



BRAND STORIES WANT OUT

BRAND STORY

A lot of very clever people say our brains are hardwired to think in terms of narrative. That Story is how we make sense of the world.

It not only helps explain why we need Story, but why we crave it.

Story is how we know how to be, what to do, what to think. And why we love 'beginnings, middles, and endings.'

We dream Story. We read Story. We eat Story. We drink Story. We wash Story. We wear Story. We drive Story. We fly Story. We live and die Story...if only by proxy at the cinema, on TV, or reading a crime novel.

As a result, our beliefs, our education, our politics are all shaped by Story. The search for 'truths' in our lives is never-ending. And so we buy Story, after Story, after Story. Story Is Life. Story Is Brand. Brand Is Story.

Every Brand has a unique Story to tell. Even so, that 'unique something' has to be clearly identified and understood, before it can be the basis of the Brand Story told to the world. Authenticity...is all.

I'm a proven Storyteller and Brand Man and I'll help craft an authentic Brand Story for you, your company, or your clients.

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INSIGHT | STRATEGY | IDEATION

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