



WAKE COUNTY
PUBLIC SCHOOL SYSTEM



SPIN ME A TALE

THE POWER OF BRAND STORYTELLING

TY HOWARD – AVENIR BOLD



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PUBLIC SCHOOL SYSTEM

~~SPIN ME A TALE~~
ONCE UPON A TIME
THE POWER OF BRAND STORYTELLING

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A TALE OF THE RELUCTANT IB STUDENT



The background of the image is a dark blue topographic map with white contour lines. The text is centered over the map.

WHAT IS
STORYTELLING?



“Storytelling is the process of using fact and narrative to communicate something to your audience. Some stories are factual, and some are embellished or improvised to better explain the core message.”

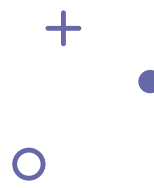
Hubspot

“Brand storytelling is the cohesive narrative that weaves together the facts and emotions your brand evokes.”

Forbes

“Storytelling is a powerful technique for building relationships. It’s an age-old concept that brings people together and keeps them engaged.”

QuickSprout



Storytelling creates
new worlds and
experiences in a
reader's or listener's
imagination.

Powerful stories can:

- impact human emotions
- lead people to accept original ideas
- encourage them to act

WHY DO WE TELL STORIES?



TO SIMPLIFY
COMPLEX MESSAGES



TO PROMOTE AND
SHAPE IDEAS



TO BRING PEOPLE
TOGETHER



TO INSPIRE AND
MOTIVATE

GOOD STORIES ARE



Entertaining

Believable

Educational

Relatable

Organized

Memorable

Trendy



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WHAT IS BRAND STORYTELLING?



+



Brand storytelling

Tapping into a narrative

- to connect with and engage an audience
- to help them empathize and understand the problems your brand solves

HOW'S THAT DIFFERENT FROM STORY MARKETING?

- **Story marketing** is the practice of building a series of consistent narratives that help position your brand over time.



“70 percent of people prefer getting to know brands through articles rather than ads.”

Content Marketing Institute

“Emotional connections are significant drivers of brand loyalty and a top indicator of future customer value.”

Harvard Business Review study



STORY MARKETING FOR MAGNET PROGRAMS

- Stories encourage enrollment.
- Stories help indicate differences.



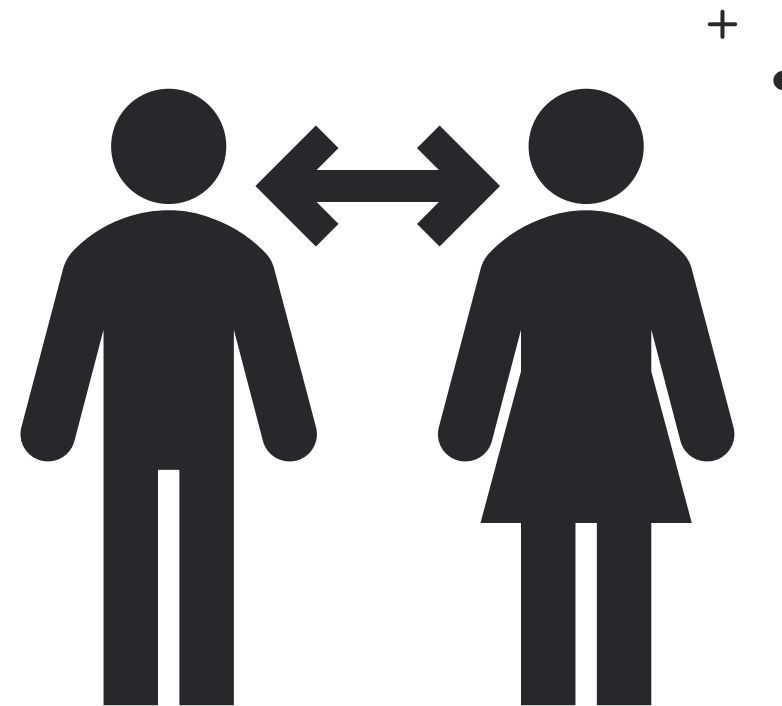
A TALE OF TWO ROBOTICS LABS





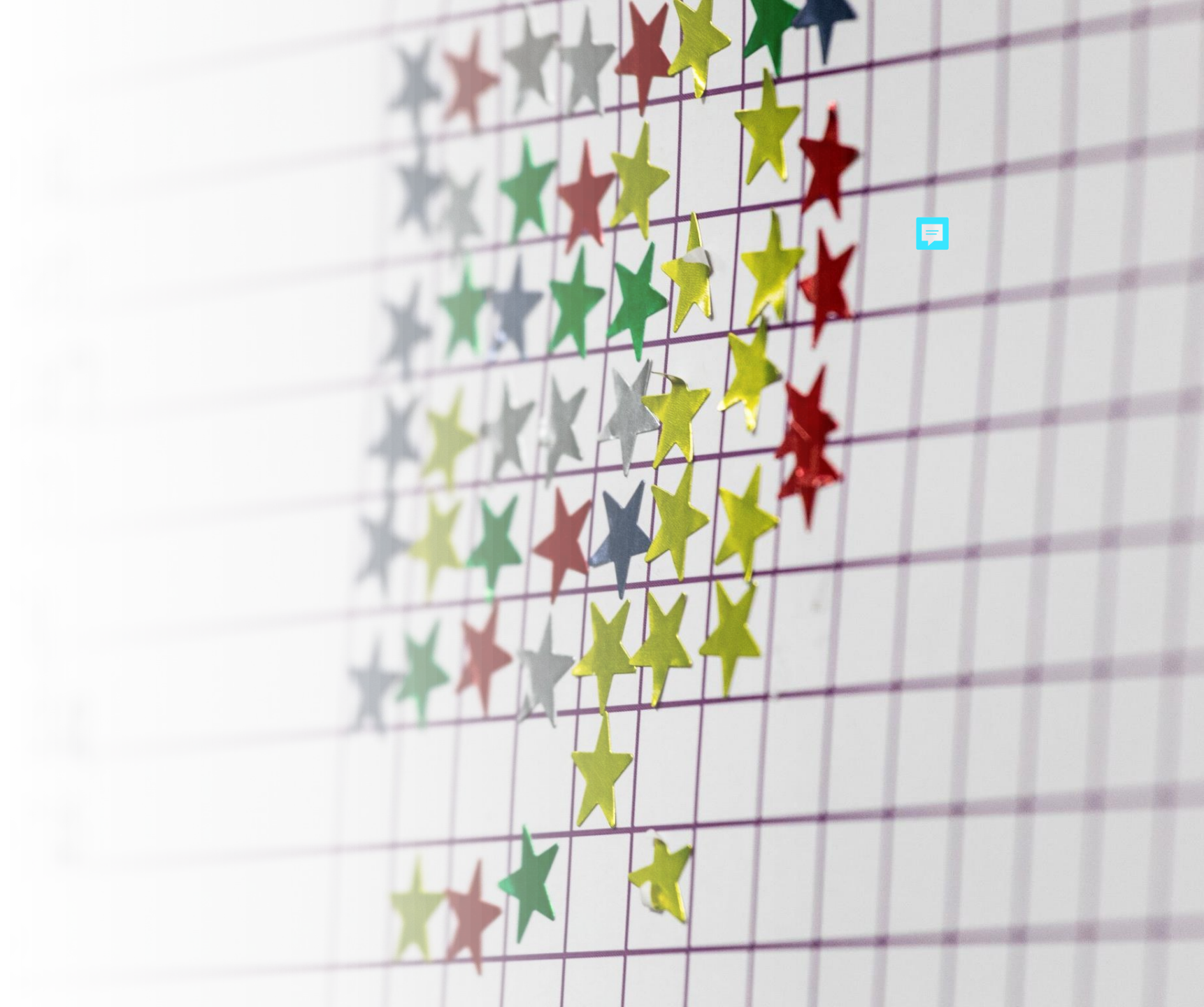
“WHEN STORIES ARE USED TO COMMUNICATE MESSAGES, PEOPLE REMEMBER THEM 22 TIMES MORE THAN FACTS AND FIGURES ALONE.”

- JEROME BUTLER, PSYCHOLOGIST



STORY MARKETING FOR MAGNET PROGRAMS

- Stories strengthen your relationships.
- Stories create staff engagement.



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HOW TO EXCEL AT STORY MARKETING



BUILD A FOUNDATION

- Define your brand personality.
- Define your brand values.
- Define your brand purpose.
- Set your goals.

DEFINING YOUR BRAND PERSONALITY

- Helps connect you with your customers
- Uncovers brand traits and quirks to highlight in your stories



BRAND ARCHETYPE FRAMEWORK

A scientific approach to identifying the personality of not only your brand but also your audience(s)





Seek a Better World

The Innocent

- Desire – Purity
- Personality – Wholesome, Natural, Responsible, Aware

Leave a Mark

The Outlaw

- Desire – Liberation
- Personality – Non-conformists, rule breakers, rebellious, edge of society

Connect With Others

The Lover

- Desire – Intimacy
- Personality – Sensitive, sensual, empathetic, excitable

Provide Structure

The Caregiver

- Desire – Service
- Personality – Vulnerable, Insecure, Exposed, At-Risk

The Sage

- Desire – Knowledge
- Personality – Analytical, Accurate, Intelligent, Astute

The Magician

- Desire – Power
- Personality – Unique, transformers, adopters, believers

The Jester

- Desire – Enjoyment
- Personality – Fun-loving, Light-hearted, Playful, Sarcastic

The Ruler

- Desire – Control
- Personality – High achievers, successful, authoritative, ambitious

The Explorer

- Desire – Freedom
- Personality – Outdoorsy, Thrill Seeking, Nature Loving, Active

The Hero

- Desire – Mastery
- Personality – Determined, ambitious, strong-willed, resolute

The Everyman

- Desire – Belonging
- Personality – Welcoming, empathetic, inclusive, helpful

The Creator

- Desire – Innovation
- Personality – Creative, Innovative, Resourceful, Proud



DEFINING YOUR BRAND VALUES

- **Brand Values** - 4-5 values that matter most to your organization and set you apart from your competitors.

appreciation vitality inventiveness
opportiveness thoughtfulness
honor wisdom morality vision
ambition optimism courage
intelligence youth diversity originality
purity humor character
independence passion integrity idealism
strength goodness performance
confidence individuality knowledge
usefulness charisma inspiration leadership
consistency imagination faithfulness

A young boy with dark hair, wearing a white shirt, is looking intently at a microscope in a laboratory setting. The background is blurred, showing other microscopes and laboratory equipment. A small blue square icon with a white symbol is visible in the top right corner of the image.

DEFINING YOUR BRAND PURPOSE

What's the one sentence that describes the exact value your organization/school delivers to those it serves?

Examples:

To deliver an approach to learning that has the exponential power to transform education, communities, and lives.

To create an environment that nurtures, inspires, challenges, and puts the student at the center of their learning.



BE REAL

- The stories you share must represent what your brand stands for.
- Keep messaging consistent and relevant to your audience.
- Don't be afraid to be frank or vulnerable.



CAPTURE YOUR AUDIENCE'S ATTENTION

- Imagine your target audience as the hero of your story.





FOLLOW THE HERO'S JOURNEY



Once upon a time...

Who is your hero (a.k.a. your audience)?



They always...

What are your hero's needs and wants?



But always stumble upon...

What is your hero's problem?



They were trying to solve...

How are they currently solving it?



FOLLOW THE HERO'S JOURNEY



But the problem was that...

What's wrong with the current solution?



Until one day...

How can your brand step in to help?



Unlike their current solution, it...

What makes your solution different?



Their wish came true...

What does a better future for your hero look like with your solution?

CAPTURE YOUR AUDIENCE'S ATTENTION

- Utilize a unique voice and personality.
- Make your audience laugh.





GET YOUR AUDIENCE TO ACT

- “Now, that you have my attention, what do you want me to do?”
- Be sure to establish a strong call to action.
- Outline your CTA alongside your story’s objective.

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CRAFTING A COMPELLING STORY



Know your audience.

Research is your friend.



Choose a type.

Brand Awareness

Community Building

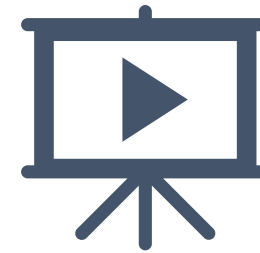
Knowledge/Education Share

Direct Action



Establish a call to action.

What do you want me to do again?



Choose your medium.

Writing (articles, newsletters, email)

Speaking (presentations, panels, pitches)

Audio (podcast, recorded interviews)

Digital (video, animations, interactive stories,
social media, infographics)



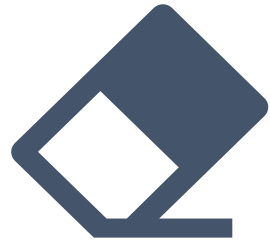
Plan and structure your story.

Create a detailed outline.



Create.

Conquer the blank page (or screen).



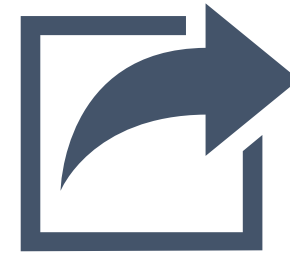
Edit, edit, and edit some more.

Ensure authenticity.

Ensure consistency

Ensure the goal is being met.

Mind your grammar.



Share your story.

Email

Social Media

Online Blogs

Websites

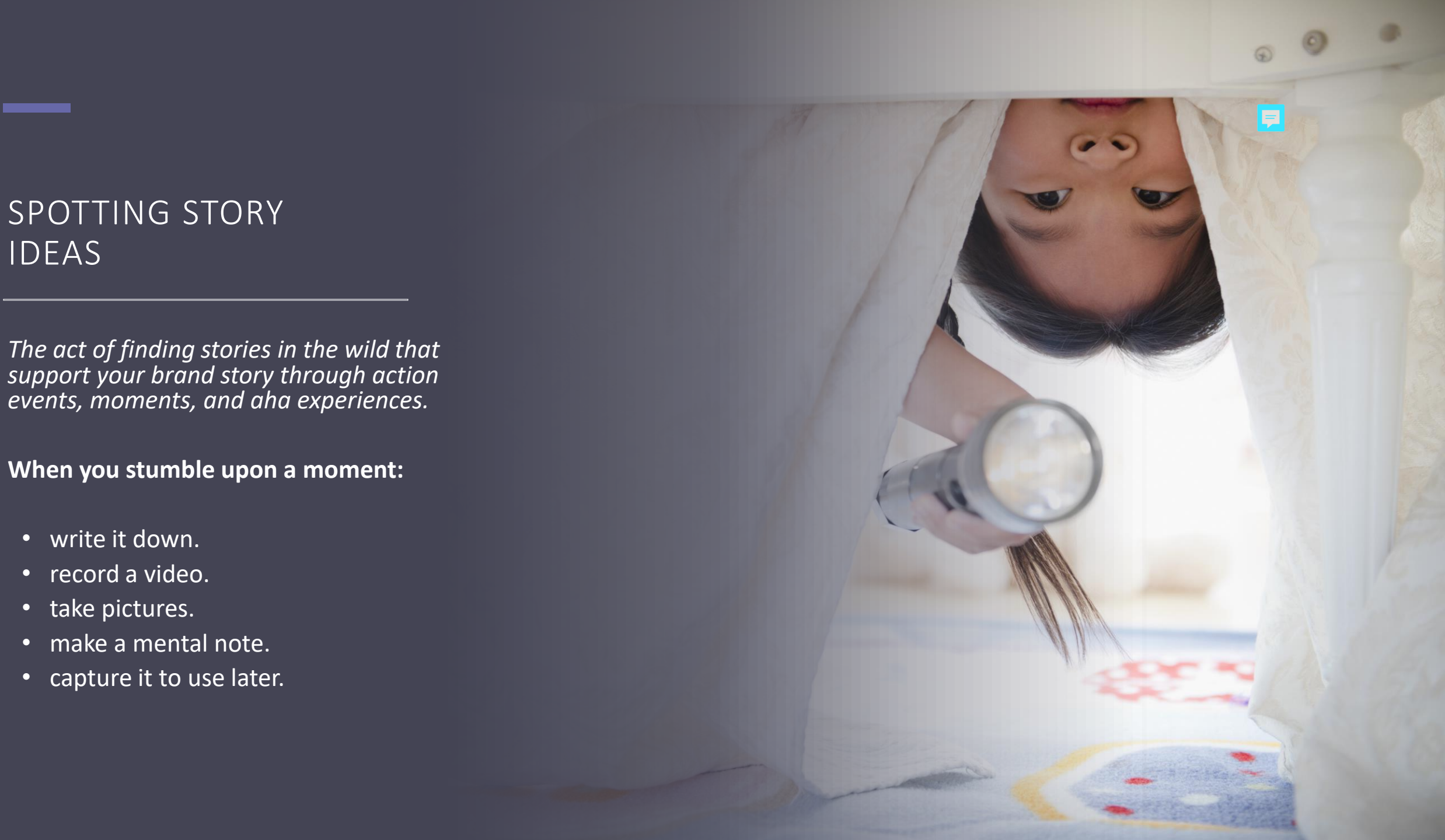
Paid Media

SPOTTING STORY IDEAS

The act of finding stories in the wild that support your brand story through action events, moments, and aha experiences.

When you stumble upon a moment:

- write it down.
- record a video.
- take pictures.
- make a mental note.
- capture it to use later.





DIGITAL STORYTELLING

Narratives must now:

- travel across owned, earned, and paid content channels
- translate across various platforms from mobile to desktop
- be able to live offline as print content and/or tangible experiences



DIGITAL STORYTELLING

Challenges:

- Consistency and differentiation across platforms
- Choosing the best content format
- Choosing the best content platform



DIGITAL STORYTELLING

Key Takeaways

- Meet people where they are
- Drive authenticity with digital technology

Key Tips

- Show, don't tell.
- Keep it brief.
- Stay consistent
- Look for inspiration

Thank you for your participation!

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Feedback Form

bit.ly/SessionFeedbackOMCE23

