

WORDS PICTURES STORIES



THE ART OF CORPORATE STORYTELLING

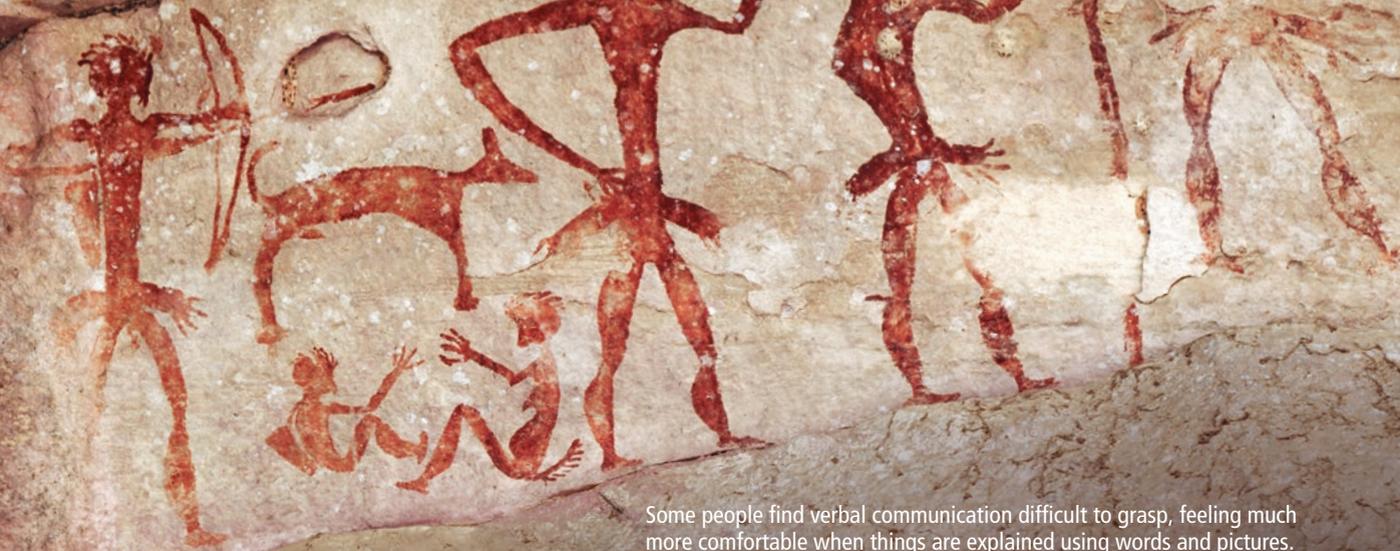
SPLASH OF PAINT



Ever since communication first began, man has been developing his masterful use of words as a tool. Shaping primeval grunts into singular sounds, and eventually those sounds into complex passages of words. Until they now form conversations on buses, in pubs, on phones, as text messages, and on the web and social media, 24 hours a day. The powerful and addictive nature of words as communication has been known for centuries. Even as far back as the 7th century BC, people referred to **'the pen as being mightier than the sword'**. A truth that obviously found a resonance because it has been used regularly ever since.

WORDS • PICTURES • STORIES

A PICTURE SPEAKS A THOUSAND WORDS...



Some people find verbal communication difficult to grasp, feeling much more comfortable when things are explained using words and pictures.

We know that the ancient and primitive civilizations used drawings of animals on the walls of their caves – possibly as decoration, but almost certainly as an effective way to educate, inform and pass on hunting techniques from one generation to the next. These may have been instructions as to what types of animals to hunt and how best to achieve success.



THE POWER OF PARABLES AND ANALOGIES

When words are used to unfold a story they become even more powerful. People quickly discovered that storytelling in the form of parables and analogies were succinct and effective ways to communicate lessons about life, values and morality.

Cave drawings were almost certainly used along with emotive stories of the chase and capture of the animals they hunted. The same stories would probably have been told over and over again, as they enjoyed the almost ceremonial ritual of the feast that would follow the capture.



STORY TELLING RETURNS TO CENTRE STAGE

Looking back, it's easy to understand why preliterate societies relied so heavily on storytelling both for survival and to keep their important stories alive. And, why they used parables and analogies to pass on the nuances of their lifestyle and culture from one generation to the next.

What is interesting today is that in our own highly pressurised world, dominated by sophisticated communication technology, we have seen this reliance upon storytelling return once more to take centre stage – the place it first occupied.

TRIBAL STORIES

Storytelling would once have emanated from the head of the tribe, documenting life and stories essential to the survival of the tribe and its culture. Whereas we are now seeing sophisticated and creatively crafted 'tribal stories' emanating from the Marketing Departments of today's major brands.

Today's brands have become the new tribes.

Instead of being delivered around camp fires, brand stories are promoted through our televisions, computers, mobile phones, newspapers, even word-of-mouth via friends and neighbours.





DIFFERENTIATION THROUGH BRAND STORIES

Over the last few decades, we have seen the features and benefits that once differentiated products all but disappear, as products and services have become more similar.

Customers, who once discriminated by reputation, or made their choice based upon quality or price, have had to look for other ways to choose the products they purchase.

Water used to be free and came out of taps. But we are now more than happy to pay more for a litre of water than a litre of milk. Always assuming that it comes from the right places and has travelled through health giving rock formations before being bottled!

This shift has led to the stories behind brands providing the real differentiation as consumers become less concerned with buying products and more concerned with buying-into brands.

WE NO LONGER BUY PRODUCTS, WE BUY-INTO BRANDS

Storytelling has now become such an important part of branding, and woven so deeply into the psyche of our time that it is often difficult to know where real life ends and brand storytelling begins.

So embedded are these brand stories within our daily lives – empathising with our needs and inspiring our aspirations, that they influence the way we speak, the language we use and even impact upon our behaviour and daily routines.

Only these brand stories are no longer just words. They are now brought to life with moving images, animations, videos and sound effects.

Instead of products competing, it is now brands that compete.



OUTLINING A BETTER WAY OF LIFE

During the golden years of Hollywood, movies acted as propaganda to a global audience as it promoted the 'American way of life' as something we should all aspire to. Today, in much the same way, **it is brands that offer the promise of a better way of life.**

Brands show confident, beautiful and successful people using products, and enjoying the kind of lifestyle we also want to enjoy.

Although we know these brand storylines come from marketing departments, and clearly use a degree of creative license, what separates the strong and successful brands, and makes their storytelling so compelling, is the degree of believability they create. Their stories are deeply rooted in the essence and culture of the brand and are totally consistent with the expectations and values of that brand.

We care about you. Ride safely, respectfully and within the limits of the law and your abilities. Always wear an approved helmet, proper eyewear and protective clothing, and never ride while under the influence of alcohol or drugs. Know your Harley-Davidson motorcycle and read and understand your owner's manual from cover to cover. © 2006 H-D Harley, Harley-Davidson, and the Bar & Shield logo are among the trademarks of H-D Michigan, Inc.

World tattoo rankings:

1. Mom

2. HARLEY-DAVIDSON

Thumb the starter of a Harley-Davidson® motorcycle and the bond is unbreakable. Combustion, torque and motor oil get in your blood. Leather, wind and ink hit your skin. Make mother proud. www.harley-davidson.com.



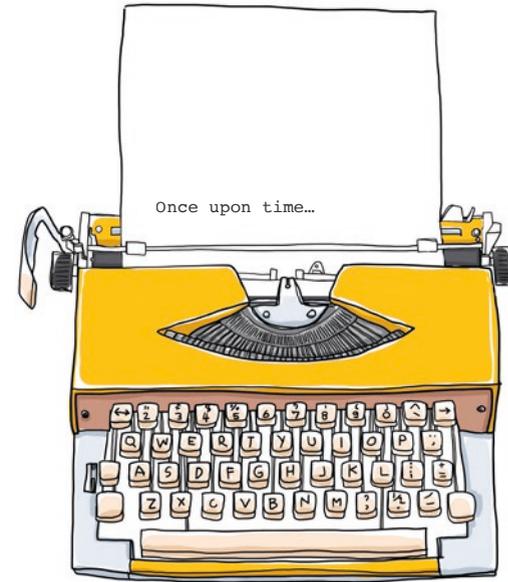
EVERY BRAND HAS A UNIQUE STORY TO TELL

Enter Splash of Paint (stage right).

Whether a retail product, or B2B service, every brand has its own different and unique story to tell.

What is important is that it expresses its own story as honestly and as faithfully as it can – albeit in the most creative and engaging manner. Demonstrating how it will improve our lives, make our businesses better and more efficient, and provide us with that all important ‘reason to believe’.

At Splash of Paint we have developed our own unique approach for helping companies uncover and get to the very essence of their brand. Defining what it is they stand for, and what makes them different. Then weaving this into compelling brand stories.



STORIES TO ATTRACT AND PROVIDE REASONS TO BELIEVE

your opportunity to

BE PART OF IT!

Your brand or your brand story will never appeal to everyone. Why should it?

In fact, the job of a good brand story is to be honest, have integrity and to act as a filter, by putting off those people who will never have any affinity with the values of your brand, while simultaneously attracting those who will share its values and aspirations.

Those people who do share those values will want to 'buy into your brand' and be seen as part of it.

EMPLOYEES CHOOSE BRAND VALUES THEY'RE PROUD TO BE ASSOCIATED WITH

We know brands are the new differentiator that determines which products and services people want to be associated with. But brand storytelling also has a huge role to play in attracting the right new recruits to your company as well as retaining 'good' existing employees.

In the same way that people buy-into brands, employees choose the company and brand they are happy to be associated with. The ones whose values, aspirations, morals and behaviour are most closely aligned with their own.

By uncovering and creating brand stories that come from the heart of your brand, Splash of Paint will make powerful emotional connections with both your consumers and employees. Thereby demonstrating the power of internal and external alignment.



PASSING ON VALUES AND TRADITIONS FROM ONE GENERATION TO THE NEXT

It is equally important to retain good employees as it is to attract new ones. Storytelling is an easy and exciting way to engage with new employees and familiarise them with 'how things are done around here'. While at the same time, gently embedding the company's 'reason for being', its values and behaviours – all the things that make it different.



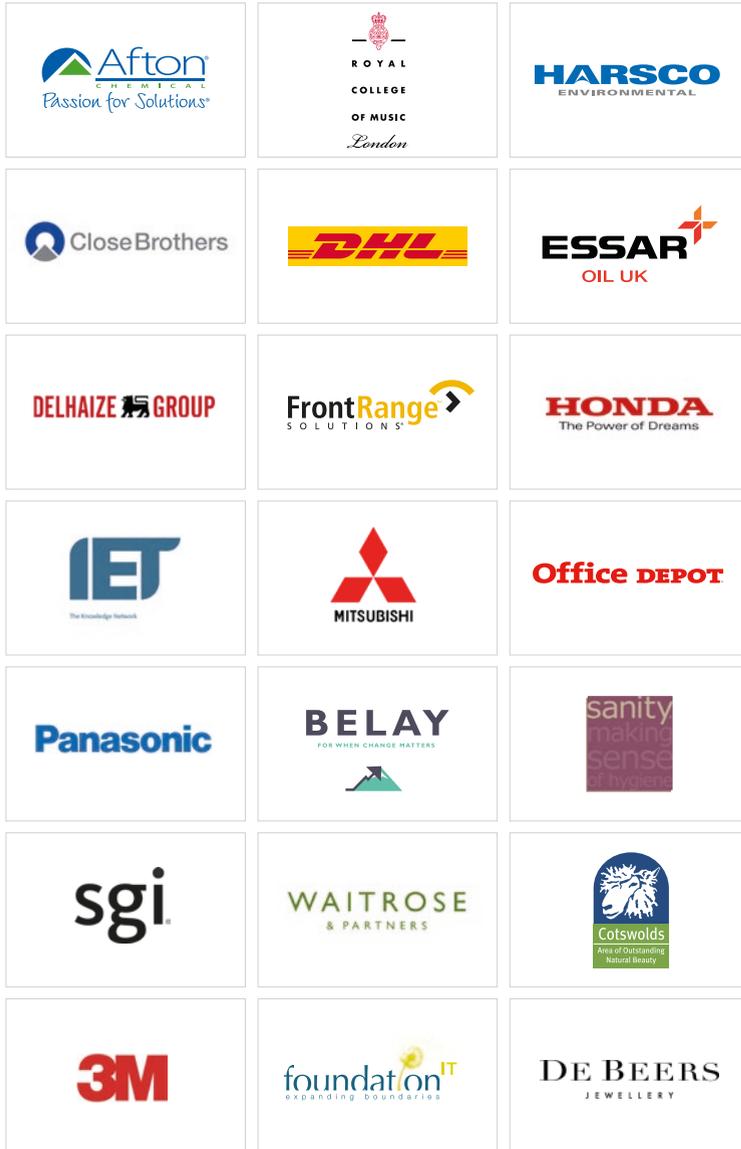


MOVING STORIES SHOULD EXCITE, EDUCATE AND INFORM... AND ALWAYS ENTERTAIN

At Splash of Paint we see corporate storytelling as the modern day equivalent of sharing stories around the camp fire, using it to excite, educate and inform. This enables us to familiarise, refresh and expand the understanding of your brand and its values amongst all your various audiences.

Externally it helps customers make that all important decision to buy-into your brand. While internally it ensures the behaviour and traditions are passed seamlessly from one generation to the next. Something so important in keeping your brand focused, and relevant to a contemporary audience while maintaining its differentiation.

WHAT WOULD YOU LIKE YOUR BRAND STORY TO SAY ABOUT YOU?



Splash of Paint is a brand communication agency that works in brand development, internal and external marketing, culture training and communication. We have a particular passion for problem solving and brand storytelling – and doing things in different and exciting ways.

RADICAL BUT RELEVANT – DIFFERENT YET APPROPRIATE.

splashofpaint

splashofpaint 

TELLING STORIES --- **ABOUT BRANDS**

WORDS • PICTURES • STORIES

Sulhamstead, Reading, Berkshire RG7 4BB
t +44 (0)118 9323566 splashofpaint.com