



Building A Brand Narrative

Recruiting > Engaging > Converting
Through Narratives



Workshop Leader



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21CMTM

MARKETING FOR THE 21ST CENTURY

<https://21cm.global/>

21CM is a project of



Ascend Business Design and Development
We help companies grow

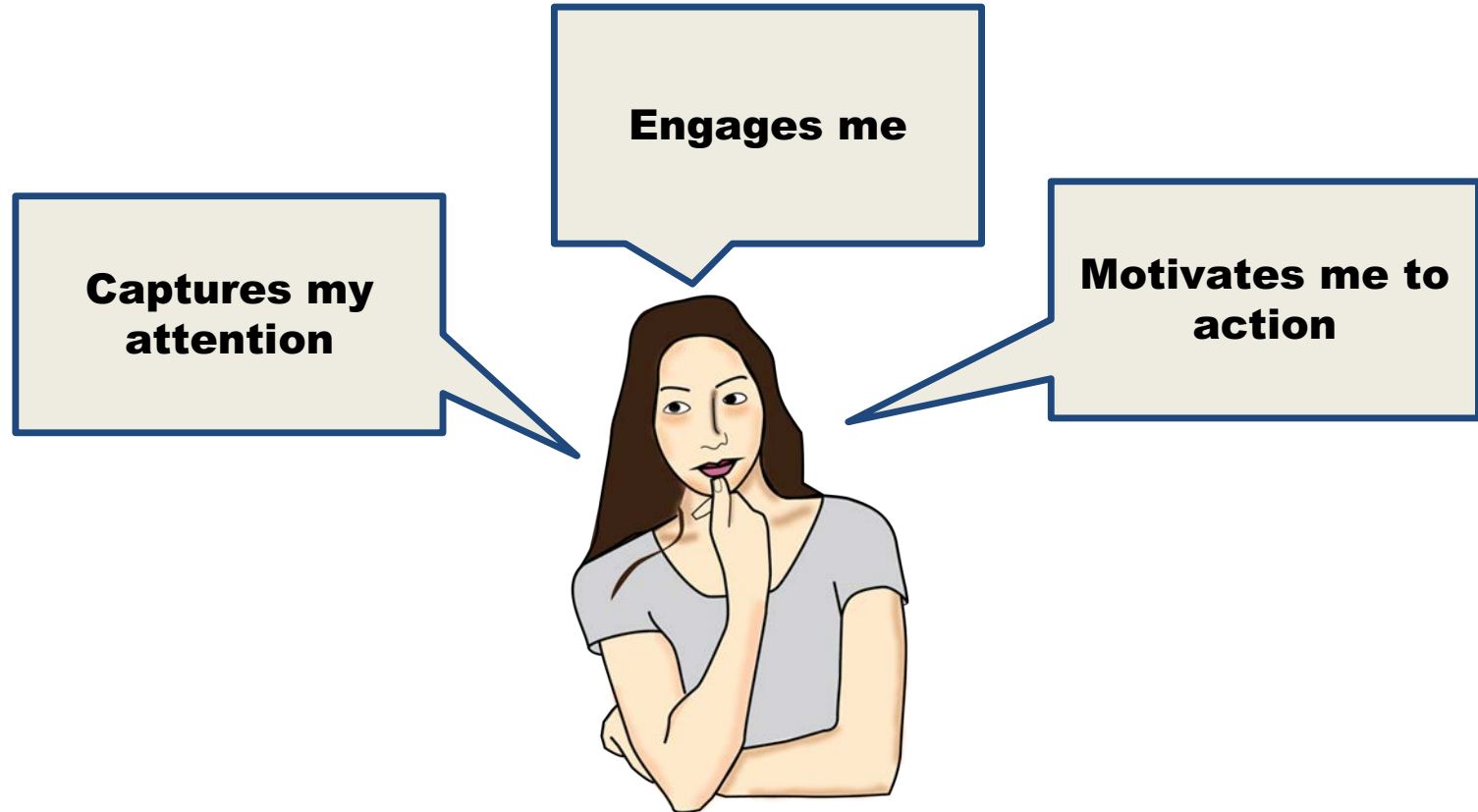
Brand Narratives

- **Brand narratives provide content**
- **Brand narratives provide impact**
- **Brand narratives move customers**

What's the narrative?



A good narrative...



Building the narrative



Name

Persona Description

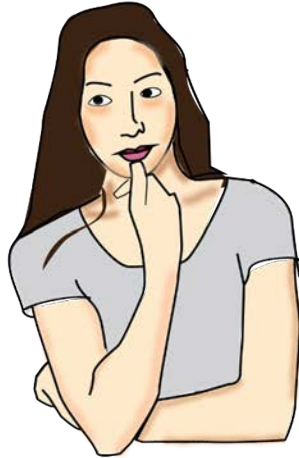
Age, Gender, place of residence, marital status, education and training, position in the company, social environment, way of thinking, etc.

Use Cases

How is the product used, where is it used, how is it used? What happens before and after use?
How does the customer obtain information?
What does the purchase process look like?
What influences the decision?

Jobs to be done

What task performance is supported by the product?
What are the goals?
Why does it make sense?



Gains

To what extent do the current products make the customer happy?
What will your customer gain with your product or service over their current solution?

Pains

What causes a bad feeling in the customer with the current product?
What are the worries of the user?

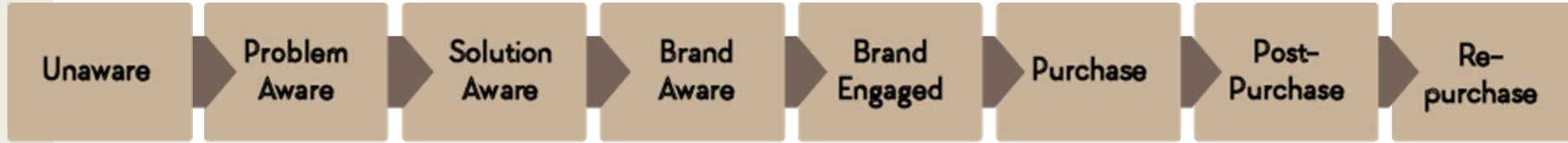
Photos

Stories

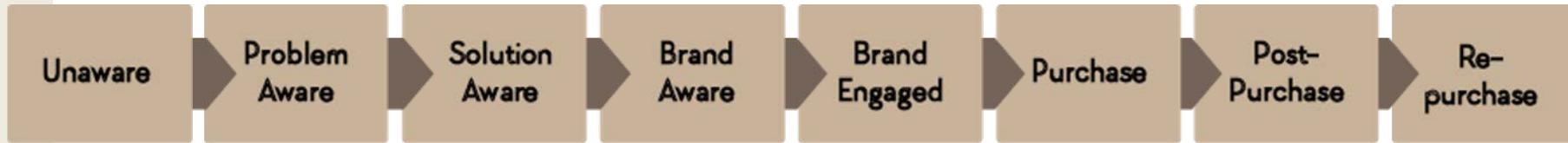
Images

Quotes

We start with a deep understanding of who our customer is and what their goals and motivations are

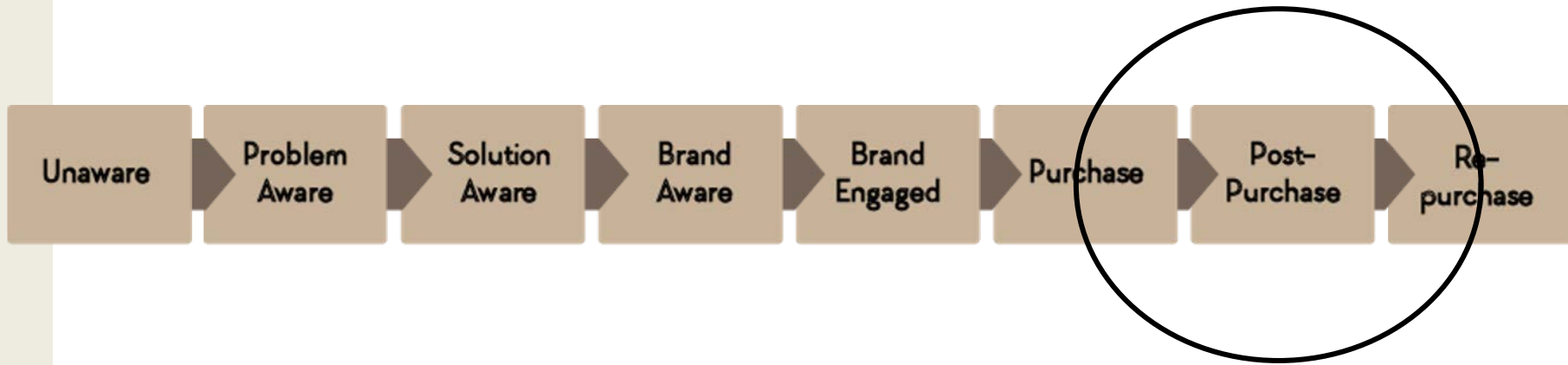


We join with the customer as they journey from unaware to aware to purchase to repurchase



We can develop narratives for each stage of the customer journey

Tonight we will focus on developing the story of what your customers' lives will be like with - and what it might be like without - your brand in it



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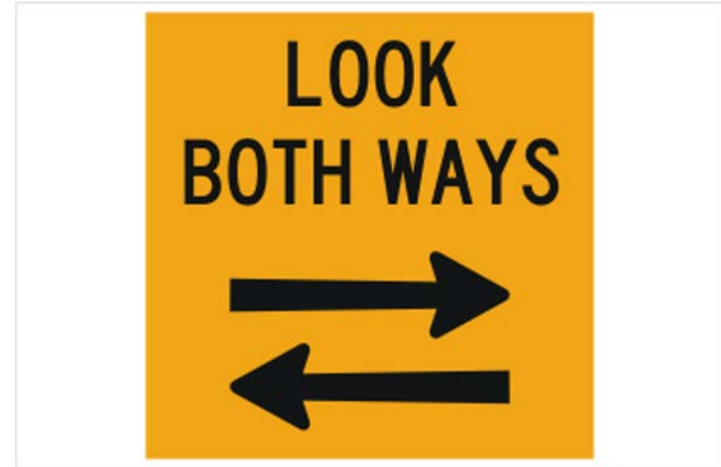
What, why and how of narratives

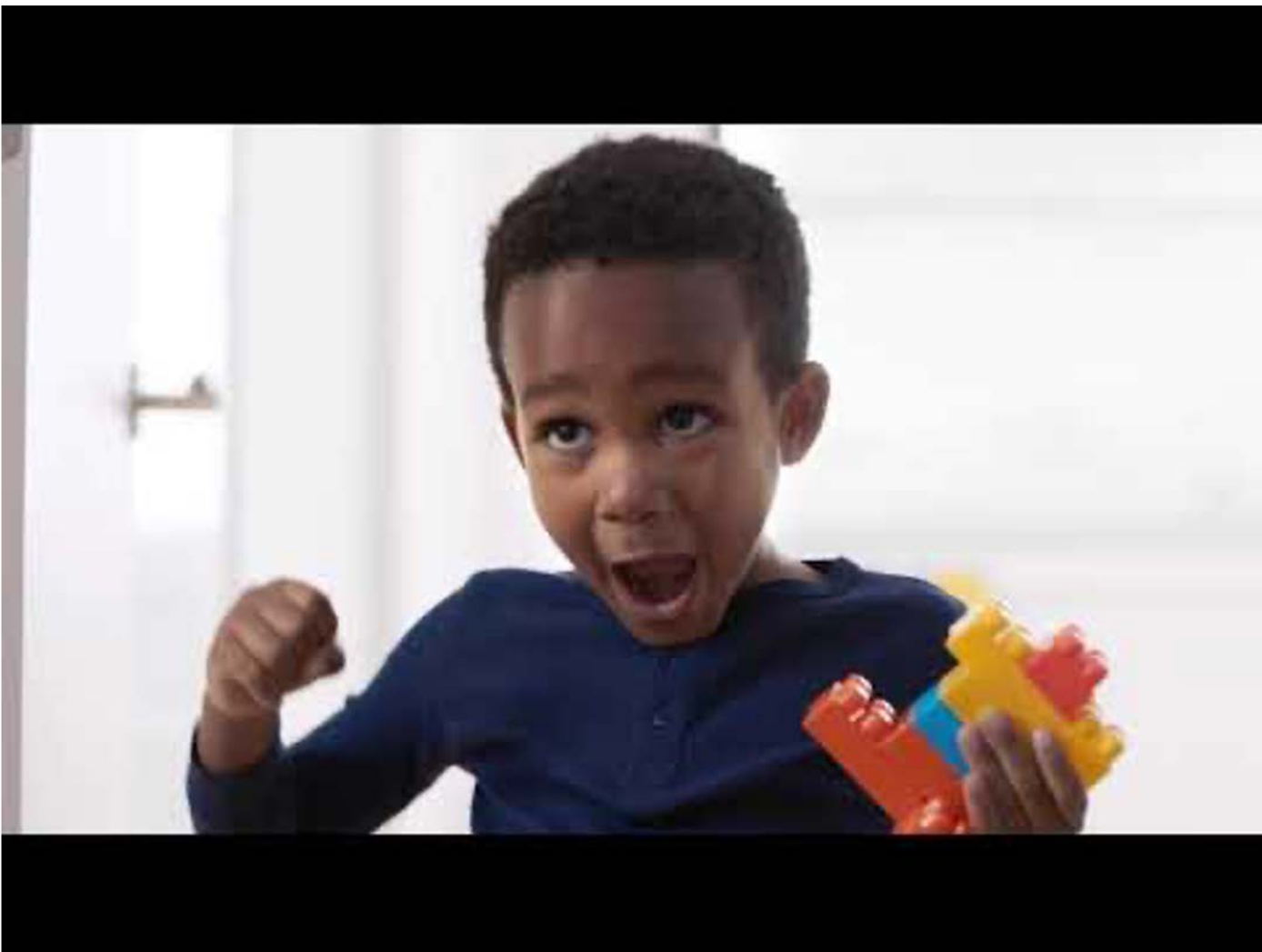
Exploring Narratives



Narratives Are Powerful

- **We live in narratives**
- **Narratives define success and failure**
- **Narratives guide our actions and choices**





Narratives not Facts

**My brain
responds to
stories, not to
facts**

**Features and benefits
don't help me see how
my life would work
better with your product**

**I want my life to
work. Can your
brand do that?**



“

**Tell me the facts and I'll
learn. Tell me the truth and
I'll believe. But tell me
a story and it will live in
my heart forever.**

- Native American proverb

”

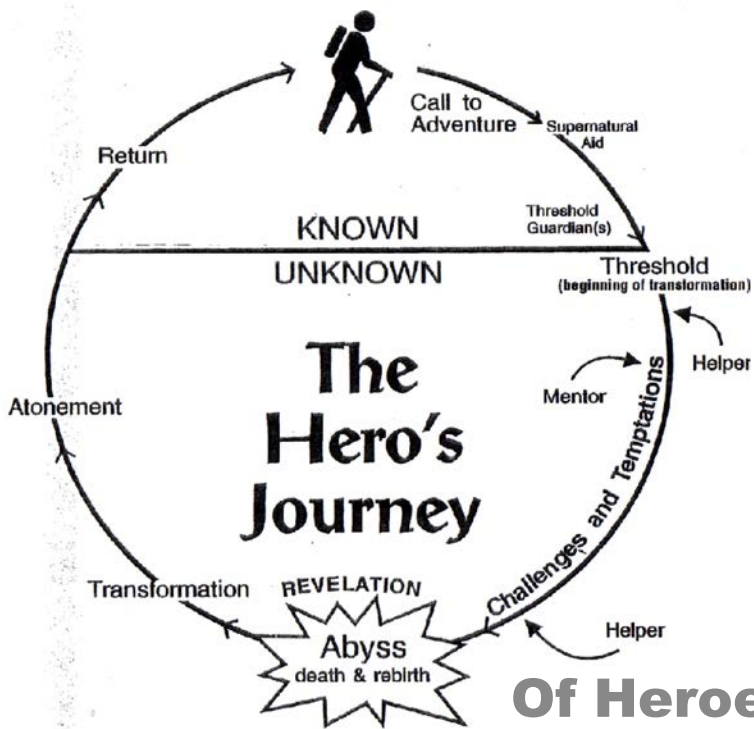
**Great marketing creates a narrative that
(1) customers want to live in, and
(2) that includes your product/service**

**Be quiet and
pass me another
Corona**



A close-up portrait of Wonder Woman, looking intensely at the camera. She is wearing her iconic golden tiara with a star and a crown-like top, and a silver gauntlet on her right arm. Her long, dark hair is blowing in the wind. The background is a warm, golden-orange desert landscape under a bright sky. A white rounded rectangle is overlaid on the bottom left of the image, containing the text.

**Have your notepads
and pencils ready...**



Of Heroes, Villains, Guides and Holy Grails

Structuring Your Narrative

The Hero's Journey

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



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



Along Comes A Guide...

Who is the
guide?



Who Shares A Secret...

The Secret is your product or service.



That allows the Hero to Defeat the Villain



Attain the Goal



And Live Happily Ever After.



How will you use your narrative?

- **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**

Using Your Brand Narrative in 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

Want Feedback?

If you fashion your narrative into a few paragraphs and submit them through the Google Form that we will send you with this slide deck, we will provide you feedback

Submit here:

<https://forms.gle/5kJFruPL7gpcoRfH6>



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

The End

Live happily ever
after...





About the Final Round

- Your pitch video and Business Executive Summary are due May 5th
- 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
- More details on “Information for Finalists” page



Next Meetup 05.12.2018
Online
6pm - 8pm

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Attend The Meetup!

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TECH MEETUP



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Fourth Tuesday of Each Month

6:00 pm - online

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Audience in Digital
Marketing**

Digital Marketing Meetup

Fourth Tuesday of Each Month

6:00 pm - online

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