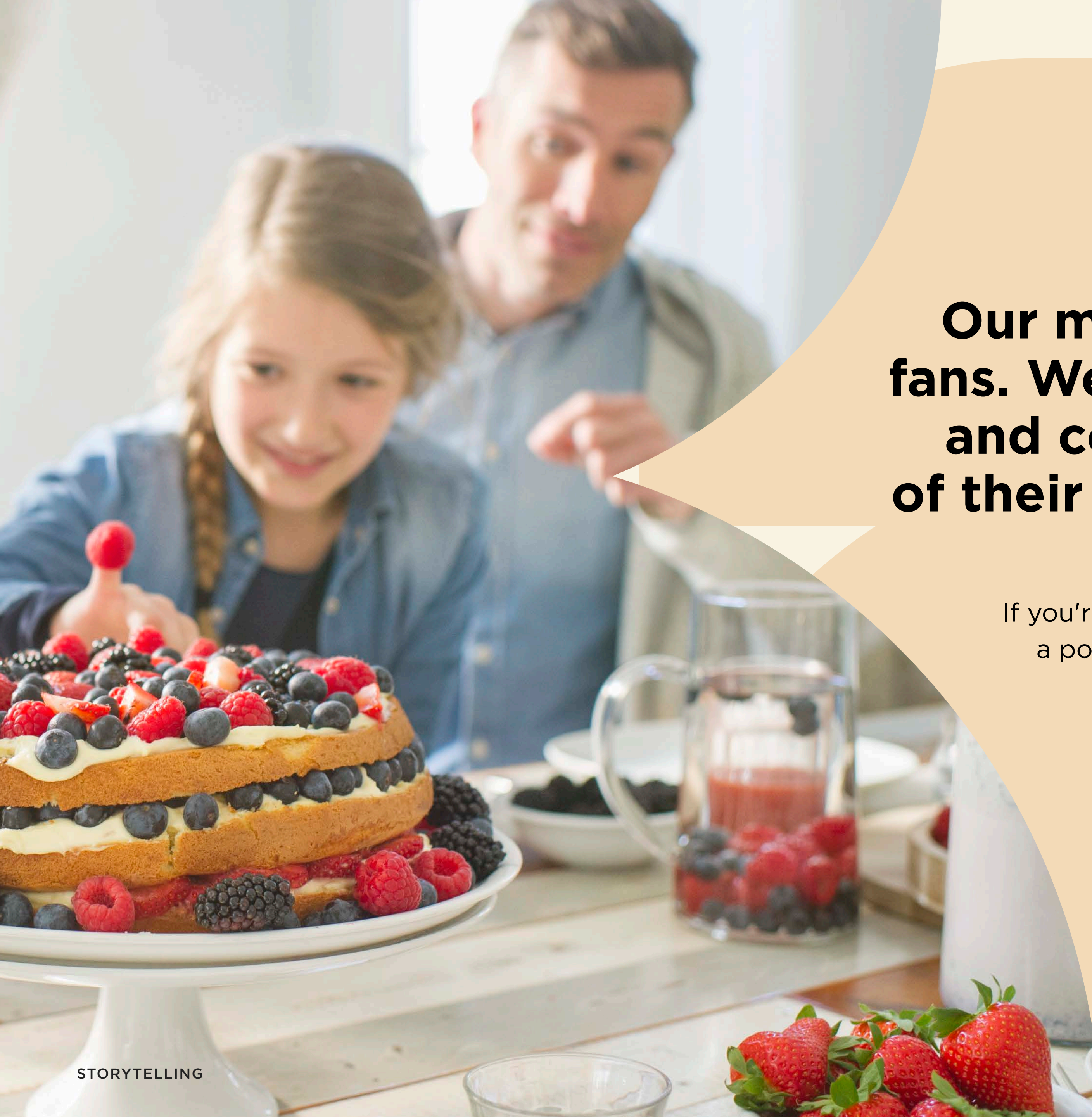


Storytelling

Put your brand on the map
with an inspiring story.





Our mission: to turn customers into fans. We motivate and inspire people and companies to get the most out of their brands and continue to grow.

If you're building a brand, you need a brand story. So, storytelling is a powerful branding element. But why is that the case? And how does storytelling work? In this document, we provide useful, hands-on tips and tricks that help you get started!

Your brand story bridges the gap between you and your target audience

A brand is alive. It's built like a human being. A great brand has a heart (core), a personality, and values. You convey these elements through your brand identity.

Your brand's heart and identity drive interactions with the outside world. And these create a relationship between you and your target audience. The connecting factor: storytelling. Your story shows your brand's human factor. It's the way to reach your audience. For people identify with people.



An inspiring story creates loyal fans

Defining your brand story is a great but difficult task. By telling your story, you want to connect emotionally with your target audience. Every time you share it with the world, it should engage people, no matter the channel you use to spread it or the person telling the story. Briefly put, everyone in your company should consistently convey your authentic brand story.

To make things easier, we will list the main elements of a brand story. Are you starting a new brand? Do you want to add more depth to your existing brand? Do you feel like you need to take your About page to the next level? Or would you like new employees to understand who you are and what you stand for right away? In all these cases, this document sets you in the right direction!


What makes a story inspiring?



The story is **memorable**



Your target audience can **identify** with it



People can **retell** the story

The foundation for your story: your why

Why do you do what you do?

British management expert Simon Sinek summarises the essence of storytelling in the title of his book, [Start with Why](#).

The underlying idea is that those who share why they do what they do inspire employees and, therefore, customers. Your why is your higher brand purpose and provides guidance on everything your organisation does.

Starting with the finish line in mind

What motivates you and makes you tick? Why do you get up in the morning to do what you do? Answer these questions to unearth your brand's purpose. This is the main thread of everything your company does. Your ultimate goal gives your brand direction. It forms the foundation for your brand story and creates connections. For if all your employees have a clear finish line in mind, they will also know which route to take, and they'll understand why they should do so.

Standing out with an authentic story

What do you have to offer? How do you shape your why? And how does your product or service add value to your target audience's lives? The clearer you communicate about your brand, the more interested people are. Here's the rule of thumb: be authentic. Make sure your story really aligns with who you are, so people understand what makes your brand unique.

The 3 ingredients of a good story

Honesty

Honesty is the best policy. But it's not always easy to be open about yourself. But in lots of cases, it's wise to do so. Because almost everyone encounters the necessary bumps in the road to the top. If you're not honest about that, people tend to lose interest quickly. **If you only share your successes, your story comes across as inauthentic.** So, be transparent about the journey your brand has gone through.

Originality

You aim to deliver the highest quality product or service. But that doesn't make you unique. **What aspects truly distinguish you from others?** Incorporate these into your story so your target audience understands why there's no one like you!

Consistency

Of course, you want to communicate your story in a consistent manner. But there's also a practical element to storytelling. Your brand story is only meaningful if you align it with your actions, which show that you are who you claim to be. So, you should always **share a story you can live up to.** That way, you'll meet your target audience's expectations, which ultimately results in satisfied customers!



Storytelling is in our nature. At HLO Branding, we like to tell your brand's story. We use words and images to create a complete brand experience. Curious about our approach? We're happy to share this case study, which shows how we've told the story of Premier Seafarmers by Nature.

For generations, the Verwijs family has grown and harvested the most delicious and freshest collection of shellfish and sea vegetables. People around the world enjoy the Premier brand, for which we've created 360° brand excellence. This means the various parts of the brand experience are in line with the brand's foundation, which we've used for the brand strategy, brand personality, brand identity, and brand story.

[Check out the case](#) →

Want to build your brand story? Use the brand blueprint

If you work with us, we'll first extract the essence of your brand (your brand's heart) during our brand strategy sessions. Together, we will define your brand personality and describe your vision, mission, purpose, brand values, and brand pillars. We bring all these elements together in your brand blueprint: a comprehensive brand strategy report that forms the **foundation for your inspiring brand story and positioning**. It's also a **useful tool** your team can use time and again **when making important branding choices**.





Ready to tell your authentic, distinctive and memorable brand story?

Would you like to know how we can create fans for your brand? Or do you have a specific question? Request a **free brand brainstorming session with our brand specialists**. During this session, we'll take a joint look at your brand. You'll receive practical tips for getting your brand off the ground.

Interested? Send us your question! If possible, please provide an explanation. The more we know upfront, the better we can prepare for the session. Hopefully we'll see you soon.

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