



Brand Story

What is it?

A Brand Story is a narrative that provides the why, how, and what of your brand. Like any good story, it contains a beginning, middle, and end as well as characters, but it should elicit an emotional response from customers. They should believe it and feel it in your actions. It can be used explicitly in marketing content (in pieces or in total) or it can help inform other messaging.

How do you determine it?

First, you need to define the characters. Who is the hero of the story? Who is the guide? Remember that your customers should ALWAYS be the hero in the Brand Story. Your brand is the guide.

Next, you have to craft the beginning, middle, and end. Here's a guide to help you get started:

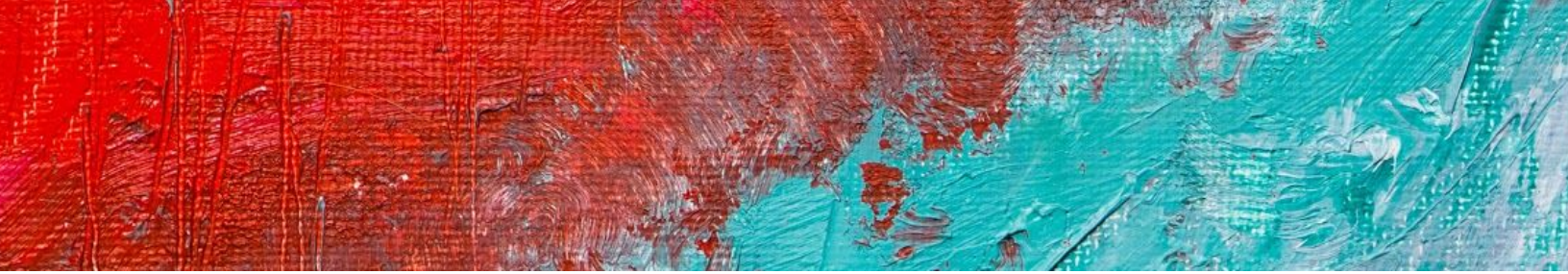
Beginning:

- What is the state of the world without you being present in the hero's life?
- *Before we were here...* _____

Middle:

- How does your arrival change the hero's perspective?
- *Then we showed up...* _____





End:

- How do you help the hero overcome their problem/pain?
- *The difference we made...* _____

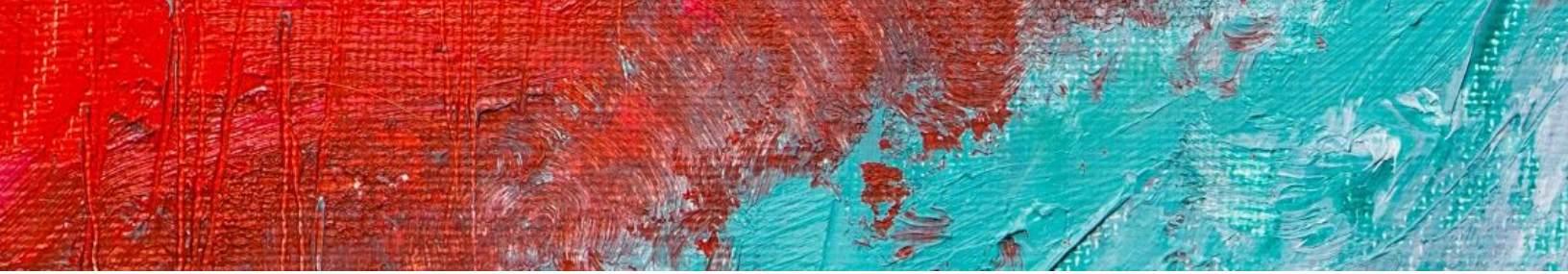
What if?:

- If the hero doesn't use your guidance, what happens? What's the sad ending?
- *When we weren't there...* _____

Singular Brand Story

Now, take what you wrote above and put it together in a singular story on the lines below. Interpret the pieces of your story in a creative way.





A Remarkable Brand Story

Really great Brand Stories go beyond the basic components. They succeed in eliciting an emotional response from customers. Some good examples of powerful Brand Stories in use are:

- WarbyParker: (warbyparker.com/history)
- GoPro: (gopro.com/about-us)
- Soulcycle: (soul-cycle.com/our-story)
- Beats: (beatsbydre.com/company/aboutus)
- Virgin Airlines: (virginamerica.com/cms/about-our-airline)

Making a remarkable Brand Story means finding ways to do one or more of the following:

- Weave the _____ together

- Infer the hero's _____ from the

- Imply the _____
- Leverage _____ stories

How can you take what you currently have for your Brand Story and make it remarkable? Blank lines are a great place to start writing...and rewriting.





