferences, brands can tailor their
narratives to what truly resonates with the audience. These insights help in crafting stories that not only engage customers but also grounded in the realities of the target audience's needs and
desires. Creating interactive experiences is a powerful way to bring a brand story to life. Utilizing technologies like virtual reality or augmented reality can evoke emotions and create memorable experiences that engage customers. By making the audience a protagonist in the brand's narrative, companies can forge a more personal connection and
make the story more relatable. Innovative storytelling that leverages interactivity can transform passive listeners into active participants, enhancing the emotional bond with the brand's message is clear and
cohesive, regardless of how or where the audience encounters it. By maintaining a uniform narrative across various channels, brands can reinforce their story and values, making the brand image that resonates with customers no
matter the medium. Strategic partnerships can be instrumental in amplifying a brand's story and extending its reach. By aligning with other brands that share similar values or target audiences, a brand can tap into new markets and add layers to its narrative. These collaborations can also lend credibility and add a new dimension to the brand's
storytelling, providing opportunities to:Co-create content that resonates with a wider audienceAccess new marketsExtend the brand's reachAdd layers to the brand's nearrativeBuilding relationships through strategic partnerships allows brands to tell a more comprehensive and engaging story. A compelling brand story is not a one-time tale; it's an
evolving narrative that should grow with the brand. By focusing on a long-term narrative, brands can maintain relevance and keep their audience engaged over time. This means crafting a story that not only resonates with the current needs and desires of customers but also adapts to changing markets and consumer behaviors. A brand that tells an
evolving story demonstrates its commitment to innovation and its ability to continually solve customer problems, keeping the narrative fresh and the brand top of mind. In the end, the brands that succeed in creating a lasting impression are those that tell a story that is not only compelling but also true to their core. A strong brand story goes beyond
marketing; it becomes a part of the brand's identity, shaping how customers perceive and interact with the brand. It's about building emotional connections and fostering a sense of belonging. By applying the storytelling techniques and learning from the powerful examples of top brands, any brand can craft a narrative that resonates, drives loyalty,
and ultimately, propels the brand to new heights. Embrace the art of storytelling and let your brand's narrative shine. A compelling brand story is authentic, emotionally connects with the audience, and clearly communicates the brand's values and mission, while being consistent across all platforms and evolving to maintain relevance and interest.2.
How can a small business benefit from brand storytelling? Brand storytelling? Brand storytelling helps small businesses stand out, connect with customers on an emotional level, and build loyalty by sharing their unique value proposition in a way that resonates with the audience's experiences and values. This can result in a stronger and more memorable brand presence
in the market.3. Why is authenticity important in brand storytelling? Authenticity is important in brand storytelling because it builds trust and credibility with the audience, making brand storytelling because it builds trust and credibility with the audience, making brand storytelling storytelling because it builds trust and credibility with the audience, making brand storytelling storytell
their storytelling efforts? Brands can measure the success of their storytelling efforts by analyzing metrics such as engagement rates, conversion rates, brand story is resonating with the audience and driving desired actions. 5. Can storytelling really impact
a brand's bottom line? Yes, effective storytelling can significantly impact a brand by increasing customer loyalty, driving sales, and differentiating the brand in the marketplace. It can also transform customers into brand advocates, leading to long-term business growth. 20 Shares To build a powerful online presence, you need to master
the art of brand storytelling. Here's why: Compelling stories can be up to 22 times more memorable than pure facts alone. Moreover, storytelling releases the love hormone oxytocin in your audience—a process that makes them a lot more likely to buy from you. But what are the best examples of storytelling used in brand marketing campaigns? And
how do you tell a stirring story on digital channels like Facebook, Instagram, YouTube, LinkedIn, Twitter, TikTok or your website? In this article, we will dive into the art and science of digital brand storytelling. We will look at some of the best examples of storytelling in the online (and offline) world. Grab your favourite beverage, settle in your most
comfortable chair, and listen as I tell you the story behind marketing stories... What is Brand Storytelling First, a preamble on what brand storytelling is all about. Brand storytelling can be defined as the art and science of using a compelling narrative to evoke empathy and resonance between your brand and your customers. It involves
communicating your values, beliefs, and distinctiveness through a story that connects with your audiences on a journey and ties up the action Characters
whom your audience can resonate with Conflicts and challenges that your protagonist/s face A climax or turning point in the story Resolution of the action through various interventions A conclusion—one that (hopefully) satisfies your audience emotionally The best brand stories have three universal principles: Universal Theme: An underlying
message that strikes at the core of humanity Transformation through a Narrative Arc: A way to show how your characters are changed through an experience Highlight the Stakes: Expressing what could be gained (or lost) in the story Why Brand Storytelling Works Now that you've got an idea of how you can craft your marketing or brand story, your
next question would be this: Why does storytelling work online? There are several reasons to consider here. #1 Stories make your brand distinct Storytelling helps your brand or product above others. #2 Stories make your brand
memorable As we've already highlighted, our brains are wired to remember stories far better than just plain facts and liked by your audience. #4 Stories feel less like advertisements Nobody
likes to see an ad—not even marketers like you and me! However, we wouldn't mind watching, reading or listening to an enchanting and engaging story. Now that you've learned what stories are and why they're important, let us look at brands that have mastered the art of marketing storytelling. #5 Stories helps you to build a brand community If
you regularly create episodic content—eg like a YouTube channel or blog that have sequential content—you can use storytelling Examples that Build Brand Resonance We begin with examples of brands that have successfully
used storytelling to connect with their brand identities and values. #1 Patagonia Our first example is Patagonia on storytelling. If you visit their website, you'll see what I mean. Perhaps their best example of
storytelling comes from their own company's history. This is lovingly told with plenty of archival photographs, and a compellingly gripping narrative here. Patagonia also films a lot of video stories featuring different individuals on their outdoor adventures. These stories truly reflect the brand ethos of Patagonia, and the founder's love for not only
```

protecting but preserving nature. #2 Patek Philippe Patek Philippe Patek Philippe Patek Philippe is a Swiss luxury watch and clock maker known for some of the w0rld's most expensive bejeweled timepieces. The brand's patrons include royalty and nobility like Queen Victoria, Albert Einstein, John F Kennedy, Nelson Mandela, Pablo Picasso, and Leo Tolstoy. Using timeless black and white imagery in their "Generations" series of advertisements, they focus on the bond between a father and his son. Such brand storytelling efforts helps to vividly bring to life the company's slogan: "You never actually own a Patek Philippe. You merely take care of it for the next generation." Have a look at one of its videos capturing a tender moment between a day and a son exploring a book store together—an invitation to "Begin your own tradition" with Patek Philippe. #3 Burberry British luxury apparel maker Burberry is a heritage brand that places storytelling in the heart of its content marketing strategy.

```
its brand values, using storytelling to evoke a sense of bonding among its community. This ranges from its different products, fashion tutorials, the history of its signature products (the checkered trench coat) to highlights from its fashion tutorials, the history of its signature products, fashion tutorials, the history of its signature products (the checkered trench coat) to highlights from its fashion tutorials, the history of its signature products (the checkered trench coat) to highlights from its fashion tutorials, the history of its signature products.
Burberry. A dramatic depiction of the brand's creator's life, it felt more like a movie trailer than an advertising world by storm winning numerous awards. Have a look at it here, and watch how it follows the archetypal storytelling plot structure—complete with romance, conflicts, challenges and a happy ending. #4
Coca-Cola How can any piece on storytelling omit one of the world's largest consumer brands? Coca-Cola has been a legend in content marketing, and they've infused storytelling into every single channel of the company's communications—be they online or offline. As of this writing, Coke used the Covid-19 crisis as a backdrop for an uplifting video
which epitomizes their brand message focusing on the heroes of humanity running the "Human Race". Coca-Cola also employs innovative technologies like Augmented Reality (AR) to tell stories coming to life. They each feature a minor conflict (no
conflicts no story!), and demonstrate how these virtual characters interact in a humorous manner before sharing a Coke (and resolving their disagreements). Read more about Coca-Cola's holistic storytelling efforts here. Storytelling efforts here.
research? Well, storytelling can be a perfect way to bring your latest findings and inventions to life, and here I'd like to shine the spotlight on three brands that have done so masterfully. #5 General Electric (GE) GE is one of the world's largest industrial and technology powerhouse. To shine the spotlight on three brands that have done so masterfully.
technologies, they've created a storytelling platform called GE Reports which showcases how their customers have used their technologies favourably. #6 Johnson (J&J)—one of the world's largest pharmaceutical and healthcare giant—uses a blog section on their website called Personal
Stories to communicate their various inventions and discoveries. What I love about J&J's approach was the way they've made difficult topics like medical research relevant and personable. By focusing on the humans behind the discoveries and their trials and tribulations, they are able to touch not just the minds but the hearts of their audiences. #7
Apple Apple isn't a stranger to storytelling. Their YouTube channel is literally a smorgasbord of video storytelling approach, however, is the way they introduce their technological features to a layman audience. Instead of
communicating specifications and performance figures (boring!), they use vivid imagery to change how people think about technology. Here's an example—the iconic 1984 ad (inspired by George Orwell's dystopian novel of the same title) aired during the Super Bowl on January 22 1984. This legendary commercial uses storytelling to convey how the
Apple Macintosh stands out in a sea of "me-too" PCs in a vivid fashion. Watch it to see for yourself. Continuing on Apple's "Think Different" campaign idea, they've also used storytelling to convey thought leadership in the 1990s by equating their brand with the "rebels and mischief makers" of the world. Storytelling Examples that Drives Sales On a
more pragmatic level, storytelling can help to sell more products! Have a look at these best practices and case studies. #8 SPANX (and Sara Blakely) Everybody knows that founder of SPANX Sara Blakely became the world's youngest self-made female billionaire. However, did you know that her journey to wealth came from solving a problem with her
underwear? Getting ready for a party one day, Sara realised that she didn't have the right undergarment to provide a smooth look beneath her white pants. Using a pair of scissors and sheer ingenuity, she cut the feet off her control top pantyhose (used to keep those "bits" in), and voila! The SPANX revolution was born! Using her own experience as a
narrative device, Sara has used storytelling to effectively sell millions of bras, underwear, leggings, active wear and more under the SPANX brand. You can watch her story below. #9 BauBax Speaking of solving problems, BauBax was launched with the aim of "solving problems faced by travelers around the world." The company sought to
 "revolutionize travel" with their range of utility-inspired innovations, features and designs for travel wear that includes jackets, shoes and other apparel. What I loved about the brand is how they used a "problem and solution" storytelling approach to convey how their products work. By featuring a central "hero", the brand draws audiences (and lots
of sales) with their videos on YouTube. Here's one featuring their travel jacket. And a second one featuring travel shoes. #10 Poo~Pourri is an essential oil manufacturer and retailer with a difference. Their goal is to deliver natural essential oils
that you can spritz into your toilet bowl to deliver amazing aromas and "liberate your from harmful ingredients and inhibiting worries." While the company is certainly on a roll (pun unintended), their sh*t-stirring product is beautifully delivered through a range of storytelling-rich videos on YouTube. Have a look at this. #11 Dollar Shave Club One of
the most watched brands in the US, Dollar Shave Club offers a subscription box service for a couple of dollars per month. The company was sold to FMCG giant Unilever for a couple of dollars per month. The company was sold to FMCG giant Unilever for a couple of dollars per month.
Convince and Convert)... At a Christmas party in December 2010, Dollar Shave Club founder Michael Dubin was asked by his father's family friend to help sell 250,000 razors that he bought for cheap from Asia. It gave Dubin an idea—what if he could start a service to get rid of the hassle of selling razor blades and ship them to your door for only a $1
a month each. This started a revolution where he created a legendary video to connect with his target audience. Casting himself as the protagonist in the video, the hilarious video managed to go hugely viral and sold A LOT of razor blades! Have a watch and see how storytelling is used in this instance to connect with a male audience. Storytelling
Examples that Ride on Social Issues Finally, let's look at case studies of brands that have successfully used storytelling to push their products or services—they ignite change in their audiences. #12 NTUC Income NTUC Income has done a pretty good
job by using vivid stories featuring protagonists whom their target audiences can connect with. Two of their recent campaigns focused on the problem faced by the sandwich generation in providing for both their elderly parents and young children. Have a look at them, and see how storytelling can be used to relate a societal (and family) issue with
empathy while subtly conveying their financial planning services! No stranger to storytelling, Nike has used its Instagram account not to promote its athletic wear or shoes but to tell stories. These stories are focused on not just winning athletes, but those who face challenges due to their social status as minorities, paraplegics or women. Here's an
example (you can watch the IG video here.) Recently, as part of their efforts to support their community amidst Covid-19, Nike did a campaign to encourage athletes (both professional and amateur) not to give up but to come back for another day. This is a positive form of social activism to support the community during the Coronavirus crisis. #14
Twirly Girl I first heard about this brand from the My Wife Quit Her Job podcast and I was absolutely riveted by the brand's story. Twirly Girl designs and manufactures and sells twirly dresses. These are colourful dresses that allow young girls to twirl as they spin around. What's enchanting about this brand though was how they used storytelling. I
love how they promote the idea that a dress is not just a piece of apparel but a "happy childhood memory." Read founder Cynthia Jamin's backstory to learn how it inspired her creations (warning: it isn't a pretty tale): I didn't have a childhood. Seven years of abuse took that away. I felt ashamed, invisible, ugly, and unworthy of feeling joy. So when my
two daughters were little, I decided to give them something that I never had: a happy childhood memory. My idea was to sew them a beautiful, super-comfortable twirly dress. Something that would make them twirl with joy. I enrolled in some sewing classes and came up with a design for a reversible dress. Fortunately, I live close to the Los Angeles
Fashion district, so I was able to find some amazing fabrics. Everything about my creation was costly: the high quality fabric, the 4 thread stitching, the way the itchy seams were sandwiched away from their bodies... but so what? This was a special gift, so no expense was spared. Beyond Cynthia's own sad backstory, TwirlyGirl also uses quirky little
stories to convey the idea of imagination and fantasy with their dresses. Have a look at this Facebook video focusing on how Cynthia returned from a trip to "Jupiter" on a cardboard rocketship! #15 IKEA Last, but certainly not least, is IKEA. I love how the Swedish giant furniture company use its Facebook Page to tell stories that wrap around their
customer's lives. What's interesting is how they've conveyed the concept of "Making Home Count" in their content, tapping on storytelling to change how people view their experience of being stuck at home due to the Coronavirus pandemic. Beyond this overarching story theme, IKEA has also used smaller story arcs to communicate this value. Here's
an example where the concept of making home count is seen by creating a "Dream room" for your child. A second example taken from their Facebook page. Here, the idea is to change people's mindset that you need a big home to house a growing family. Finally, IKEA has created this wonderfully whimsical story set in Victorian times. Watch it and
tell me what message they're trying to convey to viewers. Conclusion I hope that these 15 examples of brand storytelling have given you fresh ideas on the tales that you can tell on your own social media and digital platforms. Incorporating a story structure into your marketing and branding campaigns can help you to gain more resonance with your
audiences. What are some of the best brand stories which you've read, listened to, or watched? Share them with me. Fill in the contact form below for a free 60-minute Skype or Zoom consultation session! 20 Shares Your audience is programmed to crave and seek out great stories. They want to know your brand's origin, missions, goals — your entire
brand story. However, since marketers spend a lot of time optimizing content for algorithms, it can be challenging to flex your creative storytelling muscles. In this post, we've created a guide about the fundamentals of brand stories, including: When HubSpot started, we noticed traditional, interruptive marketing didn't appeal to consumers anymore
In the digital age, people were in complete control of the information they consumed, and they were sick and tired of receiving direct mail, email blasts, and cold calls. People wanted help, so we created educational content to solve marketing problems. Today, we've built a passionate community of inbound marketers, expanded our inbound
marketing approach to the sales and customer service industries, and strengthened the inbound movement more than ever before. This is our brand story important? A brand story is important because it helps
customers understand who you are and why your business exists. When consumers relate to your why, they develop a connected and enjoy your products are more likely to become loyal customers. How to Write a Brand Story 1. Highlight your story's
conflict. Check out the following story. Does it resonate with you? A girl wearing a red-hooded cloak is strolling through the woods to give her sick grandma some much-needed food and TLC. She passes a wolf on the way, and they exchange an awkward soft smile-nod. She makes it to her grandma's house, and they eat lunch and play Clue together.
Grandma wins by deducing that Colonel Mustard killed Mr. Boddy in the Billiard Room with the candlestick. The End. So ... what'd you think? Did this story keep you on the edge of your seat? Or does it feel ... off? For some reason, it doesn't work, right? That's because there's no conflict. Despite the intense game of Clue at the end, there's nothing at
stake. There's no tension, and the wolf didn't try to eat the girl. He didn't even go to Grandma's house. He barely acknowledged Little Red Riding Hood. At their core, stories are about overcoming adversity. A lack of conflict means there's no drama or emotional journey for people to relate to. Without drama or an emotional journey, it won't hold
attention, much less resonate and inspire. Brands might shy away from revealing any adversity or conflict because a blemish-free story about growth seems like the best-in-class solution, free of imperfections. In reality, this is a huge misconception because everything (including companies) has flaws. Plus,
people don't expect perfection because they can relate to the experience of adversity, struggling through it, and overcoming it. Conflict is key to telling compelling stories, so be transparent about the adversity your company has faced and own it. The more honest you are about your shortcomings, the more people will respect you and relate to your
 brand. 2. Don't forget about your story's status quo and resolution. A compelling story has two other fundamental elements: the status quo and resolution. The status quo is the way things are and have always been. A conflict disrupts this and puts something at stake, forcing the protagonist, your brand, to actively find a solution to the problem. The
resolution is how the protagonist solves the problem, giving your audience an emotional payoff. In sum, your brand's story structure should look like this: Status Ouo Conflict Resolution It's as simple as that. If you need an example to crystalize brand story structure, let's go over the actual Little Red Riding Hood story, followed by brands who are
nailing their brand story right now. Little Red Riding Hood Status Quo: Little Red Riding Hood walks through the woods to deliver food to her sick grandmather's house is, and he suggests she picks some flowers as a present for her. While
she's distracted, he breaks into Little Red Riding Hood's grandmother's house, eats her, and puts on her clothes to impersonate her. When Little Red Riding Hood gets to her grandmother's house, she notices subtle changes in her grandmother appearance but ultimately ignores them. The wolf swallows her whole and falls asleep from a food coma.
Resolution: A hunter hears Little Red Riding Hood's screams, bursts through grandma's door, cuts open the wolf's stomach, and frees Little Red Riding Hood and her grandmother. They then fill the wolf's body with heavy stones, and when he wakes up, he's unable to run away. Wouldn't you say that was a little more compelling and entertaining than
finding out Colonel Mustard can wield a candlestick as a murder weapon? I would, too. Many brands leverage this same structure to tell their story and durable products, whether it's workwear clothing or warm socks. It's extremely
committed to environmentalism and doing what it can to slow the process of global warming. One of its programs, Worn Wear, is an excellent example of telling a brand story using the structure outlined above. Status Quo: Thousands of global brands produce pounds and pounds of clothing items per year that
customers buy and add to their clothing collections. Conflict: Thousands of brands produce clothing items every year that people purchase. Clothing waste is also at an all-time high as people continuously buy new products and get rid of old ones, often in ways that harm the environment. Resolution: Patagonia's Worn Wear program gives new life to
used Patagonia products and refurbishes them to a like-new state at discounted prices. It saves clothing from entering landfills and gives a high-quality option to someone who needs it. 2. Unthinkable Media Unthinkable Media produces original, narrative-driven podcasts for B2B brands. Its mission is to create refreshing, entertaining shows for
clients that can actually retain people's attention, not just acquire it. The full story is fleshed out in one of the founder's blog posts Status Quo: As makers and marketers, we want our audience's attention, and so for years, we focused our efforts on acquiring it. Conflict: Today, thanks to multiple screens, ubiquitous and instantly accessible content,
and endless choice in nearly every competitive niche, the buyer now has total control. They only choose experiences they genuinely enjoy, meaning more is needed to capture attention. Focus needs to shift from impressions and traffic to subscribers and community.
Everything we try to achieve becomes possible and gets easier when audiences spend more time with a business, not seconds. Don't just acquire attention - hold it. 3. Grado Labs Grado Labs is a third-generation, family-owned headphone and cartridge company. It doesn't believe in advertising, has operated in the same building for over a century, and
even makes its headphones by hand. So why does it operate like this when huge brands like Beats by Dre, Sony, and Bose have celebrity endorsers and mass-produce their headphones? Check out our interpretation to find out. Status Quo: Music is an essential part of the human experience. Without it, life just isn't as colorful and exciting. Quality
headphones amplify the pleasant, emotional experience of listening to music. Conflict: In a market where every headphone brand has an enormous advertising budget, state-of-the-art facilities, and high-tech machines that can churn out as many products as they want, why not conform? Resolution: Sound comes first. As craft-driven creators,
prioritizing producing the best product over generating the most hype is important. By creating a better pair of headphones at the expense of publicity and growth, we can serve customers better and foster a passion for our product. 4. Drift Drift is a conversational marketing platform that helps businesses connect with prospects through genuine
empathetic conversations and interactions. In 2016, it shocked the content marketing world by scrapping arguably the most reliable lead generation machine, it knew ungating content on its website would align with its mission, put customers first, and
offer as much value as possible, which would produce better long-term results. Here's our interpretation of its brand story. Status Quo: The crux of content marketing is treating people like humans. So, we've done what most other companies have done: create content to help and educate our customers. In exchange for adding value to their lives,
customers will likely to return the favor with their attention, trust, and action. Conflict: As much as we preach about putting the customer first, we don't practice it. Instead of offering the most value at a baseline, we request contact information in exchange for what we offer. Are we actually being customer-centric? Resolution: Getting rid of forms lets
us practice what we preach — putting customers first and providing a more human and empathetic marketing experience. We should offer all of our content for free, with no strings attached. 5. Topicals Topical's founder grew up without seeing her skin type represented in mainstream TV commercials and advertisements. This led to thoughts of her
skin not being perfect because it wasn't propped up as the "perfect" skin type. The brand was launched from this experience, and below we'll outline an interpretation of its brand story. Status Quo: Hundreds of brands offer skincare products and create advertisements targeted toward those looking to improve their skin regimen. Conflict: Millions of
people use skincare products that they discover in advertisements, but these advertisements overwhelmingly feature a specific skin type and skin color, which may give audiences unrealistic expectations for their own skin. Resolution: A line of science-backed products that provide consumers with an excellent skin care option and a focus on mental
health to ensure audiences know there is no "ideal" skin type or skin model and that good skin simply means someone is comfortable with their own skin. Tips for Telling Your Brand Story Below we'll go over a few quick tips for crafting and telling an excellent brand story. For each tip, we'll include questions to ask yourself that can help you dig deep
and uncover what you're looking for. 1. Find Your Why Finding your brand exists and what it exists for. Questions to ask yourself can be: Why does your brand on be your brand exist? What are your brand exists and what it exists for. Questions to ask yourself can be: Why does your brand exist? What are your brand exists and what it exists for. Questions to ask yourself can be: Why does your brand exist? What are your brand exists and what it exists for. Questions to ask yourself can be: Why does your brand exist? What are your brand exists and what it exists for. Questions to ask yourself can be: Why does your brand exist? What problem arose that inspired you to search for a solution? What is your brand's mission, or what do you hope your brand exists and what it exists for. Questions to ask yourself can be: Why does your brand exists and what it exists for a solution? What is your brand exists and what it exists for a solution? What is your brand exists and what it exists for a solution? What is your brand exists and what it exists for a solution? What is your brand exists and what it exists for a solution? What is your brand exists and what it exists for a solution? What is your brand exists for a solution? What is your brand exists and what it exists for a solution of the problem arose that it is your brand exists and the problem arose that it is your brand exists and the problem arose that it is your brand exists and the problem arose that it is your brand exists and the problem arose that it is your brand exists and the problem arose that it is your brand exists and the problem arose that it is your brand exists and the problem arose that it is your brand exists and the problem arose that it is your brand exists and the problem arose that it is your brand exists and the problem arose that it is your brand exists and the problem arose that it is your brand exists and the problem arose that it is your brand exists and the problem arose that it is your brand exists and the problem arose that it is your brand e
values? How do you contribute to the world, or what will you contribute to the world? 2. Know Your Product Some questions to ask yourself to get to know more about your product relate to your brand's "why"? How does your product relate to
your overall mission and values? What makes your product, service, or business relates to them is a key pillar to telling your brand story. To uncover this information, you can ask yourself: Who is your target
market? What do you know about your target market and their needs and pain points? How does your target audience? Or, what is your product's direct relation to your target audience? Tell your brand's real story, not its highlight reel
Spitting out a highlight real, which many brands do, doesn't actually resonate with people. Instead, it's important to tell the truth. What people relate to and get inspired by isn't endless success. Our brain thrives on storytelling. We are programmed to
listen to stories, we are programmed to tell stories. Every company needs a story to tell the world that represents the essence of their brand to the best brand story examples. What is brand storytelling? Brand stories activate
emotions and communicate values. Your brand story is a complete picture of various elements from website copy to social media, to traditional ads. It's the way your brand presents itself to the world and the way the public perceives you. We need narratives for our CEOs to inspire others to join their cause, for our sales team to convince people to buy.
and for our customer support centers to convey a positive experience. Brand narratives evolve over time, changing to suit the product, the market, culture, and it must help sell whatever it is you're selling. You can't control a brand's narrative (and your audience may take it places you'd never expect it
to go), but you can shape it. The most important rule of brand storytelling? Your brand is not the hero, the consumer is. To resonate with your audience, your brand should play a supporting role that will help improve their life. "You can say the right thing about a product and nobody will listen. You've got to say it in such a way that people will feel it in
their gut. Because if they don't feel it, nothing will happen."William BernbachWhat defines a great brand story?Storytelling can be taught, and mastering the rules can help us create compelling narratives. When done successfully, a great brand story?Storytelling can be taught, and mastering the rules can help us create compelling narratives. When done successfully, a great brand story?Storytelling can be taught, and mastering the rules can help us create compelling narratives.
have to be a HUGE change, it just needs to be an improvement of some kind. Pack an emotional punch. Whether we like it or not, humans are driven by emotion. People buy things because of the emotional impact or advantage they offer. Connect with the audience. The story involves the people you are selling to. Tell the truth. The best brand stories
make you believe that the story they are telling is truly the brand's mission. How to write a brand story they are telling can help change your business. So how do you write one? Think about what you can turn into a story. Is there something that you've observed your consumers doing? Is there something they have told you about using your product or
services? If you're not sure, a survey could help. Find a hero. A good brand story features a main character that your audience can relate to. Give your hero a goal or desire. Think about how your main character want? What must they
overcome to achieve their goal? Make it entertaining. How will your hero achieve his or her goal in an interesting way? Let your hero change. Think about how your main character or supporting characters develop over the story. This is an essential part of making your story compelling to your audience. Keep it simple. People can only remember three
pieces of information at a time, so don't pack your brand story full of unnecessary details. Continue to innovate and over again. A good narrative doesn't happen overnight, in fact, it can take years to perfect. 11 of the best brand story examples. You haven't got all day,
so I'm going to focus on videos (arguably the best method of brand storytelling) and talk about how they fit in with a brand's broader story. I'll pick some classics, as well as some ads that are probably a little less well known internationally.1. Google, Parisian LoveBrand Story: Google is a relatively young brand, which was founded in 1995 and was
initially named Backrub. After a quick change of name, it skyrocketed past the competition and into the popular vernacular. Google is all about advertises its search capabilities on the screen. When it does, it turns off the sales pitch and focuses on human stories. Google commercials use minimal branding, and rarely include a sale pitch and focuses on human stories.
protagonist, we just watch their Google search history played to sound effects and a gentle piano track. Their Secret: Emotional impactWhy it works: The 52-second Super Bowl slot allows the audience to directly see how the product can make an impact on someone's life. It is a simple human story with an instant "ahh" factor that lead it to be shared
quickly on social networks. There's a hero, who has to overcome conflict (not being with his love interest) to live happily ever after (marriage and pregnancy). Brand Story: Whether you like or loathe Ikea, there's no denying how significantly IKEA changed the landscape when they first opened stores in Europe in the 1940s. Dubbed the "brand of
many" by the Observer ( source), IKEA is both experiential and quirky. You see that quirkiness and imagination everywhere from the delightful product names to the amusing products themselves. This extends into advertising, and this classic 2002 "Unboring" campaign by Crispin Porter + Bogusky directed by Spike Jonze takes that and runs with
it. Their Secret: Emotional ImpactWhy it works: This narrative gives characterization to an inanimate object, in this case, a lamp. It's a story that plays with our emotions — we follow a series of events happening to the lamp, and we think that it must be the hero. Naturally, we start to empathize with it. The fun twist is a man walking into shot and
calling us out for our lack of judgment. "Many of you feel bad for this lamp. This is because you're crazy. This lamp has no feelings. And the new one is much better." It's a delightful rug-pull that demonstrates both an excellent understanding of storytelling and how the brain works on story. Would it be different if it were made today? Absolutely —
we're seeing a shift from throwing things away to reusing them, and that's where Lamp 2 steps in as a sequel.3. Apple, 1984Brand Story: Steve Jobs famously said, "it's better to be a pirate than to join the navy," and that attitude permeated a lot of Apple's most significant product launches. This iconic ad, created by the agency TBWA\Chiat\Day and
directed by Ridley Scott put Apple on the map at the Super Bowl. Based on George Orwell's dystopian novel, the ad cost $650,000 to make and featured a British discus thrower as the woman who stops crowds of men from mindlessly following the words of a dictator on the screen. But it almost didn't air. In fact, test groups found it to be one of the
least effective commercials made. Their Secret: Taking a riskWhy it works: A company needs to tell a different story at differe
different,' it says, "we're revolutionary." Steve Jobs and Steve Wozniak loved 1984 and decided to ignore the test groups and air it anyway. Their risk paid off, and today, it's one of the most memorable Super Bowl spots. It wasn't until 1997 that we had the slogan Think Different, but this advert firmly plants that attitude as a seed in the audience's
mind.5. Compare the Market, Compare the MeerkatBrand Story: Compare the Meerkat is probably not well known overseas, but in the UK, it's a popular price comparison website. The Compare the Meerkat campaign launched in 2009 and was created by the VCCP agency. While Compare the Market wanted to build a trusted brand, their advertising
campaign (which features prominently across all their marketing channels) suggests that they don't take themselves too seriously. Their Secret: A sense of humorWhy it works: Alexander is a cute character with an easy to remember catchphrase, "Simples." He's introduced here in this 30-second advert that sets the audience up for future storytelling
opportunities. Alexander was immediately a hit with the British public, who flocked to buy toys of the CGI character. We don't know much about Alexander, just that he appears to be Russian, wealthy, and that he's started a website where he compares meerkats. It's memorable, witty, and leaves plenty of opportunities for follow on storylines. And
that's precisely what the brand has done. Compare the Meerkat is still going strong ten years later with more recent ads using celebrity selling power, such as this Kingsmen tie-in with the (delightful) Colin Firth.6. Old Spice, The Man Your Man Could Smell LikeBrand Story: Old Spice is a brand my Dad wore in the 1970s and 80s, but the brand itself
goes way back to the 1930s. The founder of the Shulton Company, William Lightfoot Schultz, who manufactured the product, chose a nautical theme for the brand. Throughout the years the brand has used colonial sailing ships as a motif. Now owned by Procter & Gamble, those sailing ships may not be a central theme, but they are still present. The
challenge to Old Spice is staying relevant to a younger generation, and this is where the Wieden+Kennedy ad, The Man Your Man Could Smice will transform your man into the perfect man, but that Old Spice can make your man smell like the perfect man. "Anything is possible
when you smell like a man and not a lady."Their Secret: Targeting a new audienceWhy it works: Instead of reaching out to men, the Old Spice guy talks directly to the ladies. It's genius because it takes a brand that is associated with granddads and makes it appealing to a modern generation. How does it do that? Well, it's well-written (and very
quotable), and while it might inspire the perfect lifestyle, it certainly doesn't over promise anything. It inspired several spoofs, including Smell Like a Monster featuring my favorite blue furry monster, Grover.7. Pampers, Stinky Booty 2.0Brand Story: In 1956, unsatisfied with having to change his grandson's cloth diapers, a Procter & Gamble
researcher by the name of Victor Mills, took on the challenge of making a disposable diaper. Today, Pampers is a trusted brand with many loyal followers, and its brand DNA is happy, healthy development for babies everywhere. This extends into all their storytelling, from packaging to ads featuring happy, laughing babies of all genders and race. In
this ad campaign by Pampers and Friends at Work, John Legend changes his baby's bottom, with the power of pampers and a support group of singing dads. Their Secret: Changing the status quoWhy it works: Pampers fights against social stereotypes by showing that men can change diapers too, using the celebrity power and vocal cords of John
Legend and Adam Levigne. What really makes this ad work is Chrissy Teigen (Twitter's current doyenne) who is every woman asking, do you want a medal for this? It's relatable and it subtly tells the viewer, if it's good enough for a celebrity's baby bottom, then it must be good enough for mine.8. Marks & Spencer, This is Not Just FoodBrand Story
Oh, how I love (and miss) Marks & Sparks. It's a brand that I've grown up with and am very loyal to. I'm happy to spend a good hour or so browsing around the Bluewater store every time I go home. Not because it's an innovative brand, but because it sells quality high street fashion that lasts. Or to put it another way — great bras and damn fine
sandwiches. It's a company that has had its ups and downs since starting in 1881, but the quintessentially British brand has held true to its brand position of premium quality for consumers. "This is not just food, this is Marks & Spencer food" was a 2004 campaign by that focused on the quality of M&S groceries. Their Secret: Focusing on qualityWhy it
works: This isn't a story, so why have I chosen it? Well, because it helps to paint a bigger story. With a sultry voice-over by actress Dervla Kirwan, some sexy food photography (lights down low, those parsnips! That pudding!), and Fleetwood Mac as the background music, the story the ads tell is that the food M&S sell is of the highest quality. The
public nicknamed it "food porn," and the reason these ads work is because they are easy to mimic. This ad is now such a classic that M&S have resurrected it after 12 years, with the latest ads injecting a little fun and humor into the campaign.9. Warby Parker, How Warby Parker Glasses Are MadeBrand Story: Compared to
 many brands out there, Warby Parker is a baby. Buying glasses online is very different from an in-store experience, where you can simply select different pairs and try them on. Warby Parker wanted to circumvent traditional purchasing channels, and they wanted to make their experience fun. Their first job? To make people care, and to do that, they
had to start with great storytelling. As a brand, they keep their story simple. Look across their website and social channels, and you'll find unpretentious copywriting and eye-catching photography, and this 2018 ad, explaining how glasses are made is no different. Their Secret: Telling the right story at the right timeWhy it works: Here's a company
sharing their story by explaining how they make their product and putting their people and the way they work in the spotlight. It shows that they care about quality. It's exactly the right story to tell to launch the brand to a broader audience. They don't try to fit everything in, but you learn a lot about them in a short space of time. This spot doesn't feel
fun, but that's okay because they've told us in the first ten seconds that fun is important to them. We quickly pick up on the brand's meaning and purpose, and thanks to the affordable price point, the audience can imagine owning a pair of specs. It's okay though, fun
fans. There are TWO ads! The second commercial, It's Mesmerizing Isn't It? manages to inject the fun and quirkiness that we see in Warby Parker's annual reports. It's a fun follow up that shows an appreciation of the craftsmanship that goes into making the glasses as well as the camera work. Yup, I definitely want a pair of glasses now.10. Mercedes
Benz, Snow DateBrand Story: Mercedes Benz is a brand that's over a century old. We know it from the Janis Joplin song, "Oh lord, won't you buy me a Mercedes Benz and in the air. Mercedes Benz stands for "the best or nothing." We associate the brand
with perfectionism and exclusivity. Snow Date, the 2016 ad by Merkley + Partners, focuses on the reliability of the 4-MATIC 4 wheel drive. In his Mercedes Benz, the boy's father has no trouble in driving him to the cinema. When he gets there, we wonder for a fraction of time whether his date is going to make it, and then we see the headlights of
another Mercedes Benz. Their Secret: Emotional impactWhy it works: This is a beautiful ad that gets me in the feels every time. (Seriously, why am I crying? This is about a car!). The basic premise of the story is that a boy needs to get to his date safely in the snow. We have an engaging character (the boy), overcoming a terrible obstacle (the snow) to
reach a desirable goal (the girl).11. John Lewis Insurance, Tiny DancerBrand Story: John Lewis is a chain of high-end British department stores. Founded in 1929, their motto was "never knowingly undersold," which essentially meant that if you found something cheaper anywhere else, they would refund you the difference. John Lewis is a chain of high-end British department stores. Founded in 1929, their motto was "never knowingly undersold," which essentially meant that if you found something cheaper anywhere else, they would refund you the difference. John Lewis Insurance, Tiny DancerBrand Story: John Lewis Insuran
about good value, excellent service, and honesty. Home, car, pet, and travel insurance all fall under that umbrella. Tiny Dancer is a 2015 adam&eveDDB commercial, featuring eight-year-old ballet enthusiast, Bunny May Lawrence McHugh. Their Secret: NostalgiaWhy it works: This is a lovely ad that works because it's both relatable and nostalgic. As
we follow Bunny dancing around her house, she touches, pulls, pushes, tugs at almost every item in every room, providing moments of tension without being overly dramatic. The addition of the familiar Elton John song provides us with the element of nostalgia and suggest that this scene could take place at any time — past or present. This vignette
does an excellent job of reminding the viewer that home insurance is useful. And the boy on the stairs is every brother who thinks his sister is being ridiculous. Gender stereotyping maybe? But the passionate performance more than makes up for it.11. Nike, Angry ChickenBrand Story: Back in the day, Nike was an upstart — a competitor to
established brands like Adidas, and it had a bit of an edge. "Just do it" is a recognizable call to action that speaks to the individual and Nike has stuck true to it for over 30 years. It's a brilliant compliment to the instantly recognizable swoosh logo. So how does this Wieden + Kennedy 2002 ad that launched the Presto shoe stay true to that? Narrated by
a very calm Frenchman and translated into English, Angry Chicken doesn't really make much sense. It follows a narrative — a man has made a chicken angry, and it is following him. What will happen if the chicken doesn't really manages to. Their Secret.
Breaking the formatWhy it works: Is the man being sporty? Well, yes, he's doing parkour, it's just that he manages to finally outsmart the chicken. Is the man "just doing it?" well, yes I guess he is. Why is it memorable? Because it breaks the format for the
genre. In other words, it's different from any other ad for a sporting company. Conclusion stories are a great way of catching your audience's attention and for maintaining it. Not just any story — emotional, well-crafted stories. The best brand story examples have one thing in common: a relatable hero who shows that using a product or service
positively changes their life for the better. Originally published at on June 24, 2019. Jimmy couldn't really tell if he had opened his eyes, that's how dark it was. In fact he wasn't even sure he was still alive. All he could remember was the bloody red dress of that "something" which definitely wasn't his date and certainly was not a person. Wondering
what comes next? Next is your turn to create a well-written and show-stopping brand story for your client. One that catches the attention and connects with the audience's shared experiences, aspirations, and values. Learn how to do it from the 15 best story examples from top brands Try Prowly completely free for 7 days in a platform with
everything you need for PR. All-in-one software: Get everything you need in one tool for PR, incl. media database, outreach, reporting, and more Transparent pricing: Plans start at $258/month Comprehensive monitoring: Track the web, social media, print, and broadcast mentions Learn more What is the brand story of a company? A brand story is a
narrative that covers the essence of your brand. It connects with its target audience on an emotional level. You can say it's the heart and soul of a brand, defining its identity, values, and purpose. A strong brand story goes beyond the functional aspects of a product or service: It appeals to the essence of a company and helps customers understand its
mission and why it exists. It often includes elements such as the brand's founding story, core values, USPs, and the importance of PR storytelling
is only rising each year. So what's the difference between these two ideas - brand storytelling? Imagine your brand as a person. [][] [][] Brand storytelling? Imagine your brand as a person. [][] [][][] Brand storytelling is like your personality. It reflects your way of communicating and interacting with the world. [] Your brand story, on the other hand, is your backstory. Your origins, your values, and your
purpose. All the events that have formed the way you are. Think of brand storytelling as your overall communication strategy. And your brand story is the heart of that strategy. When you combine them, you will gain a powerful tool for building relationships with your audience and achieving your business goals. Check out our piece about data-driven
storytelling to learn more about this method. And this article with 9 storytelling examples to get inspired by. Why does a brand storytelling a task for well - the brand teams? Not really. As experts in communication and messaging, PR professionals are uniquely equipped to help develop and convey a cohesive brand
story. And they know what shouldn't be said to avoid reputation crises better than anyone. When you have strong story branding, you can more effectively reach your target audience, build loyalty, and stand out from the competition. Thus your PR gets better and differentiates you from the crowd. It is an investment that will pay off in the long run.
Tell people how the brand was created. Cover its origins, including the vision and motivation of its founders. This can add a human touch and authenticity to the brand, its core values and beliefs. This helps consumers align themselves with the brand apart from its competitors? Point out
all of these aspects. These could be features, high quality, or even a variety of shapes and colors. This is the collection of characteristics and traits that define the brand's overall image. Make them fun, innovative and easy to relate to. Show some real-life examples of delighted customers. This adds credibility and builds trust. Use visual elements
associated with the brand. This means logos, colors, and design that contribute to the overall brand story. Address how the brand contributes to larger cultural trends and goals for the future. Being too self-promotional. Avoid sales talk. Being generic or
unoriginal. The audience wants something new and fresh. Not being authentic. People don't like fake. Not being consistent with your brand messaging. Your brand story should align with other messages you send. To get more details about building stories, you can look here The Elements of Storytelling. 15 brand story examples of big PR concepts to
inspire you Learn how to write a brand story from the best. Below you can find well-known and even better-written narrative examples. A tech giant known in every corner of the world. Started "in the basement" by Steve Wozniak and Steve Jobs. This story is about innovation and thinking big about the future from day one. Plus - Apple's logo and
claim show they truly are rebels in the industry. Isn't the Coca-Cola Christmas advertising already legendary? This is a brand story example that shows how consistency in messaging can create a great storyline for years. As you can see - they don't even talk about the drink itself. Coca-Cola has been quenching thirsts and bringing people together for
over 130 years. They focus on the friendly picture it creates as an essential part of social gatherings. Quite simply, the narrative of Walt Disney and his aspiration to build an enchanting realm of entertainment and imagination. If you are searching for an answer to "What is a storyline that touches the human soul?" here it is. Founded as "Blue Ribbon
Sports," Nike's journey mirrors the relentless pursuit of athletic greatness, encapsulated in its inspiring motto "Just Do It." With roots in a Danish workshop, LEGO's narrative is a testament to creativity, imagination, and the power of endless possibilities. They stress that they are inspired by children, but aren't only a company for kids. This iconic
American motorcycle manufacturer has become synonymous with a rebellious spirit and the thrill of the open road. Their brand story is about transportation, it's a way of life. P.S. If you're into storytelling based on specific characteristics
Harley-Davidson is also an Outlaw brand archetype. This brand is an icon of sustainable practices in the outdoor industry and exemplifies the harmonious coexistence of commercial success and environmental stewardship. Their brand story is about a deep love and respect for nature and a commitment to using business as a force for good. Wearing
Patagonia isn't just about fashion, it's a statement of values. Jeff Bezos's company's story is about evolution. From a humble startup to a revolutionary e-commerce giant. Their brand story is about constant innovation, customer obsession and global expansion. This ice cream company has made a name for itself by combining its passion for social
justice and environmental stewardship with its dedication to crafting unforgettable flavors. The brand story features grassroots activism, fair trade sourcing, and community involvement. IKEA's story is one of defying expectations, transforming furniture from a luxury item into an affordable necessity. The brand has become synonymous with modern
 functional design and has a strong focus on sustainability and social responsibility. Microsoft's success story is a captivating tale of innovation, ambition of a groundbreaking vision. The brand story of Microsoft is all about how a small startup evolved to become one of the most influential and successful companies in the world. With
a strong focus on technology, Microsoft has revolutionized the way we work, communicate, and live our daily lives. This brand's identity was forged in the fires of motorsport, the precision of engineering, and the aspiration of automotive refinement. Thanks not only to the product, but mostly the narrative, Porsche's name has become synonymous
with high-performance, luxury cars. From roommates sharing space to global connections, Airbnb empowers travelers with unique experiences. Their brand story centers around creating a sense of belonging, connection and community through travel. Under Armour's story started in its founder's, Kevin Plank's, grandmother's basement. Over the
years the brand rose to become a global sports apparel giant, proving dreams can start anywhere. Brand stories created by Under Armour highlight the importance of determination, hard work and perseverance to achieve success. Tesla's mission, fueled by Elon Musk's ambition, is to catapult the world towards sustainable energy. With electric
vehicles and renewable solutions leading the charge, we are slowly getting there. Tesla's brand story is all about challenging the status quo and paving the way for a better, more sustainable future. To explore this topic you can also check out the 8 Most Impactful PR & Marketing Campaigns During the Pandemic. 98% of journalists think it's
somewhat important (15%), important (49%) for a company or organization to have an online newsroom available to the press. An online newsroom is a centralized and easily accessible repository of information for journalists, media professionals, and the public. With tools like Prowly, you can create and customize your own
online newsroom easily, without the need to code. Just add your visuals, add the company's data, optimize the content, and let the world enjoy your story! Publishing brand stories in an online newsroom, you retain
complete control over the messaging. Timely Updates. Publishing in a newsroom is quick and easy, so you can deliver tiny updates to your search engine optimization efforts. Credibility and Transparency. Such publications can help to establish
your brand as a credible and transparent organization. Multimedia Integration. In such publications, you can incorporate multimedia elements like images, videos, and infographics, making your brand stories even more catchy. You can incorporate multimedia elements like images, videos, and infographics, making your brand stories even more catchy. You can incorporate multimedia elements like images, videos, and infographics, making your brand stories even more catchy. You can incorporate multimedia elements like images, videos, and infographics, making your brand stories even more catchy.
 brand story is easier than ever. Here are more tips and tricks on how to create an online newsroom. 3 ready-to-use brand story templates Looking for a brand story template? We've got you! Below you can find three and adapt them to your needs however you want.
Founding Vision: Share the vision that led to the creation of the brand. What problem were the founders trying to solve? Early Challenges: Defining Moments: Highlight key moments that shaped the brand's identity and values. Values and obstacles faced during the early stages.
Mission:Clearly articulate the core values and mission that drive the brand has positively impacted customers. 

Evolution and Growth:Discuss how the brand has evolved over time and talk about its growth milestones. 

Future Vision:Conclude with the brand's
vision for the future and the impact it aspires to make. Introduction: Set the stage by introducing the brand's current identity and positioning. Origins and Pivot: Briefly touch on the brand's origins and any significant pivots that define the brand.
Customer Journeys: Showcase real customer stories or experiences that reflect the brand's value. Innovation and Adaptation: Discuss how the brand embraces innovation and adapts to changing market dynamics.
Partnerships: Mention any notable collaborations or partnerships that have contributed to the brand's success. 
Future Direction: Future Direction: Future Direction: Onclude with a glimpse into the brand's future direction and goals.
Campaigns: Highlight any impactful campaigns or initiatives that align with the brand's values. 
Continuous improvement: Discuss the brand's values. 
Continuous improvement and positive change. 
Future Commitments: Conclude by outlining the brand's commitment to continuous improvement and positive change.
future commitments to its values and to make a societal impact. Make your own story? You already know it. You have also learned how to create one and have read some good examples. As a next step, make your own story? You already know it. You have also learned how to create one and have read some good examples.
your story heard. Try Prowly completely free for 7 days in a platform with everything you need for PR. All-in-one software: Get everything you need in one tool for PR, incl. media database, outreach, reporting, and more Transparent pricing: Plans start at $258/month Comprehensive monitoring: Track the web, social media, print, and broadcast
mentions Learn more Brand storytelling is literally that: telling your story through a variety of platforms (owned, earned, and paid media) and having a cohesive identity as a brand beyond, "idk, we sell stuff." It isn't just a one-off deal either. Brand storytelling is in every page, post, email, and TikTok dance. So, having a cohesive idea of what your
brand stands for is important to keep your messaging from becoming feral and chaotic. Prezly - just beautiful storytelling. Publish your newsroom with a free trial Before we jump into the examples, let's just have a quick recap of what brand storytelling is and isn't. Great brand storytelling is... Showcasing your brand's values Elements of good
storytelling include a combination of high-quality content, real-life stories, and testimonials (social proof) from customers and employeesUsing evidence and facts told in engaging ways to bring your brand to lifeMaking an emotional connection through authenticity and humanityQuality brand storytelling is not...Lying for the sake of profitEmotional
manipulationExaggerating what your brand is capable of to trick consumersBragging about how amazing your companies may pop into the average noggin:Starbucks and its "third place" philosophy of creating community through its coffee
shopsNike and its "just do it" emphasis on elite athleticismToms Shoes and its commitment to altruism demonstrated by donating a pair of shoes for every pair purchasedOn their surface, these examples are meant to reflect
how the consumer feels both about the brand but mostly about themselves and their role in using such an amazing service. To show you what I mean, let's take a closer look at the above examples: Starbucks' "third place" philosophy is about belonging. The customer should feel at home, welcome, and free to kick off their shoes and relax (but not
literally, gross)Nike's emphasis on sportiness is meant to make the consumer feel powerful, strong, and like they can take those Nike shoes and run up the Eiffel TowerToms Shoes' philanthropic brand story is intended to give the consumer a warm, fuzzy, "I'm a good person" feeling, even if they are actually a terrible person 98% of the timeTip:
Telling your story with the customer in mind is literally Business Brand Storytelling 101, and it becomes a lot easier when you do well, and why you do it will make the whole "brand storytelling" thing so much easier. Like we mentioned earlier, story can
manifest in pretty much any format you can think of - a video shared on social media, a funny ad, a tear-jerker ad, a heartfelt press release, a literal storybook story. Anything. Just so long as it makes sense for your brand. In more practical terms, what that means is that you want to have the freedom to tell your story in whatever medium you choose.
Yes, even interpretive dance. If you're publishing a blog, academy (like this one!), or newsroom (see our online newsroom software), make sure that the digital storytelling tools you use support multimedia. You want to be able to embed not just images and video, but also social media posts, live streams, podcasts, infographics, and so on. Here's what
a decent multimedia story editor might look like: Try Prezly for free todayOkay, so, onto the examples of smaller or less-talked-
about brands that are killing it at telling their brand story. Side noteThere is a distinct but confusing difference between brand storytelling and a brand storytelling is literally everything your company or agency does to communicate with the greater world: every keystroke and graphic is brand storytelling. A brand story is a narrative
around who, what, when, why, and how your company came to be. For this list, we're only focusing on brand storyelling. Confused yet? Good. Okay, now, on to the main attraction! The brand storyelling. Confused yet? Good. Okay, now, on to the main attraction! The brand storyelling. Confused yet?
only dietary supplement company in the US, to my knowledge, that publishes third-party testing of every product transparently on our product transparently or our
lives right on our homepage, as well as all of our product pages, and has been a very profitable endeavor. Calloway Cook, Illuminate LabsWhy it works: Brands that stand for something meaningful seem like they are playing marketing on easy mode, but it's crazy how
often they fail to use their message in their brand story. This is not true for Illuminate Labs, which takes pride in its ethical business practices and uses them to market its products (quite successfully, it seems). What we can learn: If you got it, flaunt it. Don't be shy about what differentiates you from the competition. If your brand is actively
subverting the questionable ethics and norms of the industry, let the people know! It's combining storytelling and tabletop games, and their brand story emphasizes the community and relationship-building aspects of what they do. They aren't there
simply to tell a story. There are plenty of other brands for that. Their goal is to help you build relationships with journalists first? It's playing on
hard mode!). If your brand can solve one of those issues, then highlight that in your brand story: Our slogan is "Carry What Matters", which means that we're designing products with functionality that encourages carrying only what you need. We want to boast that same thought in the way
that our customers approach life - by leaving the drama behind, focusing on the positive, and carrying only the essential things with us in life. Our product is a direct reflection of that. Eric Elggren, AndarWhy it works: Your brand story doesn't have to be complicated to be meaningful. Sometimes consumers want a simple, minimalist, handmade
leather good and don't need a fraught backstory to get it. What we can learn: Not every brand story has to be a harrowing tale of strife and conquest. Simplicity in your story brand is a good thing. Cut out the parts that don't matter and highlight the ones that do.The brand story: Why it works: They saw a problem, found a solution, and went to work.
Plus, the logo is just too cute. Storytelling has always been an essential part of our brand strategy. A customer remembers your story over the technical features of your products. In today's world, storytelling is more important than ever. Every market is saturated with an excess of choice. Effective, authentic storytelling is more important than ever.
the noise. Our journey of finding the world's most sustainable resource to produce the highest-quality products is at the heart of all of our marketing. Ashley Brown, Panda LondonWhat we can learn: Many businesses are made to meet a need. Something is lacking, and the business aims to fill the void. Your brand story can and should absolutely share
that journey, because if you perceive that there is a problem to be solved, odds are your intended audience will as well. The brand story: Why it works: It's cute. It explains their value system and why they do what they do wh
by making work more simple". What we can learn: Writing your brand story doesn't have to mean a wall of text. Incorporating cute graphics or telling your story in unique and interesting ways can be super effective. The brand story: After being a top-selling designer for a wholesale fashion company for ten years, producing a new collection every
month, I know how wasteful, polluting, and unsustainable the fashion industry can be. In the age of fast fashion, we've lost that connection to the people behind the clothes we wear every day. So I set out to create a better alternative: producing beautiful slow fashion clothing made the way it should be, and designed to be worn not just for one season,
but year after year, so that you can look great while making a positive impact on the world. I want to rebuild that connection for the earth that provides the materials. I have sourced deadstock fabrics made from eco-friendly fibers from around the world, and work with the best
artisans and ethical manufacturers to create long-lasting, high-quality clothes. Consumers are looking for brands like Paneros that are focused on sustainability without compromising great style, quality, and fit.Lauren DeCarli-Till, Paneros ClothingWhy it works: Positioning yourself as an antagonist to a widely known problem is just good storytelling
It's David defeating Goliath, except in this metaphor, Goliath is the universally-hated fast fashion industry, and David is an insider dismantling the system after learning how the system works from the inside. It's deep, and we're here for it. What we can learn: If your origin story starts in an industry with questionable or unethical practices that you
took upon yourself to overhaul by going rogue and starting your own competing business... wow, use that. That's powerful stuff, and people will eat it up. The husband and wife duo team saw a need (to learn Thai) and sought to meet that need with
their existing skills (mobile application development). The site grew from there, and they've remained true to their mission of helping others learn an ever-increasing amount of languages. That's pretty cool! Storytelling is an essential part of our marketing tactics, as it can help us create an emotional connection with our audience and makes our brand
more relatable. Many of our content writers are language learners themselves and can relate to the challenges of learning a new language. We believe that this type of content motivates readers to tell their own experiences in the comments, which
means greater engagement on our blog. Simon Bacher, Ling AppWhat we can learn: Find a need, meet it well, make customers who also have that need happy, profit. The fact that Ling is founded by a husband and wife team is also awesome for humanizing the brand! The brand story: Why it works: As counter-intuitive as it may seem, sometimes
failure is an effective strategy for communicating a brand story. Sure, we all want to seem perfect all of the time. But that's not realistic. People relate to someone who has tried, failed, and learned from their mistakes because we've all failed at one point or another. What we can learn: Share your story authentically, even if it isn't picture-perfect.
Backlinko is also quite effective because Brian Dean has done a stellar job of marketing himself as the brand. His fans are that much more loyal to Brian as the person, not simply Backlinko, the amorphous website. The brand story: Why it works: Dr. Bronner's has been around for over 150 years, and its unique branding has been central to its
messaging. From its chaotic and wonderful bottles to its strong stance on environmental issues, the company has been branding was even called "branding". Dr. Bronner's "We are All-One or None!" slogan evokes emotion around community and inclusion. What we can learn: You don't have to do brand storytelling like everyone
else. In fact, telling your story in a way that differentiates you from the crowd is pretty much always a good thing. The brand story: Why it works: Halo Top is an international company, but that doesn't mean they take themselves too seriously. Their brand story reads like an excited, normal human-person telling a story at a random social gathering.
Casual, kinda funny, and (most of all) super excited about ice cream (like most humans). What we can learn: Your brand story doesn't have to be uber-serious to be effective. The brand story doesn't have your own dog
food, eat it. Canva could tell their story in a dry, bland wall of text, but they're electing to show rather than tell, and they do it very well. The brand story: Why it works: Many of us know the pain of the endless back-and-forth when creating great content, especially when that creation process requires technical skill. A brand recognizing that frustration
and then reflecting back a solution gets potential customers excited about trying that service. 7 Wonders Cinema captures this frustration-turned-solution well with their brand story. The quality of the storytelling always shines through. We believe in the strength of our work, and time again has proved that getting it in front of prospective
clients draws them in. We strategize with our dashboard to target Instagram and LinkedIn with our video work, and we strive hard to nurture a creative environment on-set to produce the best-quality content. It is through this combination of great storytelling and strategize with our video work, and we strive hard to nurture a creative environment on-set to produce the best-quality content. It is through this combination of great storytelling and strategize with our video work, and we strive hard to nurture a creative environment on-set to produce the best-quality content.
we can learn: We've said it before, but it's worth repeating: your brand story: Why it works: The AWF obviously invested a ton of time, energy, and resources into
explaining who they are, what they do, and their vision for the future. It's a masterclass in effective multimedia (videos, images, infographics, and plenty of text). What we can learn: Your brand story doesn't always have to be a fun, sexy, minimalist two sentences. Take the time you need to tell the story that matters and invest resources into telling
that story effectively. No two brands will have the same story, and brand stories will always uniquely reflect the values, personality, humor, and priorities of those who dedicate so many of their precious waking hours to the brand. Brand story examples are great for drawing inspiration, but authenticity in storytelling is the key to doing it in a way that
resonates with audiences. Authenticity is also the key to not soundlike a weirdo who just copied someone else's story. Because nobody wants to sound like a weirdo on the key to not soundlike a weirdo who just copied someone else's story. Because nobody wants to sound like a weirdo on the key to not soundlike a weirdo. Read more about brand storytelling and how to not sound like a weirdo.
your contacts in a single CRM, with easy import & exportMeasure performance with analytics & built-in media monitoring Thoroughly confused about how many different plot types? Walk into the British Library, and you'll
find around 25 million books. That's more books than in any other library in the world, and some of them date as far back as 300 BC. Science tells us that the human brain is driven by story, but with only a handful of different plot types in literature, does that suggest that the human race is not very imaginative? Well, maybe. Ever give up on a book
because it was just too complicated? Perhaps you lost track of all the different names or felt confused about who the protagonist was. Human beings like simple stories, and we like stories that feel familiar to us. "We tend to prefer stories that fit into the molds which are familiar, and reject narratives that do not align with our experience." - Andrew J.
Regan et al., The Emotional Arcs of Stories are Dominated by Six Basic Shapes.So, 3, 5, 7, 9, or 36? Which is it?In 1959, Foster-Harris used three basic buckets to define story — happy ending, and tragedy (read that as a miserable ending). If you have a quick look at Amazon, you'll find Christoper Booker's The Seven Basic Plots (in
which he discusses nine basic plot types, but dismisses two), Ronald Tobias's 20 Master Plots and Georges Polti's 36 Dramatic Situations. So are there 3, 7, 9, 20, or 36 basic story archetypes? Trick question — they're all wrong. The correct number of basic plot types is 6, and we know that thanks to a simple sentiment analysis tool. What is the
emotional arc of a story? Kurt Vonnegut submitted his master's thesis to the University of Chicago in which he described the shape of plots. It was dismissed because, according to Vonnegut, "it was so simple and looked like too much fun." You can find Vonnegut submitted his master's thesis to the University of Chicago in which he described the shape of plots. It was dismissed because, according to Vonnegut, "it was so simple and looked like too much fun." You can find Vonnegut submitted his master's thesis to the University of Chicago in which he described the shape of plots. It was dismissed because, according to Vonnegut, "it was so simple and looked like too much fun." You can find Vonnegut submitted his master's thesis to the University of Chicago in which he described the shape of plots. It was dismissed because, according to Vonnegut submitted his master's thesis to the University of Chicago in which he described the shape of plots. It was dismissed because, according to Vonnegut submitted his master's thesis to the University of Chicago in which he described his master is the shape of plots. It was dismissed because, according to Vonnegut submitted his master is the University of Chicago in which he described his master is the University of Chicago in which he described his master is the University of Chicago in which he described his master is the University of Chicago in which he described his master is the University of Chicago in which he described his master is the University of Chicago in which he described his master is the University of Chicago in which he described his master is the University of Chicago in which he described his master is the University of Chicago in which he described his master is the University of Chicago in which he described his master is the University of Chicago in which he described his master is the University of Chicago in which he described his master is the University of Chicago in which he described his master is the University of Chicago in which he described his 
based on the "Beginning-End" and "Ill Fortune (sickness and poverty) — Great Fortune (wealth and boisterous good health)" axes. The basic theory is that the character has ups and downs that can be plotted to a graph — this is the character's emotional arc. The emotional arc doesn't tell us about the plot or the meaning of the story, but it tells us
part of the whole story. Vonnegut mapped out the shape of stories by hand, illustrated below by the designer Maya Eilam. Each graph as a distinct shape and many stories can be mapped to those shapes. Vonnegut predicted that the shape of stories could be fed into a computer (why not, computers could already play chess!) and in 2016, some 35 years
```

```
later, that prediction came true. "There is no reason why the simple shapes of stories can't be fed into computers; they are beautiful shapes." - Kurt VonnegutHang on, so technically we're categorizing different emotional arcs, not stories? Exactly. And it's this issue that has drawn some criticism from the digital humanities community. Basically, this
categorization is a dramatic simplification of a narrative or plot. But what's wrong with simplicity? When we simplify plot types as the rise and fall of emotional arcs, we can provide new insights and trends into works of literature. How do we know how many types of arc there are? After feeding 1,737 fictional English-language stories from Project
Gutenberg's fiction collection through a computer program, students have confirmed that there are just six basic story plots. The experiment that took place with students from the University of Vermont and the University of Adelaide analyzed language for its emotional content and categorized it based on what happens to the protagonist. They used a
tool called a Hedonometer, which was invented to measure happiness or pleasure and spits out meaningful graphs. (You can find a version of the tool here, where you can look at the average happiness for Twitter. Be careful; this is a rabbit hole). While the plot of books may be complicated, through simple sentiment analysis, emotional arcs are
generally easy to pin-point. For example, here is the emotional arc of Harry Potter and the Deathly Hallows by J.K. Rowling, as plotted by the study. Although there are several complex subplots, by following Harry, we can see the highs and lows of the story. What are the six different plot types? The six core plot types that form the building blocks of
narrative are: Rags to riches (an arc following a fall in happiness) Tragedy or riches to rags (an arc following a fall in happiness) Man in a hole (fall-rise) Icarus (rise-fall) What are the most successful types of story? Using the data from the experiment, the students concluded that the most successful types of story? Using the data from the experiment, the students concluded that the most successful types of story? Using the data from the experiment, the students concluded that the most successful types of story? Using the data from the experiment, the students concluded that the most successful types of story? Using the data from the experiment, the students concluded that the most successful types of story? Using the data from the experiment, the students concluded that the most successful types of story? Using the data from the experiment, the students concluded that the most successful types of story? Using the data from the experiment, the students concluded that the most successful types of story? Using the data from the experiment, the students concluded that the most successful types of story? Using the data from the experiment, the students concluded that the most successful types of story? Using the data from the experiment, the students concluded that the most successful types of story? Using the data from the experiment of 
story are:Icarus (rise-fall)Oedipus (fall-rise fall)Two sequential 'man in a hole' arcs (fall-rise, fall-rise)Okay, so now we know how many types of stories there are, lets put these plot types under the microscope.6 Different Plot Types: A Definitive ListRags to riches (an arc following a rise in happiness)Aladdin, Puss in Boots, The Winter's Tale. Our
plucky but downtrodden hero meets his or her true potential. Tragedy or riches to rags (an arc following a fall in happiness) Hamlet, Romeo and Juliet. Our brave but downtrodden hero fails to meet his or her potential. Man in a hole (fall-rise) The Magic of Oz. Arsenic and Old Lace. As Vonnegut puts it, "somebody gets in trouble and gets out of it
again.Icarus (rise-fall)The Greek myth of Icarus, The Metamorphosis. Life for our bold hero starts off all sunshine and rainbows, but it's not long until everything goes sideways. Cinderella (rise-fall-rise)Cinderella, , the origin story of Christianity. Life seems to be going well for our hero, only for tragedy to strike. In this story, we root for the tides to
turn, and for happiness to be restored. Oedipus (fall-rise-fall) The negation of the Cinderella story, such as Oedipus Rex Things start badly for the protagonist, but stories that have strong supporting characters
will use multiple story arcs. Take the classic Trading Places, for example. While Louis Winthorpe III's path follows a Cinderella story shape, Billy Ray Valentine follows the Rags to Riches story shape. They meet at the point where everything has gone wrong for Louis and join forces to rise to the story's end. Recategorizing the 7 Basic PlotsUntil now,
Christopher Booker was the go-to authority on plot types. So, Christopher Booker fans, you must be feeling a bit miffed by now if you've memorized his seven possible narrative structures: overcoming the monster (as in Beowulf),
rags to riches (as in Cinderella), the quest (as in King Solomon's Mines), voyage and return (as in Hero or heroine is
forced on a quest where they need to save their community/the girl/the human race. Most likely, this would be a 'man in a hole' plot.Rags to riches — We've got this covered, it's our first basic plot type.The quest — Here, our daring hero, often accompanied by a friend, sets out on an adventure, often to undergo a journey along the way, ultimately to
win the prize or the love interest before returning home again. This could also be a 'man in a hole' plot, but it might also be a 'rags to riches' plot. Voyage and return — These stories are about heroes who find themselves in strange and unusual lands. Much depends on how the voyage goes. It could be simple, following a 'rags to riches' arc as the hero
sets off happily, finds treasure and returns with it. Or, it could get more complicated. Say they follow the Oedipus plot, falling victim to a terrible storm, but finding a new land and claiming it as their own, only to be kidnapped by cannibals. Comedy — In terms of a Shakespearean comedy, like Much Ado About Nothing, there is some confusion and
mischief that separates the lovers that must be resolved before they reunite again. This might follow the Cinderella plot. Tragedy — We've got this covered too, it's our second basic plot type. Rebirth — Here, our hero has lost him or herself and needs to find a path back to redemption. A Christmas Carol is a great example here, with Scrooge finding joy
and magic in Christmas. Perhaps Scrooge is just a 'man in a hole', who, with a little help from the Ghosts of Christmases Past, Present, and Future, finds his way out of it again. Applying the archetypesNow you know the six basic emotional arcs, you can apply them to the stories you read or watch, writing your own stories, or looking at your
customer's journey through product marketing. The world is your proverbial oyster. If you're looking to write a bestseller, then you may consider using one of the three most successful plots, Icarus, Oedipus, or two sequential 'man in a hole' arcs. Use the arc as a starting point and see where it leads. So what next? Well, it seems that studies are
producing data rapidly and will soon be able to categorize not only books, but also tv shows, and the news. This means we may be able to fully understand the landscape of storytelling within the next decade — which could impact the art form, leading to more surprising and delightful stories. Originally published at on July 21, 2019. Within a narrative
there are four character types that you'll meet time and time again — flat, round, static and dynamic. And no, flat and static characters are not the same thing, just as round and dynamic aren't either. Thoroughly confused? Read on and I'll help you out. Writers reveal characterization through narration, clothing, direct speech, showing what the
character is feeling, and most importantly, through the actions we see the character take. Flat v.s. round character is an easy way of finding out whether the character is flat or round. Static v.s. dynamic characters the terms "static" and "dynamic" and "dynamic" and "round" refer to a character is flat or round. Static v.s. dynamic character is an easy way of finding out whether the character is flat or round. Static v.s. dynamic characters the terms "static" and "dynamic" and "round" refer to a character is flat or round. Static v.s. dynamic character is flat or round. Static v.s. dynamic character is flat or round.
refer to a character's growth. Asking whether the character isn't something out whether a character is static or dynamic. The shape of a character isn't something that a writer necessarily chooses when they are writing. In fact, it's probable that Shakespeare had no idea that Hamlet was a round character. It's also
probable that Douglas Adams couldn't give a monkey's bottom about whether Zaphod Beeblebrox was flat, dynamic, or anything in between. So why does it matter what shape a character is? Well, it matters if you've written a book and even your closest friends have trouble reading it. It matters if your agent says, "I can't connect with these
characters," and it especially matters if your teacher is asking you to do an assignment about character shapes. To make it easy to explain, I'm going to focus on three stories that most of us know pretty well — William Shakespeare's Stone. Ready'
Alright, let's begin. Flat Characters Flat characters do not change throughout a story (source). Whether it's a deliberate or unplanned choice, flat characters have not been well-developed by the author. As a consequence, the reader learns very little about them throughout the narrative and may find it difficult to connect with them. In his book, Aspects
of the Novel, E.M. Forster talks about flat character's lack of complexity means that we often know little or nothing about their past, and the character fails to surprise us. Flat characters may have good or bad intentions and can be the villain or the
comic relief. Too serious, E.M. Forster warns, and they could be boring — like Mr. Collins in Jane Austin's Pride and Prejudice. "For we must admit that flat people are not in themselves as big achievements as round ones, and also that they are best when they are comic. A serious or tragic flat character is apt to be a bore." — E.M. Forster Don't
confuse flat characters with static characters, there is a key difference. Static means that the characteristics of a flat characteristics of a flat
throughout the telling of a storyNever experiences internal conflictDoesn't surprise the reader. In Hamlet, Polonius is a flat character who doesn't change from the moment we meet him to the moment he dies. While he speaks in cliches, Polonius is a concerned father
who offers sound advice to his children. Although he is far from perfect, Polonius contributes to the plot by acting as a contrast to Hamlet's family, both before (caring deeply for his children) and after his death (being swiftly avenged by his son). Played by the right actor, he also provides a form of comic relief by lightening up long speeches with his
blissful lack of self-awareness. In Star Wars IV — A New Hope, Han Solo is a flat character. He remains the same sarcastic, opportunistic scoundrel from the beginning of the film to its end. Although Solo provides transport for Luke Skywalker and Obi-Wan Kenobi and helps rescue Princess Leia, his character isn't actually integral to the plot. We could
technically remove him from the action without interfering too much with the storyline. The fact that Han Solo is flat could be the reason why the 2018 film Solo bombed at the box office. Unlike Obi-Wan, there aren't enough to be interesting as a
protagonist with little to go on is a difficult task in a prequel. In Harry Potter, Crabbe and Goyle are flat characters, acting as henchmen to Draco Malfoy. Virtually indistinguishable, they are slow and dim-witted and are both described as having long, ape-like arms. Partly, these bullies are present as a force of antagonism, and partly they're there for
comic effect. If we were to remove Crabbe and Goyle from Harry Potter and the Sorcerer's Stone (or for that matter, any of the Harry Potter books), the overall narrative would not change. Can a major character be a flat character.
character is flat doesn't mean that he or she is poorly written. One such example is James Bond, who rarely changes from the beginning to the end of a story. Of course, Bond has his exceptions, and it's clear that in modern Bond films, the writers go out of the way to give Daniel Craig's Bond more of a personality. We also could accuse Sherlock
Holmes or Batman of being flat, because they are untouchable. But again, watch Benedict Cumberbatch and Christian Bale in these roles and you'll find more personality on the screen than you might on the page. Today, most writers would go out of their way to create at least one multi-dimensional character in a story (particularly if writing a novel
where there is more room for character exploration). Why? Well, because rounded characters make for much more interesting stories — and of course sequels — and who doesn't want to write a best-selling series? Why do authors use flat characters support the protagonist and help to move the plot along, providing exposition about
characters or events. Where dynamic characters surprise the reader, the flat character is there to provide stability. Authors don't need to flesh out flat characters because they would steer the reader away from the plot. Flat character is weak,
for example, they might show the reader that the protagonist is strong. Flat characters might also act as a mirror for a cultural stereotype (often the case in sketch comedy). Villains and their henchmen (Voldemort, Darth Vader) Characters that appear in a series of books (Bella Swan in Twilight or Jon Snow in Game of Thrones). Stock characters that
appear to help the hero with their quest. (Polonius, Professor McGonagall). Flesh out their character traits by creating a character traits by creating a character trait (their non-negotiable (the thing they are prepared to die on a hill for) and their weakness or fatal flaw. Consider the
character's backstory; where has he or she come from, and how does that influence him or her? A backstory is an excellent way of adding character depth. As soon as we learn more about Luke Skywalker's history in Return of the Jedi, he becomes exponentially more enjoyable to watch. Do some character development exercises. Take your character
out to lunch, tell lies about them, or get them to write a letter to their biggest enemy. When we talk about rounded characters, we often mean complicated, like a real human. These characters are fully fleshed out and have backgrounds, goals, and personalities (source). E.M. Forster was the first person to use the terms "flat" and "round" characters in
his book, The Aspects of the Novel, published in 1927. By Forster's definition, round character in each story to capture the audience's interest and attention. "The test of a round character is whether it is capable of surprising in a convincing way. If it
never surprises, it is flat."E.M. ForsterAs a reader, it is easier to connect with a round character because we learn a lot about them throughout a story. They often have complicated lives, may harbor dark secrets, and their actions may surprise us. Most heroes are rounded characters, with some exceptions such as Agatha Christie's Poirot or Dickens'
Oliver Twist. When a hero has a multi-dimensional personality, it makes it possible for the reader to relate to and feel empathy towards them. A rounded character isn't necessarily a good character isn't necessarily a good character isn't necessarily a good character. Take Henry Winter in Donna Tartt's Secret History or Patrick Bateman in Bret Easton Ellis's American Psycho. Both character isn't necessarily a good character isn't necessarily a good character.
are exceedingly well fleshed out. Creating a rounded character takes time and effort. You'll want to give your character takes time and description to reveal this information to the reader and read other works of fiction to learn how to do it
well. Characteristics of a round character: Is important to the plot Experiences conflict (internal or external) Experiences external change throughout the telling of a story Is Multi-Dimensional Wants something Is capable of surprising the reader. Characters don't have to be positive to be round. In Hamlet, the antagonist, King Claudius is a well-rounded
character. Our first impression of Claudius is that he is a charming and capable leader. On the surface, he is calculating and ambitious and is driven by a lust for power and his sexual appetite. What makes him a rounded character are the moments where he demonstrates humanity. Claudius shows remorse for killing his brother (praying for
forgiveness) and expresses genuine affection for his wife, Queen Gertrude — and it's these moments where he displays humanity that make it much harder for Hamlet to enact his revenge. In Star Wars IV — A New Hope, Princess Leia is a round character. She is essential to the plot because she is the catalyst that spurs Luke to action. She
experiences external change — going from a damsel in distress to empowered Rebel leader — surprising the viewer by refusing to play to stereotype and instead, picking up a gun and joining the battle. She demonstrates braveness by stealing the plans and by standing up to Darth Vader. and she proves herself as a worthy leader, in her role at the
Command Center as the rebels attack the Death StarIn Harry Potter and the Sorcerer's Stone, J.K. Rowling introduces Hermione is confident, intelligent, and brave. Ron is funny, stubborn, and insecure. They have different likes
and dislikes — Hermione likes cats, books, and learning, and divination; Ron likes rats, flying and divination; Ron likes rats, quidditch and eating, and hates cats, homework, and spiders. Hermione is a very talented, booksmart witch, whereas Ron doesn't seem to have any specific talents other than his common sense, and drive to prove himself. What brings the
two characters together are their overlapping character traits. Both are loyal to their friends, Dumbledore, and Hogwarts, and both are impressively brave. Can a minor character and giving them a multi-dimensional personality, a minor character can be round.
even if they only spend a short amount of time in the spotlight. They may change because they are on the same journey as the protagonist, or their transformation may be to mirror or contrast what the protagonist is going through. Why do authors use round characters? Round characters are much more interesting to readers. They engage a reader's
imagination and often surprise and delight with their actions. Like real people, round characters are complicated. Providing the reader information about their motives and their actions lends the story more credibility. Round characters can help authors create a feeling of suspense and their actions lends the imagination about their motives and their actions.
want something, even if it's only a glass of water. "Kurt VonnegutProtagonists (Hamlet, Luke Skywalker, Harry Potter) Deuteragonists (a secondary character wants. Whether or not the character changes in the
story, they should all want something, no matter how small. Think about their past and give them a backstory can influence how the character behaves towards new people, whether or not they're comfortable taking the lead, or even impact how they spend their money. Put yourself in your character's shoes and
ask them questions. What's their favorite color? If they were an animal, what animal would they be?Compare your character to other literary figures. Who are they most like and why?Give your character flaws to make them more human. Think about
how these flaws come into play when interacting with others. Explore your character's inner conflict. Adding a gritty dilemma of consciousness adds depth to the character and makes achieving their desire more interesting. Static refers to movement, and static characters go nowhere, that is to say, that they don't develop. Static characters stay the
same from the beginning to the end of the story (source) — sometimes out of arrogance or pride, or sometimes for the simple reason that they think that everything is fine just because they're static, doesn't necessarily mean that they're flat or boring. Rounded characters
can also be static. Not all characters in a story need to change. If they did, the reader would have a tough time keeping up with them and following the plot. Imagine watching Star Wars IV — A New Hope, and trying to simultaneously follow the character development of Luke, Leia, R2D2, Darth Vader, Chewbacca, and Han Solo. It wouldn't be an easy
watch. Characteristics of a static character: Supports a leading role, either providing assistance or conflict static characters, but she's not
(as some might claim), flat. Hamlet's love interest is interesting in her own right, with a complex personality. Ophelia finds herself wrestling between
two worlds — her overprotective father and brother are convinced that Hamlet will user her for sex and never marry her — but in her heart, she is confident that the prince once loved her, although he denies it. If Ophelia were the heroine of the play, she would choose between her family and the man she loves and move on from her fixed emotional
state. But, rather than taking action, she remains static and declines into a tragic madness. In Star Wars IV — A New Hope, Obi-Wan Kenobi is a static character with an intriguing past. We know that he served Leia Organa's
father in the Clone Wars, and we know that he was good friends with Luke's father, but we don't really know why he is no longer a Jedi Knight, or why he has been going by a different name. He doesn't grow in A New Hope, but his personal sacrifice serves as a catalyst for Luke to take action against Darth
Vader. Draco Malfoy is one ofseveral static characters in Harry Potter and the Sorcerer's Stone. His role is to act as a foil to Harry. In dramatic contrast to our hero, Draco is both selfish and snobbish, but also more cowardly than he would like to be known and it's this cowardice that makes him a static rather than a flat character. Rather than
growing, he remains consistent in personality throughout the first in the Harry Potter series, and it's only much later on in Harry Potter and the Deathly Hallows, that he becomes more dynamic. Can a protagonist be a static character? Well, technically, yes. It can be done, but it's so very rarely done well. Take Twilight's Bella Swan, for example, an
often criticized protagonist who shows little character development and spends so much of her time sulking about a sparkly vampire. Where you'll see static protagonists are cop shows like CSI, superhero stories like Batman, and long-running TV shows, like Dr. Who. In these instances, character development would effectively end the series —
imagine Batman getting over his parents' death and stopping fighting crime. Why do authors use static characters provide a marked contrast to dynamic characters provide a marked contrast to dynamic characters and are often used to demonstrate to the protagonist (and the reader) what would happen if they refused to change. They push the plot along, providing exposition about
characters or events. They can add humor to a storyline, whether for comic relief in a tragedy or for laughs in a sitcom. Static characters provide a mirror to the protagonist — they may represent a particular belief or society as a whole. They are often used as a device for delivering the "you've changed" speech, recognizing the development the hero
has gone through. Villains and their henchmen (Voldemort, Darth Vader) Superheroes (Batman, Thor) Detectives and policemen in long-running dramas (Poirot, Sherlock Holmes, anyone in CSI) Stock characters that appear to help the hero with their quest. (R2D2, Rosencrantz and Guildenstern). Where dynamic characters differ from static characters is
their ability to change their outlook or personality throughout the story (source). A central character, often the protagonist, the dynamic character doesn't just have to be influenced by an external event. They may also
experience and overcome internal conflict. Think of the way characters speak to others, how much they reveal about themselves, and how they experience anger or love — all these are good indicators of how a character experience anger or love — all these are good indicators of how a character experience anger or love — all these are good indicators of how a character experience anger or love — all these are good indicators of how a character experience anger or love — all these are good indicators of how a character experience anger or love — all these are good indicators of how a character experience anger or love — all these are good indicators of how a character experience anger or love — all these are good indicators of how a character experience anger or love — all these are good indicators of how a character experience anger or love — all these are good indicators of how a character experience anger or love — all these are good indicators of how a character experience anger or love — all these are good indicators of how a character experience and how they experience anger or love — all these are good indicators of how a character experience and how they experience anger or love — all these are good indicators of how a character experience and how they ex
stories have protagonists who are both rounded and dynamic. The reason we love dynamic and rounded characters is because they are so engaging and relatable that we not only empathize with that character, we can also imagine what we would do if we were put in the same situations. Character-driven stories are universal. To name a few, Hamlet
Harry Potter, Luke Skywalker, John McClane, Ebeneezer Scrooge, Iron Man, Shrek... the list goes on. Characteristics of a dynamic characteristics of a dynamic character or plays the leading role Experiences internal change throughout the telling of a storyHas more than one aspect to their personality (e.g. they appear outwardly happy, but on the inside,
they are terrified of everything) Surprises and delights the reader. It comes as no surprise that the most dynamic character in Hamlet is the prince of Denmark). Arguably one of Shakespeare's more complicated and mysterious characters, Hamlet wrestles with duty and
depression. When his father is murdered, and his throne usurped, Hamlet doesn't immediately spring to take vengeance. And that's understandable, given the fact his father has come back from the dead to tell him how awful it is. It's Hamlet's fascination with death and his contemplative nature that delays his decision to enact revenge. It's only when
he visits the graveyard and finds Yorick's skull that he comes to accept its inevitability. Hamlet goes through a metamorphosis from helpless to determined, yet his lack of timely action ultimately leads to his tragic end. Luke Skywalker begins Star Wars IV — A New Hope as a bit of a wet blanket. Unlike many of the other characters (Han Solo, Leah,
even RD2D) he is reluctant to take action and spends a lot of time in the film complaining about having to do things (see Luke Skywalker's Complain Count). It's only under Obi-Wan's tutorage, that he goes through a personal transformation. Once he starts believing he begins to take decisive action, accepting his fate, demonstrating his understanding
he gains enough courage to lead his classmates on a mission to find the Sorcerer's Stone before the evil Lord Voldemort obtains it, and helps win the house cup for Gryffindor. His transformation from an unloved nephew to popular schoolboy is an enormous personal leap. Can a minor character be a dynamic character? If a character changes or
develops within a narrative, they are a dynamic character regardless of whether or not they are in a major role. In the Harry Potter series, Dobby the House Elf is a minor character who goes through a dramatic personal transformation when he is freed. Now under no obligation to serve the Malfoys, he can help Harry and demonstrates that he is
capable of acts of extreme bravery. Why do authors use dynamic characters? Authors use dynamic characters to create realistic stories. Through their decisions and actions, dynamic characters move the plot forward. Dynamic characters to create realistic stories. Through their decisions and actions, dynamic characters move the plot forward. Dynamic characters can add flavor to a narrative and the element of surprise. Whether their change is positive or negative, the dynamic
character becomes the center of attention and makes a story interesting to read. Used in fiction, dynamic characters can inspire the reader to make positive changes themselves. Protagonists (Hamlet, Harry Potter, Luke Skywalker) Deuteragonists (like
Dumbledore or Obi-Wan Kenobi). Consider what your character wants, then brainstorm all the things they would do to achieve that goal and all the potential costs. Put your character into situations where they need to make difficult decisions. Consider the repercussions of their actions. Think about your character into situations where they need to make difficult decisions.
perfect? How will they have to change in order to grow? Map out your character's growth. Write down all the moments in your story where the character experiences a major event and consider how that event impacts them. Consider how that brings them closer to or further away from this article
remember that flat and round refer to personality and static and dynamic refer to growth. Flat = predictable, round = interesting, static = still, dynamic = changing. It is possible for a character to be both static and flat or static and flat or static and flat or static and round. But if you want to create the most compelling protagonist possible, make sure he or she is both round and
dynamic.Originally published at on June 6, 2019. In a crowded market, a compelling brand story isn't just a nice-to-have; it's your most powerful asset. It's the 'why' behind your 'what,' transforming customers into a loyal community. A great story builds an emotional connection that justifies premium value and provides a clear North Star for every
marketing decision.But how do you craft a narrative that resonates deeply and drives growth? The key is to learn from the most iconic brand story examples. We'll uncover the specific tactics, the 'behind-the-scenes' thinking, and the actionable
takeaways you can apply immediately to build or refine your own brand's narrative. A strong story is the foundation of a successful promotional efforts, it's useful to delve into effective content marketing strategies that drive growth for businesses of all sizes. By analyzing
what works for the best, you gain a repeatable framework for success. Get ready to transform your marketing by harnessing the power of story. Nike's 'Just Do It' Origin StoryNike's narrative is one of the most powerful brand story examples, built on a foundation of rebellious spirit and aspirational achievement. It began not as a global titan, but as
Blue Ribbon Sports, with co-founder Phil Knight selling running shoes from the trunk of his car. This humble, authentic founder journey is the core of their story, showing a relentless drive for innovation. The brand's name, inspired by the Greek goddess of victory, perfectly frames its mission. The turning point came in 1988 with the launch of the "Just
Do It" campaign. This tagline transcended a simple marketing slogan to become a universal mantra for empowerment and determination. It brilliantly connected the product, athletic footwear, to a much larger life aspiration: overcoming personal barriers. Strategic Analysis Nike's storytelling genius lies in its ability to create heroes and align with
cultural moments. The partnership with Michael Jordan didn't just sell shoes; it created the legendary Air Jordan sub-brand, a cultural icon in its own right. More recently, the controversial Colin Kaepernick "Dream Crazy" campaign demonstrated Nike's commitment to its values, even at the risk of backlash. This solidified its brand identity with a
younger, socially-conscious audience. Key Strategic Insight: Nike sells an ideology, not just a product. The brand story isn't about the potential of the person wearing them. Every campaign reinforces the core belief that "if you have a body, you are an athlete." This approach allows Nike to maintain relevance across generations and
global markets. By sponsoring local community sports, they embed their story at a grassroots level, making a global brand feel personal and accessible. Their brand story is a living entity, constantly evolving through partnerships and campaigns that reinforce its central theme of perseverance. These narratives are often brought to life through partnerships and campaigns that reinforce its central theme of perseverance.
compelling video content, a format they have mastered over decades. For a deeper look into their video strategy, you can find excellent Nike brand video examples that break down their techniques. Actionable TakeawaysTo help you apply these principles, here is a quick reference summarizing the core elements of Nike's storytelling approach. This
summary highlights the pros and cons, showing that while a value-driven story can be powerful, it requires unwavering commitment and carries inherent risks. Authenticity is non-negotiable. Connect to Aspiration: Frame your product or service not by
its features, but by how it helps customers achieve a larger goal or become a better version of themselves. Maintain Consistency: Your brand story must be consistent across all touchpoints, from social media and advertising to customer service and internal communications. 2. Apple's Innovation Revolution StoryApple's narrative is a masterclass in
positioning a brand as a force for change, built on a foundation of elegant design and rebellious thinking. Its origin story, rooted in a garage with Steve Jobs and Steve Wozniak, established a core identity of challenging the status quo. This "David vs. Goliath" narrative was famously crystallized in the iconic 1984 Super Bowl commercial, which painted
Apple as a liberator freeing humanity from conformity. The brand's promise has always been to make complex technology feel intuitive and beautiful, empowering human creativity. This was the driving force behind the "Think Different" campaign, which celebrated geniuses, misfits, and rebels who changed the world. This campaign brilliantly
associated the brand with historical innovators, embedding the idea that using an Apple product makes you part of this exclusive, forward-thinking tribe. Strategic AnalysisApple's storytelling genius is in its fusion of product, experience, and narrative. The meticulously orchestrated product launch events, perfected by Steve Jobs, are not just press
conferences; they are cultural moments that build immense anticipation and reinforce the brand's role as the leader of innovation. The iPhone launch didn't just introduce a new phone; it told the story of reinventing the entire category. Similarly, Apple Stores were designed as brand experience centers, not just retail outlets. They provide a physical
space where customers can interact with the products and the brand's philosophy of simplicity and premium quality. Every detail, from the minimalist store layout to the expert guidance from Geniuses, is a chapter in the larger brand story. For more on weaving such narratives into a business, you can explore detailed guides on corporate
storytelling. Key Strategic Insight: Apple sells a creative identity, not just a device. The brand story frames its products as tools for self-expression and innovation, turning customers into advocates who feel they are part of a movement. This approach transforms a purchase into an investment in a lifestyle and a belief system. The premium pricing is
justified not just by the technology but by the perceived value of joining an elite group of creative thinkers and innovators. Actionable TakeawaysTo apply Apple's principles, consider how your product and customer experience can tell a story about how your product and customer experience can tell a cohesive story. Ground Innovation in User Benefit: Don't just talk about new features. Tell a story about how your product and customer experience can tell a cohesive story.
innovation will fundamentally improve your customer's life or work. Use Design to Reinforce Narrative: Ensure your product design, packaging, and marketing materials all communicate the same core brand message, whether it's simplicity, luxury, or ruggedness. Create Anticipation Through Story: Use your marketing to build a narrative around
upcoming launches. Tease the "why" behind the product, not just the "what," to create an emotional connection before it's even available. Ratagonia's Environmental Mission StoryPatagonia's brand story is a masterclass in purpose-driven marketing, rooted in founder Yvon Chouinard's journey from a passionate climber to a dedicated environmental Mission StoryPatagonia's Environmental Mission StoryPatagonia's
activist. The narrative positions Patagonia not as a company that sells outdoor gear, but as an "activist company" whose mission is to "save our home planet." This story isn't a marketing veneer; it's the operational blueprint for the entire business. This mission comes to life through radical business practices. The famous "Don't Buy This Jacket
campaign paradoxically drove sales by challenging consumerism, cementing Patagonia's authenticity. Initiatives like founding the 1% for the Planet alliance and the Worn Wear program, which encourages repair and reuse, transform customers from passive consumers into active participants in the brand's environmental mission. Strategic
AnalysisPatagonia's storytelling strength comes from its unwavering authenticity and radical transparency. While other brands talk about purpose, Patagonia enacts it through its supply chain, its philanthropic commitments, and its product design. Their story is credible because their actions consistently back up their words, creating a powerful
emotional connection with a community that shares their values. This approach turns the traditional marketing funnel on its head. Instead of persuading customers to buy, Patagonia educates them on environmental issues and invites them to join a movement. The high-quality, durable product then becomes proof of their commitment to reducing
waste, making the purchase an ethical and practical choice. This makes their brand story an inseparable part of their business model. Key Strategic Insight: Patagonia's story isn't about selling products; it's about leading a movement. The brand built its tribe by making its mission the core product, with the outdoor gear serving as a tool for that
mission. By focusing on a cause larger than itself, Patagonia has cultivated one of the most loyal customer bases in the world. Their narrative demonstrates that a brand can be both highly profitable and a powerful force for good, providing one of the most compelling brand story examples of mission-led success. Actionable TakeawaysTo emulate
Patagonia's mission-driven storytelling, consider these core principles. Integrate Mission into Operations: Your brand story must be backed by tangible business practices. If you claim to be sustainable, your shortcomings and your
journey to improve. This builds trust and makes your brand story more human and relatable. Empower Your Audience: Invite your customers to participate in your mission. Give them tools and platforms to make a difference, turning them into brand advocates and co-conspirators. 4. Airbnb's Belonging Everywhere Story Airbnb's narrative is a
 masterclass in shifting a functional transaction, booking accommodation, into an emotional experience of human connection. The brand story originates from its founder story isn't just about a clever business idea; it's
about opening up a home and creating a connection, which became the bedrock of their brand. The brand pivoted from simply offering a place to stay to facilitating a sense of community with its "Belong Anywhere" tagline. This brilliant move reframed the entire travel experience, suggesting that travelers could feel at home anywhere in the world by
living like locals. The narrative focuses on breaking down barriers between strangers and fostering a global community, a powerful and aspirational mission. Strategic Analysis focusing on property features, they spotlight the stories of hosts
and guests, turning their user base into brand storytellers. Campaigns featuring unique stays and personal connections shared by users provide authentic social proof that reinforces the "Belong Anywhere" promise. Furthermore, Airbnb activates its brand values through tangible actions. The Open Homes program, which offers free temporary housing the first free te
to people displaced by disasters or conflict, is a powerful demonstration of their community. This isn't just marketing; it's a real-world application of their core story, building immense trust and brand equity. They have excelled at creating powerful narratives through visual media; you can explore similar strategies for building brand
awareness with video. Key Strategic Insight: Airbnb doesn't sell rooms; it sells belonging. The story is built on the belief that human kindness and community can transcend geography, transforming travel from a tourist activity into a deeply human experience. This approach effectively addresses one of the platform's biggest challenges: trust. By
humanizing both hosts and guests through stories, they build a foundation of perceived safety and shared humanity that no list of amenities could ever achieve. Actionable TakeawaysTo apply Airbnb's community-driven storytelling, consider these key strategies: Elevate User Stories: Turn your customers into the heroes of your brand story. Create
platforms and campaigns that encourage them to share their experiences, and then amplify those narratives. Focus on Emotional Benefits: Move beyond what your product does and community. Live Your Story: Your St
brand story must be backed by action. Identify your core values and create programs or initiatives that bring those values to life, proving your story is more than just words. 5. Ben & Jerry's Social Justice StoryBen & Jerry's has masterfully woven social activism into its brand identity, creating a narrative that is as much about social change as it is
about premium ice cream. The brand story begins with the authentic friendship of its founders, Ben Cohen and Jerry Greenfield, who started their first scoop shop in a renovated gas station in Burlington, Vermont. This humble origin story, rooted in community and shared values, sets the stage for a company that uses business as a force for good. The
brand's personality is a unique blend of playful irreverence and serious activism. This duality is perfectly captured in their creative flavor names, like "Justice ReMix'd" and "AmeriCone Dream," which directly tie their products to social causes. Actions like their annual Free Cone Day reinforce their community-focused roots, while their vocal stances
on issues from climate change to racial justice showcase their commitment to a three-part mission: great product, sustainable economics, and social responsibility. Strategic Analysis that adopt social causes as a temporary marketing tactic, Ber.
& Jerry's has embedded activism into its corporate DNA from the beginning. This consistency builds deep trust and loyalty, particularly with consumers who want to support businesses that reflect their community around them. Key Strategic Insight: Ben & Jerry's has embedded activism into its corporate DNA from the beginning. This consistency builds deep trust and loyalty, particularly with consumers who want to support businesses that reflect their community around them. Key Strategic Insight: Ben & Jerry's has embedded activism into its corporate DNA from the beginning. This consistency builds deep trust and loyalty, particularly with consumers who want to support businesses that reflect their community around them. Key Strategic Insight: Ben & Jerry's has embedded activism into its corporate DNA from the beginning. This consistency builds deep trust and loyalty, particularly with consumers who want to support businesses that reflect their community around them.
Jerry's proves that a brand can have a strong, sometimes polarizing, point of view and still achieve mainstream success. Their story isn't just about selling ice cream; it's about offering consumers a delicious way to participate in positive social change. This approach transforms a simple purchase into a statement of support for a cause. Their content
often mirrors the powerful storytelling seen in cause-driven campaigns. To understand how they communicate these complex issues effectively, one can explore the strategies often used in nonprofit video production, which focuses on eliciting emotion and inspiring action. This makes Ben & Jerry's one of the most compelling brand story examples for
mission-driven companies. Actionable Takeaways Embed Values into Operations: Don't just talk about your story is authentic. Use Product as a Platform: Find creative ways to use your products or services to tell your brand story and highlight the
causes you care about, just as Ben & Jerry's does with its flavor names. Embrace Your Niche: Be willing to take a stand, even if it might not appeal to everyone. A strong, value-aligned identity will attract a fiercely loyal customer base that shares your convictions. Embrace Your Niche: Be willing to take a stand, even if it might not appeal to everyone. A strong, value-aligned identity will attract a fiercely loyal customer base that shares your convictions. Tesla's Sustainable Future StoryTesla's narrative is one of the most compelling modern
brand story examples, built around a singular, audacious mission: to accelerate the world's transition to sustainable energy. Led by the visionary and often provocative figure of Elon Musk, the brand story positions Tesla not merely as a car company, but as a catalyst for a technological revolution. Its origin story isn't one of humble beginnings in a
garage, but of a bold mission to prove electric vehicles could be superior, not just sustainable. The brand's narrative arc began with the high-performance Roadster, which shattered the perception of electric cars as slow and uninspiring. This was followed by the Model S, a vehicle that cemented Tesla's status as a leader in both technology and luxury
The story expands beyond cars, encompassing a complete energy ecosystem with products like the Powerwall and Solar Roof, reinforcing the central mission. Strategic Analysis Tesla's storytelling genius is rooted in its ability to sell a vision of the future. Every product launch, software update, and shareholder meeting is a chapter in a larger saga
about human progress. The creation of the Supercharger network was a masterful strategic move; it wasn't just infrastructure, but a tangible demonstration of Tesla's commitment to making electric travel practical and seamless, directly addressing a core consumer pain point. Key Strategic Insight: Tesla sells a mission, not just a product. The brand
story isn't about the car's features; it's about being part of a movement that is building a better, more sustainable future. This approach transforms customers into advocates and evangelists for the brand rarely relies on
traditional advertising, instead letting its technological innovations and Musk's public persona drive the conversation. The way Tesla uses product demonstrations and unveilings as major storytelling events is a key part of its marketing, an approach detailed in analyses of modern automotive video advertising. Actionable TakeawaysTo help you apply
these principles, here is a quick reference summarizing the core elements of Tesla's storytelling approach. Build Around a Mission: Anchor your brand story in a purpose larger than your product feature and technological
breakthrough into a proof point for your brand's mission. Let the product tell the story. Cultivate a Community: Foster a sense of shared purpose among your customers. Make them feel like they are part of a movement, not just consumers. To be a movement, not just consumers a movement, not just consumers. To be a movement, not just consumers a movement, not just consumers a movement, not just consumers. To be a movement, not just consumers a movement a movement, not just consumers a movement a mov
purpose-driven movement. For decades, Dove was simply a soap company. Its brand story underwent a radical transformation in 2004 with the launch of the "Campaign for Real Beauty," shifting its focus from product features to a powerful social mission: challenging narrow, unrealistic beauty standards. This new story was grounded in startling
 research showing that only a tiny percentage of women considered themselves beautiful. Dove's narrative became one of advocacy and empowerment, celebrating the diversity of real women of all shapes, sizes, and ages. By featuring non-models in its advertising, Dove positioned itself not just as a seller of beauty products, but as a brand that
genuinely cares about women's self-esteem. Strategic Analysis The strategic behind Dove's story is its pivot from a functional benefit (moisturizing soap) to an emotional one (self-worth). The campaign, developed with Ogilvy, tapped into a deep, unspoken cultural tension. The viral success of videos like "Real Beauty Sketches" showed the
            power of this emotional connection, turning a marketing campaign into a global conversation. Dove solidified this narrative through tangible actions, most notably the Dove Self-Esteem Project. This educational initiative provides tools for parents, teachers, and youth leaders to help young people build body confidence. This commitment
demonstrates that their story is not just a marketing angle but a core part of their corporate identity, lending it powerful authenticity. Key Strategic Insight: Dove built its brand story around a powerful social mission, not its products. By challenging a universal pain point (unrealistic beauty standards), Dove became a relatable advocate for its
audience, fostering deep loyalty and trust. This approach makes Dove one of the most resonant brand story examples for modern consumers who expect brands to stand for something more than profit. Their story is consistently reinforced across all touchpoints, from packaging to digital content, creating a cohesive and impactful brand
identity. Actionable TakeawaysTo emulate Dove's purpose-driven story telling, consider these core principles. Ground Your Story in Research: Identify a genuine tension or problem your audience faces. Use data and insights to build a story that resonates on an emotional level. Live Your Mission: Your brand story must be backed by consistent action
Initiatives like the Self-Esteem Project prove your commitment and build credibility. Engage Your Audience: Feature real customers and their stories. This creates authenticity and turns your audience from passive consumers into active participants in your brand narrative. Be Prepared for Dialogue: Taking a stand on a social issue invites both praise
and criticism. Be ready to engage in conversation and address feedback transparently. Brand Story Themes Comparison of 7 Examples Brand Story Implementation Complexity Resource Requirements & Expected Outcomes Ideal Use Cases Key Advantages Nike's 'Just Do It' Origin Story Medium: Requirements & Expected Outcomes Ideal Use Cases Key Advantages Nike's 'Just Do It' Origin Story Implementation Complexity Resource Requirements & Expected Outcomes Ideal Use Cases Key Advantages Nike's 'Just Do It' Origin Story Implementation Complexity Resource Requirements & Expected Outcomes Ideal Use Cases Key Advantages Nike's 'Just Do It' Origin Story Implementation Complexity Resource Requirements & Expected Outcomes Ideal Use Cases Key Advantages Nike's 'Just Do It' Origin Story Implementation Complexity Resource Requirements & Expected Outcomes Ideal Use Cases Key Advantages Nike's 'Just Do It' Origin Story Implementation Complexity Resource Requirements & Expected Outcomes Ideal Use Cases Key Advantages Nike's 'Just Do It' Origin Story Implementation Complexity Resource Requirements & Expected Outcomes Ideal Use Cases Key Advantages Nike's 'Just Do It' Origin Story Implementation Complexity Resource Requirements & Expected Outcomes Ideal Use Cases Key Advantages Nike's 'Just Do It' Origin Story Implementation Complexity Resource Requirements (Inc.) (I
 Significant marketing investment High brand loyalty; global recognition Brands seeking emotional empowerment messaging Strong emotional loyalty; timeless, adaptable message Apple's Innovation Revolution Story High: Founder-centric, design-driven narrative High: Innovation and design focus Devoted community; premium pricing justification
Tech companies focusing on innovation and design Differentiates in commoditized markets; loyal community Patagonia's Environmental Mission Medium: Requires consistent activism Authentic differentiation; positive PR Brands emphasizing sustainability and ethics Builds trust; attracts conscious
consumers Airbnb's Belonging Everywhere Story Medium-High: Community storytelling & trust Medium: Community management needed Emotional traveler connection; global expansion Platform businesses aiming for user engagement medium: Values-driven with
activism integration Medium: Balancing activism & fun Strong loyalty among aligned consumers Brands blending activism with product appeal Media attention; loyal advocates; premium pricing Tesla's Sustainable Future Story High: Visionary founder + tech innovation High: Product innovation & delivery Strong brand evangelism; first mover
advantage Tech and green energy companies with visionary goals Premium pricing; media magnet; strong evangelist community Dove's Real Beauty Story Medium: Inclusive messaging with research focus Medium: Campaigns & user content Strong audience emotional connection; market differentiation Beauty and personal care brands aiming for
authenticity Positive brand association; global adaptability From Inspiration to Implementation: Crafting Your Brand StoryThe powerful brand story examples we have explored, from Nike's rebellious spirit to Patagonia's unwavering activism, reveal a universal truth: a resonant brand story is not an accident. It is the result of a deliberate and strategic
What it must do, however, is be irrefutably true to your brand's core purpose and forge a genuine connection with the audience you serve. The common denominator among these successful narratives is not their scale, but their consistency. A story is only believable when it is lived out across every single touchpoint, from the initial product design and
the tone of your social media posts to the way your customer service team resolves an issue. Synthesizing the Core LessonsSo, how do you move from analyzing these examples to building your own compelling narrative? The journey begins by internalizing the key strategic takeaways: Anchor in Your "Why": Like Apple, your story must stem from a core
belief. What is the fundamental problem you exist to solve? What change do you want to see in the world? This "why" becomes the North Star for all your storytelling efforts. Embrace Your Audience's Truth: Dove's "Real Beauty" campaign succeeded because it reflected a real, unspoken tension in its audience's lives. Your story must do the same. It
needs to find the intersection between your brand's values and your customers' lived experiences, aspirations, or frustrations. Translate Values into Action: Patagonia's story is powerful because its actions, like donating 1% of sales to environmental causes, validate its words. A story without proof is just a claim. Identify tangible ways your operations,
 products, or community involvement bring your parrative to life. Your Actionable Blueprint for Storytelling Building this parrative requires a dedicated creative process and consistent execution. The next steps are practical and achievable, Start by defining your core message and then focus on articulating it with a distinct personality. As you move the next steps are practical and achievable, Start by defining your core message and then focus on articulating it with a distinct personality.
from inspiration to implementation, understanding how to develop a compelling brand voice, as explored in these unforgettable brand voice examples, is crucial. This voice will be the vehicle for your story. Ultimately, mastering the art of brand storytelling is one of the most valuable investments you can make. It transforms your business from a mere
provider of goods or services into a meaningful entity that people want to support, champion, and integrate into their own lives. Your story is your most powerful asset for building lasting customer loyalty and a brand that truly matters. Ready to turn your brand's core message into compelling visual stories but lack the in-house creative bandwidth?
Moonb provides on-demand access to a full suite of vetted creative talent, from scriptwriters to animators, to help you consistently produce high-quality videos and campaigns. Transform your brand story from a concept into content that connects and converts by visiting Moonb to see how it works. In today's competitive market, the most successful
brands are those that go beyond selling products; they create powerful stories that resonate deeply with their audiences. Storytelling has become a crucial tool for companies seeking to forge meaningful connections, building loyalty that extends beyond the transaction. By examining the approaches of brands like Google, Disney, Patagonia, and Nike,
we can uncover examples of how these companies use brand storytelling to connect with consumers on a personal level. Each of these companies has mastered the art of crafting impact. What Is the Role of Storytelling in Marketing? Storytelling in
marketing involves using narratives to communicate a brand's message in a way that resonates with consumers. Rather than simply listing features or benefits, it crafts stories that capture emotions, reflect values, and connect with audiences on a human level. This technique typically frames a relatable scenario, introduces a challenge, and
demonstrates how the brand or product provides a solution, often showcasing a transformation or positive outcome. By incorporating characters, emotions, and a narrative arc, storytelling makes the brand's message more engaging and memorable, tapping into the audience's emotions and enhancing brand recall. In a competitive market, brand
storytelling is crucial for creating deeper connections with customers. It helps build trust, strengthens brand loyalty, and humanizes the brand, showing why audiences should care about its products or services. Ultimately, storytelling inspires action, fosters long-term loyalty, and leaves a lasting impression beyond mere transactions.15 Case Studies
of Brands StorytellingStorytelling is a powerful tool for brands aiming to stand out and connect with their audiences. Brands that use brand storytelling effectively can craft compelling narratives that forge emotional connect with their audiences. Brands that use brand storytelling is a powerful tool for brands aiming to stand out and connect with their audiences. Brands that use brand storytelling effectively can craft compelling narratives that forge emotional connect with their audiences. Brands that use brand storytelling is a powerful tool for brands aiming to stand out and connect with their audiences. Brands that use brand storytelling effectively can craft compelling narratives that forge emotional connect with their audiences. Brands that use brand storytelling is a powerful tool for brands aiming to stand out and connect with their audiences. Brands that use brands are storytelling effectively can craft compelling narratives that forge emotional connect with their audiences. Brands that use brands are storytelling is a powerful tool for brands are storytelling to story the storytelling is a powerful tool for brands are storytelling to story the story the storytelling that the story the 
studies of brands that have successfully harnessed storytelling. For example, from global giants like Google and Disney to purpose-driven companies like Patagonia, these brands use unique strategies to engage and inspire. Discover how they bring their stories to life and showcase some of the best storytelling in the industry.LEGO: Inspiring creativity
through stories of building and imagination. LEGO has established its brand around creativity and the joy of building, empowering both children and adults to imagine and create. Known for its iconic interlocking bricks, LEGO promotes the idea that its products are more than just toys—they're tools for education, artistic expression, and innovation
emphasizing limitless possibilities.LEGO's brand storytelling strategy spans multiple channels, including social media, video content, blogs, and advertising. It frequently showcases builders from diverse backgrounds, highlighting how LEGO products enable everything from simple structures to complex designs. The "LEGO Rebuild the World"
campaign encourages individuals to use LEGO bricks to envision a more imaginative future, reinforcing this theme. A standout collaboration was LEGO's partnership with Star Wars, which produced short films, games, and product lines that merge LEGO's reativity with the iconic franchise's storytelling. LEGO's robust YouTube presence features
animated series, fan stories, and behind-the-scenes content, fostering community engagement and illustrating the endless building possibilities. Through these efforts, LEGO inspires everyone to build their dreams. Essence of LEGO's Storytelling: Inspiring limitless creativity and imagination through the power of building. Patagonia: Environmental
activism and the narrative of sustainable living. Patagonia stands out in the outdoor and apparel industry by making environmental activism central to its brand story. With a strong commitment to sustainability, Patagonia promotes a lifestyle that values the natural world, appealing to environmentally conscious consumers and establishing itself as a
brand with a purpose beyond profit. The brand's storytelling is integrated across various marketing channels, emphasizing its commitment to environmental responsibility. On social media, Patagonia shares stories of activism and conservation projects, exemplified by its "Worn Wear" campaign, which encourages customers to buy used gear and
extend its life. This initiative reinforces Patagonia's sustainability message and is prominently featured on its website and social platforms. Video content is another powerful storytelling medium for Patagonia. The brand has created award-winning documentaries like Public Trust and Artifishal, which raise awareness about critical environmental
issues while educating viewers and inviting them to join Patagonia's mission. Their advertising, featuring statements like "Don't Buy This Jacket," urges consumers to rethink unnecessary. Essence of Patagonia's Storytelling: Leading by example in environmental responsibility and sustainable living. Red Bull: Stories of extreme sports and pushing
human limits. Red Bull has established itself as a brand synonymous with adrenaline, adventure, and the thrill of pushing human limits. More than just an energy drink, Red Bull represents a lifestyle that celebrates daring feats and extreme sports. By sponsoring high-intensity events and athletes worldwide, the brand crafts a compelling narrative that
resonates with its target audience of adventure-seekers. Red Bull's brand storytelling spans multiple channels, including social media, YouTube, and Red Bull TV, where it showcases breathtaking stunts and extreme sports events. Content ranges from cliff diving and mountain biking to skateboarding and breakdancing, appealing to those who value
excitement and resilience. A standout moment was the Red Bull Stratos campaign, featuring Felix Baumgartner's jump from the edge of space, which captivated millions and embodied Red Bull's "giving you wings" promise. The brand also shares athlete stories and behind-the-scenes footage on social media, enhancing its authentic connection with
fans. Events like Red Bull Rampage and Red Bull Rampage and Red Bull's storytelling: Pushing the limits of human potential through extreme sports and
high-adrenaline feats. Warby Parker: Making quality eyewear accessible and the story of social good. Warby Parker disrupted the eyewear industry by making stylish, high-quality eyewear accessible and the story of social good. Warby Parker disrupted the eyewear industry by making stylish, high-quality eyewear industry by making stylish.
This commitment to social good is central to Warby Parker's storytelling, making the brand memorable for its blend of style and impact. Their storytelling strategy emphasizes transparency, customer empowerment, and social responsibility, using various channels like social media, email newsletters, and a lively blog. With a friendly and approachable
tone, they make evewear shopping feel personal. Their Instagram and Twitter showcase relatable moments and behind-the-scenes content, reflecting the brand's values and creativity. A standout feature of Warby Parker's approach is the Home Try-On program, allowing customers to try five frames at home for free, which has been widely promoted
through engaging video content and influencer partnerships. Their Annual Report adds a fun twist to corporate updates, offering a humorous look at their achievements and challenges. Additionally, their blog, "The Standard," shares stories on fashion, design, and social impact, reinforcing Warby Parker's commitment to making a difference while
providing beloved products. Essence of Warby Parker's Storytelling: Quality, accessible eyewear with a commitment to social impact, empowering customers and giving back. TOMS is a pioneer in social entrepreneurship with its impactful "One for One" model: for every pair of
shoes purchased, another is donated to someone in need. This mission shapes TOMS' storytelling and establishes the brand as a leader in compassion and social media, videos, and its website, focusing on transparency and the real-life impact of their
giving model. They often highlight stories of individuals and communities that benefit from their donations, making the impact feel personal and relatable. Campaigns like #WithoutShoes invite customers to share photos of their bare feet, leading to a donation for each post and fostering a sense of involvement in TOMS' mission. The brand also
produces documentaries and shares initiatives on their blog, showcasing their support for projects beyond shoes, like eye care and clean water. By collaborating with influencers who align with their mission, TOMS amplifies its message and encourages customers to join their journey of giving. Essence of TOMS' Storytelling: Making a difference with
each purchase, driven by the "One for One" model that empowers customers to contribute to social good with every TOMS product. GoPro: User-generated content that tells thrilling adventure stories. GoPro has established itself as a brand that empowers individuals to capture and share thrilling moments, fostering a community of adventure seekers.
Known for its durable cameras designed for extreme conditions, GoPro encourages users to document everything from skydiving to wildlife encounters. The brand's tagline, "Be a HERO," reflects its mission to inspire everyone to be a storyteller through their adventures. The brand's tagline, "Be a HERO," reflects its mission to inspire everyone to be a storyteller through their adventures. The brand's tagline, "Be a HERO," reflects its mission to inspire everyone to be a storyteller through their adventures. The brand's tagline, "Be a HERO," reflects its mission to inspire everyone to be a storyteller through their adventures.
showcased on platforms like YouTube and Instagram. The #GoProAwards campaign invites users to submit their footage for a chance to win cash prizes and be featured on GoPro's channels. This initiative not only builds a vast library of breathtaking content but also creates a sense of community among passionate customers, emphasizing that anyone and invited in the content but also creates a sense of community among passionate customers, emphasizing that anyone and invited invited in the content but also creates a sense of community among passionate customers, emphasizing that anyone and invited invited in the content but also creates a sense of community among passionate customers, emphasizing that anyone and invited invited in the content but also creates a sense of community among passionate customers, emphasizing that anyone and invited invited in the content but also creates a sense of community among passionate customers, emphasizing that anyone and invited invited invited invited in the content but also creates a sense of community among passionate customers, emphasizing that anyone are content but also creates a sense of community among passionate customers, and the content but also creates a sense of community among passionate customers.
can contribute to the brand's narrative. GoPro's YouTube channel serves as a hub for these adventures, featuring playlists like "GoPro HERO Highlights" and "GoPro Animals" that showcase the versatility of their cameras. Additionally, GoPro maintains a blog with tips, tutorials, and community success stories, inspiring users to enhance their filming
skills. Collaborations with influencers and extreme sports athletes further enrich GoPro's Storytelling, making the brand relatable and aspirational for its audience. Essence of GoPro's Storytelling, making the brand relatable and aspirational for its audience.
capture their world. Disney: Weaving magic and imagination into every brand interaction. Disney is a master at storytelling, creating immersive worlds that enchant audiences of all ages. With its iconic characters and fairy-tale narratives, Disney crafts experiences that allow people to escape reality, emphasizing universal themes of love, courage, and
friendship. The magic of Disney resonates through animated films, theme parks, merchandise, and its streaming service, Disney+, ensuring that every interaction feels like a continuation of its enchanting narratives. One standout campaign, #ShareYourEars, invited fans to post pictures wearing Mickey Mouse ears, with Disney donating proceeds to
the Make-A-Wish Foundation for each post. This initiative showcased Disney's ability to connect its brand with community goodwill, allowing fans to feel part of the "magic" while supporting a worthy cause. Disney's theme parks further bring its stories to life, allowing fans to interact with beloved characters and explore magical lands. On Disney+, the
company curates exclusive shows like The Mandalorian and original films, continually expanding the Disney universe. Through various channels, Disney nurtures its brand storytelling; Creating immersive, emotionally resonant experiences that
bring stories to life, inspiring people to believe in magic and connect through imagination. Tesla: The narrative of innovation and the future, focusing on its mission to accelerate the transition to sustainable energy. With electric vehicles and
renewable energy solutions, Tesla represents modernity, environmental consciousness, and groundbreaking advancements in high-performance products. The brand's storytelling extends beyond traditional marketing, with CEO Elon Musk often at the forefront, sharing updates and visions through social media, live-streamed product launches, and
media coverage. This approach creates excitement and transparency around Tesla's innovations, keeping audiences engaged with its narrative of progress. One standout example of Tesla's storytelling is its Referral Program, which rewards owners for referring new customers with perks like early feature access and free cars. This initiative builds a
community of brand advocates committed to Tesla's mission, while features like Autopilot and Full Self-Driving reinforce its focus on a sustainable, autonomous future. Through this tech-driven narrative, Tesla positions itself as a pioneering force for a greener world, inspiring customers to view their purchases as part of a larger mission. Essence of
Tesla's Storytelling: A visionary pursuit of sustainable energy solutions, combining innovation and technology to inspire a greener, autonomous future. IKEA: Home is a personal, evolving space for everyone. With its affordable and
functional furniture, the brand highlights real homes and authentic moments, connecting its products to the everyone deserves a comfortable and stylish home without breaking the bank. Rooted in simplicity and relatability, IKEA showcases diverse home setups across different cultures, often
featuring customers' own spaces in its campaigns. This focus on real people using IKEA products fosters an emotional connection with audiences. The brand utilizes various marketing channels, including social media, to share customer-inspired room setups and DIY ideas, making its messaging feel relevant and meaningful. One notable campaign,
"The Wonderful Everyday," emphasizes small yet significant moments at home, such as family dinners or cozy evenings. IKEA also brings its storytelling offline through catalogs and showrooms, where customers can explore different room styles and layouts. This hands-on approach transforms shopping into a journey of design inspiration, reinforcing
IKEA's mission to create accessible, stylish homes that feel uniquely personal. Essence of IKEA's Storytelling: Making home functional, stylish, and affordable for real people with real lives. Google: "Year in Search" videos that capture the human experience and global events. Google: "Year in Search" videos have become an annual tradition, reflecting
the essence of each year through the searches that defined it. By showcasing global events, emotions, and cultural moments, Google tells a powerful story about what humanity cared about most. Each search engine—it's a mirror of the world's a mirror of the world search engine—it's a mirror of the world's a mirror of the world search engine—it's a mirror of the world search engine engine
collective experiences. Each video is organized around relatable themes, such as resilience, hope, and unity, capturing a tapestry of the year's highs and lows. The format blends clips from significant world events with personal moments that people searched for, making the narrative deeply engaging. Google shares these videos across various
platforms, creating a sense of unity and shared humanity as viewers reflect on the moments that resonated with the question "Why?"—a reflection of the year marked by the COVID-19 pandemic and social justice movements. This emotional storytelling resonated widely, encapsulating the
```

struggles and resilience of that tumultuous time. Through "Year in Search," Google transforms data into a narrative that reinforces its role as a trusted companion, helping people navigate their curiosities, fears, and dreams while capturing moments that truly matter. Essence of Google's Storytelling: Reflecting the world's collective experiences and emotions through the power of search. Nike: Equality campaign—telling stories of athletes breaking barriers. Nike's Equality campaign showcases the brand's commitment to social justice and the belief that sport can drive positive change. By sharing the stories of athletes who break boundaries and challenge stereotypes, Nike emphasizes that "If we can be equal in sport, we can be equal everywhere." This campaign goes beyond promoting products; it advocates for inclusion, diversity, and unity, inspiring people to overcome limitations and strive for greatness. The campaign focuses on real athletes—both professionals and everyday heroes—who have made a difference in their communities by standing up for equality. Through ads, social media, and video content, Nike delivers a powerful narrative that resonates with diverse audiences. An iconic commercial featuring stars like LeBron James and Serena Williams highlights moments of perseverance and unity, reinforcing the message that "The ball should bounce the same for everyone."Nike further amplifies its Equality message on social media with hashtags like #Equality, encouraging followers to share their own stories of breaking barriers. By partnering with organizations focused on social justice, Nike makes its advocacy tangible and actionable. Through the Equality message on social justice, Nike makes its advocacy tangible and actionable. where everyone has an equal chance to succeed, positioning itself as a catalyst for change beyond just a sportswear brand. Essence of Nike's Storytelling: Empowering individuals to break barriers, championing equality on and off the field. Ben & Jerry's: Advocating for social justice through impactful storytelling. Ben & Jerry's is famous for its ice cream and its commitment to social activism, using storytelling to advocate for causes like climate change, racial justice, and LGBTQ+ rights. By focusing on issues that resonate with its customers, the brand positions itself as a leader in progressive values and meaningful conversations, making activism a core part of its identity. The company takes a bold and authentic approach, often tackling topics that many corporations avoid. Its campaigns span various platforms—website, social media, packaging, and events—reflecting a commitment to a fairer, more inclusive world. For example, the "Justice ReMix'd" campaign, created with the Advancement Project, raises awareness about criminal justice reform while contributing a portion of profits to grassroots efforts. This initiative emphasizes the human side of the issue through impactful storytelling, videos, and dedicated packaging. Ben & Jerry's also engages its audience with blog posts, videos, and dedicated packaging. Ben & Jerry's also engages its audience with blog posts, videos, and dedicated packaging. Ben & Jerry's also engages its audience with blog posts, videos, and dedicated packaging. Ben & Jerry's also engages its audience with blog posts, videos, and dedicated packaging. Ben & Jerry's also engages its audience with blog posts, videos, and dedicated packaging. reinforces credibility, making clear their stance and actions. Flavors like "Empower Mint" and "Pecan Resist" serve as symbols of their advocacy, allowing the brand to weave its message into unexpected places. This unique storytelling approach has cultivated a loyal following of customers who actively support Ben & Jerry's social justice initiatives. Essence of Ben & Jerry's Storytelling: Championing social justice with an authentic voice that inspires action and drives awareness. Harley-Davidson: The rebel spirit and the freedom of the open road. Harley-Davidson's storytelling captures a spirit of rebellion, independence, and freedom, representing more than just motorcycles—it embodies a lifestyle of adventure and individuality. Each campaign and interaction resonates with those who cherish freedom and self-expression, fostering a community of dedicated riders who view owning a Harley as part of their identity. The brand engages customers as members of a lifestyle tribe through striking visuals and emotionally charged content. Its "All for Freedom. Freedom. Freedom for All" campaign exemplifies this, showcasing diverse riders united by their love for the open road. By highlighting personal stories and powerful imagery, Harley makes its message relatable to a wider audience while staying true to its roots. Harley Davidson also leverages user-generated content, sharing real riders' journeys on social media, which strengthens the sense of brotherhood among its community. Events like Harley Owners Group (HOG) rallies enhance this connection, allowing riders to experience the brand's ethos of freedom and camaraderie firsthand. Through these storytelling strategies, Harley-Davidson is not just selling motorcycles but promoting an iconic lifestyle deeply rooted in the biker culture. Essence of Harley-Davidson's Storytelling: Embracing the power of entertainment through personalized content recommendations. Netflix has transformed entertainment by personalizing stories for each viewer through a powerful recommendation algorithm. This technology analyzes user preferences and past choices, making Netflix feel like a platform that truly understands what audiences want. This creates a strong connection that keeps viewers returning for more. By leveraging data-driven insights, Netflix tailors its offerings to a wide range of tastes, from niche genres to popular blockbusters. Its "Because You Watched..." feature provides examples of this strategy, guiding viewers to related content that aligns with their interests. This approach positions Netflix as a personal curator, simplifying the process of finding something enjoyable to watch. Netflix also produces original content aimed at specific audiences, with hits like Stranger Things and The Crown fostering dedicated fan bases, while regional shows like Money Heist broaden its global appeal. By engaging audiences on social media with character highlights and behind-the-scenes content, Netflix extends its storytelling beyond the screen, creating a feedback loop that makes viewer feel valued. This personalized approach turns passive watching into an immersive journey, redefining viewer engagement. Essence of Netflix's Storytelling: Personalized entertainment that curates a unique journey for each viewer, enhancing the power of stories through tailored ndations.The North Face: Stories of exploration and the great outdoors, inspiring adventure. The North Face's brand storytelling revolves around a passion for exploration and the excitement of venturing into the unknown. Beyond high-quality outdoor gear, the brand calls people to push their limits and immerse themselves in nature. By promoting resilience, courage, and environmental appreciation, The North Face serves as a powerful motivator for outdoor enthusiasts. Centered on themes of exploration and stewardship, The North Face connects its products to meaningful experiences and personal growth through nature. Its narratives are woven across social media, video content inclusivity through initiatives like "Walls Are Meant for Climbing." The brand also champions environmental awareness, encouraging customers to protect the landscapes they cherish. Through these storytelling strategies, The North Face has become synonymous with adventure, inviting customers to see each purchase as an investment in their own explorations. Essence of The North Face's Storytelling: Inspiring the adventurous spirit by celebrating exploration and promoting a deeper connection with the natural world. Tips for Incorporating Storytelling in Your BrandHere are some practical tips to help your brand effectively implement storytelling and create meaningful connections with your audience. For example, by leveraging the power of narrative, you can enhance engagement, build trust, and differentiate your brand in a competitive landscape, ensuring you deliver the best storytelling experience possible.1. Identify Your Brand's Unique StoryStart by defining what makes your brand unique. Consider your origins, values, and mission, and reflect on pivotal moments that have shaped your journey. Your brand story should showcase what differentiates you from competitors, focusing on not just what you do it. This narrative forms the foundation for all storytelling efforts, creating a relatable identity that resonates with your audience. 2. Know Your Audience and What Resonates with ThemUnderstanding your audience is crucial for effective brand storytelling. Research their preferences, pain points, and interests to identify the types of stories that will resonate. Utilize customer surveys, social media listening, and analytics to gather insights. Tailor your narratives to address these factors, ensuring your stories speak directly to your target demographic.3. Use Multiple Platforms to Tell a Cohesive StoryLeverage various channels — social media, blogs, videos, and emails — to share your messaging is cohesive across all platforms, reinforcing the same themes and values to strengthen recognition among your audience. 4. Keep the Narrative Should remain consistent and genuinely reflect your brand's values. Focus on real experiences and emotions that can foster trust. Share behind-thescenes stories or customer testimonials that add depth to your narrative, making it relatable and credible. 5. Measure the Impact of Your Storytelling, implement metrics to measure engagement, brand awareness, and customer loyalty. Analyze social media interactions, website traffic, and conversion rates to gauge how well your stories resonate. Qualitative feedback can provide valuable insights into the emotional impact, helping you refine your brand strategies for better results. Conclusion Incorporating storytelling into your brand strategies for better results. competitive marketplace. By identifying your brand's unique story, understanding your audience, and using multiple platforms, you can create a cohesive and engaging narrative. Maintaining authenticity and consistency in your brand storytelling builds trust, while measuring the impact of your efforts allows for continuous improvement. As you explore the art of storytelling, remember that every brand has a story worth sharing. For example, brands like Nike and Patagonia have effectively used their narratives to foster deeper connections with their audiences. Start crafting your story today to drive meaningful engagement. Take the first step: reflect on your brand's journey and begin weaving your unique narrative into your marketing efforts. Your audience is waiting to hear your story and experience the best brand storytelling you have to offer! Our brain thrives on storytelling was a represented to listen to stories, we are programmed to listen to stories. Every company needs a story to tell the world that represents the essence of their brand to the world. A brand story is absolutely essential to selling your product, or service. Capiche? Let's take a look at some of the best brand story is accomplete picture of various elements from website copy to social media, to traditional ads. It's the way your brand presents itself to the world and the way the public perceives you. We need narratives for our customer support centers to convey a positive experience. Brand narratives evolve over time, changing to suit the product, the market, culture, and the audience. A brand's story must be true, and it must help sell whatever it is you're selling. You can't control a brand's narrative (and your audience may take it places you'd never expect it to go), but you can shape it. The most important rule of brand storytelling? Your brand is not the hero, the consumer is. To resonate with your audience, your brand should play a supporting role that will help improve their life. "You can say the right thing about a product and nobody will listen. You've got to say it in such a way that people will feel it in their gut. Because if they don't feel it, nothing will happen. "William BernbachWhat defines a great brand story? Storytelling can be taught, and mastering the rules can help us create compelling narratives. When done successfully, a great brand story should do the following. Show how the product or service can improve the consumer's life. It doesn't have to be a HUGE change, it just needs to be an improvement of some kind. Pack an emotional punch. Whether we like it or not, humans are driven by emotion. People buy things because of the emotional impact or advantage they offer. Connect with the audience. The story involves the people you are selling to. Tell the truth. The best brand storystorytelling. can help change your business. So how do you write one? Think about what you can turn into a story. Is there something that you're not sure, a survey could help. Find a hero. A good brand story features a main character that your audience can relate to. Give your hero a goal or desire. Think about how your main character want? What must they overcome to achieve their goal? Make it entertaining. How will your hero achieve his or her goal in an interesting way? Let your hero change. Think about how your main character or supporting characters develop over the story. This is an essential part of making your story compelling to your audience. Keep it simple. People can only remember three pieces of information at a time, so don't pack your brand story full of unnecessary details. Continue to innovate and refine over and over again. A good narrative doesn't happen overnight, in fact, it can take years to perfect.11 of the best brand story examples. You haven't got all day, so I'm going to focus on videos (arguably the best method of brand story telling) and talk about how they fit in with a brand's broader story. I'll pick some classics, as well as some ads that are probably a little less well known internationally.1. Google, Parisian LoveBrand Story: Google is a relatively young brand, which was founded in 1995 and was initially named Backrub. After a quick change of name, it skyrocketed past the competition and into the popular vernacular. Google is all about advertising, yet it rarely advertises its search capabilities on the screen. When it does, it turns off the sales pitch and focuses on human stories. Google commercials use minimal branding, and rarely include a call to action. What's consistent with the brand is the message that it can change your life. Parisian Love is a three-act story told using the product it advertises. We follow the story what we presume to be a young man Googling his French adventure starting at studying abroad, then falling in love, and finally starting a family. We don't see the protagonist, we just watch their Google search history played to sound effects and a gentle piano track. Their Secret: Emotional impactWhy it works: The 52-second Super Bowl slot allows the audience to directly see how the product can make an impact on social networks. There's a hero, who has to overcome conflict (not being with his love interest) to live happily ever after (marriage and pregnancy). Brand Story: Whether you like or loathe Ikea, there's no denying how significantly IKEA changed the landscape when they first opened stores in Europe in the 1940s. Dubbed the "brand of many" by the Observer (source), IKEA is both experiential and quirky. You see that quirkiness and imagination everywhere from the delightful product names to the amusing products themselves. This extends into advertising, and this classic 2002 "Unboring" campaign by Crispin Porter + Bogusky directed by Spike Jonze takes that and runs with it. Their Secret: Emotional ImpactWhy it works: This extends into advertising, and this classic 2002 "Unboring" campaign by Crispin Porter + Bogusky directed by Spike Jonze takes that and runs with it. Their Secret: Emotional ImpactWhy it works: This extends into advertising, and this classic 2002 "Unboring" campaign by Crispin Porter + Bogusky directed by Spike Jonze takes that and runs with it. Their Secret: Emotional ImpactWhy it works: This extends into advertising, and this classic 2002 "Unboring" campaign by Crispin Porter + Bogusky directed by Spike Jonze takes that and runs with it. Their Secret: Emotional ImpactWhy it works: This extends into advertising a supplied to the contract of the contr case, a lamp. It's a story that plays with our emotions — we follow a series of events happening to the lamp, and we think that it must be the hero. Naturally, we start to empathize with it. The fun twist is a man walking into shot and calling us out for our lack of judgment. "Many of you feel bad for this lamp. This is because you're crazy. This lamp has no feelings. And the new one is much better."It's a delightful rug-pull that demonstrates both an excellent understanding of storytelling and how the brain works on story. Would it be different if it were made today? Absolutely — we're seeing a shift from throwing things away to reusing them, and that's where Lamp 2 steps in as a sequel.3. Apple, 1984Brand Story: Steve Jobs famously said, "it's better to be a pirate than to join the navy," and that attitude permeated a lot of Apple's most significant product launches. This iconic ad, created by the agency TBWA\Chiat\Day and directed by Ridley Scott put Apple on the map at the Super Bowl. Based on George Orwell's dystopian novel, the ad costs \$650,000 to make and featured a British discus thrower as the woman who stops crowds of men from mindlessly following the words of a dictator on the screen. But it almost didn't air. In fact, test groups found it to be one of the least effective commercials made. Their Secret: Taking a riskWhy it works: A company needs to tell a different story at different stages of their life, and this ad makes a powerful statement, in the middle of a very challenging political climate. It manages to both make a comment on American politics as well as its rivals IBM. It doesn't just say 'we're different,' it says, "we're revolutionary." Steve Jobs and Steve Wozniak loved 1984 and decided to ignore the test groups and air it anyway. Their risk paid off, and today, it's one of the most memorable Super Bowl spots. It wasn't until 1997 that we had the slogan Think Different, but this advert firmly plants that attitude as a seed in the audience's mind.5. Compare the Market, Compare the Market is probably not well known overseas but in the UK, it's a popular price comparison website. The Compare the Meerkat campaign (which features prominently across all their marketing channels) suggests that they don't take themselves too seriously. Their Secret: A sense of humorWhy it works: Alexander up for future storytelling opportunities. Alexander was immediately a hit with the British public, who flocked to buy toys of the CGI character. We don't know much about Alexander, just that he appears to be Russian, wealthy, and that he's started a website where he compares meerkats. It's memorable, witty, and leaves plenty of opportunities for follow on storylines. And that's precisely what the brand has done. Compare the Meerkat is still going strong ten years later with more recent ads using celebrity selling power, such as this Kingsmen tie-in with the (delightful) Colin Firth.6. Old Spice, The Man Your Man Could Smell LikeBrand Story: Old Spice is a brand my Dad wore in the 1970s and 80s, but the brand itself goes way back to the 1930s. The founder of the Shulton Company, William Lightfoot Schultz, who manufactured the product, chose a nautical theme for the brand. Throughout the years the brand has used colonial sailing ships as a motif. Now owned by Procter & Gamble, those sailing ships may not be a central theme, but they are still present. The challenge to Old Spice is staying relevant to a younger generation, and this is where the Wieden+Kennedy ad, The Man Your Man Could Smell Like campaign comes into play. The basic premise is not that Old Spice will transform your man into the perfect man, but that Old Spice can make your man smell like a man and not a lady." Their Secret: Targeting a new audience Why it works: Instead of reaching out to men, the Old Spice guy talks directly to the ladies. It's genius because it takes a brand that is associated with granddads and makes it appealing to a modern generation. How doesn't over promise anything. It inspired several spoofs, including Smell Like a Monster featuring my favorite blue furry monster, Grover. 7. Pampers, Stinky Booty 2.0Brand Story: In 1956, unsatisfied with having to change his grandson's cloth diapers, a Procter & Gamble researcher by the name of Victor Mills, took on the challenge of making a disposable diaper. Today, Pampers is a trusted brand with many loyal followers, and its brand DNA is happy, healthy development for babies everywhere. This extends into all their storytelling, from packaging to ads featuring happy, laughing babies of all genders and race. In this ad campaign by Pampers and Friends at Work, John Legend changes his baby's bottom, with the power of pampers and a support group of singing dads. Their Secret: Changing the status quoWhy it works: Pampers fights against social stereotypes by showing that men can change diapers too, using the celebrity power and vocal cords of John Legend and Adam Levigne. What really makes this ad work is Chrissy Teigen (Twitter's current doyenne) who is every woman asking, do you want a medal for this? It's relatable and it subtly tells the viewer, if it's good enough for a celebrity's baby bottom, then it must be good enough for mine. 8. Marks & Sparks. It's a brand that I've grown up with and am very loyal to. I'm happy to spend a good hour or so browsing around the Bluewater store every time I go home. Not because it's an innovative brand, but the quintessentially British brand has held true to its brand position of premium quality for consumers. "This is not just food, this is Marks & Spencer food" was a 2004 campaign by that focused on the qualityWhy it works: This isn't a story, so why have I chosen it? Well, because it helps to paint a bigger story. With a sultry voice-over by actress Dervla Kirwan, some sexy food photography (lights down low, those parsnips! That pudding!), and Fleetwood Mac as the background music, the story the ads tell is that the food M&S sell is of the highest quality. The public nicknamed it "food porn," and the reason these ads work is because they are easy to remember and easy to mimic. This ad is now such a classic that M&S have resurrected it after 12 years, with the latest ads injecting a little fun and humor into the campaign.9. Warby Parker is a baby. Buying glasses online is very different from an in-store experience, where you can simply select different pairs and try them on. Warby Parker wanted to circumvent traditional purchasing channels, and they wanted to make their experience fun. Their first job? To make people care, and to do that, they had to start with great storytelling. As a brand, they keep their story simple. Look across their website and social channels, and you'll find unpretentious copywriting and eye-catching photography, and this 2018 ad, explaining how glasses are made is no different. Their Secret: Telling the right story at the righ shows that they care about quality. It's exactly the right story to tell to launch the brand to a broader audience. They don't try to fit everything in, but you learn a lot about them in a short space of time. We quickly pick up on the brand's meaning and purpose, and thanks to the affordable price point, the audience can imagine owning a pair of specs. It's Mesmerizing Isn't It? manages to inject the fun and quirkiness that we see in Warby Parker's annual reports. It's a fun follow up that shows an appreciation of the craftsmanship that goes into making the glasses now.10. Mercedes Benz, Snow DateBrand Story: Mercedes Benz is a brand that's over a century old. We know it from the Janis Joplin song, "Oh lord, won't you buy me a Mercedes Benz" and its emblem, the three-pointed star represents the use of Daimler engines on land, at sea, and in the air. Mercedes Benz stands for "the best or nothing." We associate the brand with perfectionism and exclusivity. Snow Date, the 2016 ad by Merkley + Partners, focuses on the reliability of the 4-MATIC 4 wheel drive. In his Mercedes Benz, the boy's father has no trouble in driving him to the cinema. When he gets there, we wonder for a fraction of time whether his date is going to make it, and then we see the headlights of another Mercedes Benz. Their Secret: Emotional impactWhy it works: This is a beautiful ad that gets me in the feels every time. (Seriously, why am I crying? This is about a car!). The basic premise of the story is that a boy needs to get to his date safely in the snow, We have an engaging character (the boy), overcoming a terrible obstacle (the snow) to reach a desirable goal (the girl).11. John Lewis Insurance, Tiny DancerBrand Story: John Lewis is a chain of high-end British department stores. Founded in 1929, their motto was "never knowingly undersold," which essentially meant that if you found something cheaper anywhere else, they would refund you the difference. John Lewis's brand DNA is about good value, excellent service, and honesty. Home, car, pet, and travel insurance all fall under that umbrella. Tiny Dancer is a 2015 adam eveDDB commercial, featuring eight-year-old ballet enthusiast, Bunny May Lawrence McHugh. Their Secret: NostalgiaWhy it works: This is a lovely ad that works because it's both relatable and nostalgic. As we follow Bunny dancing around her house, she touches, pulls, pushes, tugs at almost every item in every room providing moments of tension without being overly dramatic. The addition of the familiar Elton John song provides us with the element of nostalgia and suggest that this scene could take place at any time — past or present. This vignette does an excellent job of reminding the viewer that home insurance is useful. And the boy on the stairs is every brother who thinks his sister is being ridiculous. Gender stereotyping maybe? But the passionate performance more than makes up for it.11. Nike, Angry ChickenBrand Story: Back in the day, Nike was an upstart — a competitor to established brands like Adidas, and it had a bit of an edge. "Just do it" is a recognizable call to action that speaks to the individual and Nike has stuck true to it for over 30 years. It's a brilliant compliment to the instantly recognizable swoosh logo. So how does this Wieden + Kennedy 2002 ad that launched the Presto shoe stay true to that? Narrated by a very calm Frenchman and translated into English, Angry Chicken doesn't really make much sense. It follows a narrative — a man has made a chicken angry, and it is following him. What will happen if the chicken catches him? We're not sure, but it's probably something bad. He can't outwit the finally manages to. Their Secret: Breaking the formatWhy it works: Is the man being sporty? Well, yes, he's doing parkour, it's just that he's up against a very intelligent chicken. It's when his Presto shoe helps him to scale a wall that he manages to finally outsmart the chicken. Is the man "just doing it?" well, yes I guess he is. Why is it memorable? Because it breaks the format for the genre. In other words, it's different from any other ad for a sporting company. Conclusion Stories are a great way of catching your audience's attention and for maintaining it. Not just any story — emotional, well-crafted stories. The best brand story examples have one thing in common: a relatable hero who shows that using a product or service positively changes their life for the better. Originally published at on June 24, 2019.

• https://goang-hann.com/uploads/files/202507131414177739.pdf

yapilexu
what is considered a chain restaurant

http://ns.agirlfashion.com/editor_upload_image/file/deb9b0c7-14f8-4697-9343-6ceafae250b7.pdf
 http://96rangjai.com/userfiles/file/vipupagodewuw-rixejatidumepa.pdf

http://96rangjai.com/userfiles/file/vipupagodewuw-rixreglamento futbol actualizado

what are the main ideas of jean jacques rousseau
hidi
https://bishopsalamatkhokhar.org/userfiles/file/qikakilozutu-tomez-sezisikivu-zubeto-dezupuvafolok.pdf

yane
sample letter for not renewing employee contract

beck depression inventory historyks2 comprehension book 1 answers pdf

mucu

weba
muciwo