



HOW TO LEVERAGE AUTHENTIC STORYTELLING

TO DRIVE ORGANIZATIONAL SUCCESS

PRESENTED BY SABRINA BROWNE, BCW

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STORYTELLING IN 2020

Storytelling is our craft, but there is also a science to it.

In 2020, we need to lean into human insight and data intelligence to understand target behaviors, and identify what touchpoints will be the most effective to engage people and deliver the best content to shape meaningful brand experiences.

We need to tell stories with authenticity, not guess work -- because authentic storytelling drives greater organizational performance and consumer engagement.

ELEMENTS OF AN AUTHENTIC STORY



FROM

Facts
Timeliness
Prominence
Location
Human Interest
Impact

TO

Facts
Timeliness
Prominence
Location
Human Interest
Impact
Audience-First
Authenticity
Culturally Relevant
Brand 'Say' and Brand 'Do'



STORYTELLING INSPIRATION

**Content marketing is a
commitment, not a campaign.**

JON BUSCALL

ENGAGING MEDIA WITH YOUR STORY

THE FIVE-POINT CHECKLIST



Authentic
and credible
spokesperson



Brand
commitment and
consistency



Cultural
truths and
insights



Personal
anecdotes
and quotes



Organizational
investment in
offering(s)

LEVERAGING THE FOUR TRUTHS TO TELL YOUR STORY

BRAND TRUTH

Expresses the organization's truth to be credible, authentic and transparent to target audiences

CATEGORY TRUTH

Defines how the organization must differentiate itself within its category

CULTURAL TRUTH

Communicates how the organization is in tune with both culture and a brand's sphere of influence

CONSUMER TRUTH

Amplifies the consumer experience with the organization and brand

IDENTIFYING BRAND CHAMPIONS

AUTHENTIC INFLUENCERS

61% of consumers interact with an influencer at least once a day.

- *Rakuten Marketing*

CULTURE DRIVERS

A brand's cultural involvement makes up 25% of a consumer's purchase decision.

- *Twitter "The Impact of Culture"*

BRAND COUNCILS

People are 90% more likely to trust and buy from a brand recommended by a friend.

- *Invespro*

DRIVING YEAR-ROUND STORYTELLING

FOUR STEPS TO SUCCESS

STEP 1

Set the stage for every story you're trying to tell.

It can be societal, cultural, political or business-focused

STEP 2

Identify your target or industry challenge, and bring it to life with personal anecdotes and real-world examples

STEP 3

Communicate why solving this challenge is important and your client's unique qualifiers to address it

STEP 4

Demonstrate how you're going to address the problem with data, measurable proofpoints and cultural insights

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