



## 2020 CHAMPION PLACEMAKERS WORKSHOPS

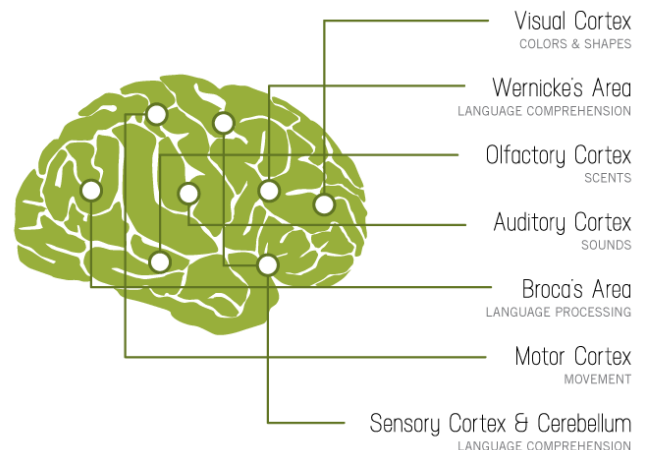
### STORYTELLING ... *Why is it important?*

Stories help us make sense of the world around us, connect with others and inspire action. We are able to remember stories much more easily than data and facts. *Remember: a great story turns a product into an experience.*

#### YOUR BRAIN ON DATA

vs

#### YOUR BRAIN ON STORIES



## WHY DO WE TELL STORIES?

- *Stories help us make sense of complex ideas*
- *Stories bring us together*
- *Stories inspire us*

## WHAT MAKES A GOOD STORY?

1. **Entertaining.** *Good stories keep the reader interested in what's coming next.*
2. **Educational.** *Good stories spark curiosity and add to the reader's knowledge bank.*
3. **Universal.** *Good stories tap into emotions and experiences that most people undergo.*
4. **Organized.** *Good stories follow a succinct organization that helps convey the core message and helps readers absorb it.*
5. **Memorable.** *Through inspiration or humor, good stories stick in the reader's mind.*

## BRAND STORYTELLING EXAMPLES

*Storytelling is part of Nike's strategy to convey its values and authentic character. 'Just Do It' inspires people to take action.*

*Apple describing how their products benefit you rather than explaining the tech behind it.*

*Bombas do more than sell socks. They share stories of customers and the people they serve through customer purchases.*

*Starbucks - turning a product into an experience*

*GoPro - adventure stories told through the lens of the customer*

*Thor - sharing the adventures behind the lifestyle*

*Whole Foods Market - celebrating natural and organic foods through maker stories*

*Ben & Jerry's - sharing their values and inspiring action*

# **HOMEWORK ASSIGNMENT: TURN YOUR PRODUCT INTO AN EXPERIENCE**

Using the five principles of what makes a good story and the national examples outlined above, write a story about your product, event or attraction without using data in the box below.

*Good Example:*

*Goshen Brewing Company is a family friendly brewpub that serves farm to table craft beers, food, and weekly live music.*

*Great Example:*

*Goshen Brewing Company was founded by two Goshen College graduates with a passion for craft beer and a love of Goshen, Indiana. Housed in a refurbished industrial building that flows into a great outdoor space, you'll feel the vibes the minute you step foot in this cool space.*