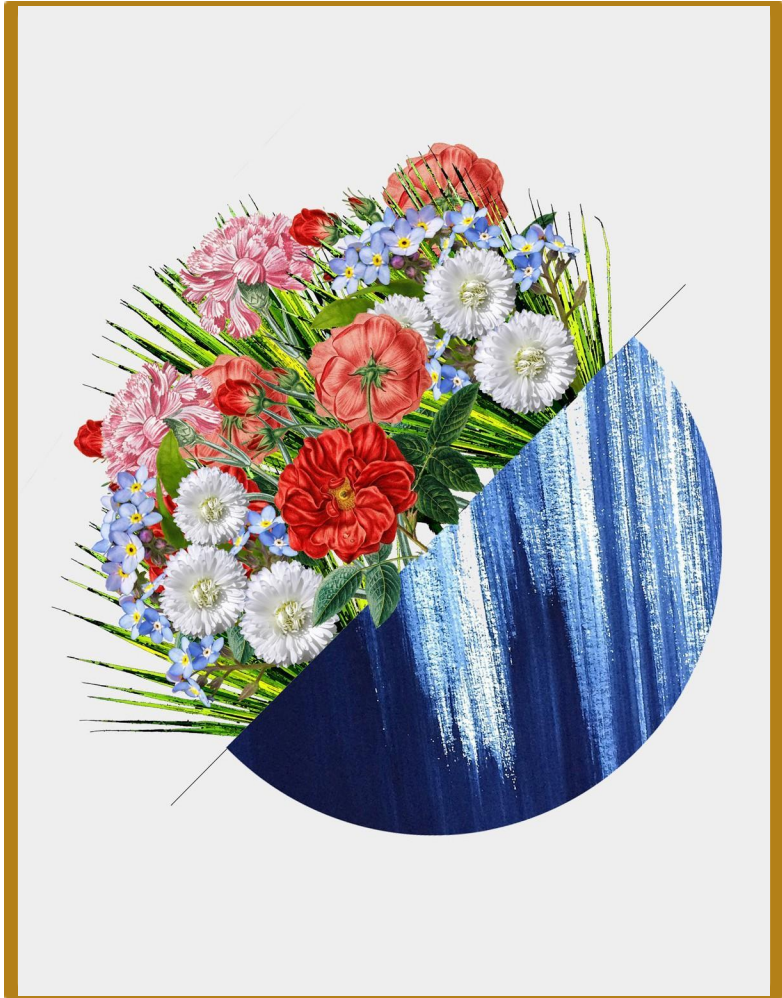


WORKBOOK BY **STUDIO/ESTILA**



THIS WORKBOOK/

We have put together this workbook to help you define what your brand story is about, who you are serving and what your vision is.

Our hope is that by working through this workbook, you'll find clarity and focus for the way you communicate and market your brand.

Please note that brand stories can take many shapes and forms, and angles. However, its core narrative never changes. If you build your brand story around that, you'll see the traction and positive results you want to achieve.

Best regards,

Karolina Barnes, chief storyteller

WHY BRAND STORY/

From a very young age we relate and react to storytelling. It's also the oldest marketing and sales tool. Stories trigger an emotional connection. And so the effect that a brand story has on customers is that connection. This is why brand storytelling must be part of your strategy. We might share similar values and lifestyle with your brand, or it might be bringing back memories or experiencing new ones. Good stories can be inspirational, aspirational, empowering and even life-changing.

The main purpose of brand storytelling is to understand what makes your customer tick - aligning your brand story to their wants and needs, and create relatable stories around them. The aim is to identify the problem customers have, come up with a solution (which is your offer/product solution) and bridge the two through storytelling.

Storytelling works well for any brand in any market. Retail in particular is full of great examples. The storytelling retailers use might not necessarily be through words. It can be through partnerships and collaboration, POS (point of sale), the way they display merchandise, their catalogue design or an advert on TV. It also might be through "the face" of the campaign, a tagline or even type of fonts. Storytelling has more than one form. It can be visual and verbal. It's something that is constantly evolving (e.g. through marketing campaigns and rebranding) as business grows and innovates. Observe other brands and learn from them.

WHAT'S INSIDE/

BRAND STORY

Trigger, Frustration, Concept
Purpose, Mission, Vision

CUSTOMERS

Lifestyle, Behaviour Emotions,
Keywords

COMMUNICATION

Tagline
Narrative

YOUR BRAND STORY/

TRIGGER/

1. WHERE DID IT ALL START?

Your brand story starts actually way before you created it. A trigger is an event that has a profound impact on your way of thinking and changing your mindset. An “open my eyes” moment, you start seeing things differently. You start noticing things around you that no one else is bothered about. While you seek the solution, others quite happily work with what they’ve got.

TASK

Write down the event or situations which led to triggering your initial idea. How did you get to that point? What did you notice in your own behaviour and of others?

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FRUSTRATION/

2. ACKNOWLEDGING YOUR FRUSTRATIONS

As you dig deeper and research the problem, you get increasingly frustrated. How come no one is solving the problem? The more you investigate, the more you realise that there is an opportunity for a business venture.

TASK

Write down everything which you are currently frustrated with. I recommend to use bullet points or short statements which are always at the forefront of your mind. What do other businesses do / what they don't do? How do you feel about it as a customer?

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CONCEPT/

3. SHAPING YOUR BRAND STORY CONCEPT

Your frustrations shape the concept of your idea/brand. It defines your brand's values and foundations of your brand's DNA. The best way to define your concept is through mind-mapping.

TASK

Write down keywords which sum up your idea. What kind of service do you want to provide? What kind of product do you want to offer?

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PURPOSE/

4. DEFINING YOUR BRAND PURPOSE

As you start defining your idea, you need to think about WHY you exist as a brand. Who is your customer? What problem are you solving? How are you helping your customer? What is its outcome? Why should we pay attention to your brand?

TASK

Write down key points of reasons why your brand needs to exist. Try to imagine your customer in the process.

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MISSION/

5. DEFINING YOUR MISSION STATEMENT

Mission is about seeing the bigger picture. It’s about practising your “calling”. Your mission is something which you will never stop doing. It’s the by-product of your brand’s existence. It summarises the aims and values of your brand.

TASK

Write down your mission statement and share it on your website and within your team and employees.

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6. PLANNING YOUR FUTURE BRAND STORY

Your mission will give you the clarity and focus for your vision. Vision is seeing your brand's development from a long distance. Where do you want to get to? Why are you doing what you're doing? Is it for financial security, providing you and your family with a good lifestyle, or is it something else? What is it?

TASK

Write down everything you imagine you want to achieve. Be ambitious and don't be afraid to think big. Visualise your workplace, premises, your customers and how you want to interact and engage with them. If you have a role model, visualise how you want to become them. That's your goal and focus.

CUSTOMERS/

LIFESTYLE & BEHAVIOUR/

7. IDENTIFYING CUSTOMERS LIFESTYLE AND BEHAVIOUR

In order to shape your story to your targeted customer, you need to understand who your customer is. What do they like, do, read, buy? Where do they go, visit and see? How do they spend their free time? What problem your brand is solving - is it physical, emotional, rational or spiritual?

TASK

Write down the main characteristics of your customer's lifestyle/day/style/ status. What do you think their viewpoints and values are? What brands do they gravitate towards and why?

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EMOTIONS/

8. IDENTIFYING CUSTOMER’S EMOTIONAL TRIGGERS

One way to find and identify customer’s emotional triggers are through researching your competitors. Analyse their communication on their website, social media, newsletters and physical brochures in order to understand their messaging and in particular pinpoint emotional triggers which you can learn from. If you already have a loyal customer base, draw from the conversations you have with them.

TASK

Write down at least three core emotional triggers and values your customer most likely responds well to.

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KEYWORDS/

9. COMPILING KEYWORDS

When it comes to copywriting, keywords are important not only for SEO and connecting emotionally with your customers but also to keep you on track with communicating your brand story correctly and cohesively.

TASK

Through your research you have done so far, analysing competitors and speaking to your customers, write down three sets of five keywords, from strongest to weakest. All of them are important but some of them connect more emotionally. Don't forget to include lifestyle keywords as well as product related keywords. Go back to what problem your brand is solving as per point 7.

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MESSAGING/

10. CREATING A TAGLINE

Implementing tagline below your logo design (optional) can immediately communicate who you are, what you do and who your brand is for in an easy and straightforward way, without having any supporting content (product, image or text). Once your brand is well established and customers know and understand what your brand is about, the logo will have enough strength on its own and the tagline can be removed when next round of branding upgrade is necessary.

TASK

Drawing from your keywords and what your brand story is about, write down three to five tagline options. Run them by your friends, customers and strangers, asking them for feedback. Keep editing it until you feel the message is communicated correctly.

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YOUR NARRATIVE/

11. DEFINING YOUR NARRATIVE

When communicating your brand story, one important point to note is that the customer is the hero of your brand story, not you or your product. Creating a narrative is about identifying your customer who has a problem and needs your brand as a guide, giving them a plan and solution, which ends with a success.

TASK

Think about how you can make your customer the hero, considering all the above points.

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ADDITIONAL NOTES/

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