

Brand Storytelling

Group E: Peyton Cauthen, Angelina Perrone, Hannah Axtell





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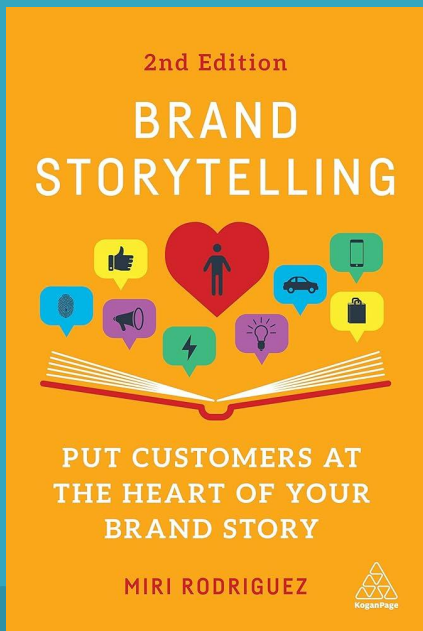


01 Book Introduction





Brand Storytelling



- **Title:** Brand Storytelling: Put Customers at the Heart of Your Brand Story
- **Author:** Miri Rodriguez
- **Publication Dates:**
 - First edition: March 31st, 2020
 - Second Edition: July 25th, 2023





About the Author



Miri Rodriguez

- Masters degree in Integrated Communications and Marketing from Georgetown University
- **Award-winning storyteller** at Microsoft
- Freelance **brand consultant** and international keynote speaker
- **CEO of Be Mindful Be Happy**, a mindfulness shop
- Past clients include Walmart, Discover and Adobe





02 Book Overview



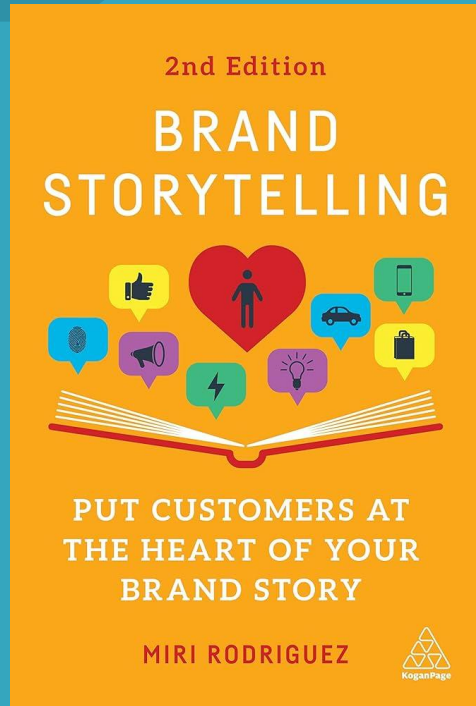
Overview of Book Contents



- Introduction: The science and art of storytelling
- 01 Brand Storytelling: What is it?
- 02 Where do I start?
- 03 The magic (and magic tricks) in storytelling
- 04 IMC reimagined: Building an integrated Marketing plan with story
- 05 The brand story hero: Put your customers at the heart of your brand story
- 06 If story is magic, vulnerability is the magic wand
- 07 Ethics in storytelling: When to use your secret weapon
- 08 Immersive storytelling: Exploring the story experience
- 09 Your best brand storytellers: Employees and influencers
- 10 Marketing (actually, testing) your brand story
- 11 Benchmarking your brand story
- 12 Villains and antagonists: The bad guys who want to tear down your brand story
- 13 The future of brand storytelling: How AI, machine learning and automation can tell only one side of the story
- 14 The Story Design Playbook: A step-by-step guide to help you design your brand stories
- 15 Inspire your brand story: Interviews with leading storytellers around the world



Brand Storytelling: Book Overview



The book guides you through a **step-by-step process to reshape your brand story**, moving from a 'hero' to 'sidekick' perspective, where the customer becomes a central influencer. Emphasizing emotional connections, personal values, and authentic brand loyalty, it unveils the **key to long-term engagement**. With insights from leading brands and a focus on human connection, this book explores the **heart of brand loyalty in a post-pandemic era**.



The Customer as the Central Character

“Successful brands always seem to place their customer as the central character in the story.”

(Miri Rodriguez, p. 22)



The “Robin to Batman effect”

- The brand takes on the **role of the sidekick** in its own story, commissioning the customer to **prosper with its help** (products and services).

The psychology behind this approach

- When the customer understands that your brand exists to **make them better** in one way or another and that you are positioning them to win, they become especially interested in winning. **And when they win, you win.**

Brand Example: Nike



Nike positions itself as the sidekick, enabling individuals to **achieve their athletic and personal goals.**

The brand emphasizes that by wearing Nike products, **customers can excel** in their chosen sports and activities.

Emotional Vulnerability is Magic

“Vulnerability in storytelling works because it poignantly reminds us of our humanity.”

-Rodriguez

Speaking to emotion is powerful!

Key steps to implementing vulnerability

1. See your brand as human
 - a. Failure can be inspiring
2. Set boundaries
 - a. Refining your vulnerability and be intentional
3. Stay flexible
 - a. There will always be outside factors that influence your brand stories



Brand Example: P&G

“Thank You Mom” for the 2016 Rio Olympics



Storytelling & Design Thinking



Empathize

People will forget what you said, but not how you made them feel



Define

Make the brand the sidekick in its own story



Ideate

Every story should tie back to the Brand Mission



Prototype

Napkin pitch your story concepts



Test

Every part of the story creation process requires raw & unfiltered feedback

Brand Example: Volkswagen

“Turn Every Car Ride Into a Story”



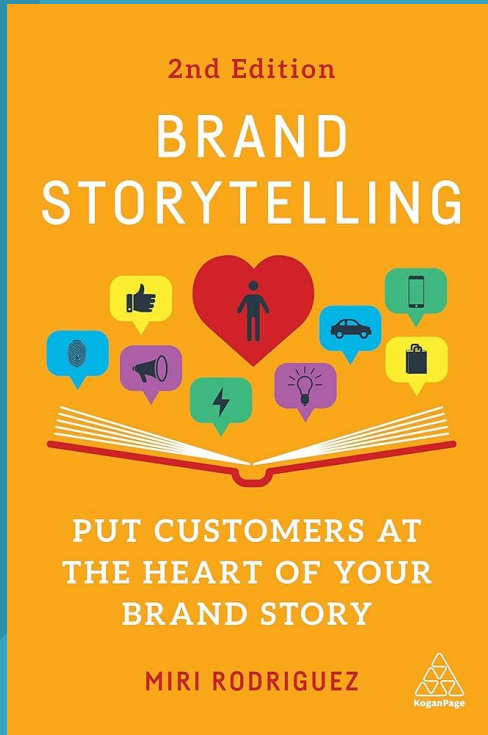
Recap of Key Takeaways

- 1. Successful brands place their customer as the central character in the story, commissioning the customer to prosper with their product or service.**
- 2. Powerful brand storytelling is emotionally vulnerable and appeals to the humanity of both the brand and its customers.**
- 3. Storytelling is a design thinking approach. Every story should tie back to the brand mission.**





Our Rating and Review



We really enjoyed Miri's writing style and incorporation of her **personal branding experiences** throughout the 15 chapters. We appreciated the use of **strong visuals aids** and charts to help communicate the content. However, the book **read like a textbook** and a bit overly formal at times. We also found the content and takeaway messages to be **quite repetitive** throughout the course of book.

We would still **recommend this book** to brand managers, business owners, content creators, sales representatives, students, and academics for its **valuable lessons** on ethical and effective brand storytelling.





03

Interactive Discussion





Mission Statement

The mission of is to be one of the world's leading producers and providers of entertainment and information. Using our portfolio of brands to differentiate our content, services, and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world.



Disney Today

The mission of the **Walt Disney** company is to **entertain, inform and inspire** people around the globe through the power of **unparalleled storytelling**, reflecting the iconic brands, creative minds and innovative technologies that make ours the **world's premier entertainment company.**

 **Disney** 
@Disney · Follow 

Leah Chase's amazing life as the Queen of Creole Cuisine was one of the many inspirations for *The Princess and the Frog*. Read through to learn more about her story.
[#BlackHistoryMonth](#)



Meet Leah Chase
the queen of Creole cuisine and one of the inspirations for Tiana in *The Princess and the Frog*.

After getting married, Leah joined her mother-in-law in her restaurant, and





Thanks!

Any questions?



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