

THE POWER OF BRAND STORYTELLING

by Sloane Heffernan, Storymore

In this fast-paced digital world, it is more difficult than ever to capture and retain a person's attention. We are constantly being bombarded by messages, over three-thousand per day, according to industry experts.

So how do you stand out?

How do you get your message heard?

The solution is simple, and can be found without looking any further than your own organization. It's called brand storytelling.

What is Brand Storytelling

Brand storytelling is a narrative that begins at the heart of an organization and weaves in relevant details, facts and emotion to create a lasting connection with a desired audience. Stories told with authenticity and vulnerability build trust and loyalty.

Crafting a Narrative

Stories are organized in such a way that we are compelled to listen. Here are four critical elements to creating a powerful brand story:

1. **Character** - Every good story has a compelling character. A character can be a person, place or thing. The most effective character is one that your target audience can relate to, in other words, they see themselves in your character. A character can also be a source of inspiration. Can you guess the character in this video that Storymore produced for White Street Brewing. <https://vimeo.com/282699485>
2. **Conflict** - Every good story typically includes conflict. Conflict drives the plot forward and creates intrigue. In brand storytelling, a conflict provides you with an opportunity to present a solution. In this video produced by Storymore for Dental HQ, we get to the "root" of the problem. <https://vimeo.com/210088521>
3. **Resolution** - What is the problem that you are trying to solve for your audience? Let your audience know how you can help them resolve their conflicts. In this video for Galaxy Fun Park, the solution is a birthday party that is beyond ordinary. It is literally out-of-this-world. <https://vimeo.com/207742045>
4. **Emotion** - An emotional component is critical in brand storytelling. You want to aim for the heart, because we remember stories that have an emotional impact on us. In this video for Embrace Uganda, Storymore produced a story that was designed to evoke emotion at the charity's annual gala. <https://vimeo.com/264912149>

Research shows that messages delivered by stories can be 22% more memorable than facts. Stories delivered by video are even more powerful, because the brain processes images 60,000 times faster than words. While there may be others in the marketplace doing what you are doing, no one shares your unique story. Make it memorable!

Sloane Heffernan is an Emmy Award winning journalist and longtime reporter at WRAL-TV. Sloane recently stepped out from in front of the camera to launch Storymore. Storymore works with businesses to clarify their message and bring their unique stories to life with click-worthy digital content. Sloane's Storytelling Bootcamps will turn your marketing team into master storytellers. Sloane will also provide storytelling skills "to-go" as a keynote speaker at your next event or conference.