



10 Keys to Crafting a Compelling Brand Story

How Apple, Nike, &
Coca-Cola Appeal to
Digital Natives

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The Hero's Journey

...and why some stories speak to us when others don't.

Have you ever watched a movie that just didn't feel right, that didn't make sense somehow? Not in terms of plot holes, but the overall story—there was something missing. The story didn't feel complete.

In 1949, Joseph Campbell wrote arguably one of the most important books in the history of storytelling, called *The Hero with a Thousand Faces*. In this book, he laid out the central narrative comprising the bulk of humanity's fictional stories, called the monomyth. The story goes like this:

A hero sets forth from the common, ordinary world into a place of pure supernatural wonder, where they encounter unbelievable forces never before seen. The hero vanquishes their enemies—particularly the part of themselves that prevents them from succeeding—and returns to the ordinary world in victorious glory, now able to share what they've learned with others.

This formula is the center of all storytelling, and when deviated from, it feels like something is missing (as was the case with your movie). It's in our DNA. So many of our morals are derived from the lessons of these heroes.

We can use this same story in building brands to be fascinating. Digital natives no longer go for standard interruption marketing; they must receive value deep within to be convinced. The following guide will help you build a story for your own brand based on the monomyth.

The 10 keys:

Does your brand check all the boxes?

- 1.** Focus on the constant evolutionary journey, not the destination.

Life is about growth, and we never truly reach a final stopping point. There's always something new to encounter.

- 2.** Fear is a frequent obstacle to change.

In The Hero's Journey, this is called the Refusal of the Call. Assuage the fear by showing them they have only to gain.

- 3.** Belief is the core of identity and action.



This builds on fear. People are afraid to change what they already believe. However, with the right story, they will.

- 4.** Focus on the secret inner lives of your customer personas.

This is called psychographics. What narrative do they tell about themselves?

- 5.** There are different kinds of heroes.

Not everyone sees themselves as Superman. Perhaps your customer is misunderstood?





6. Everybody wants to learn more about themselves.

Tie that to your product or service. What does purchasing your product say about the consumer?





7. Acknowledge and take advantage of cognitive dissonance.

People can and do believe two or more seemingly conflicting ideas at once. Understand the subtext.



8. People constantly search for a tribe, a community identity.

What identity exists around your value proposition?
Who can your customers claim to be?



9. Every story has Whys. Answer them.

They come in the form of "Why this story, right now?
Why should I care?"



10. Make your bet on a vision for the future...

..and stick to it. Risk-takers are musicmakers.

Spotlight: story in practice.

The following 3 brands are some of the biggest in the world, and have a knack for attracting Millennials and Generation Z with their marketing. Take a moment to look for some of the key practices at play in their brand stories.

Apple

The story:

We can all be electronics tastemakers and influence others by using cutting-edge, aesthetically-avant garde technology from Apple.

Nike

The story:

You can be or do anything through the power of your body. You are not a mind within a body; your mind and body are one, just like you and the rest of the Nike community.

Coca-Cola

The story:

None of us are alone, and we are all apart of a bigger story. Our strength comes from the love nurtured through community and friendship, which in turn is built through something as simple as sharing a Coke without judgment or compromise.

Need help?

Story brands are
Giants' specialty.

Whether you just want a brand story plan or you want the whole thing implemented across the web, Giants in the Sky has you covered.

Get in touch on the
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Hope to hear from you soon!