STORYBUILDING:
USING STORY TO CONNECT BRANDS AND HUMANS

@stefanmumaw
Stories have power. They delight, enchant, touch, teach, recall, inspire, motivate, challenge. They help us understand. They imprint a picture on our minds. Want to make a point or raise an issue? Tell a story.

- Janet Litherland
Global box office revenue: $88.3 billion
Netflix annual revenue: $5.5 billion
TV broadcasting revenue in US: $125.3 billion
On average, Disney makes $124.7 million per film in the US alone
Avatar is highest grossing movie of all time: $2.78 billion
Number of movie tickets sold in US alone: 1.2 billion
AND, SO, BUT

A woman is walking her dog along the sidewalk and comes across something curious: an old-fashioned tape recorder in the middle of the walkway. On the tape recorder is a note: PUSH PLAY.

So she does...
EMOTION + STRUCTURE
FIVE PART STORY STRUCTURE

EXPOSITION
INCITING INCIDENT
RISING ACTION
CLIMAX
RESOLUTION
FIVE PART STORY STRUCTURE

EXPOSITION

INCITING INCIDENT

RISING ACTION

CLIMAX

RESOLUTION
FIVE PART STORY STRUCTURE

EXPOSITION

INCITING INCIDENT

RISING ACTION

CLIMAX

RESOLUTION
FIVE PART STORY STRUCTURE

EXPOSITION

INCITING INCIDENT

RISING ACTION

CLIMAX

RESOLUTION
FIVE PART STORY STRUCTURE

EXPOSITION
INCITING INCIDENT
RISING ACTION
CLIMAX
RESOLUTION
FIVE PART STORY STRUCTURE

EXPOSITION

INCITING INCIDENT

RISING ACTION

CLIMAX

RESOLUTION
THE WORLD
THAT IS
YOU
THE WORLD
THAT COULD BE

TWO WORLDS STRUCTURE
THE WORLD THAT IS

THE WORLD THAT COULD BE

YOU

TWO WORLDS STRUCTURE

EXPOSITION

INCITING INCIDENT

RISING ACTION

CLIMAX

RESOLUTION
FOUR KEYS TO BUILDING

STORIES WORTH SHARING
START WITH EMOTION

DON’T START WITH FEATURES OR BENEFITS.
2 Nobody roots for a product

Develop Character
HAPPY IS BORING.

INCLUDE TENSION
PROTECT THE REVEAL

SPOILERS SUCK.
DON'T START WITH FEATURES AND BENEFITS

START WITH EMOTION

DEVELOP CHARACTER

NOBODY ROOTS FOR A PRODUCT.

HAPPY IS BORING.

INCLUDE TENSION

SPOILERS SUCK.

PROTECT THE REVEAL