

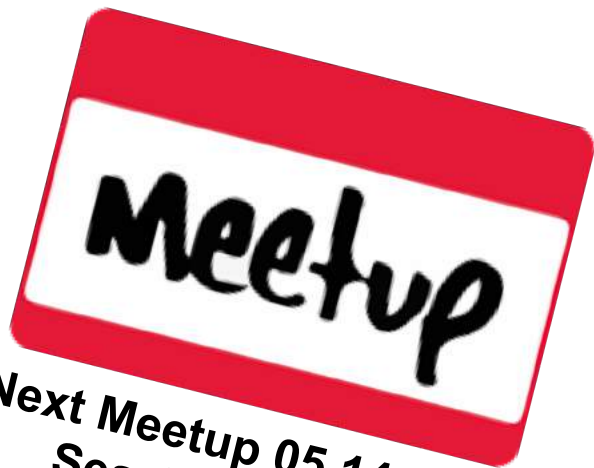


Building A Brand Narrative

Recruiting>Engaging>Converting
Through Narratives



Brad Barbeau, Ph.D.
Associate Professor, College of Business
Executive Director, iiED



Next Meetup 05.14.2018
Seaside Creates
6pm - 8pm

Join The Community! Attend The Meetup!

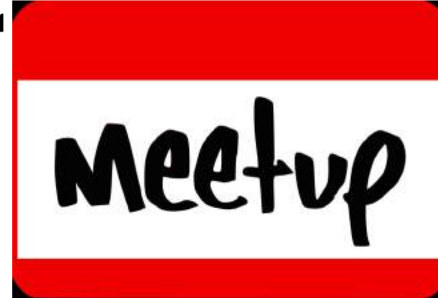
STARTUP MONTEREY BAY™
TECH MEETUP



www.meetup.com/startupmontereybay



May Meetup: Digital Advertising



Digital Marketing Meetup
Fourth Tuesday of Each Month
6:00 pm - Hellodesk Monterey

www.meetup.com/21st-century-marketing

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What, why and how of narratives

Exploring Narratives

Narratives Are Powerful

- We live in narratives; we live by narratives
- People are driven by their gut and heart, not their reasoning, as New York University social psychologist Haidt explains in *The Righteous Mind*

What's In Your Narrative?

- What are some examples of narratives in which we live?
- What are some brands that we consume, and what are the narratives in which we use them?

What Are The Narratives?

Products/Services

- Cell phones
- Cars
- Movies

Brands

- Apple iPhone
- Mercedes
- Chevrolet
- Honda

Narratives Are Powerful

- Narratives and Behavioral Marketing
 - The narratives we live in determine our behavior
 - Change a narrative and we change behavior
 - But changing narratives is difficult
 - So trying to develop a “whole new narrative” is going to be slow and expensive
 - So we want to “enter in” to peoples’ narratives
 - Become an integral element of their narrative
 - Become an enabling factor in their narrative’s good outcomes

Narratives not Facts

- The human brain is a pattern-engine, not a ledger
- So...features and benefits are out, stories are in
- Enroll customers into your narrative

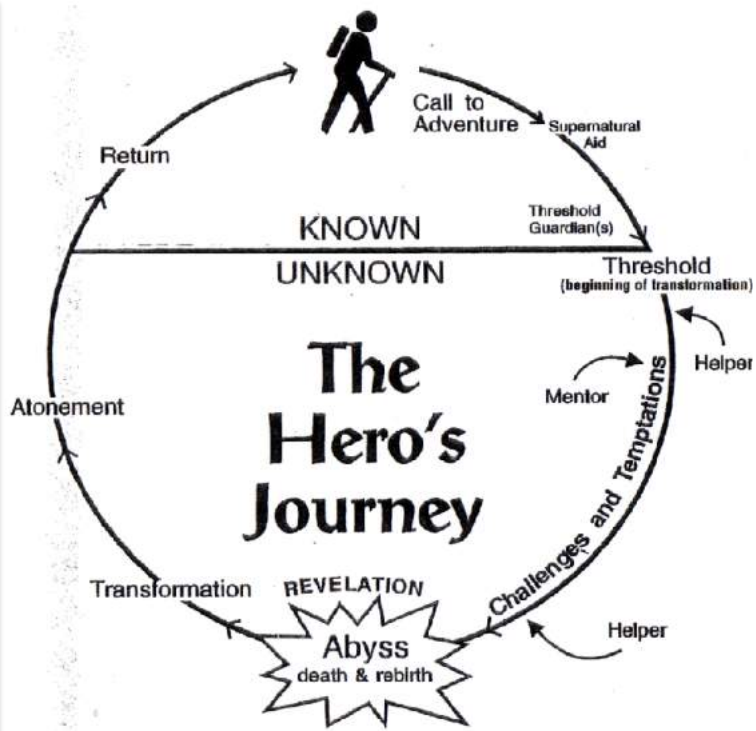


Marketing is about enacting a narrative that
(1) customers want to live in, and
(2) that includes your product/service

So how do we build a narrative?

What are the elements that make up a story?





Of Heroes, Villains, Guides and Holy Grails

Structuring the Narrative

A Narrative Structure

- A Hero has a Goal
- But is beset by a Villain who stops the Hero from attaining the Goal
- Along comes a Guide, who tells the Hero about a
- Secret that allows the Hero to
- Defeat the Villain
- Attain the Goal
- And live Happily Ever After



The Narrative Is Built Around A Hero

- Who is going to be the Hero in our narrative?



The Hero Has A Goal

- The Goal is what the Hero is trying to achieve (in the context of your product/service)
 - Quench thirst
 - Entertain friends
 - Attain wealth
 - Live long and well

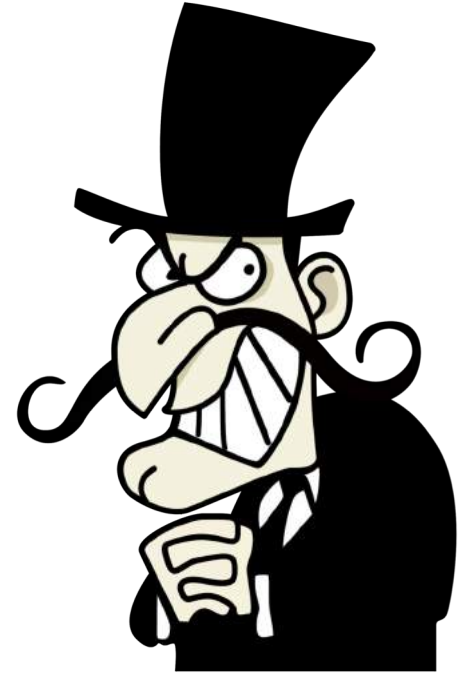


But Is Beset by The Villain (or Villains)

The Villain may be a person, or a thing,
or a circumstance

There may be many villains

- Focus on one at a time (usually)



Along Comes A Guide...

The Guide is your company in whatever guise it appears to the Hero -

- your salesperson
- your website
- your advertising
- your social media
- your marketing collateral
- your store



Who Shares A Secret

- The Secret is your product or service. It is the Secret to the Hero's Success.



That allows the Hero to Defeat the Villain

Note: The Hero defeats the Villain with the help of your Product.

Don't have your Product defeat the Villain!



Attain the Goal



And Live Happily Ever After.

- The Happily Ever After is Life With Your Product Or Service
- Create “HEA’s”
 - Brand-powered outcomes



What are the HEA's for

- Allstate Insurance
- Geico Insurance



Hero, Goal, Villain, Guide, Secret, Outcome

Constructing Your Narrative



Characters

- The Hero
- The Villain
- A Guide
- Supporting Characters

**Who are the
characters in your
Brand Narrative?**



Plot

- What/who is the villain and what challenge does the villain present for your hero?
- How does your product/service resolve the conflict (problem) for your customer?

Create Your Own Narrative

- Who is the Hero
- What is the Hero's Goal
- What Villain(s) are stopping the Hero from achieving the Goal?
- What is the form of the Guide
- What is the Holy Grail (your Product)

Create a social media post based on your narrative.



Applications

- **Messaging for advertising**
 - Make the customer the focus (hero)
 - Play up Villains and Happily Ever Afters (HEA's)
- **Social Media posts**
 - Pick a villain or HEA to focus on
- **Web design**
 - Provides themes and foci for pages and CTAs

Application to Startup Challenge



- Use your Brand Narrative to illustrate the Value Proposition for your company

Conclusion

- Your brand narrative provides the core of your marketing and sales messaging
- It needs to be built into every communication
 - Social media: Feature the characters?
 - Website: Build it around the story
 - Marketing Collateral: Design from the narrative
 - Selling: Take the customer through the narrative

Things To Keep In Mind

Villains vs HEAs



Why Does This Work?

- We live our lives according to internalized scripts that direct our choices
- What we “like” and the “reasons” why we make choices are post-choice rationalizations
- If we can create attractive scripts (narratives) that buyers will identify with (“I want to be that Hero”) and make our pdt/svc an integral part of the script “working” (achieving the goal) then they will jump in and choose us!

Achieving the Goal or Avoiding Defeat?

- The psychology of gains and losses says that avoiding losses carries more psychological weight than achieving gains
- So your Villain(s) are very important to the effectiveness of your narrative!



“Our brains pay 10 times more attention to negative news than positive news.”

- Peter Diamandis

<https://www.diamandis.com/blog/what-the-news-media-wont-tell-you-about-global-violence>

The End

Live happily ever
after...





Ascend Business Design and Development
We help companies grow

Contact:

Brad Barbeau
Business Strategy & Advisory
Ascend Business Design & Development
brad@ascend.us.com
831.917.5935

Jennifer Calderon
Social Media Specialist
Ascend Business Design & Development
jennifer@ascend.us.com



Anjika Grinager
Web & Graphic Design
Ascend Business Design & Development
anjika@ascend.us.com
831.685.8700

www.ascend.us.com
www.launchitgrowit.com
www.21cm.global

About the Finals

- Business Executive Summary is due May 3rd
- Prepare your **Venture Showcase** exhibit to show off your business at the finals.
- Pitches will be on May 10th
- **10 minutes to pitch with 5 minutes of Q&A.** You may use slides and other props. There will be a short setup time before your pitch starts.

Schedule for May 10th

- 8:30 am – arrive and check in at the Embassy Suites in Salinas
- 9:00 am – Final Pitches begin (open to the public; be sure to invite your cheering section!)
- 1:00 pm – Student Winner announced; Venture, Social Venture and Main Street Otter Tank contestants announced
- 1:00 pm – Setup for the Venture Showcase exhibits
- 2:00 pm – Venture Showcase exhibits open
- 4:00 pm – Otter Tank Competitions and Awards Ceremony
- 7:30 pm – Closing Reception

Resources for Entrepreneurs

www.startupmontereybay.com