

Brand *Storydoing*

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STORYDOERS.GR



How many of you know what
Storydoing is?

A Brand is

An image

A reason

A feeling

An experience

A Brand is like an iceberg

What people receive

An image

A reason

A feeling

An experience

What Great Brands do

PRODUCTS & SERVICES

PEOPLE

PURPOSE & VISION



The Brand communication evolution

FEATURES

"What it is"



1900

The Brand communication evolution

FEATURES
"What it is"

BENEFITS
"What it does"

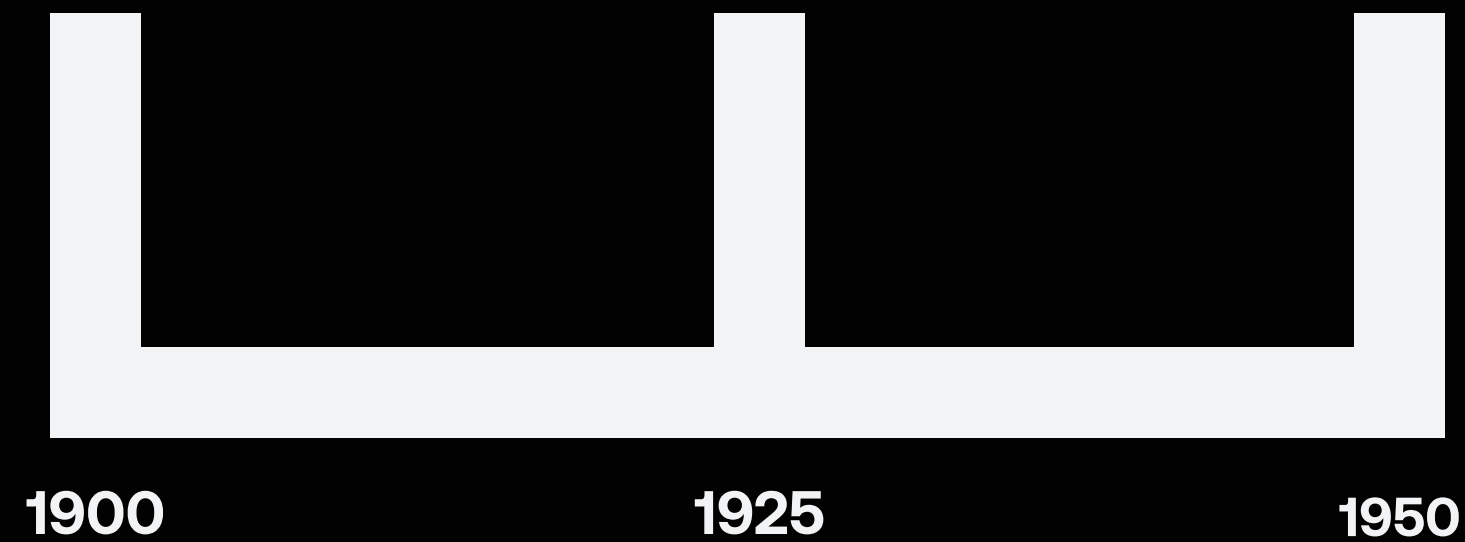


The Brand communication evolution

FEATURES
"What it is"

BENEFITS
"What it does"

EXPERIENCE
"What you feel"



The Brand communication evolution

FEATURES
"What it is"

BENEFITS
"What it does"

EXPERIENCE
"What you feel"

IDENTIFICATION
"Who you are"



The Brand communication evolution

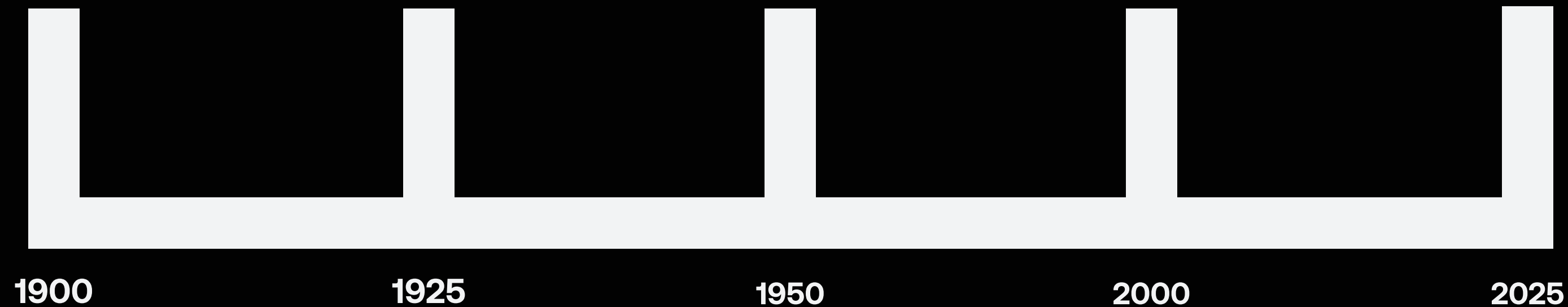
FEATURES
"What it is"

BENEFITS
"What it does"

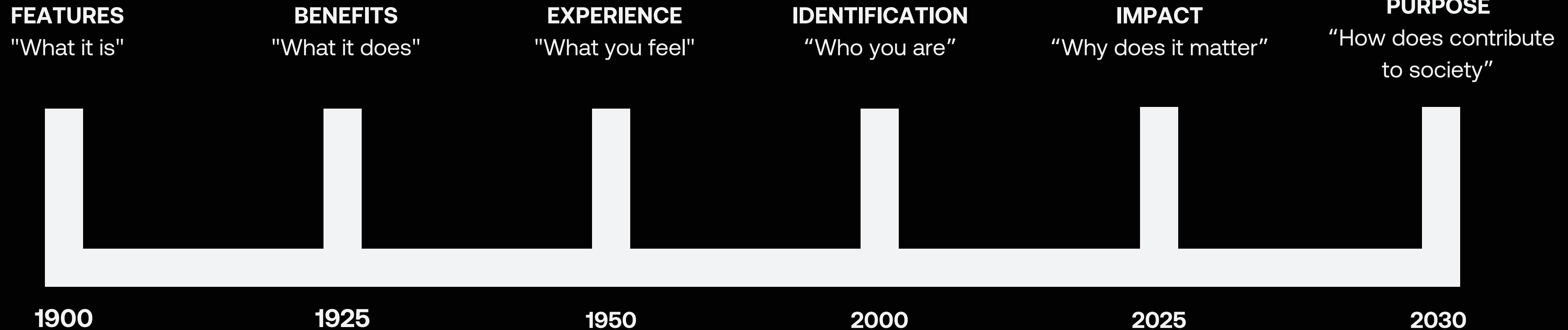
EXPERIENCE
"What you feel"

IDENTIFICATION
"Who you are"

IMPACT
"Why does it matter"



The Brand communication evolution



Source: The Brand Gap, by Marty Neumeier (till 2000)



Nike One

49,99 €



IDENTIFICATION

BENEFITS

ΕΝΑ ΜΟΝΤΕΛΟ ΓΙΑ ΚΑΘΕ ΔΡΑΣΤΗΡΙΟΤΗΤΑ.

Το κολάν Nike One είναι ένα εξαιρετικά ευέλικτο κομμάτι για κάθε δραστηριότητα, από την προπόνηση μέχρι τις στιγμές χαλάρωσης. Η άνετη σχεδίαση απομακρύνει τον ιδρώτα για στεγνή αίσθηση. Επιπλέον, η αδιαφανής σχεδίαση εξασφαλίζει απόλυτη σιγουριά και κάλυψη. Αυτό το προϊόν είναι φτιαγμένο από τουλάχιστον 50% ίνες ανακυκλωμένου πολυέστερ.

Προπονήσου. Απόλαυσε στεγνή αίσθηση.

Το ελαστικό ύφασμα με τεχνολογία Dri-FIT απομακρύνει τον ιδρώτα από το δέρμα, για πιο γρήγορη εξάτμιση, στεγνή αίσθηση και άνετη εφαρμογή. Το διχτυωτό υλικό στις γάμπες εξασφαλίζει δροσερή αίσθηση.

PURPOSE (?)

EXPERIENCE

Δώσ' τα όλα. Νιώσε σιγουριά.

Το ύφασμα με αδιαφανή σχεδίαση χαρίζει απόλυτη κάλυψη στα βαθιά καθίσματα. Διαθέτει ζώνη με περίγραμμα σε σχήμα V πίσω που χαρίζει εντυπωσιακό στιλ.

Δούλεψε έξυπνα. Μείνε σε ετοιμότητα.

Η σχεδίαση περιλαμβάνει δύο κρυφές τσέπες στη ζώνη μεσαίου ύψους, ώστε να είσαι πάντα σε ετοιμότητα για κάθε πρόκληση της ημέρας. Η τσέπη πίσω είναι αρκετά ευρύχωρη για την αποθήκευση του τηλεφώνου σου.

IMPACT

FEATURES

Λεπτομέρειες προϊόντος

- Στενή εφαρμογή για αίσθηση που αγκαλιάζει το σώμα
- Μήκος 7/8
- Μεσαίο ύψος

There is more than that..

FEATURES

"What it is"

BENEFITS

"What it does"

EXPERIENCE

"What you feel"

IDENTIFICATION

"Who you are"

IMPACT

"Why does it matter"

PURPOSE

"How does contribute to society"

***I HAVE
A JOB***

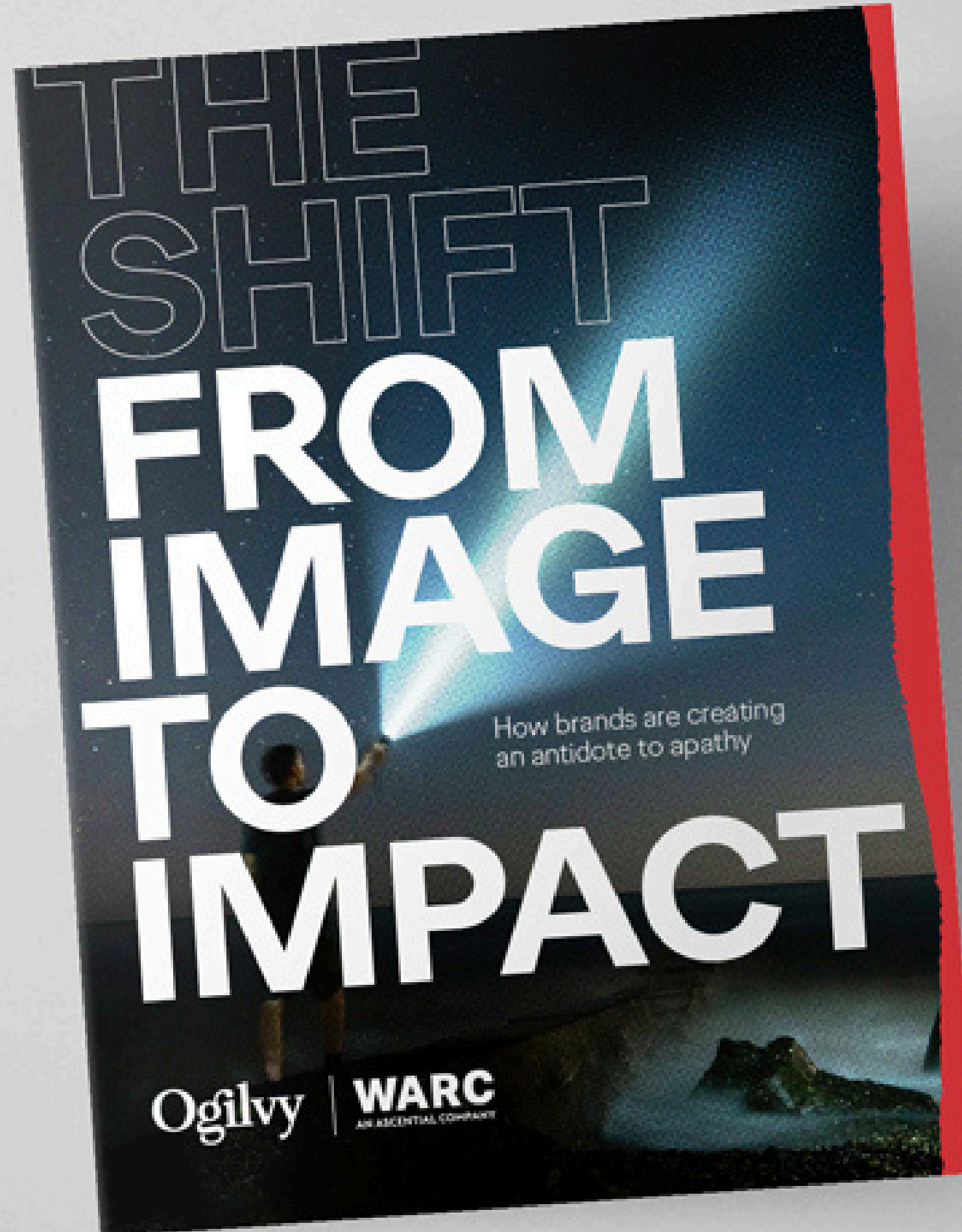
***I HAVE
A SALARY***

***FEELING
USEFUL***

***BELONG WITH
PRIDE***

***MAKE ME
BETTER***

***CREATE SMT
MEANINGFUL***



IMPACT
"Why does it matter"

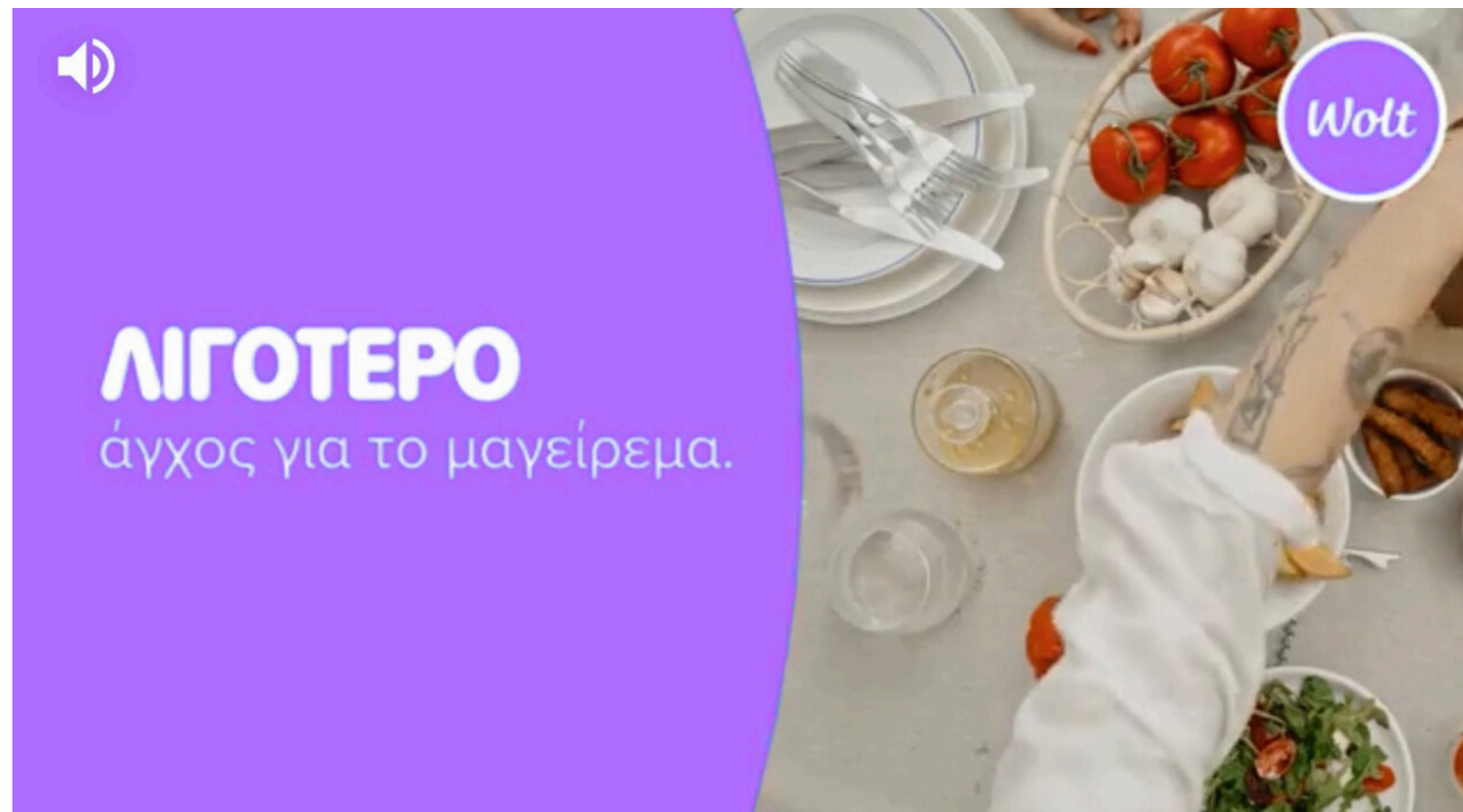


2025

[Download report](#)

GLOBAL LEADERS ALREADY COMMUNICATE

THE IMPACT



ALL THE BIG

WORLDS

HAVE

ALREADY

BEEEN SAID

THE PROBLEM

WE ARE ALL

SALOSPORSONS

THE PROBLEM

WE ARE ALL

MARKETEERS

THE PROBLEM

EVERYONE IS

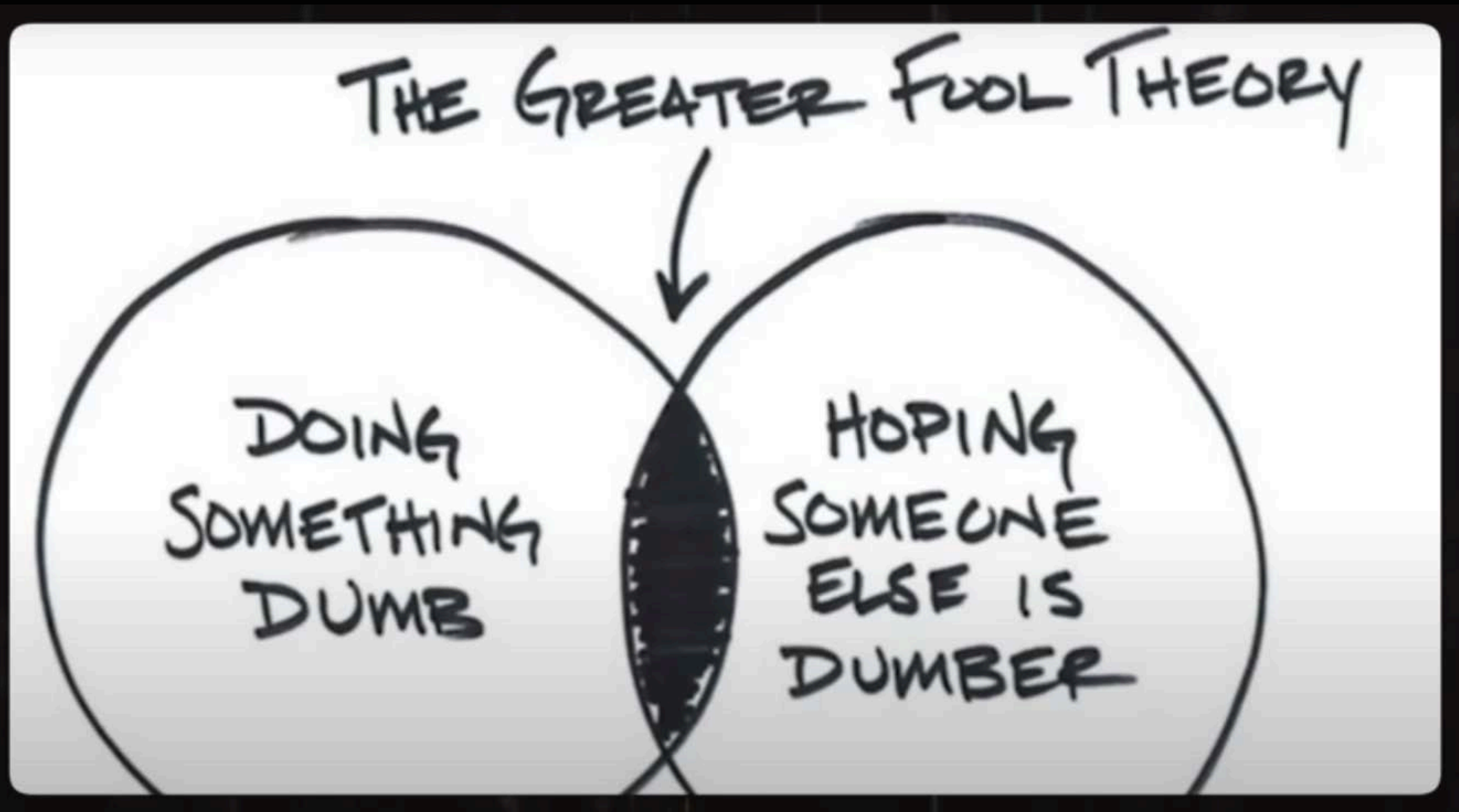
ABRANK

THE PROBLEM

EVERYONE HAS

A STORY

GLOBAL MARKET 2025



THE PROBLEM



**Το μάρκετινγκ
πίσω από την Ειρήνη**

παρακολουθούμε storytelling.

THE PROBLEM



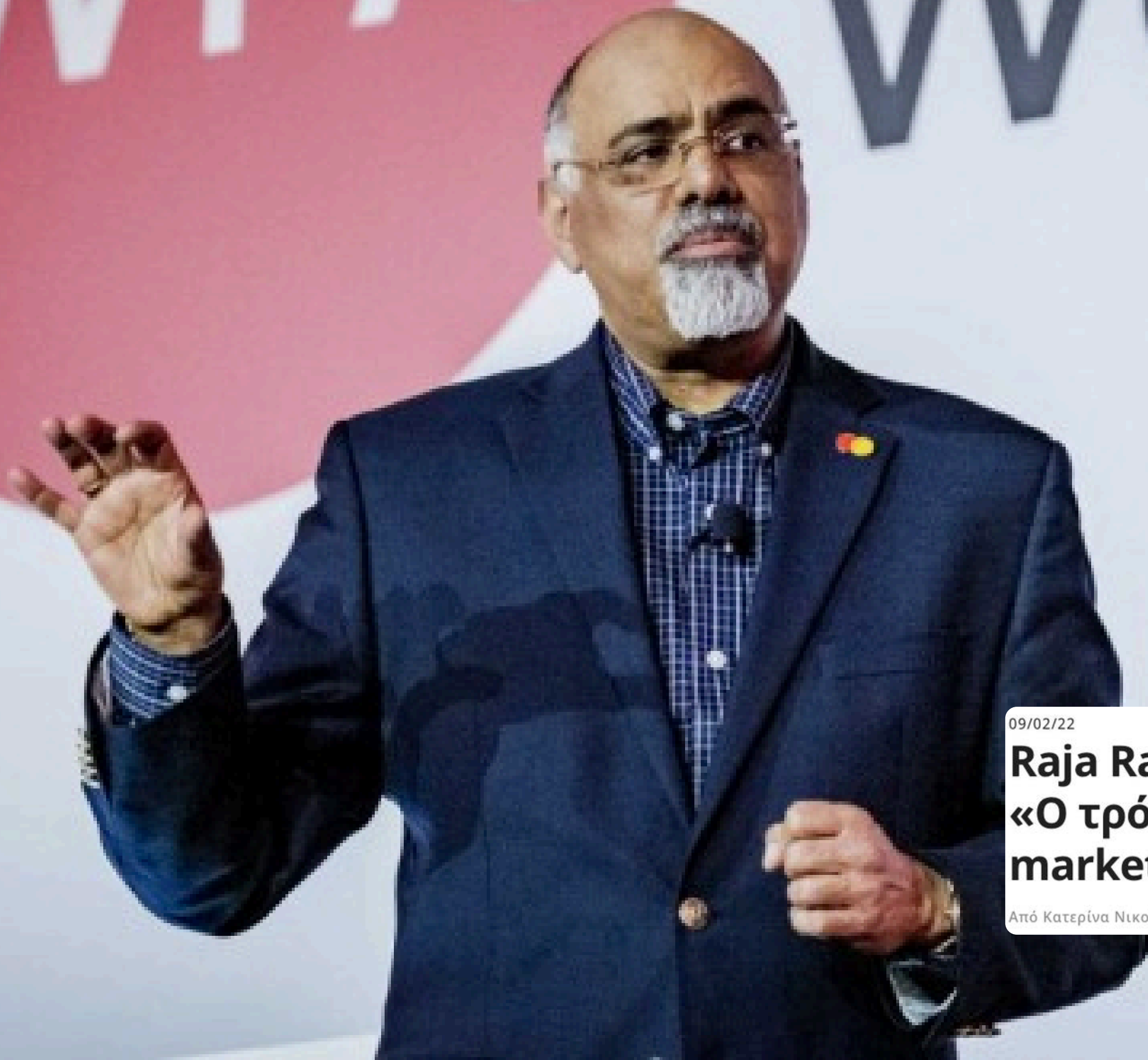
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**Η πασχαλινή εκχειρία
ήταν μια επιχείρηση
μάρκετινγκ της Ρωσίας,
λέει ο Γάλλος ΥΠΕΞ**

WFA

Week



09/02/22

**Raja Rajamannar, Πρόεδρος, WFA:
«Ο τρόπος που κάνουμε
marketing δεν δουλεύει πια»**

Από Κατερίνα Νικολοπούλου

THE PROBLEM

VOGUE
BUSINESS

MEMBERSHIP

ARCHIVAL

GEN Z BROKE THE MARKETING FUNNEL

New research from US youth culture agency Archrival and industry experts reveal how Gen Zs are rewriting the consumer path to purchase.

We try to solve **new problems** with
an old mindset and outdated tools





BUY NOW

ORDER NOW

BUY NOW

ORDER NOW

The Apathy effect.

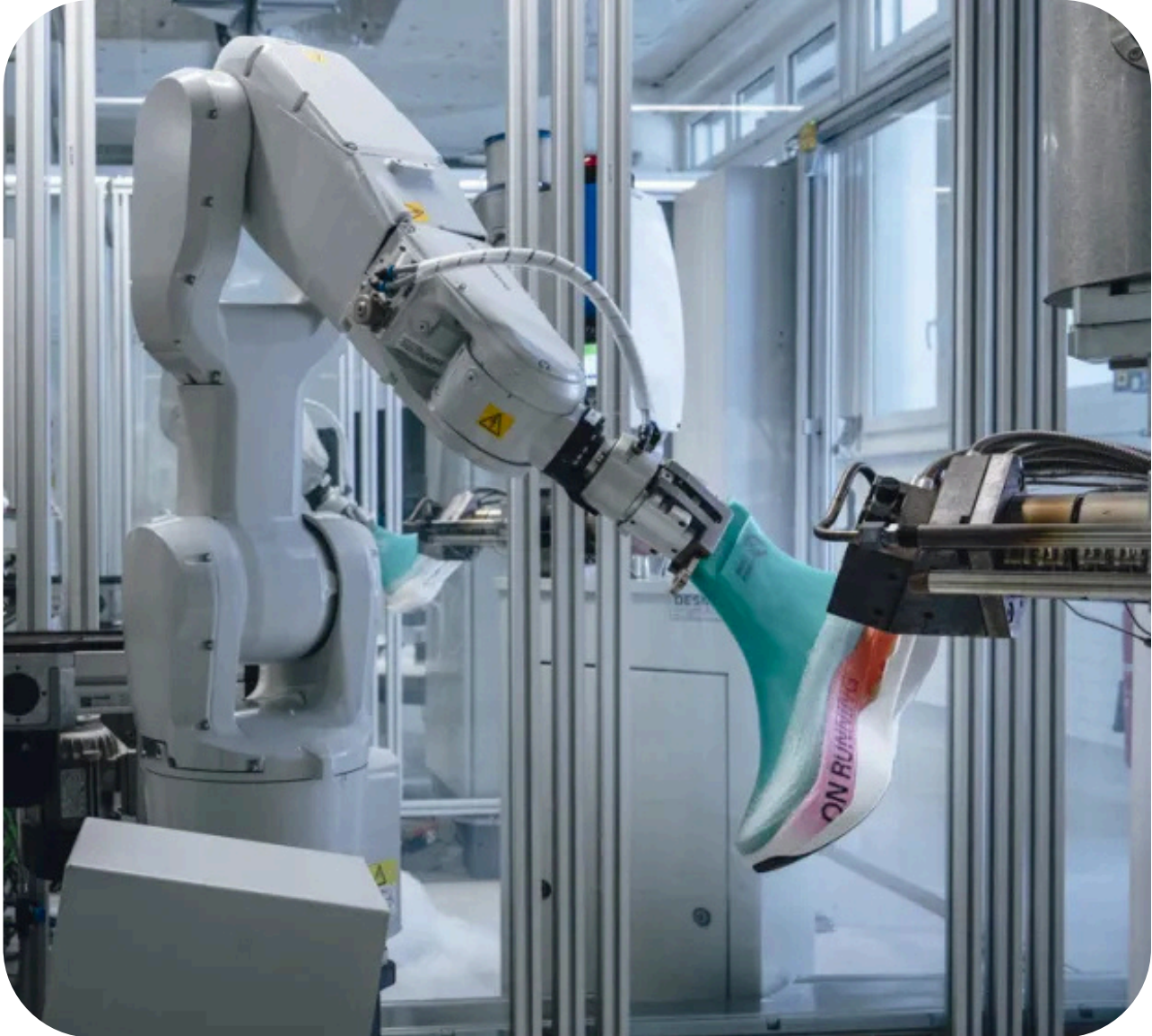


Attention span

CONNECTING + BELONGING



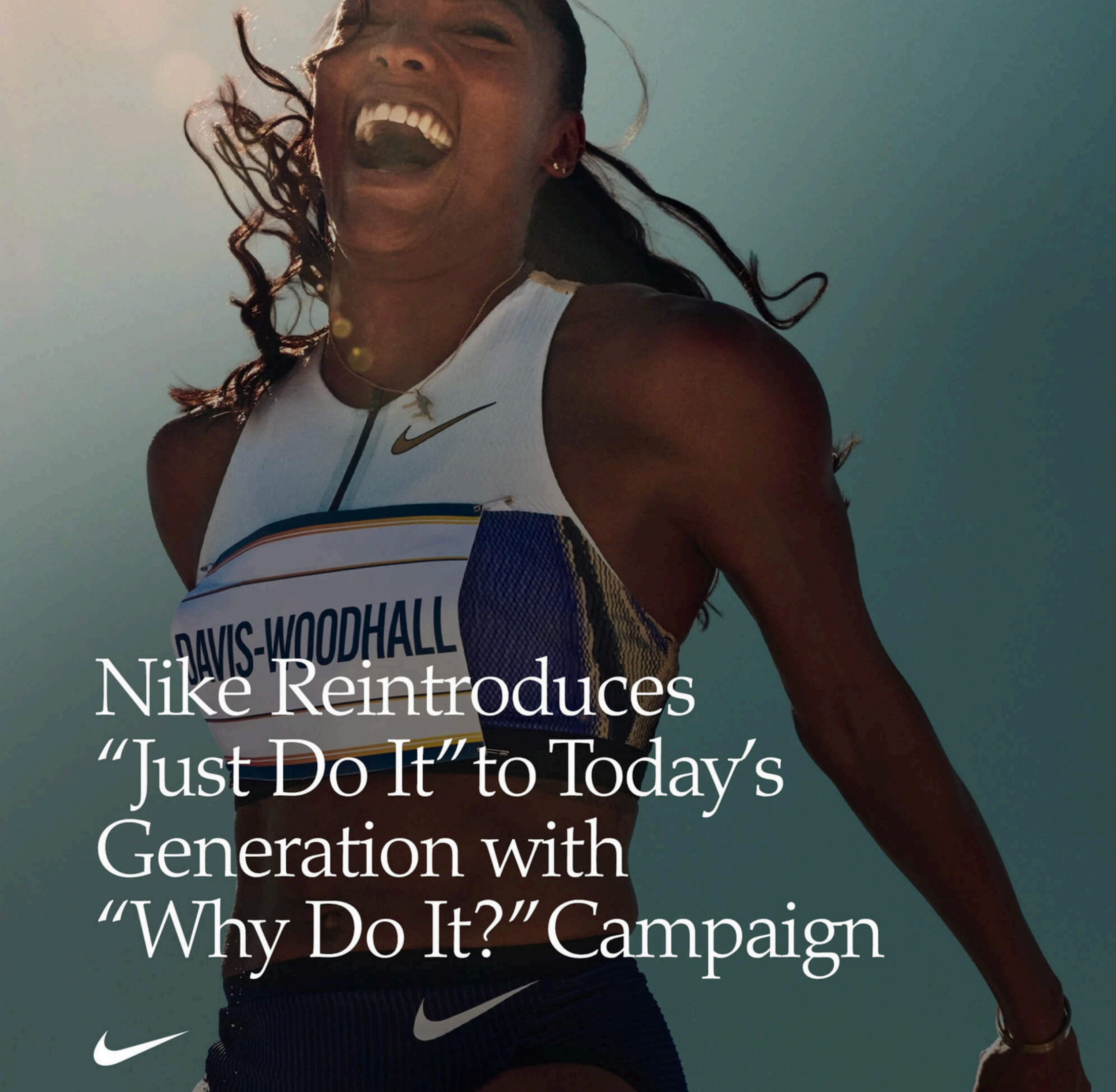
A sense of belonging and ownership



iPhone 17

Now Available

***WHERE BRANDS
MAKE MONEY**



Nike Reintroduces “Just Do It” to Today’s Generation with “Why Do It?” Campaign



IMPACT
“Why does it matter”

PURPOSE
“How does contribute
to society”



2025

2030

STORYTELLING ISN'T ABOUT

PAPATSA





UNDERSTAND

PARTICIPATE

CONNECT

INVOLVE

DREAM

CARE

FEEL

LOVE



Storytelling is a deep human need for **being**

CONNECTED

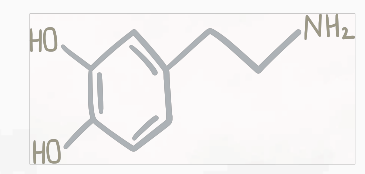
RELEVANT

SAFE

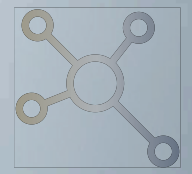
UNIQUE

AUTHENTIC

(and then the sales/talents/awareness will follow)



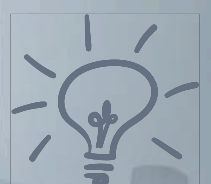
DOPAMINE



NEURAL COUPLING



MIRRORING



CORTEX ACTIVITY

The Scientific Truth.

Storytelling Pyramid

STATUS

SIMULATING

EXCLUSIVITY

POWER OF IMAGES

VISUAL FASCINATION

PASSIVE IDENTIFICATION

MANIPULATIONS OF SIGNS

SYMBOLIC COMMUNICATION

Είμαι έτοιμο, ξεκινάμε όταν θα είσαι κι εσύ.

Act as an experienced Storyteller and give me 5 posts about my product..



OUPS..

WE ARE ALL
STORYTELLERS

and now what?

When creativity gets trapped in familiar patterns,
real progress begins with those who **question**
assumptions and **redraw the frame.**

Welcome to Storydoing

Co-Create the Future with
Purpose and Actions

Storydoing Pyramid

DOING

RESPECT

INCLUSIVITY

AUTHENTIC TALE

CALL FOR ACTION

ENGAGING RELATION

ACTIVE RECOGNITION

IMPORTANCE OF ACTS

Characteristics of storydoing:

- Commitment to action.
- It transforms a brand's story into the experience of the consumer.
- The target audience helps to construct the story and participates in it.
- The story is not fiction. It takes place in the here and now.
- The customer experience defines the brand.
- It can encourage the creation of new products/services.







Antwerp, Belgium

Pay with creativity

BIC

PLANET

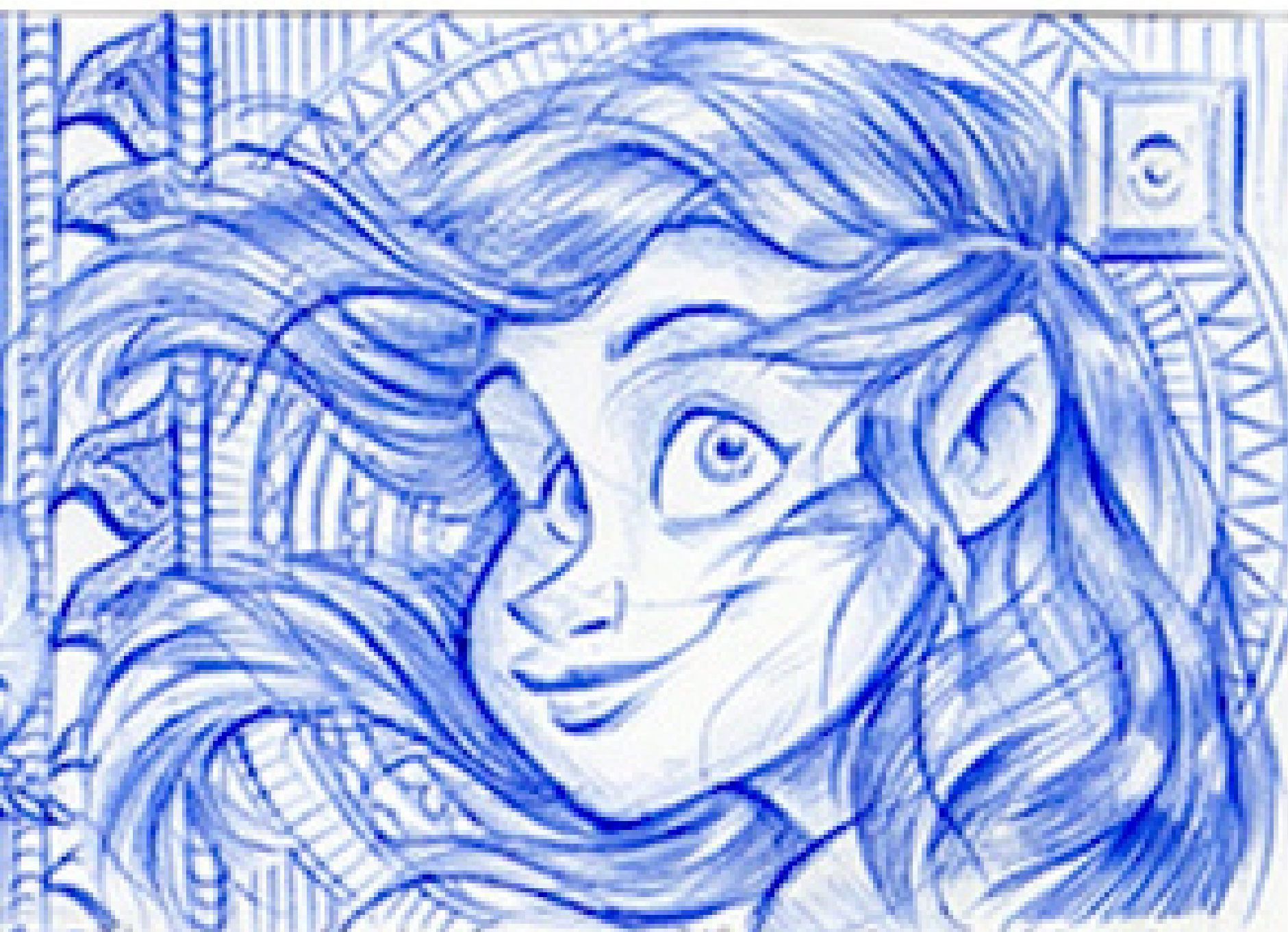



20 EURO

*Dispositivo con sistema di propulsione a idrogeno per il volo spaziale
Lanciameteo per il clima globale, in collaborazione*



20 EURO
JocArt



When you sign your art on a BIC pen, you are supporting the BIC brand.
JOSHEM VAN GOOL - // + \\ BIC



20 EURO

Dequies vous retire votre argent et utilisez-le pour payer dans votre BIC shop à Louvain ou Amsterdam.

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Stores

Choose Beautiful

DOVE Reveals Beauty vs. Average Perceptions

Beautiful

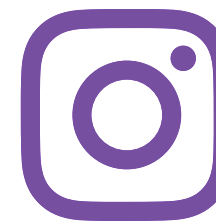
Average

YouTube

doofunitedstates

INSIDE
edition





SoMe

One Day Without Shoes

TOMS



#WITHOUTSHOES



VIDEO

SAFE ROADS PROJECT

HELLAS DIRECT



**10.000 οδηγοί
σε κίνδυνο**

The ingredients of Storydoing

Purpose

A strong cause, a Why

Care

Empathy, understanding

Involve

Relationships, not connections

Action

With, not for or about

Storydoing Washing

We are not talking about **staged moments** with actors or influencers, it is about genuinely **caring** and giving customers **an authentic experience of belonging.**

**Let's not just say stories,
Let's **live** them.**