



Our Food Banks A Story Worth Telling



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How to Build Brand Recall



- From interaction experiences with stakeholders
- From what I say and how I project myself
- From what others say about me
- From my day-to-day practices

Dimensions of Corporate Reputation



Good Governance: Refers to the correct performance of the organization's diverse processes, both internal and external. It is the ethical link between what the company is and what it does.



Solvency: The support that the availability of economic, financial, and relational resources of the organization represents, and the variations of these over a certain period, as compared to the perception of solidity.



Corporate Citizenship: It is the contribution that the organization makes to society, beyond the normal development of its operations. It comprises a contribution in terms of Education, Culture, Health, among other elements that are relevant to society in general.



Customer Service: It is the ability to provide effective and useful support to users and customers related to the organization and its products or services or use its products or services. It covers three stages: pre-sale, sale and post-sale.



Operational Quality: Refers to the ability to meet the customer's or user's needs based on faithful compliance with the promise of value.



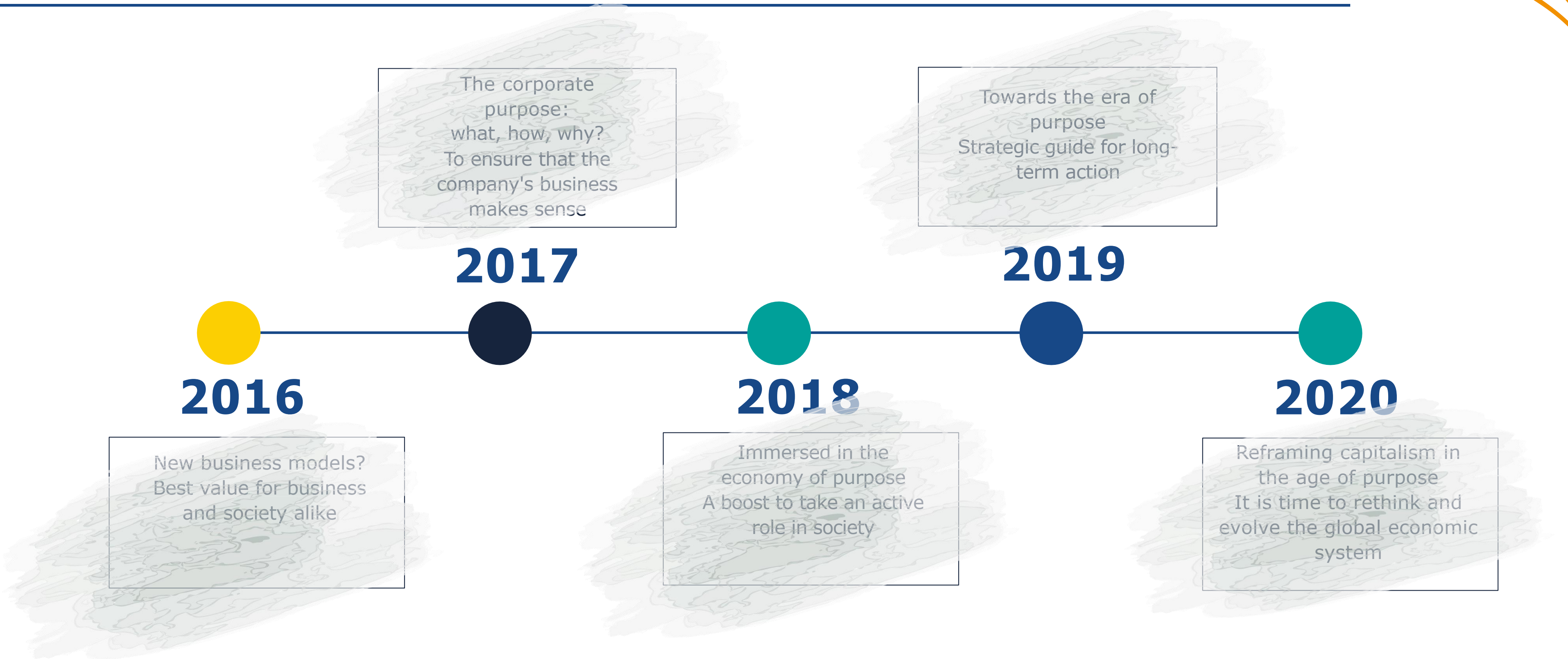
Innovation: Refers to the ability to adapt to the environment by generating disruptive solutions, products, and services that meet the needs of a changing market.



Internationalization: It is the possibility of expanding operations into areas other than the original one. This dimension reflects the strength and scope of the organization.



Transition of Corporate Focus to Manage Recall



The way in which these three forces interrelate also changes the way we perceive the world and the demands we as individuals have on companies:





The Corporate Management of Brand Recall Will Be Based On:



Management in the Age of the Algorithm:

1

- The unidirectional top-down model disappears.
- Technologies associated with the 4IR (Blockchain, Internet of Things, Big Data, Artificial Intelligence) make it difficult to ensure massification.
- Algorithms prioritize tastes, repetitions and have focused information, therefore, the ability to massively reach "everyone" is much more limited.
- Artificial intelligence + Deep learning = Opportunity to understand what my audience wants... no longer an excuse!
- Only the one with the best story is the leader of the conversation (Steven Johnson).

2

Inclusive Leadership:

- Corporate spokespersons, inspirational leaders, who “restore confidence to the world”, will be critical.
- When it comes to inclusion, globally speaking, we have only made a declaration of intent; achieving the goals is a long way off. (Opportunity)
- Today's audiences demand more from organizations and they call for real actions that represent an integrating vision of the different human conditions.



3

Brands Committed to Social, Ethical and Environmental Transformations



- Integrity, purpose and reliability are factors of great importance, equal to or more important than technical skills and operational capabilities.
- People have shifted their consumption interests and prefer companies with which they share common purposes and values.
- They expect organizations to actively participate in solving issues such as lack of access to education, climate change, the fight against corruption and poverty.



Measuring Intangibles

4

- Relevance of areas that are not directly involved with the monetary affairs of the organization.
- Long-term vision.
- The intangibles of an organization may become its differentiating features: clean production, care of resources, responsibility with the communities with which the organization relates, the working conditions of its employees, among others.

To Tell a Good Story We Use Five Formulas:

- ✓ First: Talk to the public, in their language and about what matters to them.
- ✓ Second: Unique, useful and user-focused content.
- ✓ Third: Stories to spread, phrases to repeat and data to believe.
- ✓ Fourth: Understand the product, understand the public and understand the ecosystem.
- ✓ Fifth: Repeat as many times as necessary — when you get tired of repeating, people are just beginning to understand.



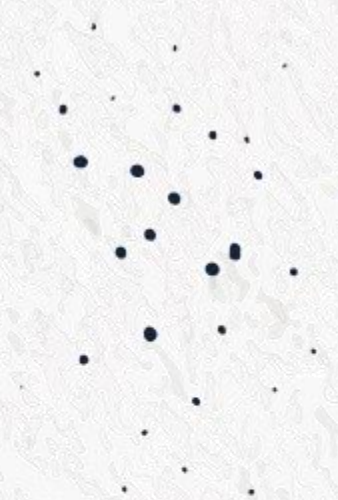

When We Talk about Stories... **WE NEED** to Talk about Emotions:

- “People will forget what you said, people will forget what you did, but people will never forget how you made them feel” – Maya Angelou.

What's more...

- “Stories you read when you're the right age never quite leave you. You may forget who wrote them or what the story was called. Sometimes you'll forget precisely what happened, but if a story touches you it will stay with you...” - Neil Gaiman.





Today selling is about delivering valuable information, in other words, creating content.

How to Turn them into Storytelling?

Content in the Story

This is the most obvious method and the first one we consider when thinking about storytelling.

A genuine narrative, fully developed and well-set, with characters, obstacles, conflict, and a well-defined journey to transform the main character.

Think of your favorite movie and you will surely identify each of these elements.

Storytelling as Part of Content



It consists in the use of a story that serves as an example or illustration to facilitate the understanding of a topic.

For example, in the movie Jerry Maguire, there is a scene that serves as a starting point to better understand customers and make more money.

But there is something that is worthy of attention:



Be Careful with Meaningless Storytelling:

“John wakes up every day at two in the morning.

Another interesting fact about John is that he will never be mentioned again in my text. I just wanted to introduce a post about insomnia and chose to put John in the introduction.

By doing that, your text looks like Batman vs. Superman, with meaningless characters used just to give a useless example.”





A Story Used to Structure the Content

THIS IS THE MOST USED METHOD IN CONTENT MARKETING.

Instead of presenting a story in the text, the content is structured based on a story and uses several elements of storytelling, even if they are not clearly presented.



Questions and Comments



LET'S LEARN FROM THE BEST...

THE PIXAR STYLE

Let's see this video: <https://bit.ly/3cTqmQO>





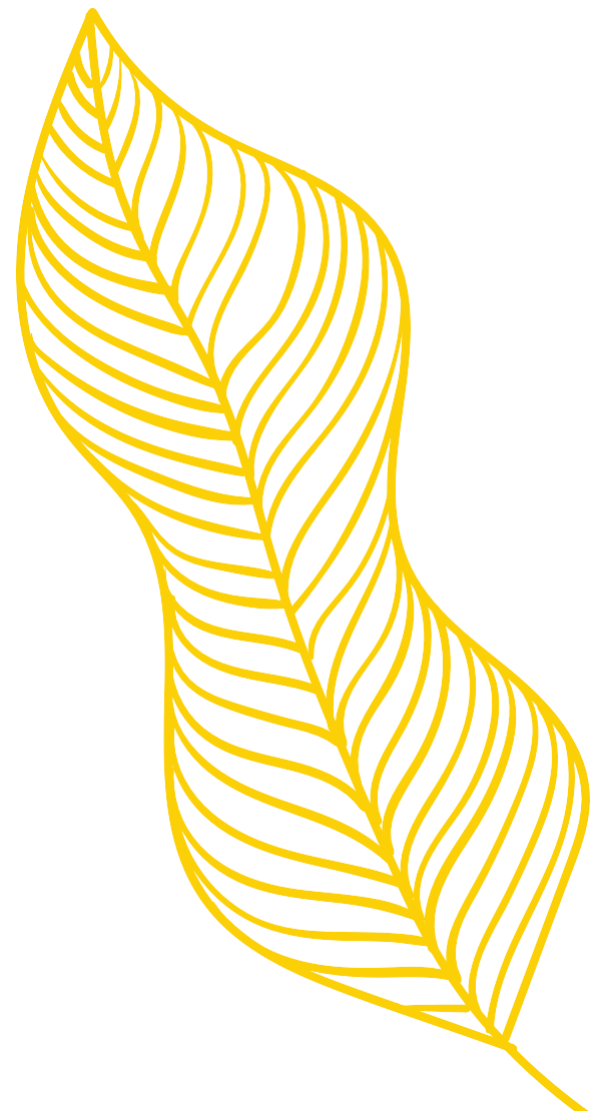
1°

First Act: Introduction

Once Upon a time...

The characters are introduced in their world, in all their normal routine until...

We have the event that signals the conflict!





2°

Second Act: The journey

As a result of the conflict, we have a series of other events that become obstacles for the main character. Each obstacle creates a new one and this keeps happening until the final conflict is reached.

In this journey, we witness the change of the main character, who hits rock bottom before achieving his transformation to then solve the conflict.





3.

Third Act: The change

The characters are presented in their new routine, now transformed by the resolution of the conflict.

Based on this change, the message is conveyed in a way that excites and impacts the audience.

After All This... Why Storytelling?

To connect through emotion with a strong and stable reputation that lasts over time.

The Goal Is Clear: to connect emotionally with others through a story. It is the ideal way for the public to grasp the message that you want to convey, since they easily identify with a life story like their own or that represents an act of self-improvement, that presents a challenge and involves perseverance, but that is well told.






So, Storytelling Works On Two Levels:

Rational:

targeting people's
logical processes.

Instinctive:

encompassing the
emotional side of
human beings.





Let's Go One Step Further...

THE STORYDOING

Storydoing is the logical evolution of storytelling in online media: we no longer seek just to tell a story, but to make people get involved and live an experience with the brand. In this case, the consumer becomes the protagonist of the action.



To Be Effective, a Storydoing Strategy Needs to Build on these Three Cornerstones:

1. **What we want to tell.** The ultimate goal of storydoing is to convey something about your products and your brand. Therefore, the first step to consider should be what we want to communicate with this action.
2. **What we want to trigger.** As with storytelling, the basis of storydoing lies in emotions. We seek to create a memorable reaction that connects users with the brand and encourages them to get involved in our story.
3. **What we want to achieve.** Every marketing action seeks to create a reaction in consumers. For the action to work, we should consider what we want people to do and convey it clearly and unequivocally. We should also think about how we are going to measure the results of this action.

Recommended Videos



<https://bit.ly/3ut8SRe>



<https://bit.ly/39SqzCb>



<https://bit.ly/2R9Gnd0>

Recommended Tools

- 1^o Audacity.
- 2^o ThingLink
- 3^o InShot: <https://bit.ly/3dOU48S>
- 4^o Canva: https://www.canva.com/es_419/
- 5^o VideoLap: <https://bit.ly/3uDKInr>
- 6^o Duck Duck Go: <https://duckduckgo.com/>
- 7^o Venngage: <https://bit.ly/3d0kRAb>

