Telling Your Brand Story

Rick Oleshak, VP – Marketing
Agenda

• My brand story
• The importance of storytelling
• Common ‘hooks’ & examples
• 5-minute work session
• Where to next?
• Q&A
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Sports

Beer

+ Bread
A Great Party?
An Awesome Nap?
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Storytelling is crucial to building your brand.
More *memorable* than statistics by up to 22x

*Source:* Jennifer Aaker, Stanford University, 2015
Brand *differentiation* is critical for success
Challenge: don’t be like everyone else
This applies to B2B & consumer marketing
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Unique
Memorable
Emotional
Memorable
Memorable
Emotional Video
Unique
Memorable
Emotional
Easy to remember:

U + ME
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In 1 minute, learn your neighbor’s story
Now, switch it up for the next minute
We need 1 volunteer to tell a story
So, your story is...
Our volunteer receives this FY150 neon!
150 years is quite a story...for another day
For 2 minutes, discuss who tells stories well
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So...what does your brand stand for?
Tradition? Service? Technology? Other?
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- One last TV spot
Just Because
Thank you.

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