

# STORY MODELLING WORKSHOP

Analysing a brand as elements of a story is a fast and enlightening way to get to the heart of a product or company and stimulate concepts and ideas.

The model we use has evolved over many years, incorporating Hollywood techniques and storytelling theory.

We'll tailor workshops to explore brand positioning, new campaign ideas, product development or any area you wish to probe.

## INCITING INCIDENT

Where does the story start? What event upsets the balance of life and sets in motion a series of events that make the story?

## MOTIVE

What is the desire that drives the action? It's not what is happening but why it's happening.

## STRUGGLES

Without struggle there is no story. If we are fighting for something we are by definition also fighting against something. What are the big issues we are trying to resolve? Who or what could that bring us into conflict with?

## CHARACTER

What is the core archetype we are trying to connect with in our audience? Who are the key characters in the story? Are they real or fictional?

## CONTEXT

In what kind of world does the story take place? What are the issues that a current audience can relate to and understand?

## BRAND ARCHETYPE

Marketing has for a long time tried to personify brands by identifying them with a particular character. Archetypes go much deeper than that. They look at the issue the other way around. What part of an inborn human need or desire does a product or service satisfy? Archetypes reveal our unconscious needs and desires and are used by Hollywood and big international brands to explore authentic connections with their audiences.

