

Most

The 7 Reasons ^ Brands Fail at Storytelling

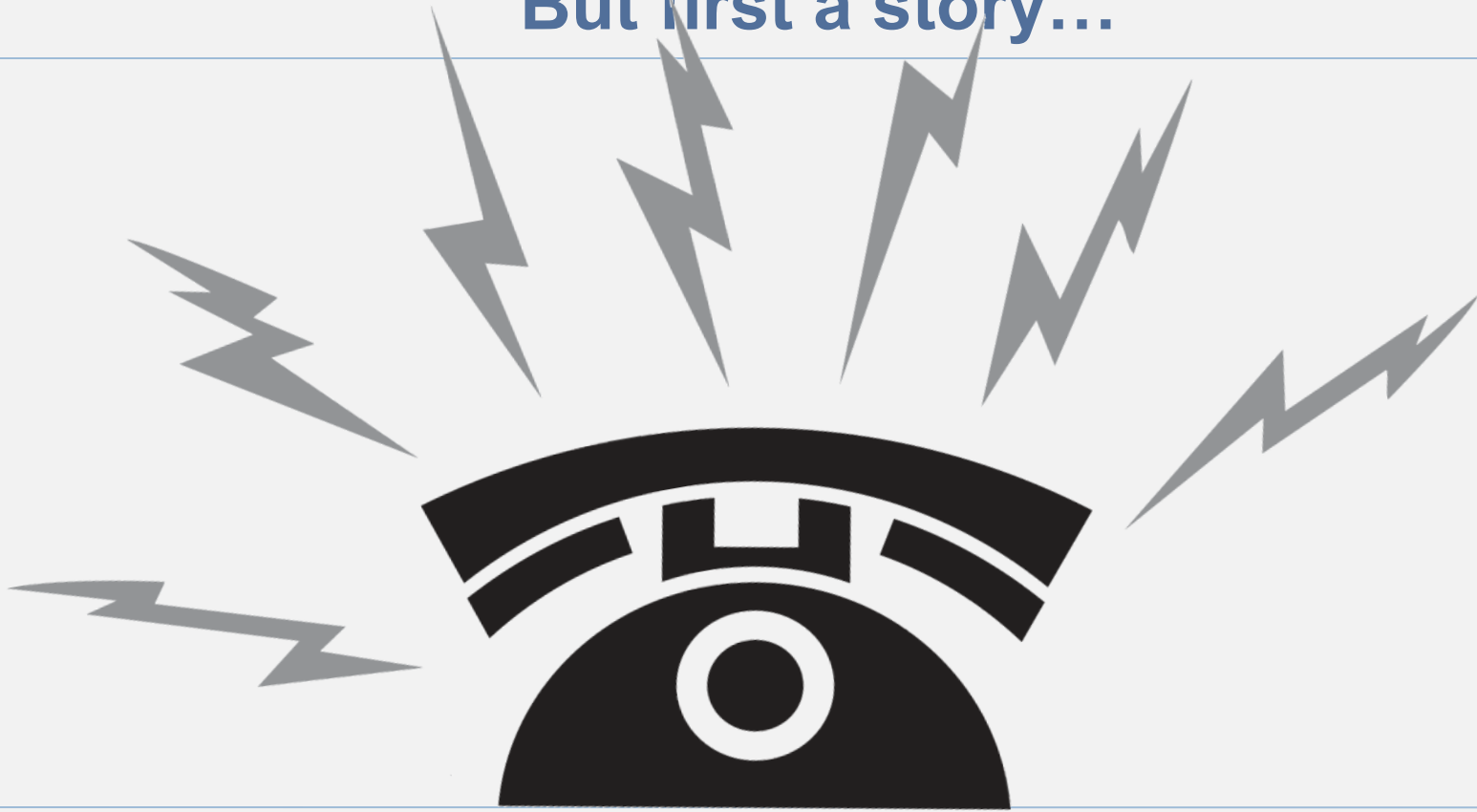


The Social Shake-Up
May 22-24, 2017 | Atlanta

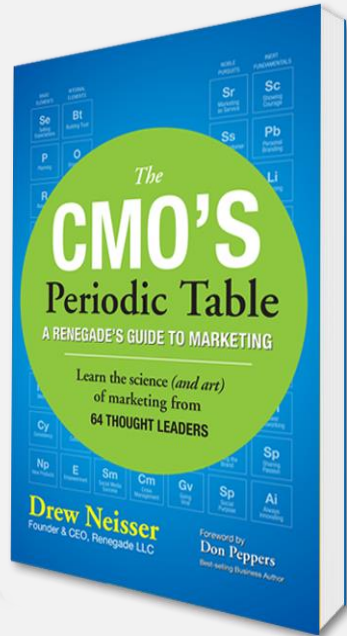
www.socialshakeupshow.com

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@DrewNeisser

But first a story...



Loads of CMO related content



AdvertisingAge ☰

Reimagining Marketing Communications Via Storytelling

CMO Spotlight: Douwe Bergsma, Georgia-Pacific

By [Drew Neisser](#). Published on June 01, 2016.

← My Podcasts Edi



Renegade Thinkers Unite
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17 : **Secret to B2B Marketing (Be Your Own Best Customer)** ...

But there was still a problem...

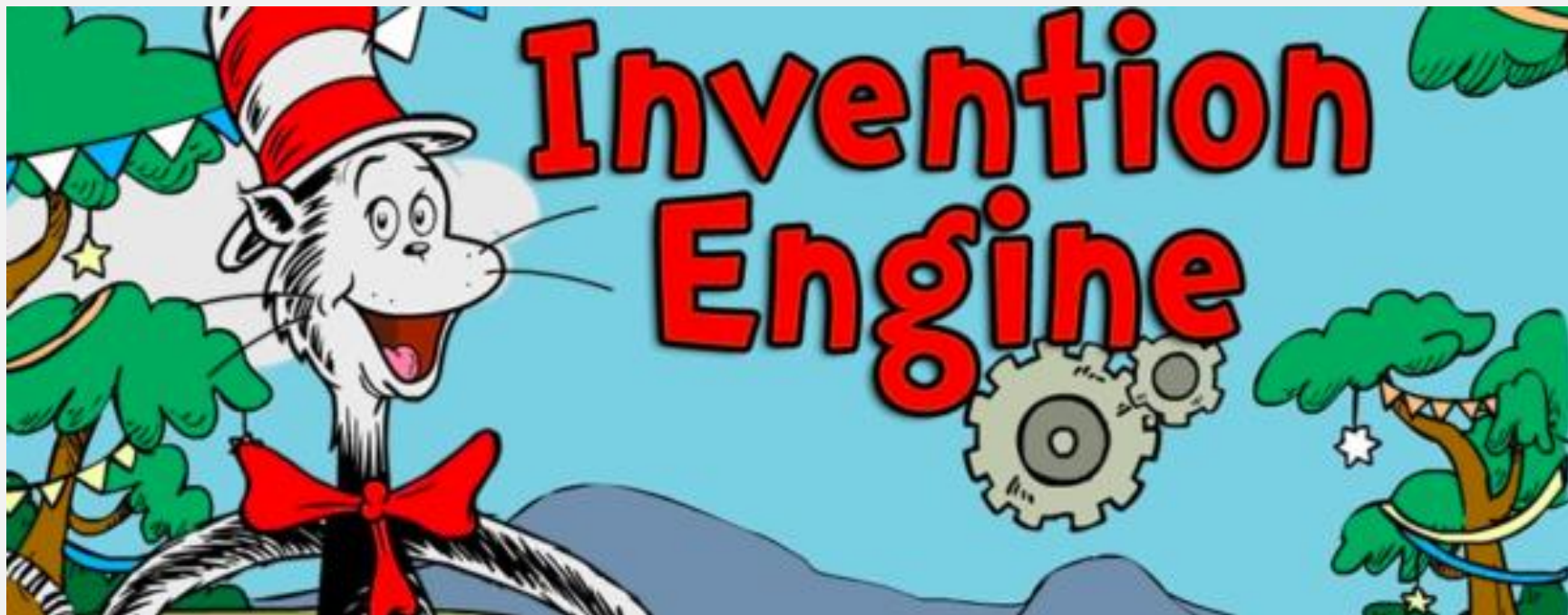
- Client 1



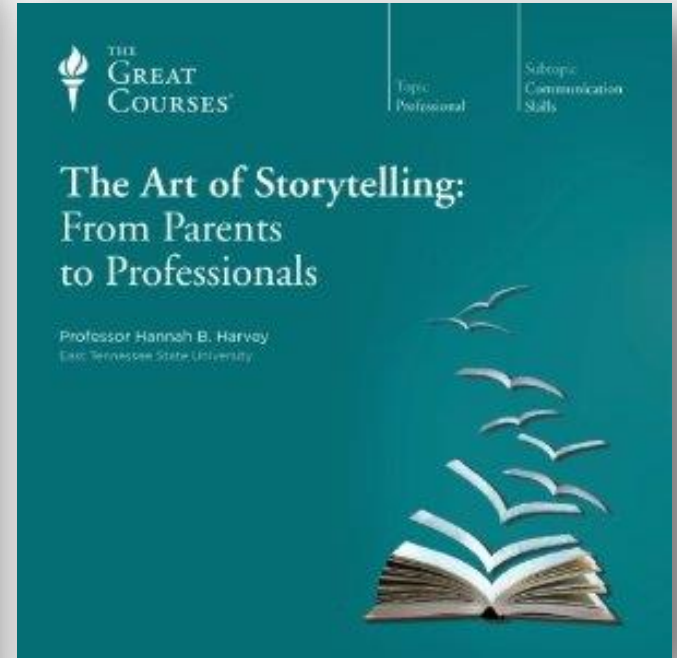
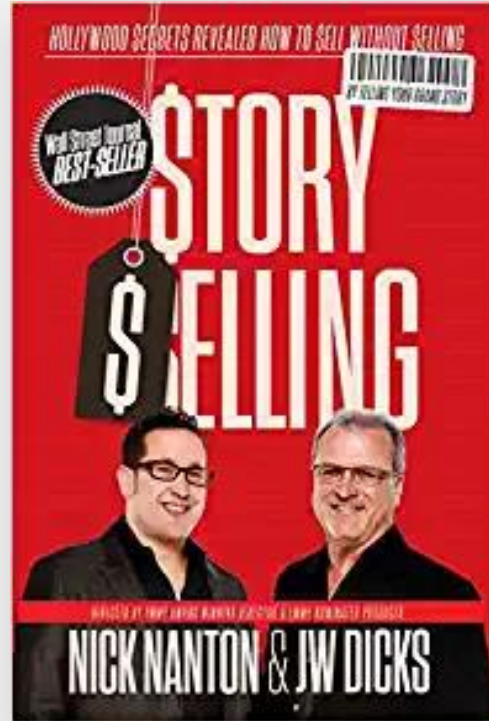
- Client 2



Storytelling to the rescue?



Went on another journey



And that's what was discovered



The 7 Reasons Brands Fail at Storytelling

Fail #1: Old school strategy statement

Persuade the target
to buy the product
instead of an alternative
because it's better
for these reasons.



Storytelling Requires a Fresh Approach

	WAR	SCIENCE	STORY
What is it ABOUT?	POWER & WINNING	KNOWLEDGE & CONTROL	MEANING & CONNECTION
What is its FOCUS?	STRATEGY & OPERATIONS	MEASUREMENT & CERTAINTY	COMPLEXITY & EMOTION
What is its RESULT?	EFFICACY	PREDICTABILITY	SHARED SENSE OF PURPOSE

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And these storytelling pillars

- Inciting incident
- Controlling idea
- Characters
- Conflict



story structure by
treatment.

Inciting Incident

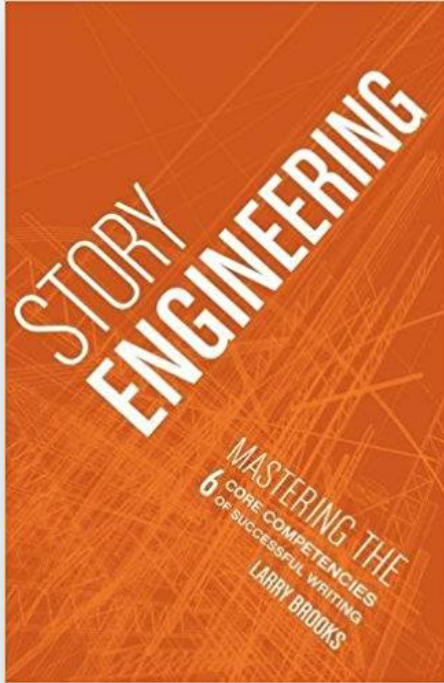
"F--- sneakers, let's make speakers." Jimmy Iovine and Dr. Dre tire of Apple's cheap white headphones and set out to fix the problem.

Controlling idea

Music is best enjoyed when it arrives exactly as the artist intended.

Clay Hausmann, CMO, Aktana

Fail #2: Brands don't like conflict



“Without conflict there is no sense of dramatic tension and no reason for the reader to make an emotional investment.”

Larry Brooks

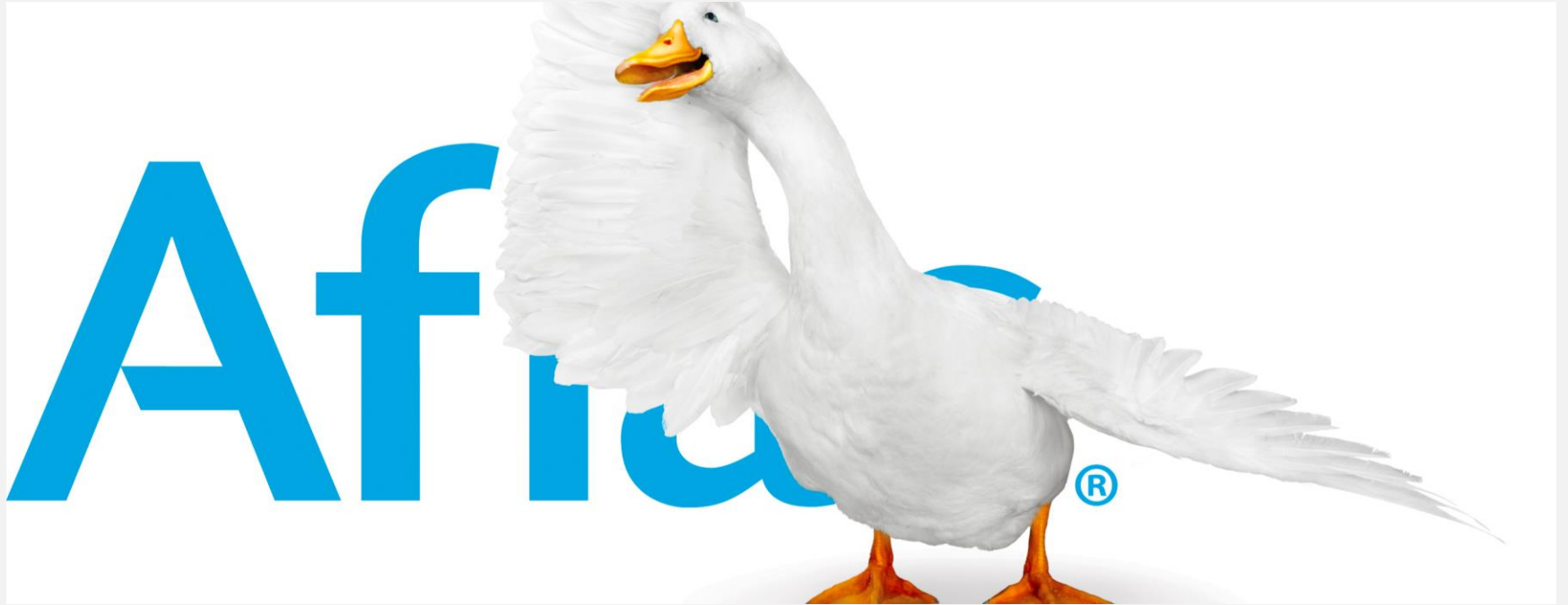
Fail #3: Brands want to be the hero



Fail #4: Forget to surprise



Fail #5: Try to tell the whole story



Fail #6: Measure the wrong things



PM

Per Thousand
VIEWS THE AD



CPC

Cost Per Click
USER CLICKS ON AD



CPA

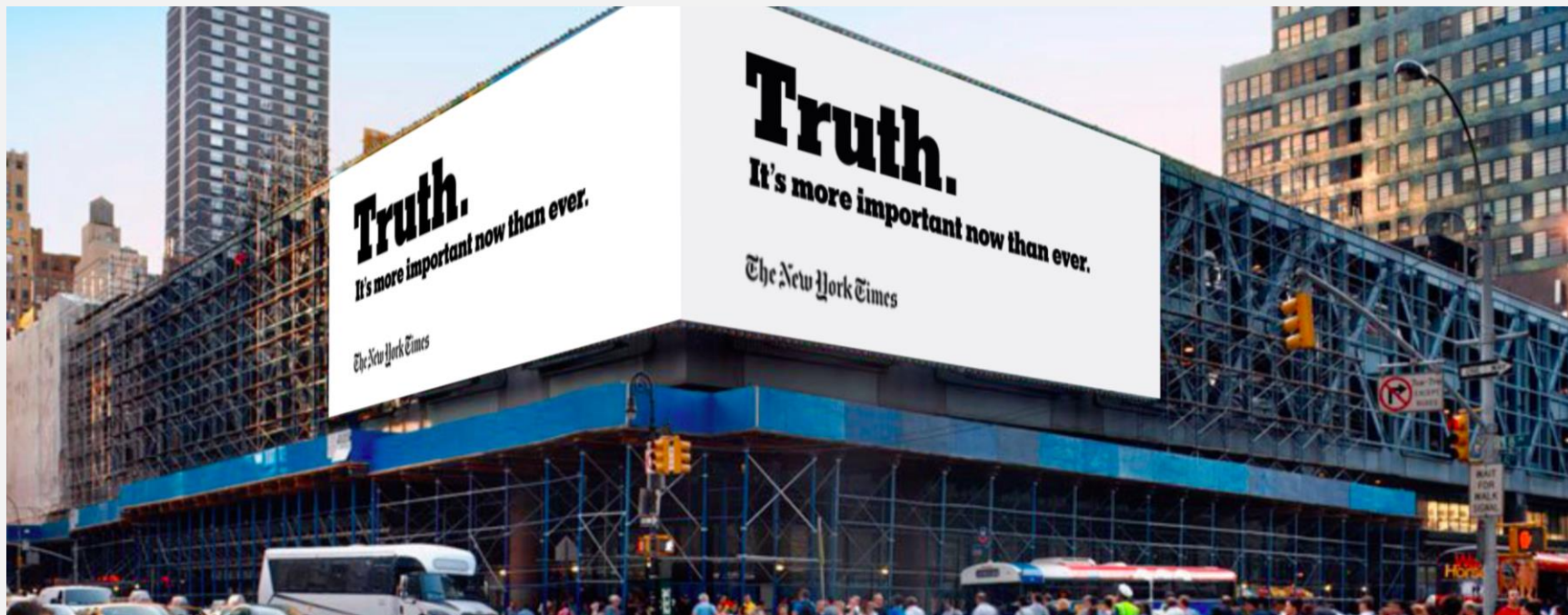
Cost Per Action
USER BUYS PRODUCT



CP

Cost Per Lead
USER SUBMIT

Storytelling is not direct marketing



Fail #7: Forget to tell cohesive story on social



 Brooklyn Nets 
@BrooklynNets

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To all Nets fans in galaxies near and far away.

[#MayThe4thBeWithYou](#)

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 NASCAR 
@NASCAR

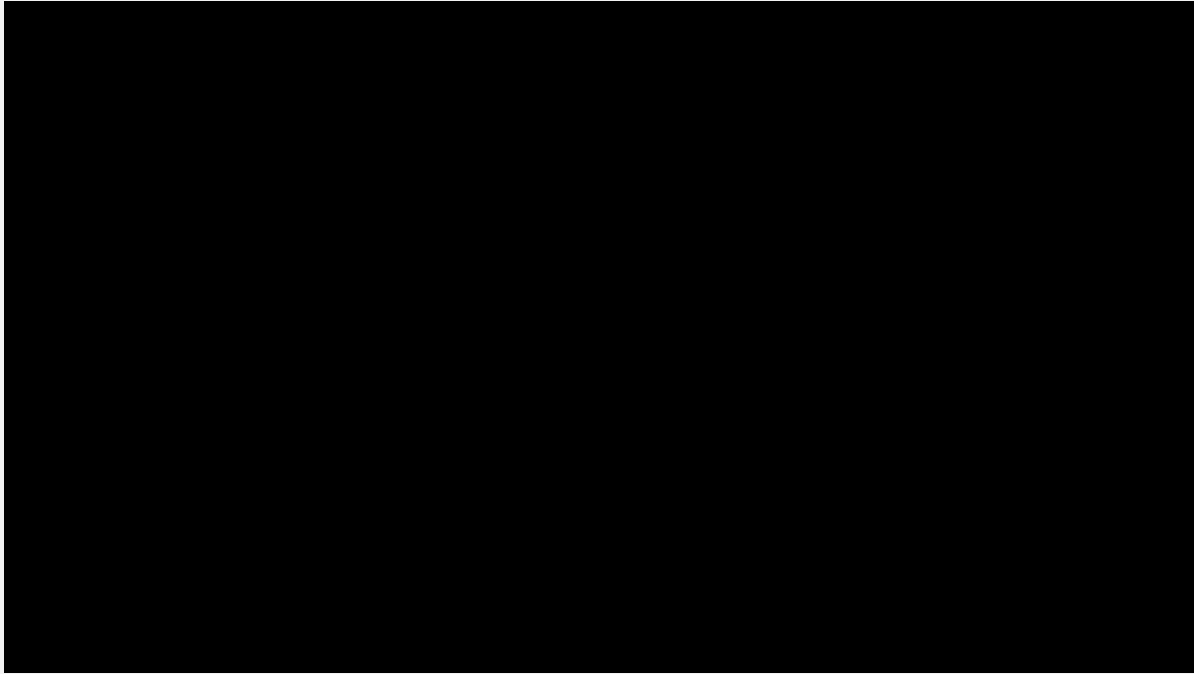
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Happy [#StarWarsDay!](#)[#MayTheFourthBeWithYou](#)

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A few brands really get it



The journey continues...

- Podcast: Renegade Thinkers Unite
- Website: Renegade.com
- Email: dneisser@Renegade.com
- Blog: Social Media Explorer.com

