

Driving Brand Growth: Effective Storytelling through Content



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Google Tweets Noble Digital



<https://bit.ly/2yu4gTo>



"A good creative marketing campaign can communicate an organization's message to potential customers in a novel way that overcomes barriers and ensures engagement." mklnd.com/2Q6xWuk /by @nobledigitalone for @marketingland #measure



WE KNOW HOW DATA IS DONE


Semrush

 @semrush · Mar 16

Slapping together some ideas and a logo isn't a brand strategy. Here's a guide by [@nobledigitalone](#) via @martechismktg to help you create and execute a well thought out strategy to promote your brand.

What do you think about LEGO's company mission 🙋 ? bit.ly/3wdN2pi.

Belief	Children are our role models			
Mission	Inspire and develop the builders of tomorrow			
Vision	A global force for Learning-through-Play			
Idea	System-in-Play			
Values	Imagination • Fun • Creativity • Caring • Learning • Quality			
Promises	Play Promise Joy of building, Pride of creation	People Promise Succeed together	Partner Promise Mutual value creation	Planet Promise Positive impact
Spirit	Only the best is good enough			

SemRush Tweets Noble

WHY BRAND?

EMOTIONALLY
CONNECTED
CUSTOMERS
HIGHER LTV

HAVE A 306%



MOTISTA™

WHY BRAND?

— COMPANIES WITH
POOR BRANDING
END UP HAVING TO
PAY 10% HIGHER
SALARIES.

BUREAU OF LABOR STATISTICS CALCULATIONS

—Harvard Business Review

WHY BRAND?

- Brands that produce purely emotional content performed about

2X better than
those with only rational content.

- Hubspot

WHY BRAND?



12

SECONDS

AVERAGE ATTENTION SPAN

2000

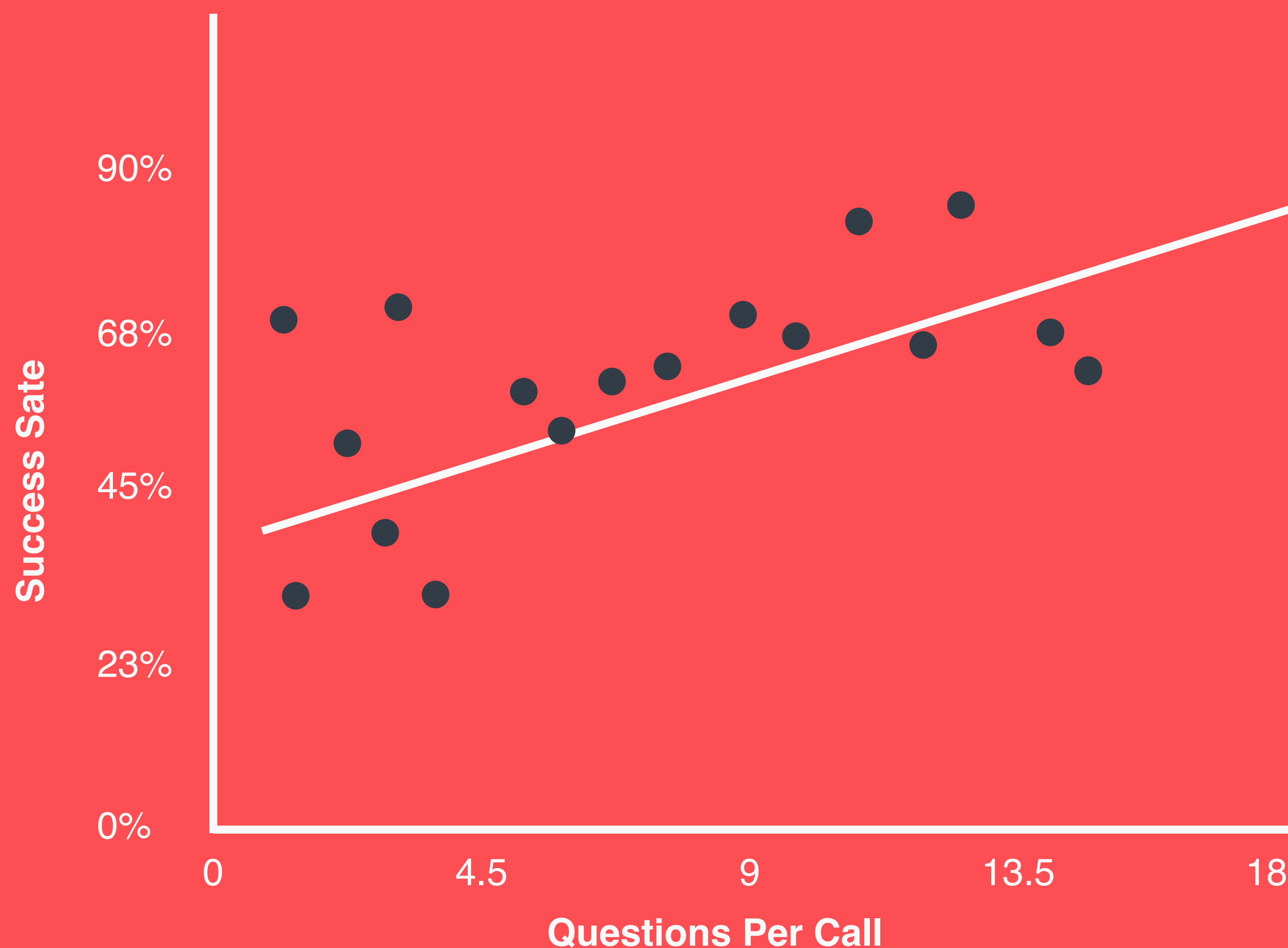
08

SECONDS

AVERAGE ATTENTION SPAN

2021

“BRANDED
CONTENT
IS MORE
MEMORABLE”



“What you say early in the sales cycle is far more influential than what you say late in the sales cycle.”



- Competitive deals are **won early, when the battleground is still fertile.**
- Competitive deals are **won with discovery techniques, NOT closing techniques.**



— Inception Point

People are more curious & open

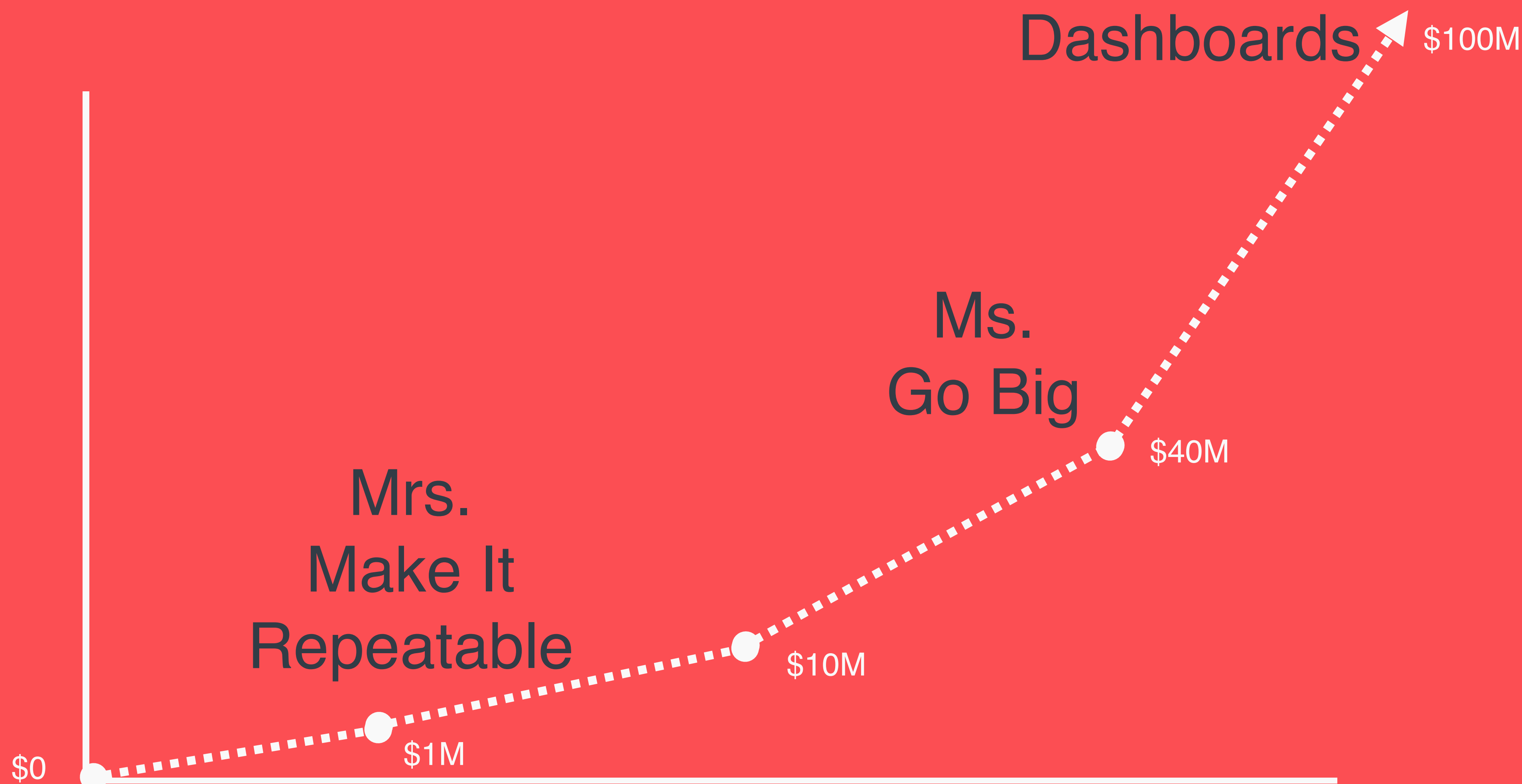


Companies around the world choose Noble Digital

Our clients include publicly-traded companies, funded startups, small retailers and local service providers - across all verticals.

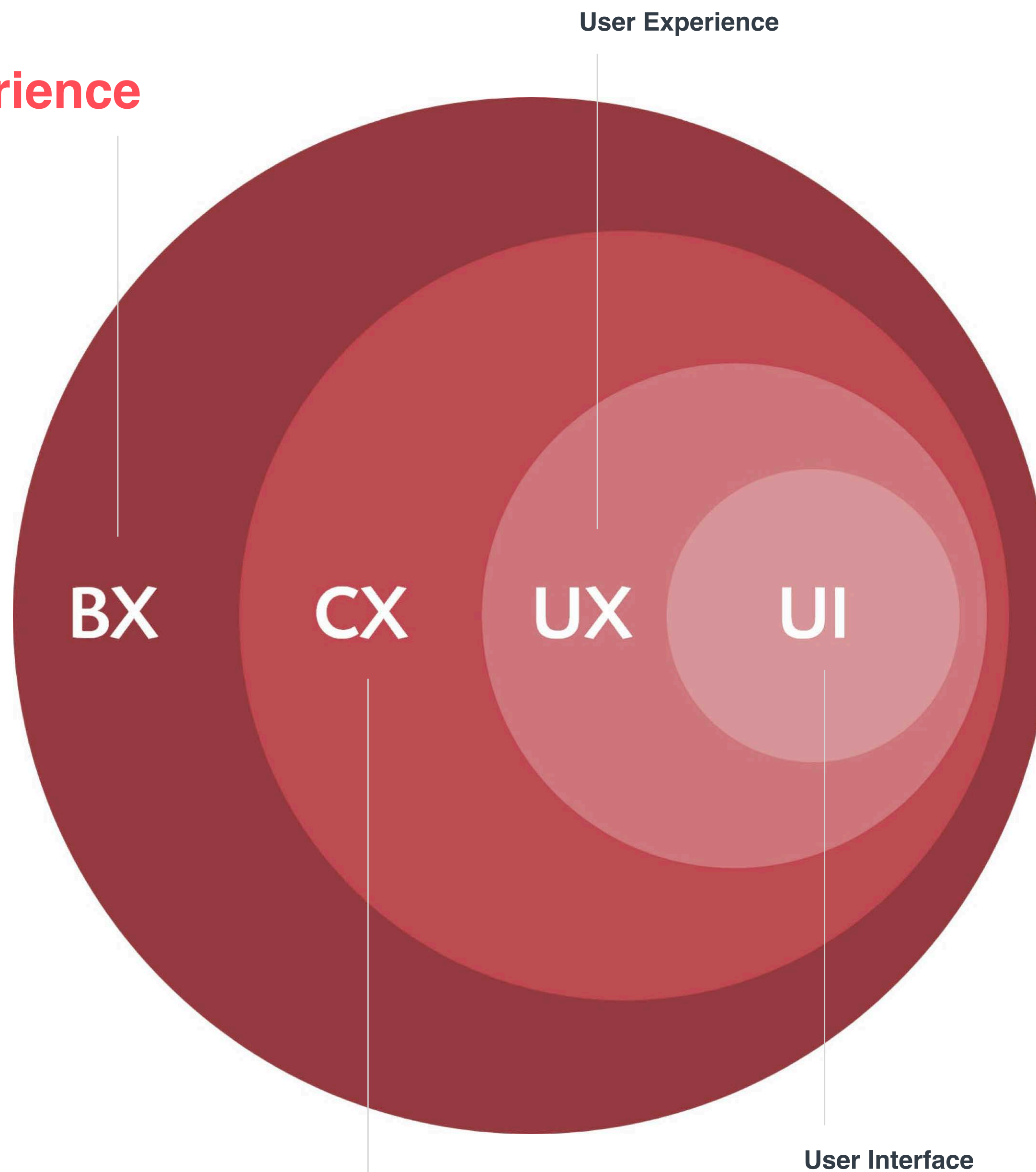


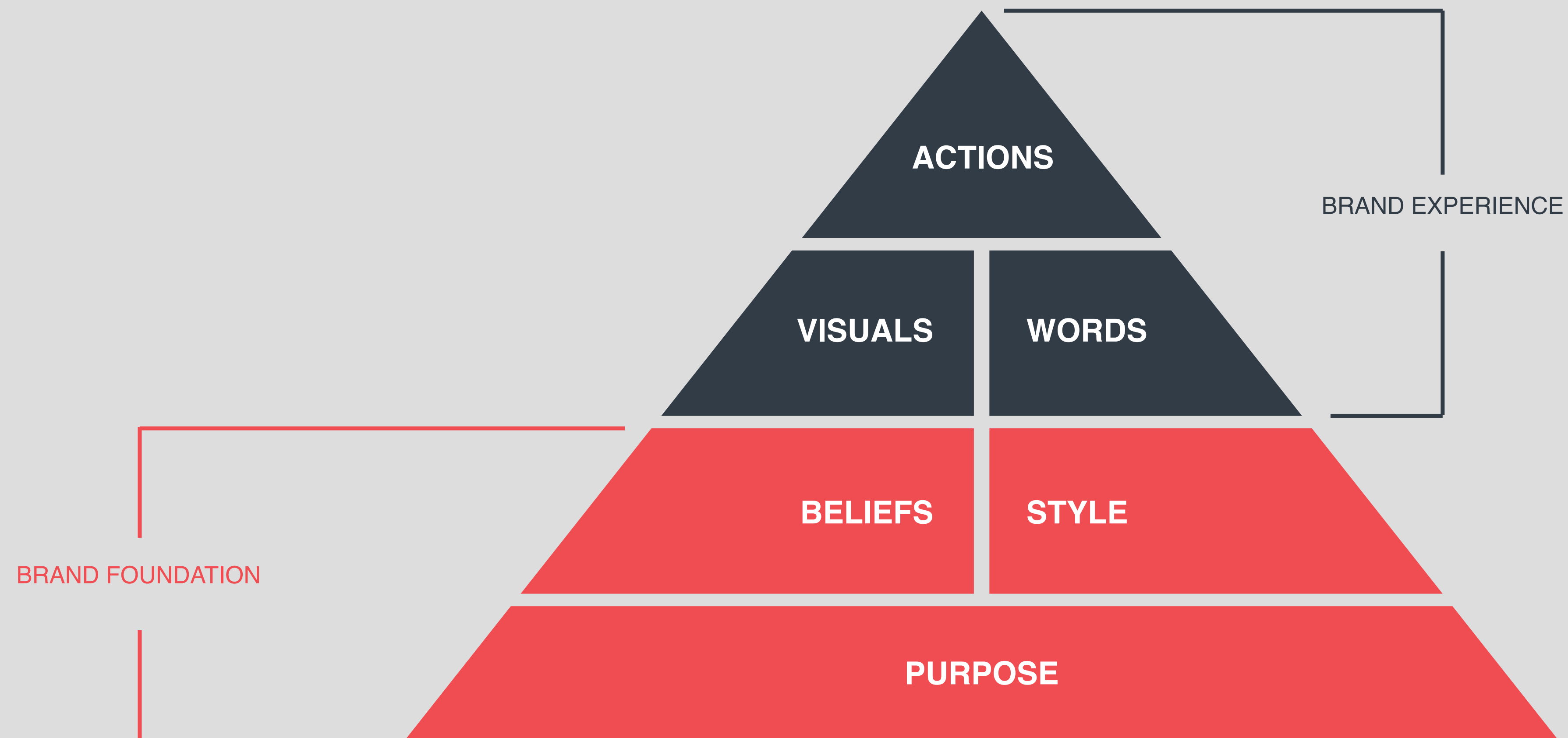
REVENUE

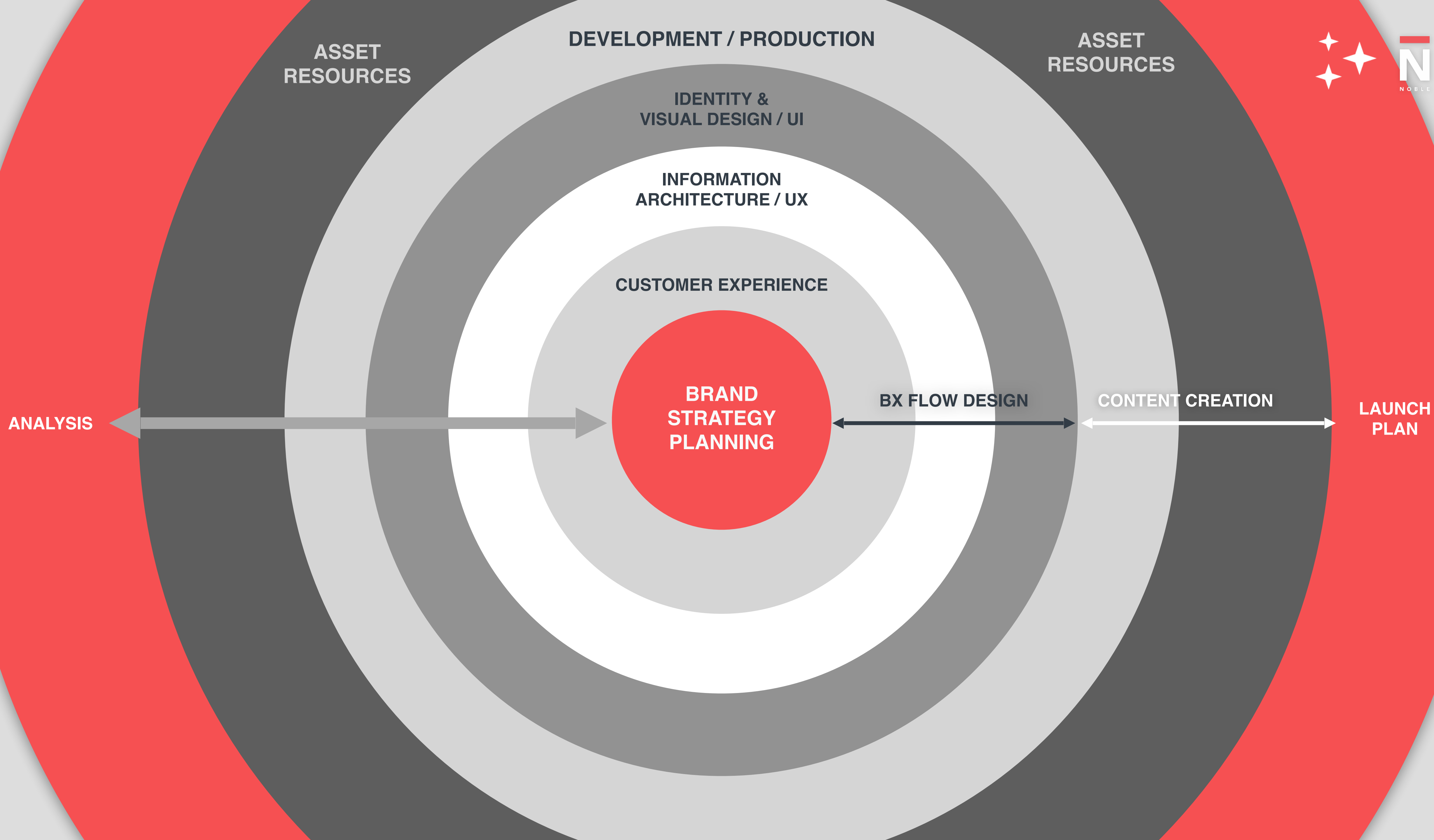


The
Evangelist

Brand Experience







"LOVE THYSELF"

Value

THE NEGATION OF
THE NEGATION
"SELF-SABOTAGE"

CONTRARY

"TREAT SELF LESSER THAN"

CONTRADICTORY

"SELF HATE"



THE CLEANER YOU ARE

NEW IMPROVED AXE SHOWER GEL

THE DIRTIER YOU GET



— What Unilever is actually selling (minus the brand)

Axe:

Water, Sodium Laureth Sulfate, Cocamidopropyl Betaine, Fragrance, Cocamide Mea, Sodium Chloride, Ppg-9, Citric Acid, Tetrasodium Edta, Methylchloroisothiazolinone, Methylisothiazolinone, Blue 1, Red 33.

Dove:

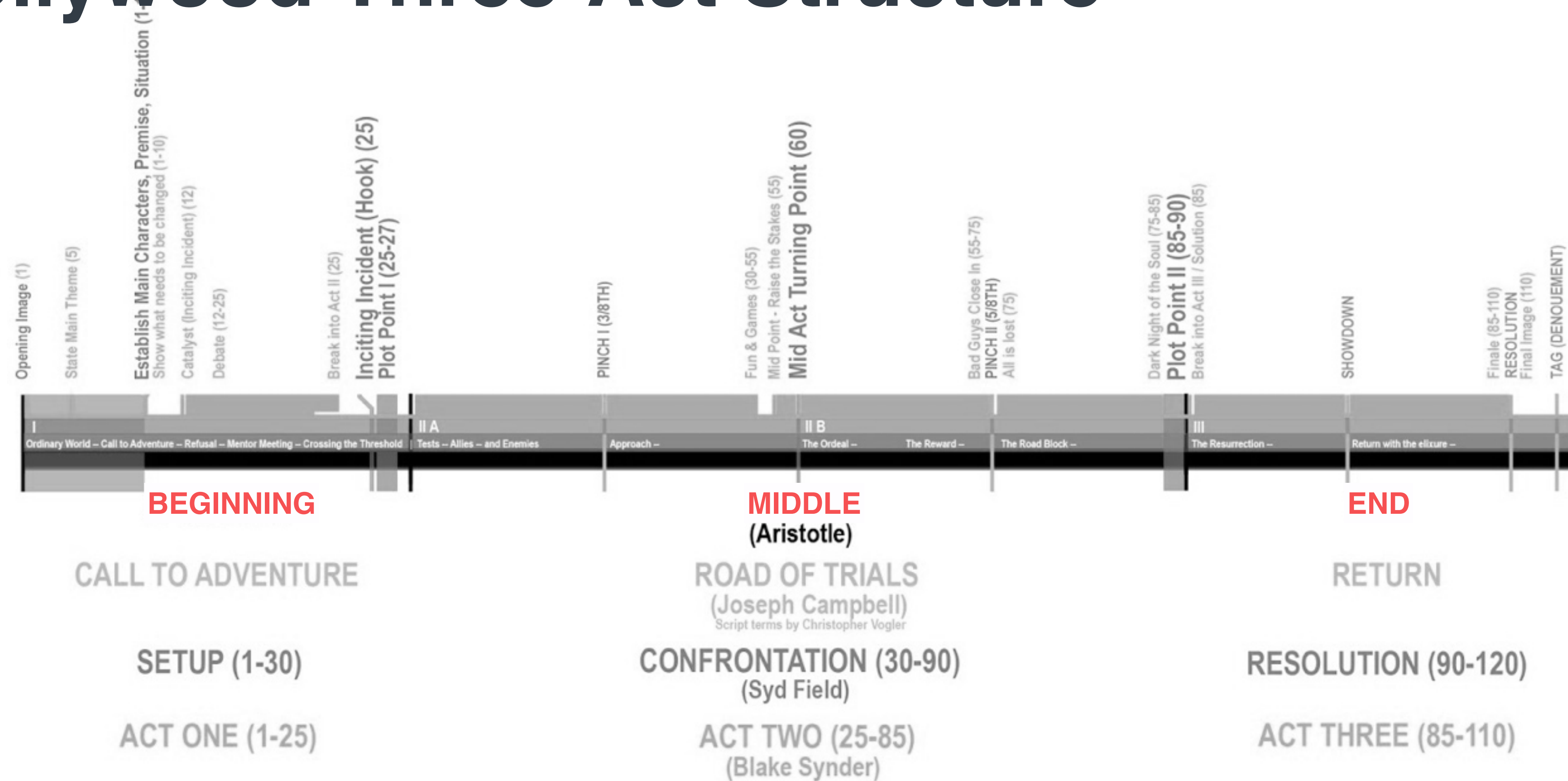
Sodium Lauroyl Isethionate, Stearic Acid, Sodium Tallowate or Sodium Palmitate, Lauric Acid, Sodium Isethionate, Water, Sodium Stearate, Cocamidopropyl Betaine, Sodium Cocoate Or Sodium Palm Kernelate, Fragrance, Sodium Chloride, Tetrasodium Edta, Tetrasodium Etidronate, Titanium Dioxide (Ci 77891)

THE CLEANER YOU ARE

THE DIRTIER YOU GET

NEW IMPROVED AXE SHOWER GEL

Hollywood Three-Act Structure



Pulp Fiction



Plot Points: ■ inciting incident ▲ turning point ★ climax

Plots: — Vince Mission — Jules Quit — Butch Escape — Honey Bunny Rob — Vince-Mia Love

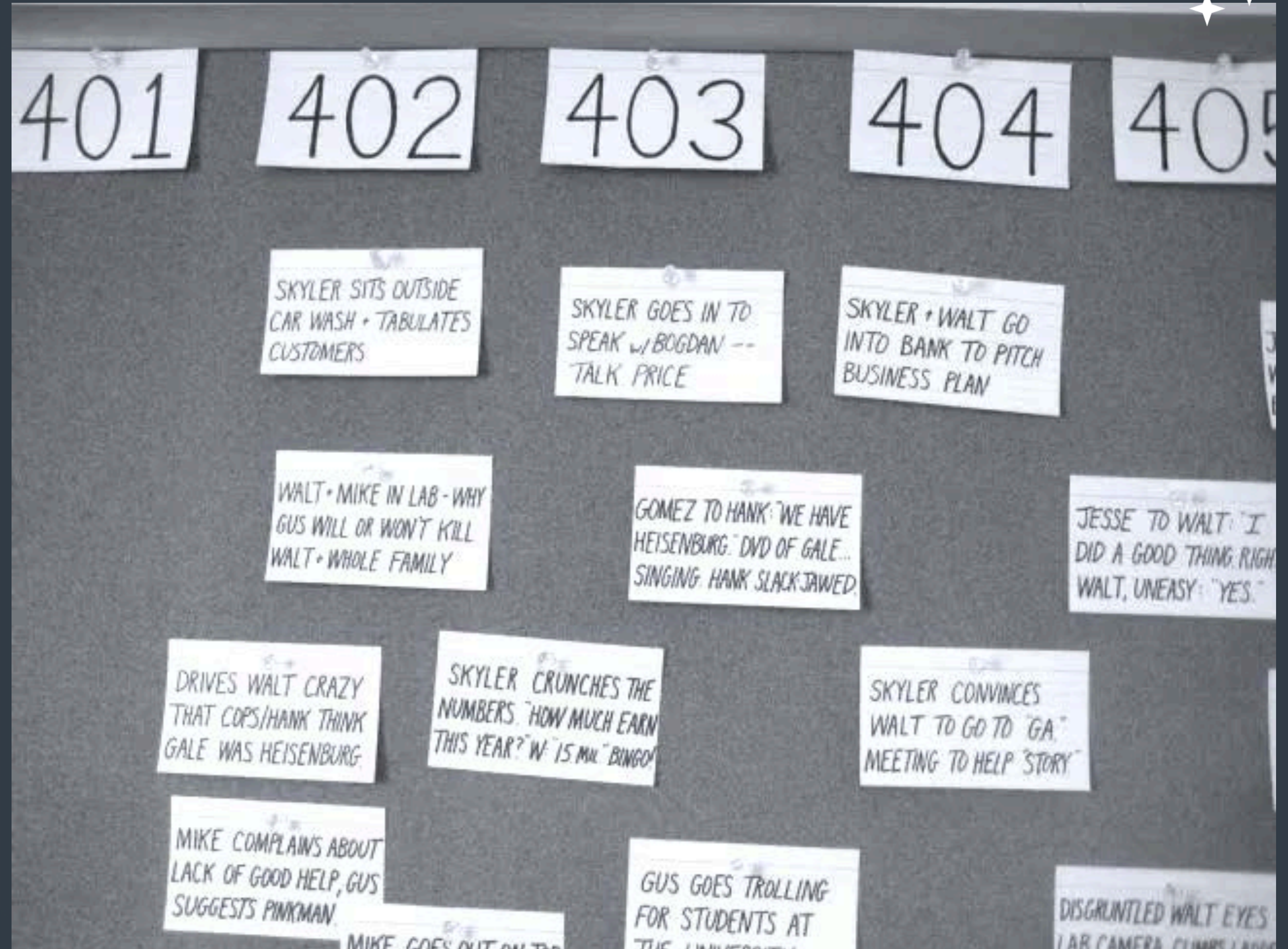
— Breaking Bad

A “beat” within a scene

SKYLER
Where were you?

Walt doesn't answer. Skyler turns his way, stares at him.

— Breaking Bad Scenes



— Breaking Bad

Sequences / Acts



TEASER	GARAGE. IN B.G., JR'S CAR "WELL, HERE YOU GO." LIFT PROUD MECH LEADS WALK- WALT BLASE. SIGNS FOR IT, WALT CONSIDERS, THEN: "NO, YOU PERSONALLY. GIMME JR LOOKS TO DAD... ??? PARKED OUTSIDE. WALT, JR DESCENDS, REVEALING AZTEK AROUND, TELLS OF WORK READY TO GO... WHEN HE "HOW MUCH YOU GIVE ME FOR \$50?" WOW... UH... OKAY. WALT SMILES SILENTLY. OFF & MECHANIC ENTER. FOXED. WALT HERE TO GET IT. (PRESENT & PAST?) TOUGH FOX! SEES FAMILIAR HAT IN CAR. THIS? "WHAT, BLUE BOOK? MECH GOES TO GET CASH. HEISENBERG, PUTTING ON HAT.
ACT I	EXT. WHITE HOUSE... PT WALT'S FEELING FINE. JR... JUMP-CUT TO EMPTY DRIVE, BLACK FRAME... & GERMAN BRRPT... DROP PHONE RINGS. HALL WALK OF SHAME - IS... MID-MANAGER DON. HIM ALONE, LYDIA CALLS MIKE: CRUISER ARRIVES. ALSO... LESS SO. "WHADYA THINK? LATER. AUDI ARRIVES... & REVEAL LYDIA IN OFFICE, IT'S MIKE: "YOU GOT VISITERS LYDIA ARRESTED? ENTER. DON CUFFED. OFF SECRET "BUSTED MY GUY - SORRY, A BRAND-NEW AUDI. WOW! W, SENSING JR'S JEALOUSY... THEN CHALLENGER! YAY, JR! LISTENING TO CONF CALL... IN 30 SECs. OH, SHIT! BIG DEPOT. SHE BINTS OUT. LOOK BETWEEN HIM & LYDIA IT'S OVER, RIGHT? "M: NO.
AFTERNOON - SKY DRIVES DINNER - SILENT, STONE- ... & CROW ABOUT NEW CARS. BATHROOM - WEARY SKY TAIL-DAH! GIVES HER... \$\$. "YOU SHOULD GET NEW CAR "\$ - YOU'RE BACK AT IT?" "WHAT IF KIDS MOVE OUT?" WE'RE NO GOOD FOR THEM. UP, HOME FROM WORK. FACED SKY EATS WHILE W: "I'LL TEACH YOU TO DO BRUSHES TEETH. INTO AS SHE STARES AT IT, W TOO. VOLVO, SUBARU... I W: GOTTA MAKE UP \$600K. I DUNNO... JR TO BOARDING W SOOTHES... LIFE IS GOOD. WHO'S THIS IN DRIVEWAY? GIDDY JR & WALT LAUGH... DONUTS! KIDDING, MOM. MIRROR BEHIND HER- WALT EXPLAINS HOW NEW CARS OK LEAVE IT UP TO YOU. NICE! TIMID SKY BRACHES IDEA: SCHOOL, ETC? "WHY? OH... & I WANT CHOC CAKE.	
ACT II	BACON & EGGS SET DOWN JR, WALT POINT TO PLATE. PHOTO OF GUS. PAN TO NEW INTO HANK'S OFFICE - RAMEY. ALONE WITH HANK, SAC HAS CIRCUS-TENTED HOUSE. "YOU OK FOR FEW HOURS? WHITE HOUSE - W PULLS UP, BY... SKY. FAM BREAKFAST. RELUCTANT SKY SPELLS "SI." PHOTO BEING ADDED - DON. "WHADYA GOT? HANK RUNS OFFER - WANNA RUN OFFICE? INSIDE, COOK. FINISHING MY BIRTHDAY... SOME KINDA CHECKS TEETH. EYES STREET JR: FORGET SOMETHING?! W: GREAT FAM TEAMWORK! HANK & GOMEZ CHART ORG. DOWN INFO ON FRING, INC. (RIDE DECK?) H SEZ... YES. A STEP, WALT TO JESSE... PARTY THING... "HAPPY B-DAY! FOR FAMILIAR CARS - NONE.
"WHAT'S UP?" SKY TELLS OF VW - MARIE DRIVES. HANK: "IT INVOLVES INFIDELITY - ALL OFF APPALLED HANK - CUT BACKYARD, NIGHT - CAKE LIVELY - TILL JR LEAVES. QUIET SKY WANDERS TO "GOOD TIMES AHEAD." GOOD WALKS TO DEEP END, SINKS. HANK & MARIE, MENU, CHOC WHAT'S UP? QUIET LATELY. I'M GONNA SAY. H ASSUMES TO SMILING HANK HUGGING EATEN. JR TALKS ABOUT NOW, ADULTS STRUGGLE TO POOL. SCHRADERS READY TO FEELINGS INTERRUPTED BY CONFUSION BECOMES CONCERN CAKE. "UH... SOUNDS GOOD." NOT PLEASED W/ PROMOTION? WALT - WRONG. SKYLER?! SKY. BIG FAMILY HELLO. HIS NEW CAR W/ HANK, ETC, CONVERSE. "GREAT DINNER." GO WHEN WALT REMINISCES SKY STEPPING INTO POOL... ?? "SAVE HER?!" OFF CALM SKY...	
ACT III	ALARM BOX. OPENED BY... CUT TO - TRUCK DOOR OPENS, YEP. LYDIA QUESTIONS. "HOW WALK DOWN LONG AISLE. "WHERE'S FORKLIFF?" CUT TO... WAIT. WHAT'S THIS? STOP! DRIP-DRIP... GOES DRESS, ...JUST TIRED. DONT KNOW LYDIA. INSIDE - COMPLEX! REVEALING JESSE. NERVOUS I KNOW YOU'RE NOT COP?" SHE SHOWS HIM HI BARREL J EXPERTLY RETRIEVING J CLIMBS DOWN, SEES WHAT HANGING IN SHOWER. IN B.G. HOW MANY TIMES I CAN SAY SHE PRAYS, CUTS CAMERAS. LYDIA: "YOU'RE MIKE'S GUY?" J: IS HR DRIVE AHEAD. CHON... GOTTA BE THAT ONE. ZZTSG BARREL AS LYDIA GUIDES. LYDIA SEES. IS IT... GPS?? REVEAL FAMILY AROUND SKY. IT. "MARIE SHOOS OUT GUNS.
HANK, WALT IN DINING ROOM: HANK SUGGESTS PRO HELP, MARIE COMES, CAREFULLY WALT DEMURS, BUT MARIE SKY IN BED - O.S. DRIE OFF BIG ARGUMENT - & SKYLER W: YOU THINK YOU CAN TAKE SHE ADMITS - BAD PLAN, BUT... SHE'S LEFT TO BIDE TIME. ANYTHING LIKE THIS HAPPEN GROKS WALT'S PAIN. "SOME BRACHES TO THEM: WHAT IF GENTLY PRESSES - IT'S SKY'S W ENTERS: "HOLLY LEPT WITH DOESN'T BACK DOWN. SHE'LL ME ON?! WHAT KIND OF BEST SHE'S GOT. SHE CAN'T UNTIL WHAT? "UNTIL YOU BEFORE? WHAT'S NEXT MOVE? B-DAY. (KNOWS HE'S COCKOLD) KIDS STAY W/ US AWHILE? IDEA. OFF WALT... MARIE, JR GOING, TOO... "BLACKEN OWN EYE, IF NEED BE. SILLY PLAN WAS THIS? CALL COPS, KICK HIM FROM BED DIE OF CANCER, FUCKER."	
ACT IV	WHAT'S THIS? HEAD BEING CUT TO - HEAD WITH BAND-AID CLOSE WALT'S HANDS WORRY J SHOWS PHONE PIC OF "NO TIME TO CHECK. SHE MIKE EXPLAINS: "SHE HAS MIKE ADMITS: MY MISTAKE. "SHE HAS KID. OF COURSE SHAVED... SLOW, DELIBERATE... W EATS CEREAL, ALL ALONE. HEISENBERG HAT AS MIKE & GPS. "DEA - WE'RE FUCKED." WANTED OUT. MIKE CONCLUDES: TO DIE. WHAT?!! "SHE'S I WAS SEXIST. SHOULD HAVE SHE TOLD YOU THAT. PUT A IT'S WALT. CUTS HIMSELF. SO? SAD TABLEAU. RING! COMING. JESSE ARGUE. LOOK MR. W. "M: "GPS ON ALL BARRELS?" "SHE POINTED OUT GPS." YES... TRYING TO BACK OUT OF DEAL. "KILLED HER." GOOD JESSE: "NO." HIT ON ME... 2 DEAD FROM HER."
JESSE WANTS A VOTE. "MR W?" WALT MAKES GOOD POINT- MIKE ARGUES - SHE'S A LOOSE OUTSIDE - WALT IN CAR. JESSE WALT OPENS TO REVEAL... NIGHT - HOME - SKY NUKES WALT WANTS TO SHOW HER TWO WEEKS AGO, MAN HELD GUN BEDROOM - WALT ALONE WALT DECIDES. SHE LIVES. "IF GPS FAKE, THEN SHE'S STILL CANON" WALT DECIDES... "I CATCHES UP, "GOT A SEC?" BEAUTIFUL WATCH. HAPPY SOMETHING - THE NEW WATCH. TO MY HEAD. WANTED ME DEAD. IF SET'S NEW WATCH ON NIGHT MIKE DOESN'T CARE ABOUT VOTE. SOURCE OF CHEM. WE NEED. SHOULD TALK TO HER. OFF THIS. WALT DOESN'T, BUT J HAS GIFT. BIRTHDAY. WALT TOUCHED. TENSION. SILENCE, UNTIL... "KNOW WHO GAVE THIS TO ME?" HE CAN CHANGE MIND. YOU CAN'T TOO. STAND - APPRECIATES IT...	

— Breaking Bad

Master Storyteller



— **FILM**

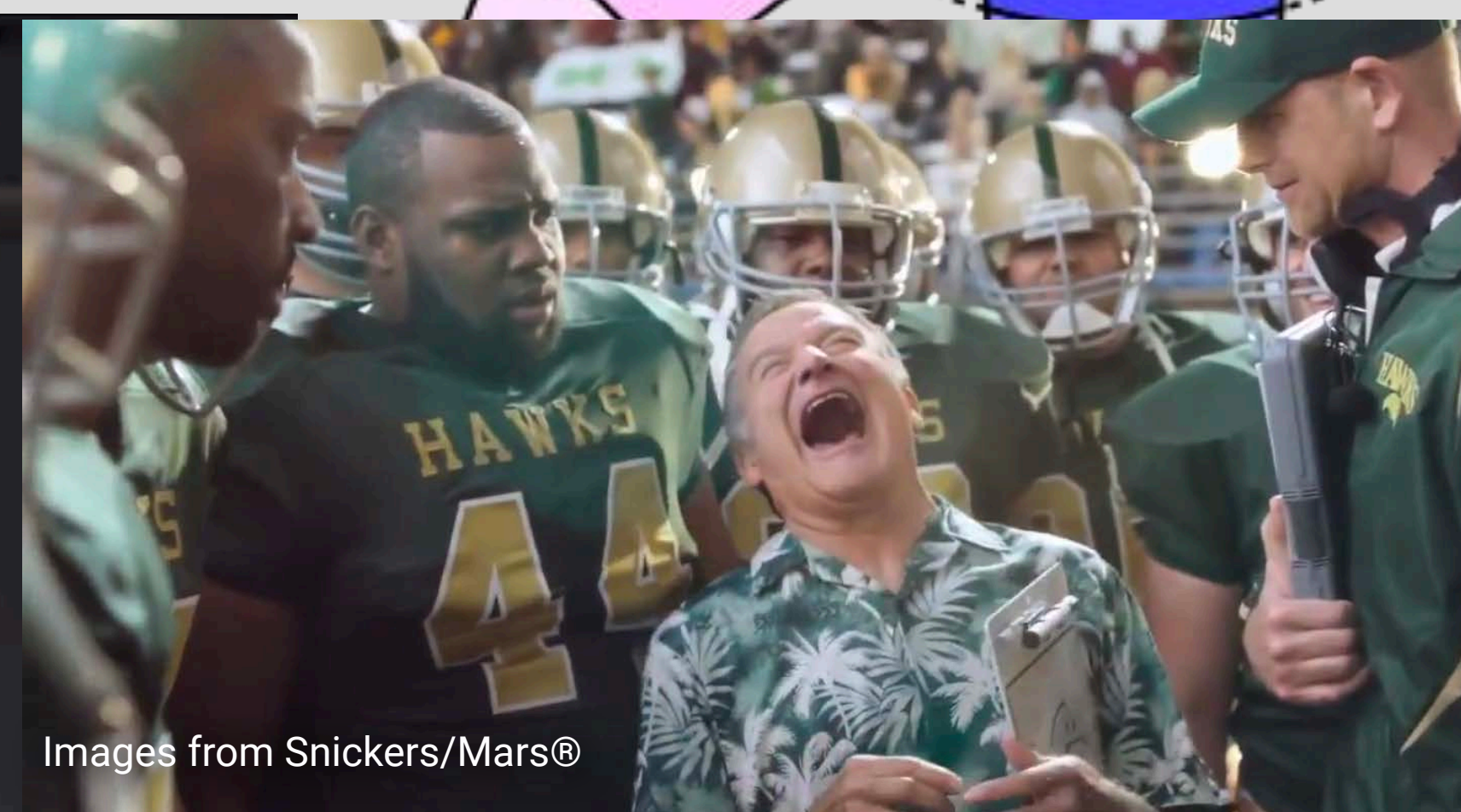
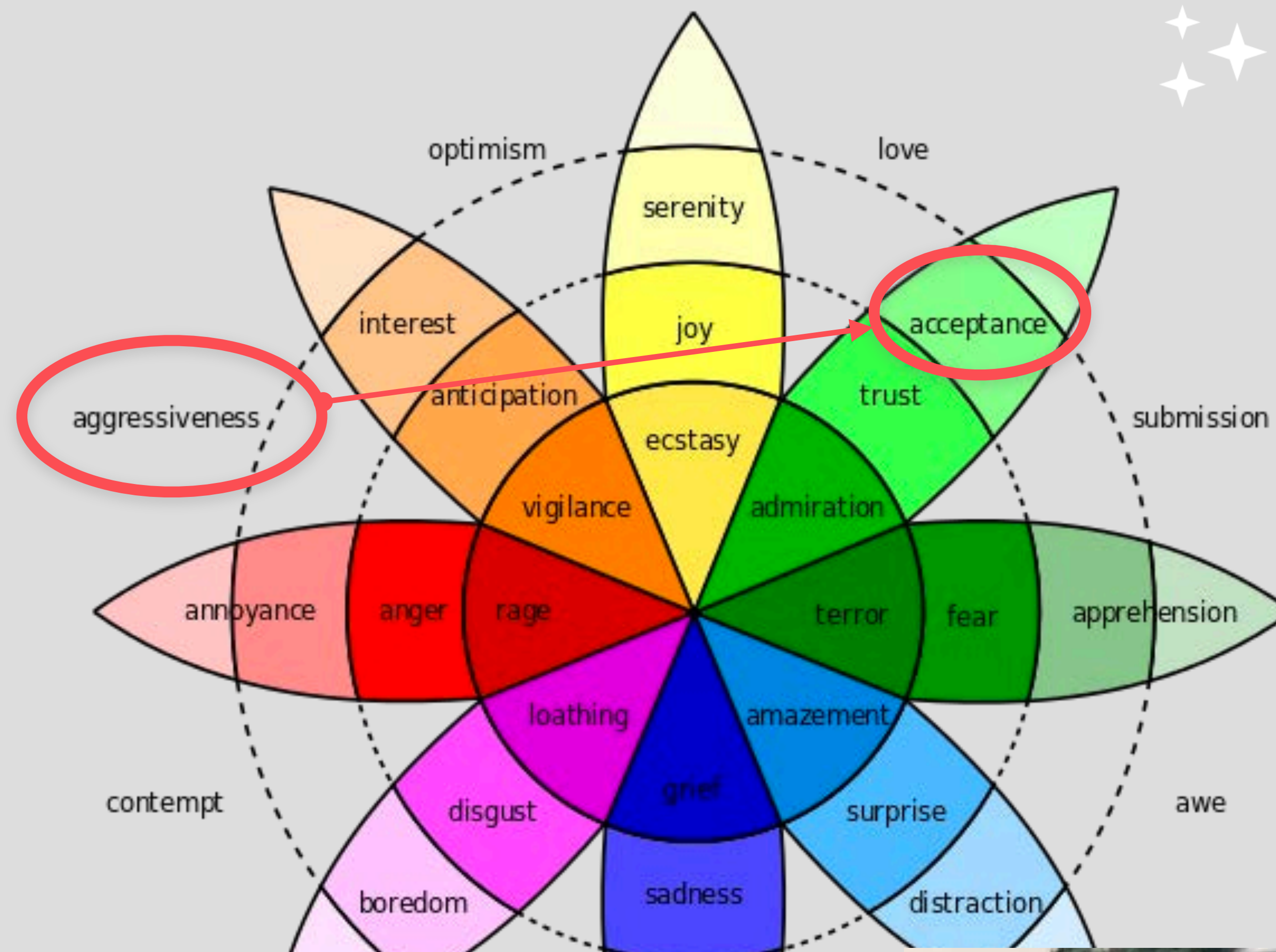
Acts/ Sequences/ Units/ Scenes/
Turns/ Beats

— **MARKETING**

Goals/ Initiatives/ Campaigns/ Assets/
CTAs/ Conversion

Key Insight:
People Make Bad Decisions
When They Are “H’angry”

Creative Execution:



PR ACTIVATION

BEFORE: American Express launches latest direct mail campaign to cardholders. Brand reminds consumers of purchase benefits by shopping with its merchant partners!

(YAWN)

PR ACTIVATION

AFTER: American Express creates "Small Business Saturday." Brand champions local merchants who consumers overlook when shopping at Big Box stores on Black Friday and Cyber Monday.

(YES!)

Active

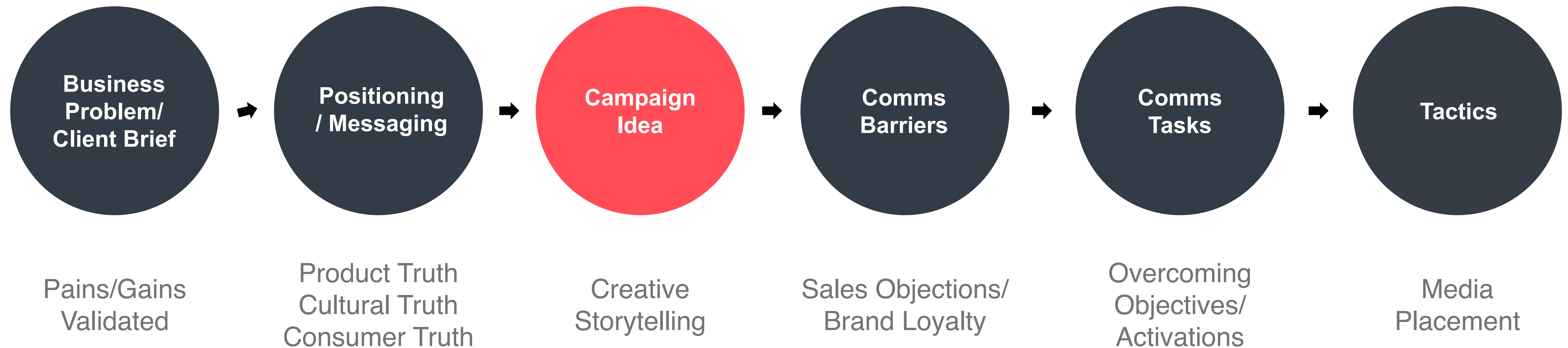


Passive

- Sensation: Experience as sense-pleasure.
- Challenge: Experience as obstacle course.
- Discovery: Experience as uncharted territory.
- Fellowship: Experience as social framework.
- Expression: Experience as self-discovery.
- Fantasy: Experience as make-believe.
- Narrative: Experience as drama.
- Submission: Experience as pastime.

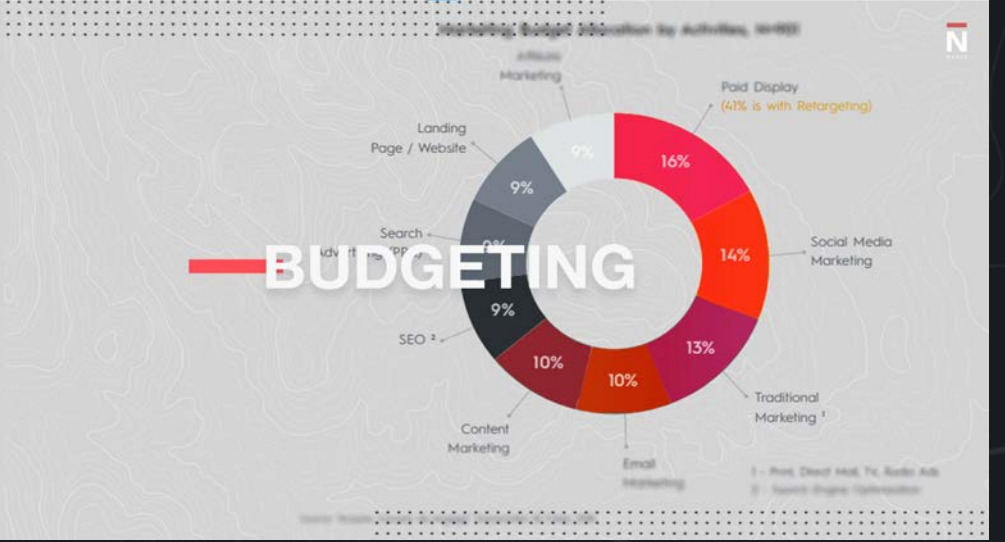
<https://contentmarketinginstitute.com/articles/ar-vr-stories/>

CAMPAIGN STRATEGY TO CAMPAIGN IMPLEMENTATION:



Campaigns act as a “test” of the how far you can push/stretch your brand narrative to achieve various business goals like: new customer acquisition, new audience segments, website performance optimization, retention, etc.

YOU HAVE A VISION WE HAVE A PLAN



Special offers:

Data Matrix Appraisal

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

25-point check list

<https://bit.ly/3072MbX>



NOBLE

[Nobledigital.com/blog](https://nobledigital.com/blog)



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Thank you.



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