

Storytelling and advertising
(because we all have stories)

Here's my story ...

Worked in a community centre creating posters.

Paste-up artist on newspapers and magazines.

Trained as a graphic designer as a mature student.

Worked at graphic design agencies.

Joined the world of advertising.

Worked at a top 30 agency in many roles including:

Graphic Designer, Art Director, Copywriter,

Creative Head and Creative Director.

Mentored students whilst in industry.

Guest lecturer positions at USW, Cardiff Met and SCA.

Part-time lecturer at SCA, now Programme Director.

Studied Fine Art for my MA at SCA.

What's your story?

**Why does advertising
need stories?**

“... you need a creative idea with real substance to separate yourself from the rest of the pack.”

Nik Studzinski
Chief Creative Officer, Karmarama.

They're in our DNA ...

Stories are part of our genetic make up.

Many historians and psychologists believe that storytelling is one of the many things that define and bind humanity.

We are probably the only animals that create and tell stories and have done since the beginning of time.

The art of storytelling has a long and illustrious history.

Prehistoric paintings

The tradition of storytelling is reputedly as old as mankind.



Carbon dating places the drawings in the Lascaux Caves somewhere between 15000 and 13000 B.C.

Scientists and folklorists suggest one particular composition has all the elements of a narrative (a story).

Word of mouth

There is further historic evidence of early storytelling coming from ancient Mesopotamia.

The stories were about the epic of Gilgamesh, a Sumerian king who was reported to live in about 3000 B.C. They are reported to be the source of the oldest pieces of epic literature in the world. The 'fear of meaninglessness' theme has been explored by writers and philosophers from antiquity right up to today.

The stories were passed down by word of mouth and likely went through many versions until the story was printed on clay pots and fired in about 700 B.C.

The function of storytelling

Storytelling has helped adults pass on wisdom, knowledge and culture through the generations well before the written or printed form.

Tales were told to mark an occasion, set an example, warn about danger, procure food or explain what seemed inexplicable.

People told stories to communicate knowledge and experience in social contexts.

The Bible as conduit

Biblical stories were told through parables as it made them easy to remember and pass on.

The biblical story invites us to reflect on our deepest experiences. The reader cannot remain passive; biblical stories demand their readers participate “in an unfolding conversation with the text.”

Rather than telling us how, or what to think, they force us to find out what we think and how to respond.

To respond to a story is ultimately to be human.

Stories allow people to **understand** and **remember** and this is the essence of all effective and memorable advertising.

Here are some stories you really must see ...

adam&eveDDB

Monty the Penguin

John Lewis



<https://www.youtube.com/watch?v=ResTqd7LN8g>

Some stories can be alarming -
but with good reason.

Subverting a storytelling genre can
heighten the power of the message.

Saatchi and Saatchi

Cartoon

NSPCC



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

Sometimes it can just be the craft of the storytelling that elevates a simple message into the sublime.

BETC Paris
The Bear
Canal+

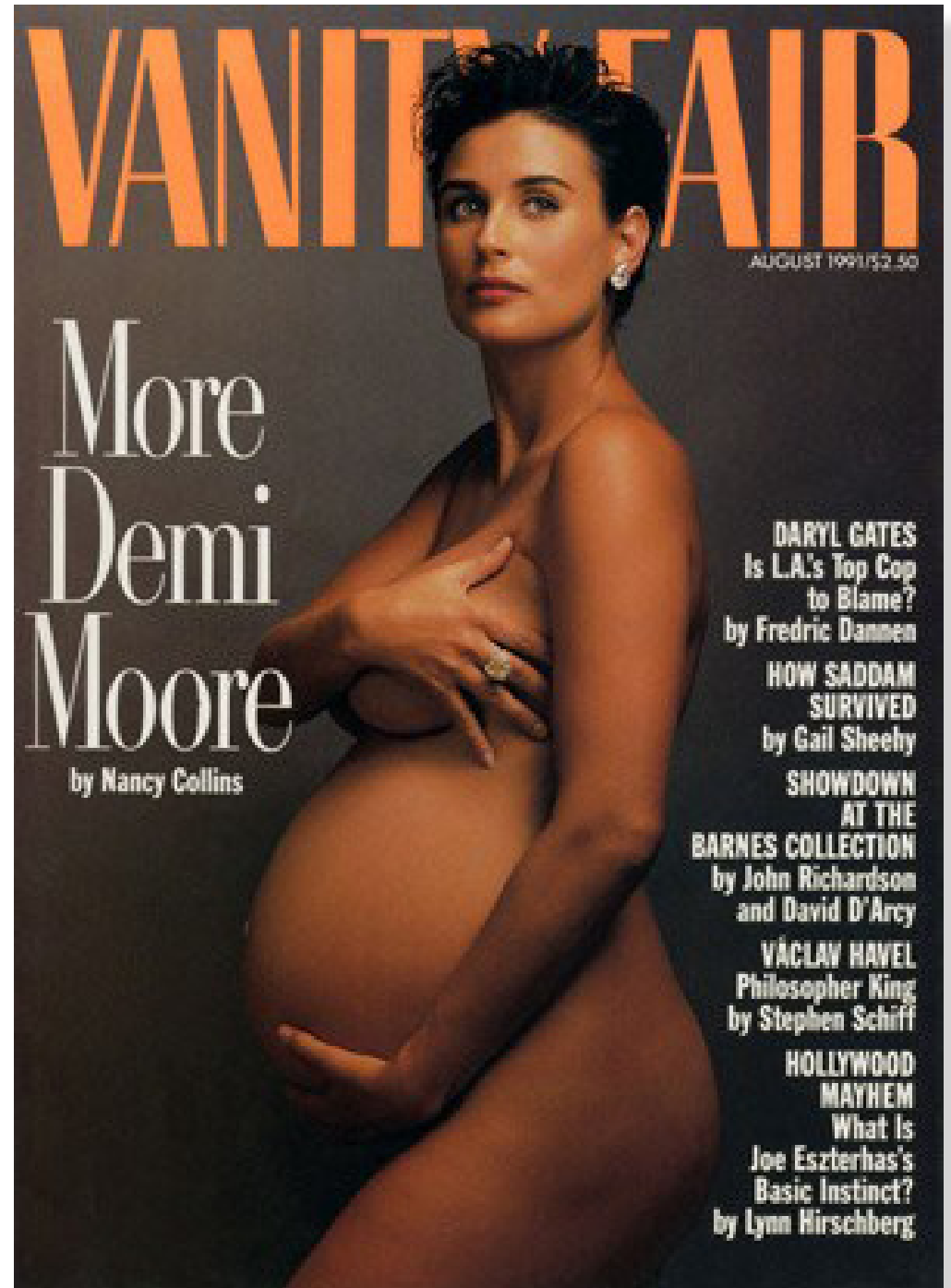


https://www.youtube.com/watch?v=3393O1uD_w8

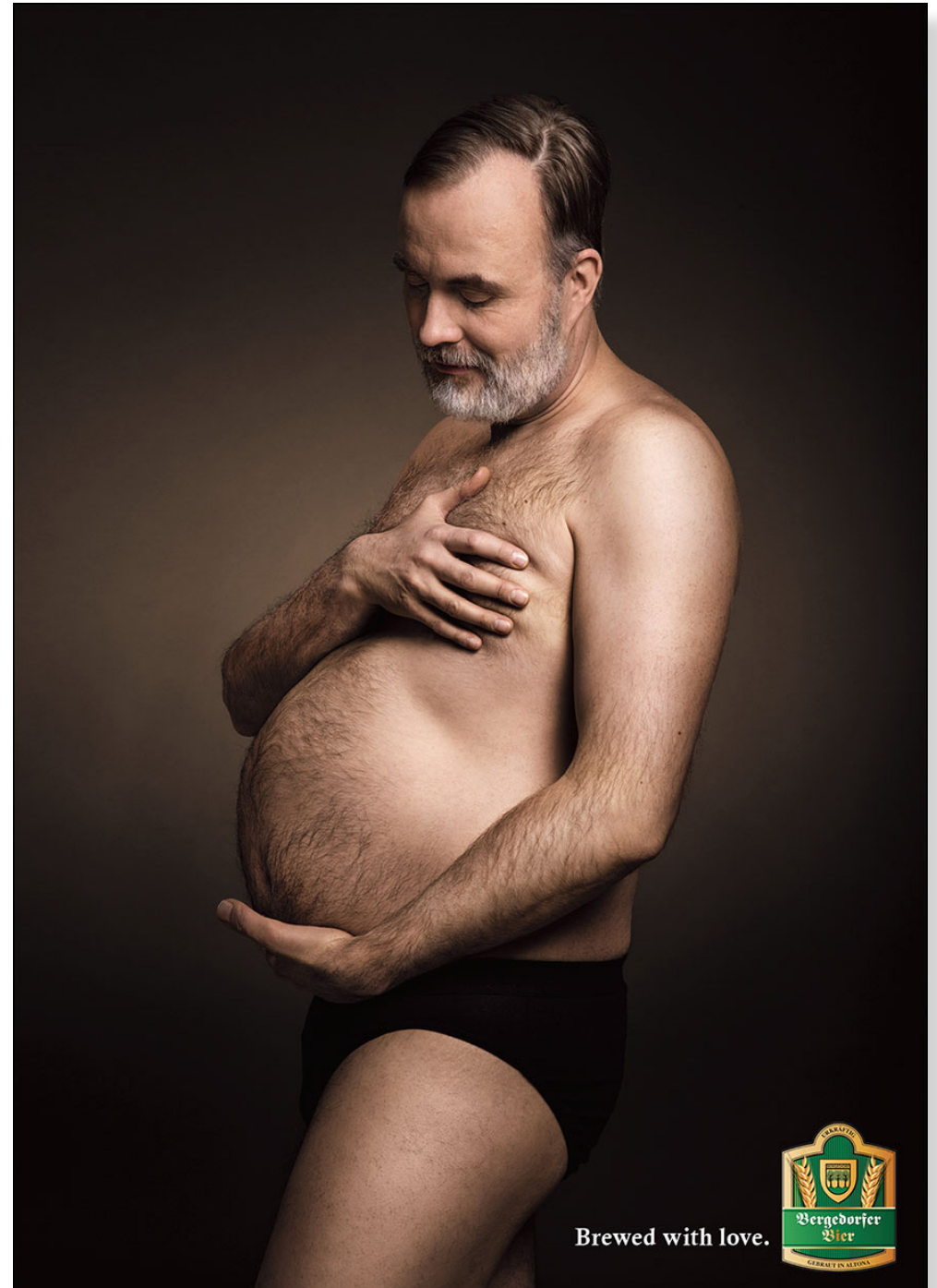
The creation of a story can turn the mundane into something entertaining and personal. It can turn average messages into a conversation and this is what creates brand loyalty.

You don't always need moving imagery to tell a story. You can often rely on shared cultural terms of reference or personal experiences.

Annie Leibovitz
Demi Moore 1991
Vanity Fair

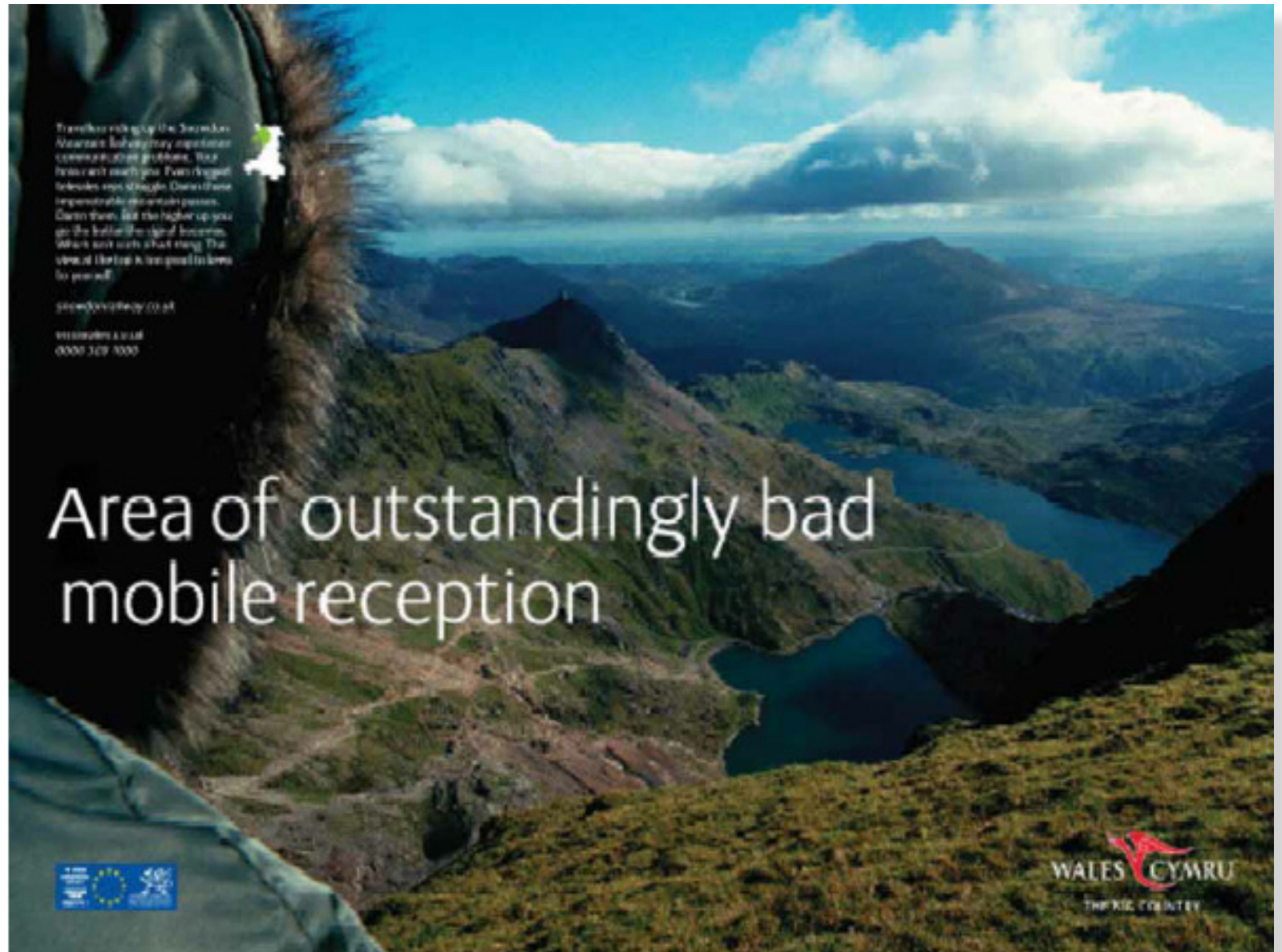


Jung von Matt
Brewed with love
Bergedorfer Bier



Mobile reception

VisitWales



Good design can even communicate complex narratives like the confusion of living with Parkinson's disease in order to raise awareness.

The Assembly Network

Making a cup of tea

Parkinson's UK



The Assembly Network

Making toast

Parkinson's UK



The Assembly Network

Putting on a pair of shoes

Parkinson's UK



The Assembly Network

Switching on a light

Parkinson's UK



Some stories are created just to get attention.
Introducing the viral.

PS4

Gravity Cat

Gravity Rush 2



https://www.youtube.com/watch?time_continue=223&v=0INIMjvtCL4

If you are in the business of telling stories,
ensure they are authentic.

UKIP

Breaking Point

EU Referendum



**BREAKING
POINT**

The EU has failed us all

We must break free of the EU and take back control of our borders.

Leave the European Union 
ON 23RD JUNE

vote4leavetheeu.co.uk

So to finish up, can brands really tell a stories?

Music Promo
Mad Lifeline
Battle Box 003 -
3D Remix



<https://www.youtube.com/watch?v=zh9F5UHVgEo>

You are a storyteller - so tell your stories!

THE END