

Disclaimer *

I'm not going to tell you
anything that you don't already
know.

According to Jerome Bruner, stories are up to **22X** more memorable than facts.

Consumers have short attention spans



Storytelling matters....and it matters more than ever.

Too much competition







Fewer options to connect

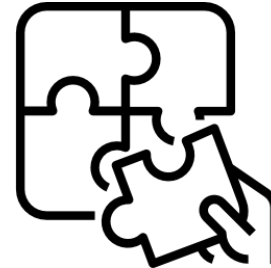
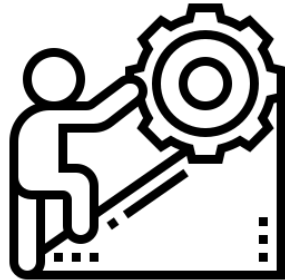
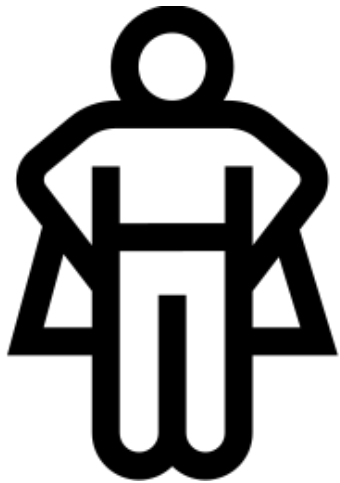
The not-so-secret formula for
storytelling success in.....

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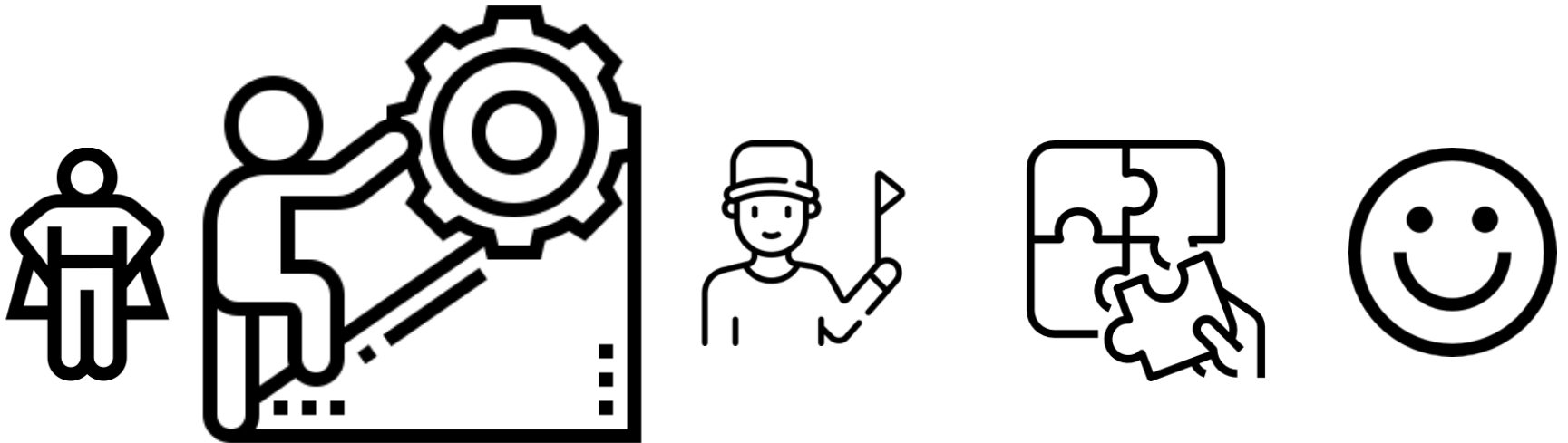
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STEPS

Step 1: Identify the hero



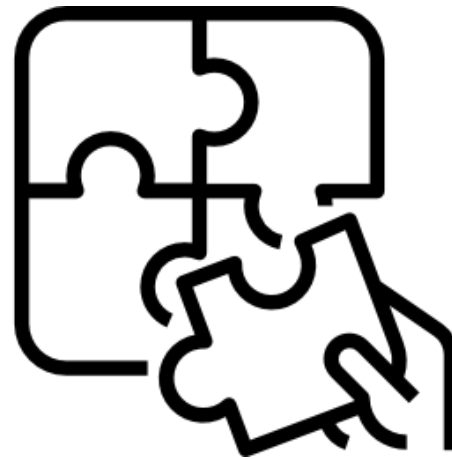
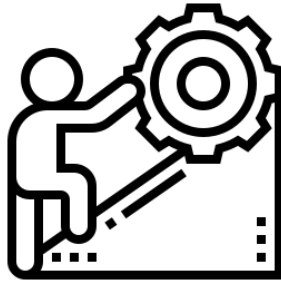
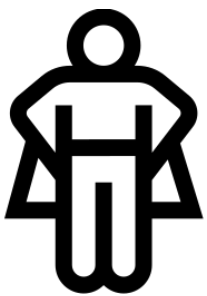
Step 2: Put the hero's problems, pains, and dreams into the spotlight



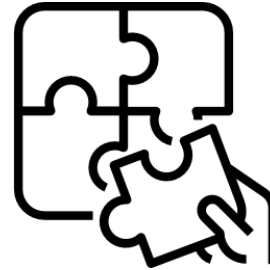
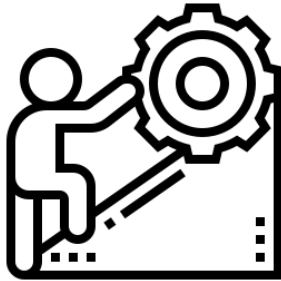
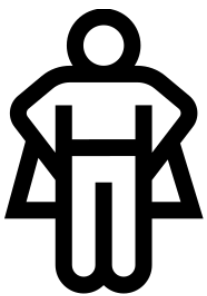
Step 3:
Present yourself as the guide, who can lead
them to the promised land.



Step 4: Introduce the solution to their problems



Step 5:
Show how they can live happily ever after



People make decisions
based on emotions, not
logic







Let's Diagnose

The Hero: The Boy



The problem: snowstorm



The Obstacle: His Father



The Guide: A Mercedes SUV



Solution:
SUV that can navigate a snow storm



The destination



No one's there.



But wait.....

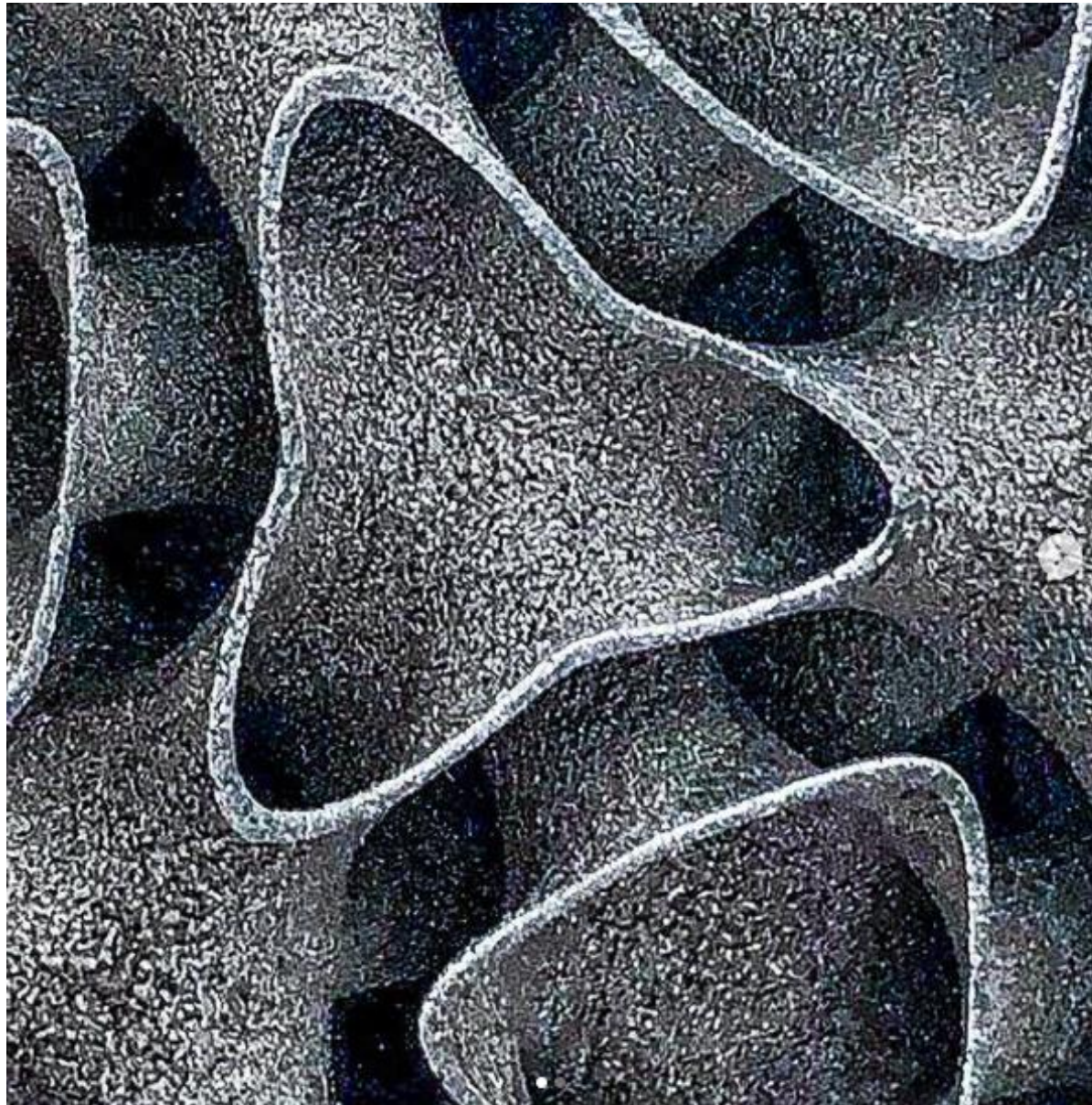


They live happily ever after



Another approach:

This is cool, fun,
creative, and/or
interesting.



generalelectric • Follow



generalelectric This Ultra Performance Heat Exchanger is a perfect example of how small parts can make a HUGE difference.

Still in development, the additively manufactured compact heat exchanger is printed with a high-temperature capable, crack-resistant nickel superalloy that will be able to withstand temps that exceed 1,650°F at pressures >3,600 psi. 🔥

Good thing, too, because it's headed straight for the inside of a gas turbine, where it's projected to deliver a 4% improvement in thermal efficiency for supercritical CO₂ power cycles while improving power output and reducing



Liked by geadditive and 3,739 others

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maersk_official We've partnered with @covaxxvaccine on a distribution plan to safely deliver COVID-19 vaccines around the world when approved. Working together in the fight against the coronavirus pandemic. Please visit @covaxxvaccine for more info. #maersk #logistics #covid_19 #coronaviruspandemic #supplychain #delivery #covid19vaccine

4w



fry_plantain I really thought y'all partner with..... never mind 🤔🤔🤔



4w 3 likes Reply

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Liked by shipspotter_delvstudio and 7,213 others

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YOU CAN STILL DUNK IN THE DARK



Last thoughts.



Marketing with a different lens

It's about them, not you.

Stories the audience want to hear,
not the stories you want to tell.

Questions?



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