A BRAND'S NARRATIVE

THE IMPACT OF BRAND STORYTELLING

Consumers are actively seeking out brands who tell stories. They want to believe in and be a part of something bigger than the brand.

Here are some stats that illustrate the difference in **traditional advertising** vs. **storytelling** – from a consumer's point of view.

TRADITIONAL ADVERTISING

only **23%** of consumers trust ads on TV **

only **1 in 5** consumers trust ads in Magazines or on Radio *

82% of consumers will ignore a brand if it's viewed as being intrusive **

79% say brands should be more genuine *

ALTERNATIVELY...
TELL THEM STORIES!

over half of consumers feel it is very important for brands to tell them "why we should care about them" ***

most consumers want to know the history and quirky details of a brand *

78% believe that organizations providing custom content are interested in building good relationships with them *

90% of consumers find custom content useful ***

And finally, don't forget the channels

Consumers have many access points to brands as they move across touch points; walking into stores, using smartphones on the bus and then using PCs or tablets at home. Branded content is a medium that can be leveraged consistently across channels to tell transmedia stories and accessed by consumers on their terms. It can then be consumed, shared and customized into a co-created pieces.

THE RESULT?

1000s of brands create loyal followers with branded content

Translating a brand's identity and promise into meaningful content impacts the relationship a consumer has with a brand. Entertainment media has the ability to uniquely transform transactions into experiences, and has the power to build community, create fans, and connect brands and consumers on common ground.

* https://www.distilled.net/blog/why-traditional-branded-content-isnt-enough-to-attract-consumers/
** Forrester Measuring The Impact of Branded Content
*** http://www.thedrum.com/news/2013/08/20/infographic-78-cmos-think-custom-content-future-marketing

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