

AIM3201

Marketing Communication Creativities Strategies



Asst.Prof.Prakaikavin Srijinda, Ph.D.

Storytelling

Life is easier on iPhone.

And that starts as soon as you turn it on.



Familiar stories are trusted. Unfamiliar stories may have to work to establish trust.



FAMILIARITY

The more familiar a story feels, the more powerful it is.

It's easier to fill in the gaps if a story is familiar.



AGENCY

Stories are most persuasive when readers work out their meaning for themselves.

Tell a simple story so people reach the conclusions you want them to.



SIMPLICITY

Simple stories are strong stories. Take out everything that doesn't serve the narrative.



TRUST IN THE TELLER

Our feelings about a storyteller influence our reaction to their story.



WHAT REALLY MAKES A GOOD STORY?

STORYTELLING has become one of the most popular techniques of marketing communication. *It's a very effective way to engage audiences, convey information and influence people without using overt persuasion.* This graphic shows the characteristics of great stories, as found by academic researchers and professional writers.

Don't censor the drama of a real-life story. Taking out the 'bad bits' damages trust.



DRAMA

Stories need dramatic development and emotional dynamics.

Real life has ups and downs, so people relate to stories with drama.



RELATABILITY

The more people identify with a story, the more likely they are to be persuaded.

People are drawn into stories they can relate to.



IMMERSION

The more readers put themselves into a story, the more likely they are to change their opinions.

It's usually the simplest stories that entrance us most.

10 Technique

for Storytelling

Understand

Audience

1

Speak directly

to Emotions

2

a Story

Is not just

a message

3

Focus

Clealy

4

The Brand

is not the protagonist

of the **Story**

5

Use your

Brand

Positioning

6

Have a **Global**
Participation

7

Highly

influential

peers

8

9

The Power

of

Comparision

a Brand

with

a Story

10

ตราสินค้า

ที่มี

เรื่องราว

10

how to Be a Great Storyteller

by Anna Vital



frontload
your story with who, when, where



Setup a **question**



delay
the answer



mask
the questions you ask



now give the **answer**



giva a faint **clue**



let people make wild **assumptions**



keep the **mystery**
ball rolling



let every answer produce more **curiosity**



leave the ends **loose**



tell them how it **felt**



fill all necessary **details**

Isn't holding another person's million pointless?
How can you sell ideas?

shared
experiences

relationship

impression

value
of the story

Storytelling



memory

engagement

happiness

pride

Reflex to

“sincerity”

in stories and brands

What is data storytelling?



Visual Design

- Design principles
- Design elements
- Imagery



Context for communication

- Understanding audience
- Clear purpose/goal
- Feedback loops



Data

- Quality data source
- Statistical analysis
- Accurate representation



Narrative

- Language & messaging
- Beginning, middle & end
- Call to action



according to Lydia Hooper

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