

BRAND CHALLENGE

- Use the elements of classic storytelling to pick your battles.

Mission/Cause:

What do I want to achieve:

- Change something?
- Create something unique?
- Break a category?
- ...

Hero:

Who is the main actor

- You?
- Your client?
- People?
- ...

Friend:

Who will support your mission
What tools or means will be needed

Foe:

Who or What is your adversary,
willing to stop you, or creating obstacles:

- Competitor?
- Internal/external stakeholder?
- Economy?
- Climate?
- Attitudes?
- ...

Brand Conflict:

What is the true problem worth solving?

Beneficiary:

Who will benefit from your successfully
completed mission



Gain:

What is the benefit (functional & emotional) from your success

Interesting references of brand storytelling:

