

Storytelling in Advertising

Storytelling has been around
as long as the human race.

Stories are how we pass on our accumulated wisdom, beliefs and values. They are the process through which we describe the world around us, and our role and purpose within it.

Stories are how we impart
information in a way that
people will want to listen to.

The need for stories is deeply rooted in the human psyche. It's the way we understand and explain the world. It's the way we've always done that down through the ages.

Story-driven ads illustrate a form of communication that traditional marketing does not achieve.

Storytelling is a natural part of the human experience and brands that can recreate this kind of communication in their marketing will evoke strong emotions among their audiences and develop personal connections with their consumers.

Stories rely on the audience
to take part and to co-create,
whereas content does not.
Content is created in the mind
of the content originator and
therefore will always remain
‘pushed’ information.

Today's consumer is hyperconnected and social. They now have lots of different communication platforms at their disposal. Agencies and brands are now moving away from branded content and embracing true storytelling.

The relationship between marketing and consumers has shifted in favour of consumers. Brands now need to be less like marketing machines and more like 'friends', telling stories and sharing experiences.

Not all stories are inherently emotional, but by engaging human emotion it is a sure way to connect with customers on a deeper level and retain their attention and loyalty.

Creative storytelling can evoke emotions and generate strong personal connections to a brand, its mission, its message and its products. It is the most authentic way to create and sustain longer lasting engagement with customers.

Consumers are searching for
brand communications that
are more genuine and human -
storytelling is a means to that end.

When using storytelling in advertising ...

1. Make the story human.

Unless characters are conceived in three dimensions, the audience won't fully relate to them or the story. Your characters must have emotions, attitudes and beliefs, and actions that represent them. They need a history, personal traits and quirks to come to life. If you think about it, the most memorable characters are unique, not cliches.

2. Use the story to reflect company values.

Bring the character(s) to life by creating a ‘lifestyle’. By this we mean a reflection of the lifestyle habits of the potential consumer.

3. Tie the story back to the brand.

Use characters to demonstrate the benefit of the product, service or event by appealing to the audience's ego, sensory perception, practical need or social want. Ensure the audience has empathy for the character(s).

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**“Storytelling is still fundamental
to our experiences.**

**Despite the incredible explosion of
technology, we still love stories.”**

John Hegarty

Advertising stories take many forms ...

“Happiness Factory - The Movie”

by - Psyop Studios



<https://www.youtube.com/watch?v=D0jqdM8ZyrU>

Guinness 'Surfer'

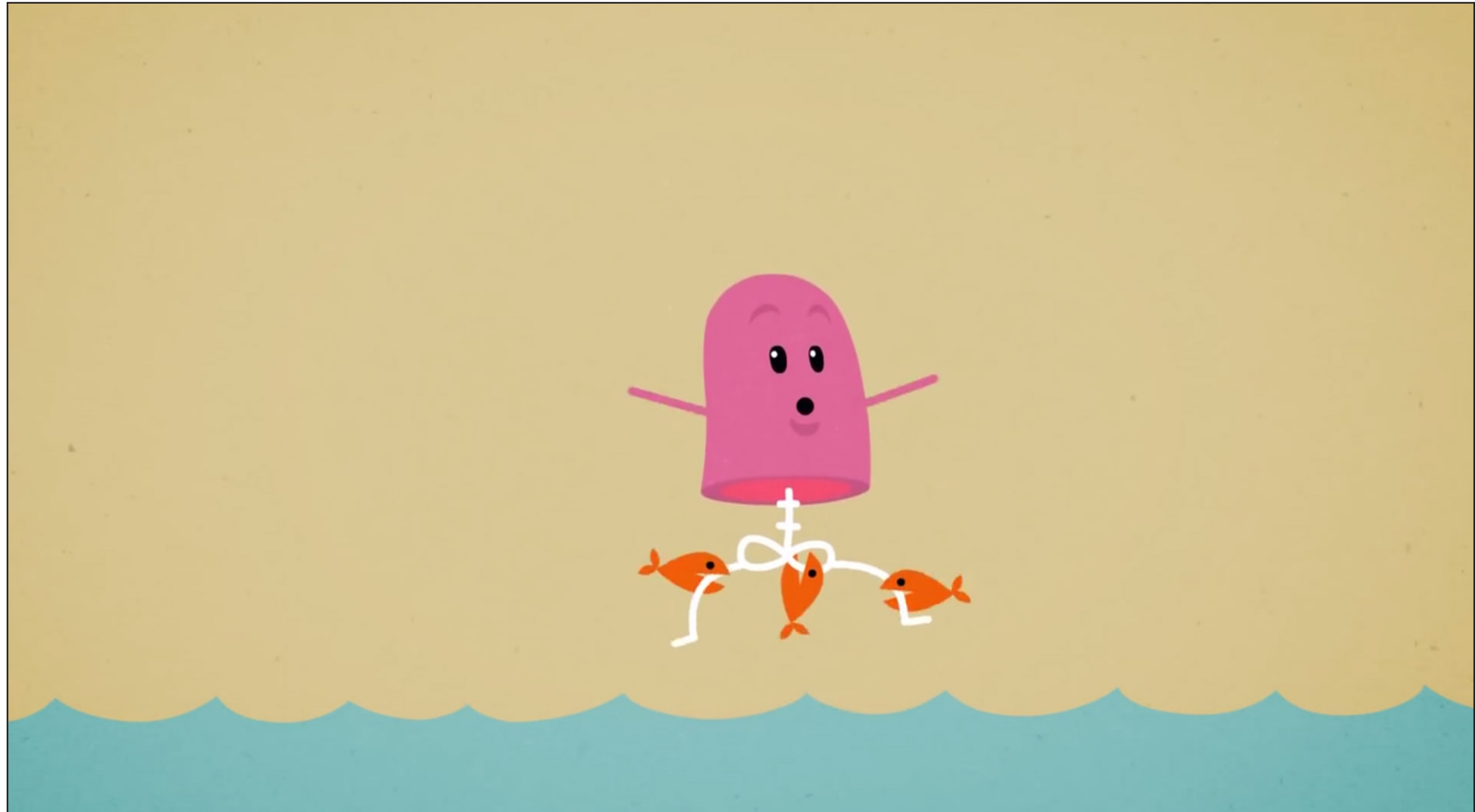
**by Abbott Mead Vickers BBDO London,
directed by Jonathan Glazer**



https://www.youtube.com/watch?v=Y9znA_dwjHw

Metro Trains 'Dumb Ways to Die'

by McCann Melbourne



<http://www.youtube.com/watch?v=IJNR2EpS0jw>

Dove 'Real Beauty Sketches' by Ogilvy Brazil



<http://www.youtube.com/watch?v=XpaOjMXyJGk>

DirectTV
‘Don’t Attend Your Own Funeral’
by Grey New York



<https://www.youtube.com/watch?v=s2WM0W1PPU0>

Nike

‘Nothing Beats a Londoner’

by Wieden & Kennedy London



<https://www.youtube.com/watch?v=26qmJzTCRG4>

Getty Images '85 Seconds' by Almap BBDO Brazil



<http://www.youtube.com/watch?v=iGgqEKP0oPc>

Lloyds Bank 'Moving Out'



<https://www.youtube.com/watch?v=9v9z5CkZ1GE>

Creative Challenge

Select a product and an object.

Create a story that sells your item.

Prepare to share your story
two weeks from today.