

DEVELOPING BRAND STORIES THAT RESONATE

By Pineapple Collective





*“Don't tell me
who you are -
tell me why you
matter to me.”*

~Ann Handley, Everybody Writes



WHAT'S INVOLVED IN TELLING A GREAT BRAND STORY?

We might think that the stories we create are about us, and our own priorities. When it actually should be about your audience and the value they will get from engaging with your story. Their ability to share in your experience is the real “hero” in any story you tell and should take centre stage in your mind when mapping out your narrative.

Why is this important? If you recall, we mentioned that telling a great story involves creating some form of connection or experience with your audience. By misplacing your focus - say on a feature of your product versus the value that feature has for your customers - your story runs a high risk of falling flat, missing the mark, or being totally (*gasp) forgettable.

Let's look at an example, by one marketing powerhouse, Apple (yep, even the big guys can get it wrong).

In 2013, amidst declining market share to Samsung Galaxy phones, Apple launched their '[Designed In California](#)' campaign. With plucky music and a dreamy vibe, the narrator tells us that “this is what matters, the experience of a product...” The problem? Although showing the way in which many users use their Apple products (the value), the focus was on the

product itself, telling us why it was great instead of showing us.

In response to lacklustre reviews, Apple quickly rebounded with their [Misunderstood](#) campaign. In this ad, a teenage boy, visiting family for Christmas, seems to be preoccupied with his phone rather than spending time with his family. At the climax of the video, our perception of what is happening flips, as the boy presents his family with a video, shot on his iPhone of course. We see the holiday from his vantage point and his love for his family. Yes, the product is still in the video, but the focus is on the value of having a phone that can shoot high-quality videos (capturing family memories for years to come). Layer in some soft Christmas music, and cozy vibes, and it's hard not to feel that emotional tug that the holidays bring.

When it comes to telling great brand stories don't be afraid to share your mistakes, lessons learned, and experiences. Be authentic about who you are and your journey. Share how your product or service can help improve someone's life. But be relentless about your customer and how sharing these stories brings value to them if they choose to give you their time.



Step 1: Write down several features of your product or service.

Step 2: Identify the value this feature brings to your target customers' life

| Feature / Attribute of your Product or Service | Value this provides to your Customer's life |
|--|---|
| | 1. |
| | 2. |
| | 3. |
| | 4. |
| | 5. |



KEY LEARNINGS

- ✎ Make sure your story puts the correct emphasis on the value your product/service has, not the product/service itself
- ✎ Don't be afraid to get real. Stories are about creating emotions. Share your personal journey, mistakes, and lessons learned with your audience, and how your product or service has helped you, or other real people connected to your brand

ABOUT YOUR AUTHORS

Pineapple Collective is a multinational boutique marketing agency focused on natural health and wellness brands. Through education strategy, content marketing, and consumer insights, we help brands connect with the right consumers, and tell their story in a way that's informative, inspiring, engaging and leaves a lasting memorable impression.

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