Story Telling

Why Collaborative Storytelling Is The Future Of Marketing

http://www.fastcompany.com/1826645/why-collaborative-storytelling-future-marketing   By John Coleman

Any marketer worth her salt has always understood the power of storytelling. Stories are the blood that pumps through any vital community. They document our histories, they educate us, they entertain us, and at their best they inspire us into action.

All great brands tell stories. The best even become stories. For decades the best marketing and advertising work has brought these stories to life and found ways to share these stories with as many people as possible, in the most compelling fashion, but what is changing is the nature by which these stories are shared and even constructed. We're evolving from storytelling to story sharing, and we're on our way to story making.

For the last decade or so, there's been a gradual shift in how marketers think about stories. Beyond thinking about how the brand tells the story, they're increasingly focused on how people share the story of the brand. Powered by the phenomenal efficiencies the Internet and social media platforms have created, people are able to more readily share stories with the extension of their own audiences, networks, and communities. The factors that influence personal distribution of sharable content are, I believe, still grounded in powerful storytelling.

But the story-sharing period we've been going through has put the "reader" (as in target consumer) in a more powerful position to influence the trajectories of where the story is shared. This has led to far-reaching and often uncontrollable dissemination of a brand's story. And this is why every CMO in the country has been so obsessed with social media over the last few years.

Looking ahead, I think we are entering a new era in which "story making" will become more important to brands. Consumers now demand greater involvement in almost every aspect of their lives as the Internet has empowered them to know more, control more, and do more. They want to be collaborators in creating the story with the brand, and I think this has enormous marketing potential. Anyone who's played--or watched someone play--a first-person shooter game sees the allure of a story that is created in real time through the decisions of the gamer. Television is becoming more social, and programming is becoming more participatory, thanks to second-screen experiences and interactive platforms that let the interactions of the audience determine the arc of the story. And the idea of crowd-sourced and user-generated advertising content has been in full exploration for the last few years--with limited success.

All of these things are pointing to the future, where the story of a brand gets created and shared through the personal stories of connected participants, where enlightened companies share the narrative, provide the prompts, and relinquish total control.

Iconic brands like Starbucks or Burton or MINI will have an unfair advantage on this because they are so connected to their communities and have an inherently collaborative spirit. Other marketers and agencies will need to follow their lead, finding inventive and effective ways of enabling (and promoting) these new collaborative stories and shared experiences.

Conveying / Selling Value

Know your audience

Selling Products by Selling Shared Values

By STUART ELLIOTT   Published: February 13, 2013

http://www.nytimes.com/2013/02/14/business/media/panera-to-advertise-its-social-consciousness-advertising.html

THE purpose of marketing is to sell products, but there is also a new way, known as purpose, or purpose-based, marketing, to do it. Panera Bread's new campaign is an example of purpose-based marketing. Purpose marketing, also called pro-social marketing, advertising for good and conscious capitalism, woos consumers with information about the values, behavior and beliefs of the companies that sell the products. The goal is to convince potential customers that the companies operate in a socially responsible manner — marketing "meaningful brands," to borrow a term from the Havas Media division of Havas — that goes beyond tactics like making charitable contributions or selling a product or two in recyclable packaging.

Purpose marketing is becoming popular on Madison Avenue because of the growing number of shoppers who say that what a company stands for makes a difference in what they do and do not buy. Consumers are seeking "authentic emotional connections" with brands, said Mandy Levenberg, vice president and consumer strategist for cause and sustainable living at CEB Iconoculture, a consumer research and advisory firm that is part of the Corporate Executive Board Company, and the perception that certain "shared values" can increase loyalty. Such consumers, frequently referred to as socially conscious shoppers, are assiduous in their research of corporate policies. That means a company doing something deemed at odds with its purpose-based mission statement or high-minded advertising campaign runs the risk of eliciting disappointment — or even a sense of betrayal — among socially conscious shoppers who consider themselves misled.

A company that pursues purpose marketing must communicate what its "core values" actually are, said Michael Simon senior vice president and chief marketing officer at the Needham, Mass., office of the Panera Bread Company restaurant chain. For instance, Panera is "a place to get great soup, salads, sandwiches, but we stand for so much more," he added, citing policies that include donating unsold baked goods, starting the Panera Bread Foundation, working with organizations like Feeding America and opening donation-based community restaurants under the Panera Cares banner. "We talk about our values internally, but we've been reticent to leverage them," Mr. Simon said. That changed as a result of research that showed that communicating those attributes and actions could be "more compelling to our customers" than conventional pitches about meal deals or how "my sandwich is better than the guy across the street's." So Panera and its new creative agency, Cramer-Krasselt in Chicago, are introducing a campaign, with a budget estimated at $70 million, that bears the slogan: "Live consciously. Eat deliciously." The campaign will include television and radio commercials; digital, print and outdoor ads; and a significant presence on social media like Facebook and Twitter. The estimated 13 million customers who belong to the My Panera program will get a preview on Thursday.

(The campaign is to be formally introduced on Monday.) The effort is intended to convey that "as a successful business, the people at Panera believe it's important to participate in the community beyond pure business," said Marshall Ross, Cramer-Krasselt's executive vice president and chief creative officer. "Of course, Panera's not the only people to care about these things, deliver these things," he added, but "when people who like the company for the food hear about the kind of company it is, it changes how they feel; they like it even more, for more emotional, more potent, more loyalty-driving reasons." Mr. Ross acknowledged that purpose marketing "really does need to reflect real sincerity, without making people cynical." "Sometimes an ad agency's job is to conjure the story and express it in a fascinating way," he said. "This time, our job was to shut up and listen to the real story." A television commercial that will help introduce the campaign starts with a narrator who says: "When Panera began, we decided to get up every day and bake fresh bread from fresh dough in every bakery cafe. That decision made us wonder, what else could we do the right way?" The narrator goes on to ask: "Could we make food that lives up to our bread? And could it be food you can trust, with ingredients like antibiotic-free chicken?" The commercial continues in a circular style, underlined by a Rube Goldberg machine that mimics the daily routine at a Panera restaurant. "Could we start all this with a humble loaf of bread?" the narrator concludes. "We already have, and every morning we start again."

For Bumble Bee seafood, Bumble Bee Foods is playing down traditional ads focused on products in favor of purpose-based efforts under a rubric, "BeeWell for Life," meant to emphasize health and nutrition. Those efforts involve blogs, e-books, Facebook and a Web site. "We're figuring out as a company, as people, how we can effect change," said David F. Melbourne Jr., senior vice president for marketing and corporate social responsibility at Bumble Bee Foods in San Diego. "Rather than pushing out brand messaging, we're engaging consumers in a more meaningful way." In pursuing purpose marketing, initiatives ought to "incorporate realistic goals," he added, to keep the campaigns from seeming too ethereal. Bumble Bee Foods is primarily working with two agencies, Mr. Melbourne said, Geary LSF in San Diego and Fleishman-Hillard, part of the Omnicom Group. Spending for the "BeeWell for Life" efforts is estimated at $5 million.

Other brands known for purpose marketing include Kashi, sold by Kellogg, and Whole Foods Market. A newcomer to the trend, Union Bank, is introducing a campaign by Eleven in San Francisco that carries the theme "Doing right, it's just good business." It features Edward James Olmos and Maya Angelou. Ms. Angelou? As in, "I Know Why the Caged Bank Sings"?

Branding

5 Principles of Creating a Cultural Brand   by: Kentin Waits   October 28, 2011

Creating a lasting cultural brand is the holy grail of advertising. How can you position yourself as an agent of change?

Creating a unique and lasting cultural brand is the holy grail of advertising. Tapping into that nebulous mix of timing, attitude and emotion to not only recognize, but also reflect an ideology is something close to marketing magic. Only a few companies have succeeded, and even fewer do it well decade after decade—brands like Subaru, Starbucks, Apple and Ben and Jerry's are a few that come to mind. Each of these companies offers consumers a brand that reflects more than cars, coffee, computers or ice cream—they were astute enough to recognize (or lucky enough to stumble upon) a shift in cultural mores and position their products as agents of change.

But how do other companies create something that seems to have no recipe?

1. Cultural brands recognize a disruption in society

For example, Ben and Jerry's ice cream was founded in the late 1970s and launched its product line in a market already flushing with other ice cream brands. They thrived in the 80s by positioning themselves as an antidote to the Reagan era when strong divisions between liberals and conservatives were just starting to become apparent. The brand became identified with the ideas of peace, love and harmony, and a sort of rebirth in counterculture.

2. Cultural brands create a sense of community in consumers

Brands that reach iconic cultural status don't just offer products; they provide a sense of community. Maybe as a direct result of reflecting and offering participation in new cultural movements, these brands give consumers entry to an elite club of like-minded individuals and offer all the benefits that come with that level of brand experience. Subaru is a perfect example—its products bring to mind a class of consumers that is family-focused, outdoorsy, value and safety-conscious, and ecologically aware. Whether these assumptions are always true, partially true or completely false doesn't dilute the brand experience.

3. Cultural brands create an experience with the consumer

Cultural branding goes beyond the product to include how consumers experience the product. Companies like Starbucks have enriched their products (and expanded their product line) by attending to the customer environment. Overstuffed chairs, good music, upscale décor details and soft lighting all create a salon-like atmosphere that complements the coffee and encourages customers to linger and keep coming back. And that experience isn't lost when customers leave—it's become part of the brand itself and is reflected in every mermaid-emblazoned cup we see on the street.

4. Cultural brands offer strong products and services

Of course, no brand has cultural staying power without a strong product or service. Though the brand experience may be just as compelling—or sometimes even more compelling—the product must be able to stand on its own merits.

Apple's success in becoming *the* cultural brand powerhouse grew out of its technological and design innovation that continues to change the world of personal computing. Each of the corporate brands in our examples thrived by first bringing a high-quality product to market and then creating a compelling story around it.

5. Cultural brands are supported by a consistent brand infrastructure

The adjunct to a strong product or service is the infrastructure that surrounds it—this is the essence of what the brand stands for and how the company operates. The image that surrounds the best cultural brands transcends the product to include the experience, the story, the community—and infrastructure that delivers it all with consistency.

Target has succeeded quite well at delivering and communicating the infrastructure component of its brand. The company prides itself on giving a portion of its profits back to local communities. Customers, in turn, feel that their purchases help drive charitable giving and that their communities are the beneficiaries. In this way, the brand becomes a literal mechanism of social change and customers see a reflection of themselves in the good works of the company.

Brands that have become part of our cultural landscape have broadly embraced and nurtured their relationships with their customers. Whether by luck or by study, these brands offer their customers the right formula of social awareness, community, experience, products and infrastructure. The result can't be overstated: the brand enters our cultural lexicon. It nearly self-perpetuates the brand story and it becomes part of our cultural and historical identity. You can't buy that kind of advertising.

Marketing Plan Template: Exactly What To Include

Based on information presented in

Preparation Steps: With a partner, create a real-world product that can be marketed & used in today's world.

1. Identify Product Benefits—

   Benefits NOT features [Example: Hawaiian Airlines sell based on destination (what people want), they do NOT sell their airline]

   Problem(s): what does it solve

   Emotional Trigger: fear, pride, happiness, guilt, jealousy, greed, etc

2. Identify the Target Audience—

   Perfect Customer: define characteristics (physical, ethnicity, gender, age, income, etc.)

   Location(s): where is the customer found

3. Action Steps—

   Create: attractive offers to and compelling reasons for the *Perfect Customer* to buy the product

   Capture: leads (likely customers)

   Convert: into sales (target audience into an actual customer)

   > **Actual steps in the sales process but not part of this activity**

PRODUCT: _____

GREEK Origins: _____

Identify Product	
Benefits	
Problem(s) it solves	
Emotional Trigger	
Target Audience	
Perfect Customer	
Audience Location	
Action Steps	
Create Offers (to bring-in Sales)	

The Project Outline

<u>Final Project</u>:   Create a **website** to market your product *(website design will be taught in class)*

<u>Content</u>:   Using the Preparation Steps for creating a marketing plan. The following is a detailing of the *sections* and their respective information to be included in your website and presentation.

<u>Teams</u>:   Student pairs (2)

> **The following is based on information in**
> (**http://www.forbes.com/sites/davelavinsky/2013/09/30/ marketing-plan-template-exactly-what-to-include/**)

(Section 1)   Executive Summary

Complete your Executive Summary <u>last</u> and, as the name implies, this section summarizes each of the other sections of your marketing plan. You will need to include this information:

1.   Name of the Product
2.   <mark>Preparation Exercise</mark>
3.   A detailed and complete explanation as to the relationship between the product and its relationship with the chosen myth.

(Section 2)   Target Audience (Customers)

This section describes the customers you are targeting. It defines their demographic profile (e.g., age, gender), psychographic profile (e.g., their interests) and their precise wants and needs as they relate to the products and/or services you offer.

Being able to more clearly identify your target customers will help you both pinpoint your advertising (and get a higher return on investment) and better "speak the language" of prospective customers.

✓   Remember, know your audience!

(Section 3)   Unique Selling Proposition (USP)

Having a strong <u>**unique selling proposition (USP)**</u> is of critical importance as it distinguishes your company from competitors.

The hallmark of a great company is their USP. For example:

- FedEx's USP: "When it absolutely, positively has to be there overnight" is well-known and resonates strongly with customers who desire reliability and quick delivery.
- Walt Disney Company's USP: "The Happiest Place on Earth"
- Nike Corporation's USP: "Just Do It"   "Swoosh"
- Apple Corporation's USP: "Think Different"   "Designed in California"

> For more examples:
> http://www.forbes.com/2010/05/28/nike-bmw-amex-apple-cmo-network-best-advertising-taglines_slide_2.html

✓   Of course, your USP will be **focused on the use of a myth** to resonate with the audience/customer
✓   Explain how the audience/customer will benefit:

> ➤ **Emotionally**—be sure to explain the **affect the myth** has on the audience/customer
>
> > ✳ *Want customer to feel special or exclusive*
> > - Power
> > - Love
> > - Peer Acceptance
> > - Label Recognition
> > - Prestige
> > - Nostalgia
> > - Pride
> > - Pleasure
> > - Aesthetic appeal or beauty

Examples of where a company has used myth, fables, and/or legends to propose how their product will benefit the audience/customer

♦ Nike   ♦ Disney   ♦ Apple

(Section 4)   Branding Goals

Burning an image into the consumer's mind— **mainly via allusion of your chosen myth.**
- Slogans
- Logos and Images

CREATING A SLOGAN

Rationale
- The key factor that drives the need for a new slogan is the intent to produce a recognizable saying that
  - represents the brand
  - concisely states the brand's value

Address Questions
- Most advertising agencies focus on answering the following questions:
  - What is being advertised?
  - To whom are you advertising?
  - What do you know about your audience?
  - What do you want them to do?
  - What can you say that will get them to do that?
  - How will you know it worked?
  - What ideas might work?
  - What is your tone of voice?
  - What is your key message?

Harley Davidson – American by Birth. Rebel by Choice.

FedEx – When there is no tomorrow

Energizer – Keeps going and going and going

CREATING A LOGO

- very simple in design (simple drawing or symbol is used)
- easy to understand, even at a distance
- one or two colors
  - but easily recognized in B & W
  - any writing is presented in a simple way& easy to read

Marketing Plan Rubric

Partnership: _____   **Website URL:** _____

Product: _____   **Myth:** _____

Grade Breakdown:

Individual Effort/Contribution	Team Presentation of M.P.	Product Website
20%	30%	50%

Individual Effort/Contribution (20 points)

	Unacceptable-0	Needs Improvement-5	Proficient-7.5	Exemplary-10
Demonstrates Respect for Others & Project Goals	Poor behavior. Disruptive to other students. Lack of respect is demonstrated in the classroom. Comments show a lack of respect and courtesy	Classroom behavior needs to be improved. Needs to act in a more respectful way in the classroom. Needs to continually be spoken to regarding behavior or attitude. Demonstrates inability to pay attention when others are speaking.	Classroom behavior was acceptable. Acts respectful in the classroom on most occasions.	Classroom behavior was superior, professional, and a model of how the teacher would like students to behave. Demonstrates self-respect and respect for others at all times.
Works Independently and Cooperatively	Unable or unwillingly to work independently or cooperatively with others. Unable to stay on task. . Inattentive and not involved during a majority of the project.	Needs improvement in the area of working independently or cooperatively with others. Able to accomplish few assigned tasks. Has a difficult time staying on task. Often inattentive and not involved with team.	Works independently or cooperatively with others most of the time. Able to accomplish most assigned tasks. Stays on task most of the time. Attentive on most occasions.	Works independently or cooperatively with others all of the time. Able to accomplish all assigned tasks. Stays on task all of the time. Engaged and a productive member of class. Always involved and attentive with team.

Team Presentation on Marketing Plan (30 points)

	Unacceptable-0	Needs Improvement-5	Proficient-10	Exemplary-15
Communicate effectively (as well as website)	Final product demonstrates an unacceptable ability to communicate effectively.	Team was not prepared to present & it was obvious that it hadn't practiced. **Many** parts of presentation could have been improved in areas of presenting information (i.e. reading) or through use of technology. Duration under 5 minutes.	Presentation was acceptable. **Some** parts of presentation could have been improved in areas of presenting information (i.e. reading) or through use of technology. Duration between 5-10+ min	Excellent presentation. Members knew what they were talking about. Persuasive with excellent voice volume, clarity. Presentation was organized, rehearsed & used technology effectively. Duration between 10+ min.
Content / Communicate effectively	Student did not communicate effectively in writing or orally throughout the duration of this project. Final product demonstrates an unacceptable ability to communicate effectively.	The communication of ideas and information within the project are not very clear and misunderstood by the audience. Communicates an unclear message to a specific audience. Few details (owner not likely to implement ideas)	The communication of ideas and information within the project are somewhat clear and understood by the audience. Communicates a somewhat clear message to a specific audience. Some details. Could have explained in more depth.	The communication of ideas and information within the project are clear and easily understood by the audience. Communicates a clear message to a specific audience. (through report) Excellent details (owner more likely to implement) Use of marketing terminology demonstrates the ability to apply marketing concepts to real business.

Team Product Website (50 points)

	Unacceptable-0	Needs Improvement-5	Proficient-7.5	Exemplary-10
Overall Written effectively	Writing is disorganized. Grammar, spelling, punctuation or capitalization errors are unacceptable. Did not proofread. *Plagiarism found*	Writing could be more clear and organized. Many grammar, spelling, punctuation or capitalization errors. Needs to improve editing skills. Word selection, word choice and sentence structure could be improved.	Clear and organized writing. Few grammar, spelling, punctuation or capitalization errors. Demonstrates acceptable editing. Demonstrates good word selection, varied word choice and varied sentence structure.	Clear and organized writing. No grammar, spelling, punctuation or capitalization errors. Demonstrates extremely careful editing. Demonstrates excellent word selection, varied word choice and varied sentence structure. *Professional look
Section 1: Executive Summary	Elements are disorganized, unclear, and/or missing	Both elements demonstrate: • **PARTIAL SUMMARY** each of the other sections of your marketing plan • **LACKING** a detailed **and** **INCOMPLETE** explanation as to the relationship between the product and its relationship with the chosen myth.	One of the elements demonstrates: • **PARTIAL SUMMARY** each of the other sections of your marketing plan • **LACKING** a detailed **or** **INCOMPLETE** explanation as to the relationship between the product and its relationship with the chosen myth.	• Name of the Product • **SUMMARIZES** each of the other sections of your marketing plan • A **DETAILED AND COMPLETE** explanation as to the relationship between the product and its relationship with the chosen myth.

Section 2: Target Audience	All three elements are disorganized, unclear, and/or missing	Two of the elements demonstrate:
		
		• **PARTIAL DESCRIPTION** of the customers you are targeting.
		
		• **INCOMPLETE DEFINITION** of their demographics
		
		• **DEFINES IMPRECISE** their wants and needs
		
		  o relates to the products and/or services you offer
			One of the elements demonstrates:
			
			• **PARTIAL DESCRIPTION** of the customers you are targeting.
			
			• **INCOMPLETE DEFINITION** of their demographics
			
			• **DEFINES IMPRECISE** their wants and needs
			
			  o relates to the products and/or services you offer
				• **DESCRIBES** the customers you are targeting.
				
				• **DEFINES** their demographics
				
				• **DEFINES PRECISE** their wants and needs
				
				  o relates to the products and/or services you offer

Section 3: USP	Elements are disorganized, unclear, and/or missing	Both elements demonstrate:
		
		• **UNFOCUSED** on the use of a myth to resonate with the audience/customer
		
		• **UNCLEAR** emotional benefit
		
		✸ **UNCLEAR** affect of the myth on the audience/customer
			One of the elements demonstrates:
			
			• **UNFOCUSED** on the use of a myth to resonate with the audience/customer
			
			• **UNCLEAR** emotional benefit
			
			✸ **UNCLEAR** affect of the myth on the audience/customer
				• **FOCUSED** on the use of a myth to resonate with the audience/customer
				
				• **EXPLAIN** emotional benefit
				
				• *CUSTOMER NEEDS TO FEEL SPECIAL OR EXCLUSIVE*
				
				  o Power
				  o Love
				  o Peer Acceptance
				  o Label Recognition
				  o Prestige / Nostalgia
				  o Pride
				  o Pleasure
				  o Aesthetic appeal or beauty
				
				✸ be sure to explain the **affect the myth** has on the audience/customer

Section 4: Branding Goals	All three elements are disorganized, unclear, and/or missing	Two of the elements demonstrate: • **UNCLEAR CONNECTION** to the brand • does **NOT CONCISELY** state the BRAND'S VALUE • **COMPLICATED** • **DIFFICULT** to understand ✸ **UNCLEAR ALLUSION** to the myth	One of the elements demonstrates • **UNCLEAR CONNECTION** to the brand • does **NOT CONCISELY** state the BRAND'S VALUE • **COMPLICATED** • **DIFFICULT** to understand ✸ **UNCLEAR ALLUSION** to the myth	Slogan and Logo • **REPRESENTS** the brand • **CONCISELY** states the BRAND'S VALUE • **SIMPLE** • **EASY TO UNDERSTAND** ✸ **CLEAR ALLUSION** to the myth

* If any Plagiarism is detected/ found, it will constitute a grade of <u>ZERO</u> for the entire project.

Monday	Tuesday	Wednesday	Thursday	Friday
February 10	11 Submit Partnership	12 Submit Product Info	13	14 Submit Marketing Plan Template
17 *Holiday*	18 Submit Greek Myth Research for Product Storyline	19 U.S.P.	20 U.S.P.	21 U.S.P.
24 U.S.P.	25 Submit - U.S.P. (due)	26 Target Audience/Location	27 Submit Target Audience/Location	28 Slogan / Logo (due by Monday)
March 3	4 Submit Executive Summary	5 Website Design	6 Website Design	7 Website Design
10 Website Design	11 Submit Website Design	12 **FINAL PROJECT DUE DATE**	13 *Presentations*	14 *Presentations*
17 *Presentations*	18 *Presentation*	19	20	21 **End of 3rd Quarter** Spring Break

** All above dates are subject to change as needed by teacher.