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 relate to TV ads.
- Only 1 in 5 ads are noticed by consumers aged 18-24.
- Only 5% of those will go online for more information.
- Only 82% of consumers make a purchase based on advertising.
- 79% of consumers base a brand decision based on a company’s reputation.

ALTERNATIVELY... TELL THEM STORIES!

- 90% of consumers say brand stories influence their purchase decisions.
- 100% of consumers want to know the fun and quirky details of a brand.
- 78% of consumers will provide positive content about a brand to build authentic relationships with them.

And finally, don't forget the channels.

Consumers have many access points to brands as they move across touchpoints, including radio, print, email, social media, the web and more. Using PR, PR@, media outreach, influencer marketing, and more to reach and access potential consumers on their terms. In addition, being measured and analyzed into a coordinated plan.

THE RESULT?

1000s of brands create loyal followers with branded content

Transforming a brand’s identity and creating a meaningful context impacts the relationship a consumer has with a brand. Content marketing has the ability to drive brand awareness and engagement, the power is in building, connecting, sales funnels, and overall brand recognition and retention by creating unique, engaging, and valuable experiences for customers.