



STORYPACKAGES

The People, and Process of
Valuable Multi-Channel Content

AMA New York | Online





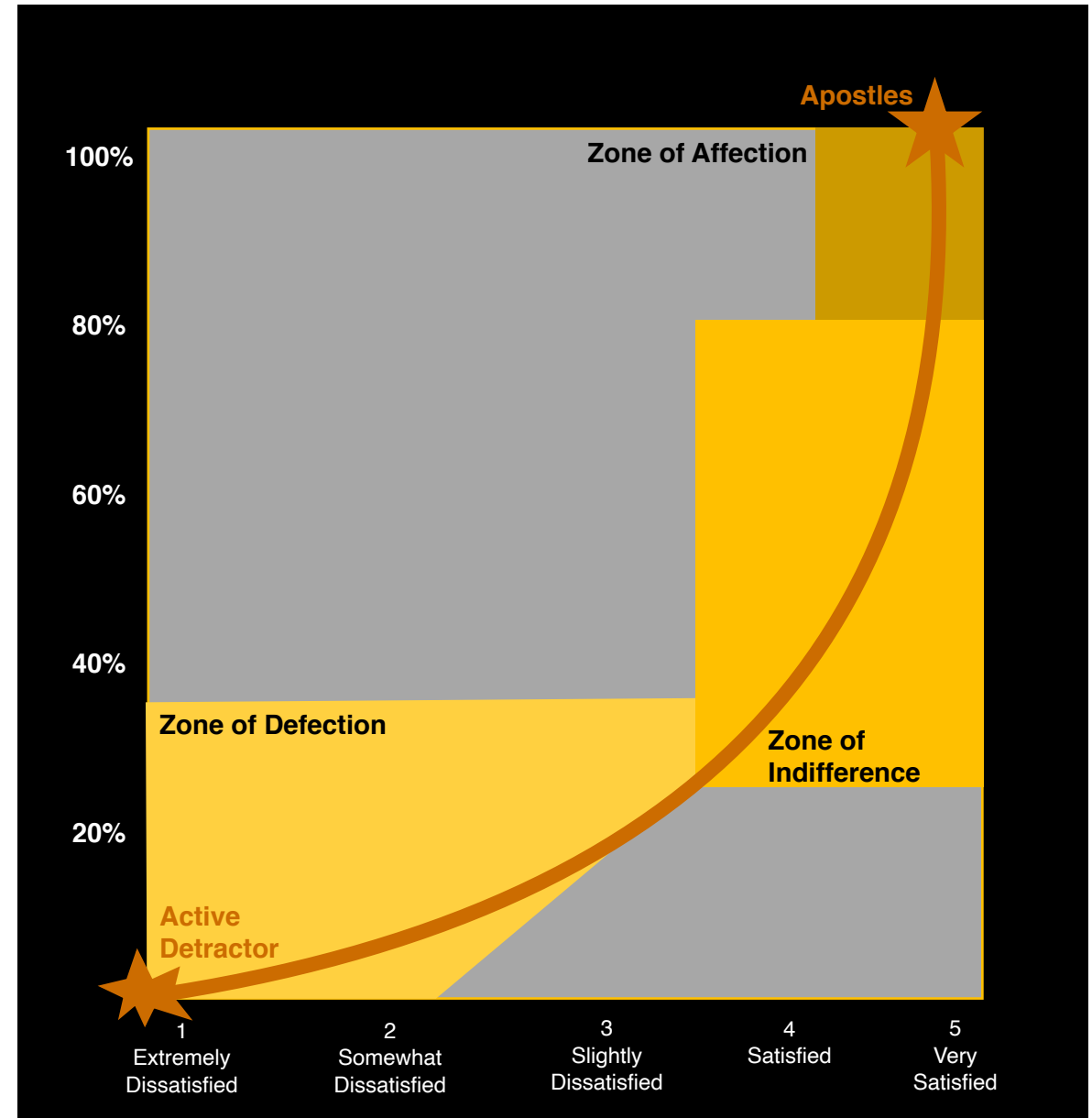
Robert **Rose**

**Chief Strategy Officer, Author,
Speaker, Troublemaker**

@Robert_Rose

Our focus used to be on creating customer **satisfaction**.

James Heskett's Service Profit Chain taught us in 2008 that creating a satisfied customer was no longer good enough, and that “engaged employees” that could deliver differentiating experience was the key.

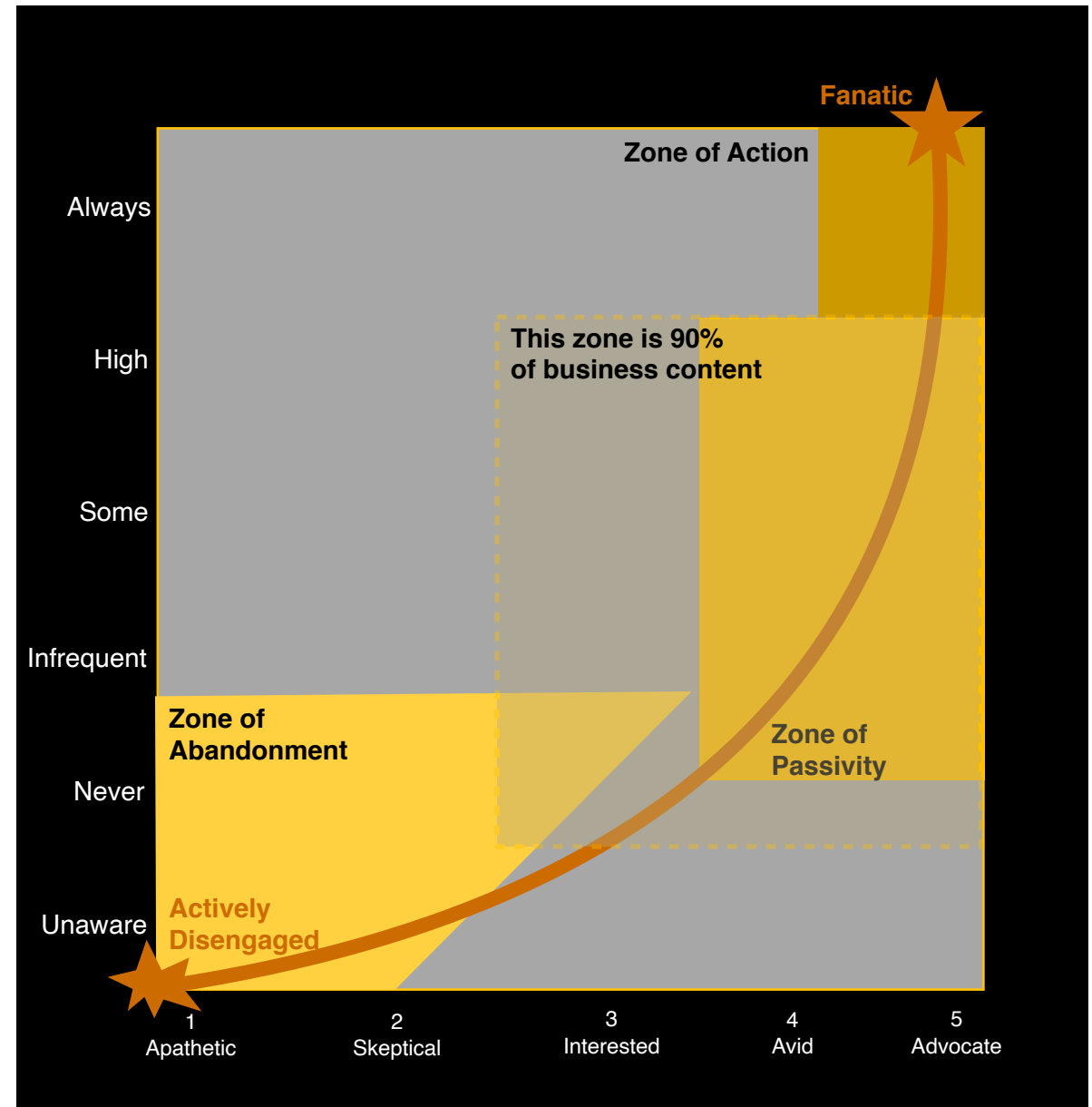


Source: <https://hbr.org/2008/07/putting-the-service-profit-chain-to-work>



Now we must evolve beyond satisfied to **fanatic**.

Experiences must begin at the beginning of the customer's journey, and build passionate fans to our brand's purpose.



Here is a typical **example.**

Experiences must begin at the beginning of the customer's journey, and build passionate fans to our brand's purpose.



How Do We Scale Quality?

We create content based on container, not purpose

WE HAVE HIT A CONTENT WALL

84% of all businesses in our research outsource some part of their content production process.

WE OUTSOURCE THE STORYTELLING

8 out of 10 outsource the creation of content assets. 74% say “navigating needs of silos” is the most difficult challenge

“Our agency writes the web copy, our email agency creates the emails, and freelancers write the thought leadership.”

THE DRIVE TO IN-HOUSE CREATIVE SERVICES

Content is driving in-housing move 78% of client-side marketers have moved (or are moving in part) to this model

The strategic service most commonly moved: creative/content services (collateral, promotional materials, videos)

Cost efficiencies, institutional capabilities, and speed driving move

PLAYER GROWING

83%

Cost efficiency for in-housing content and creative agency

83%

We'll be able to get better knowledge of our brands

73%

Institutional knowledge will be better with in-house group

73%

Dedicated staff means that we have people thinking about our content all of the time

64%

We'll be able to be faster, and more nimble with an in-house team

<https://www.ana.net/miccontent/show/id/rr-2018-in-house-agency>



PUT VERY SIMPLY:

Hiring agencies to build cool
content things may be interesting...

But brands now feel that they have
to build the capability to produce
compelling content themselves

But what's the problem?

[Products](#)[Solutions](#)[Learning & support](#)[Resources](#)[Red Hat & open source](#)[English](#)[Search](#)[Log in](#)

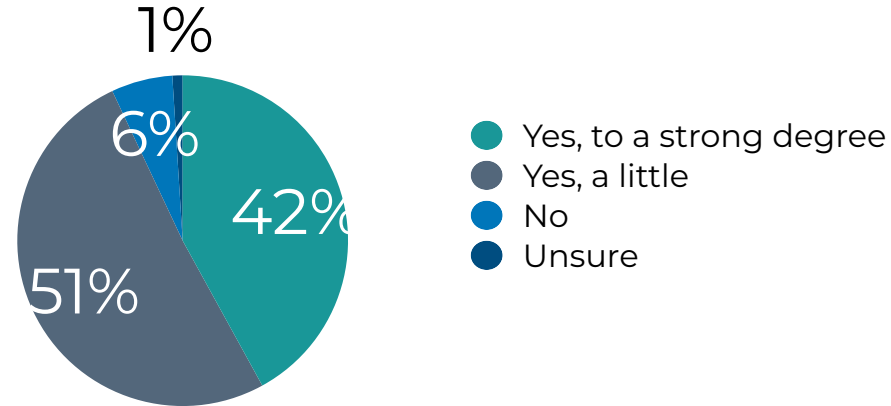
A simple, trusted, comprehensive hybrid cloud platform

Innovate rapidly and more securely with Red Hat®
Enterprise Linux®.

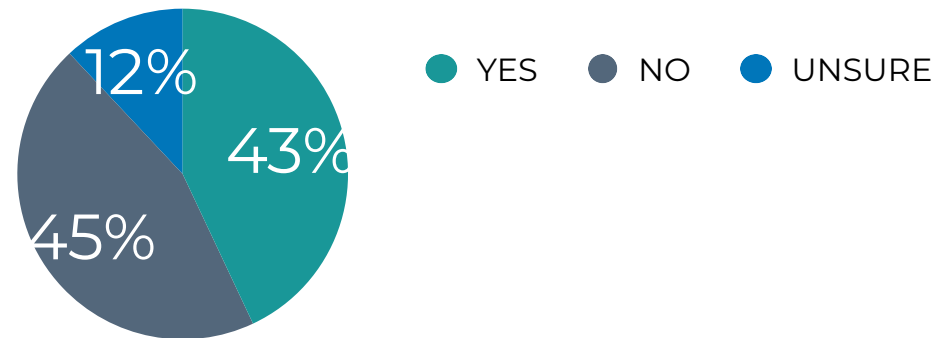
[Watch the webinar](#)

STILL CONFLATING CREATION WITH PRODUCTION

Do you view content as a strategic asset?



Do you have a strategic approach to managing content?

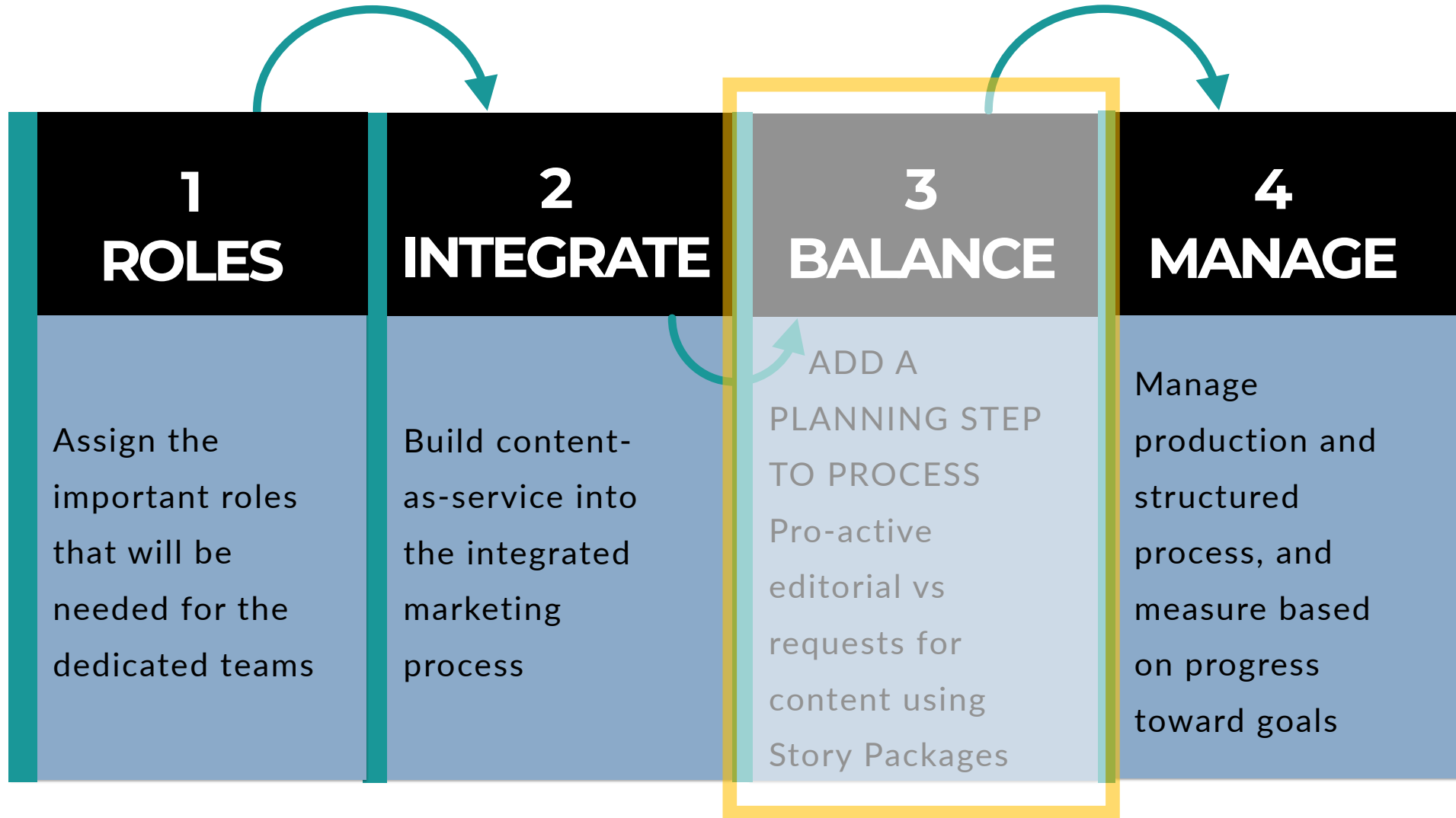


NO TRUE MEDIA MODEL

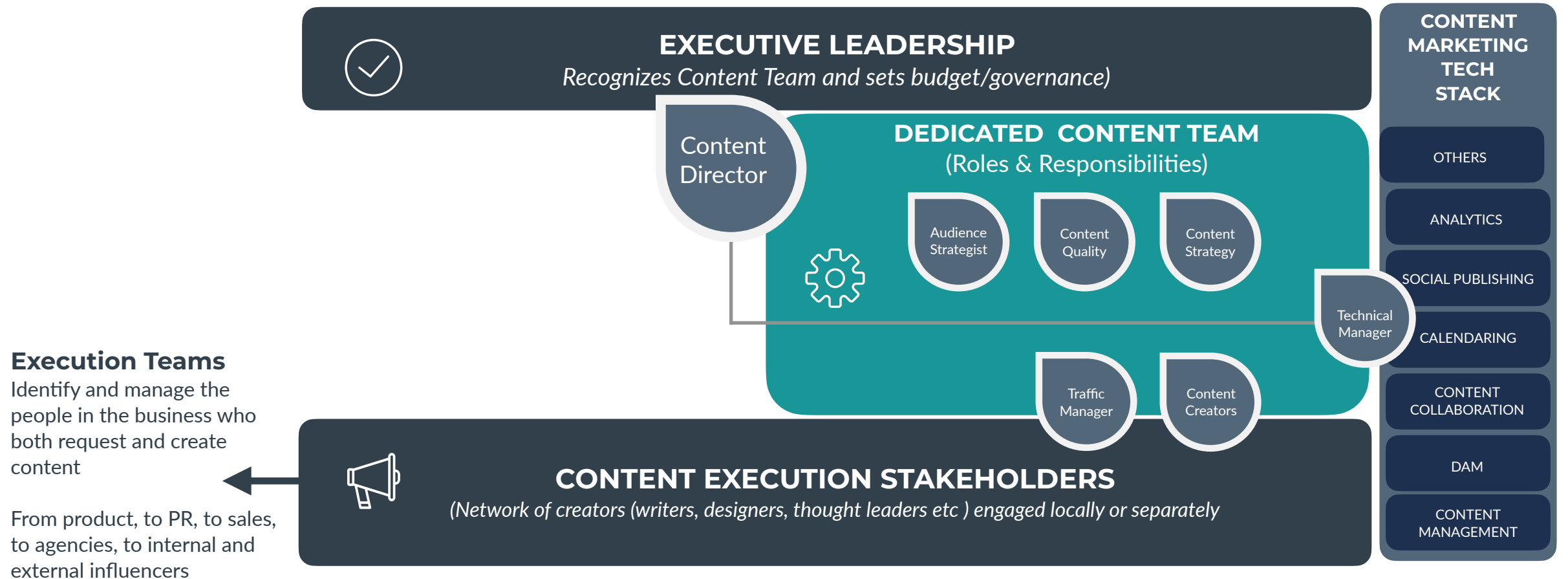
“Acting like a media company” doesn’t mean we market like a media company.

It means that we create, plan, and treat content with the same level of “product development” that media companies do.

FOUR STEPS TO BETTER MODEL

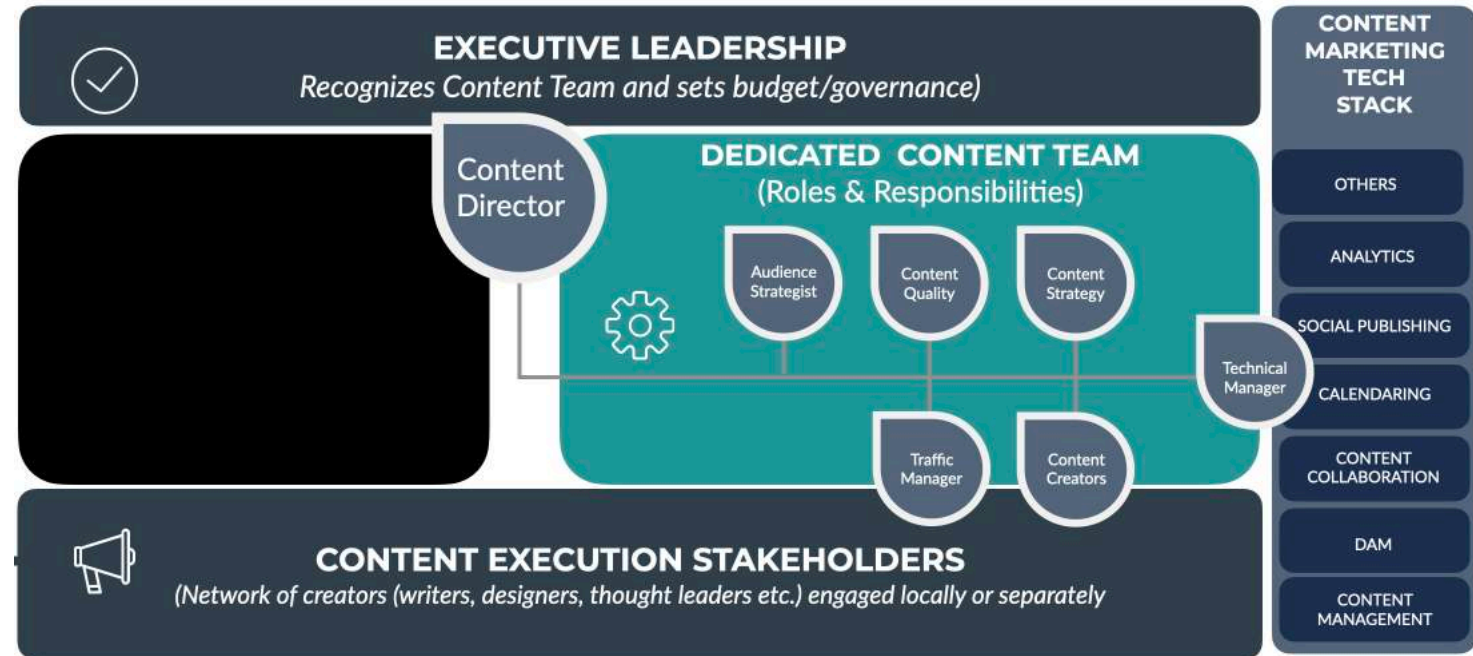


STEP ONE: ROLES



STEP ONE: QUESTIONS

- 1 Who will carry out the individual roles on the dedicated team?
- 2 Identify the Content Execution Stakeholders Who will create, who will request? What will the balance be (see step 3)?
- 3 What will the team's role be in managing/implementing content tech stack?
- 4 What will be needed to report to executive leadership
- 5 What will be the structure of the Editorial board... (see step 2)



STEP TWO: EDITORIAL BOARD

Editorial Board

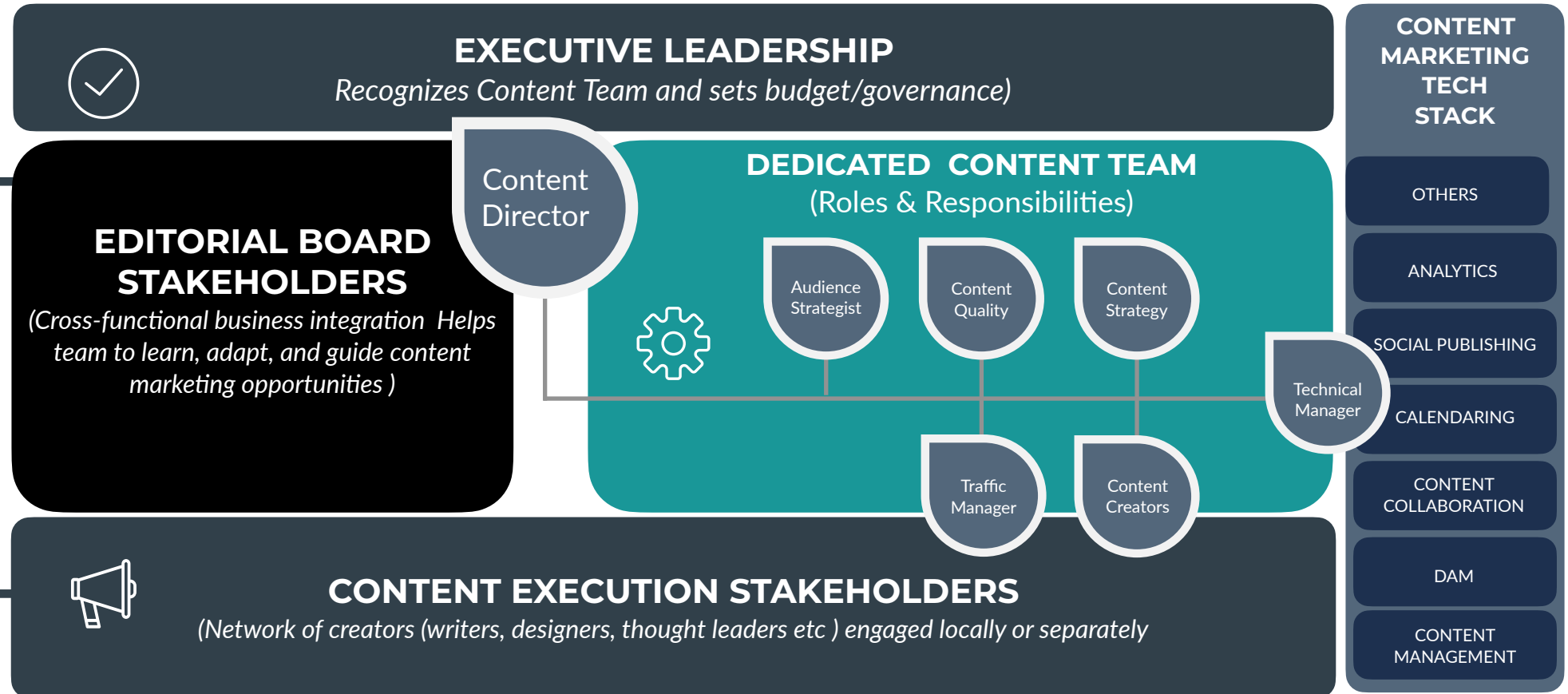
A group of people from various parts of the business to help the team set priorities for content and editorial priorities

May also help to set themes, and integrate with marketing/sales

Execution Teams

Identify and manage the people in the business who both request and create content

From product, to PR, to sales, to agencies, to internal and external influencers



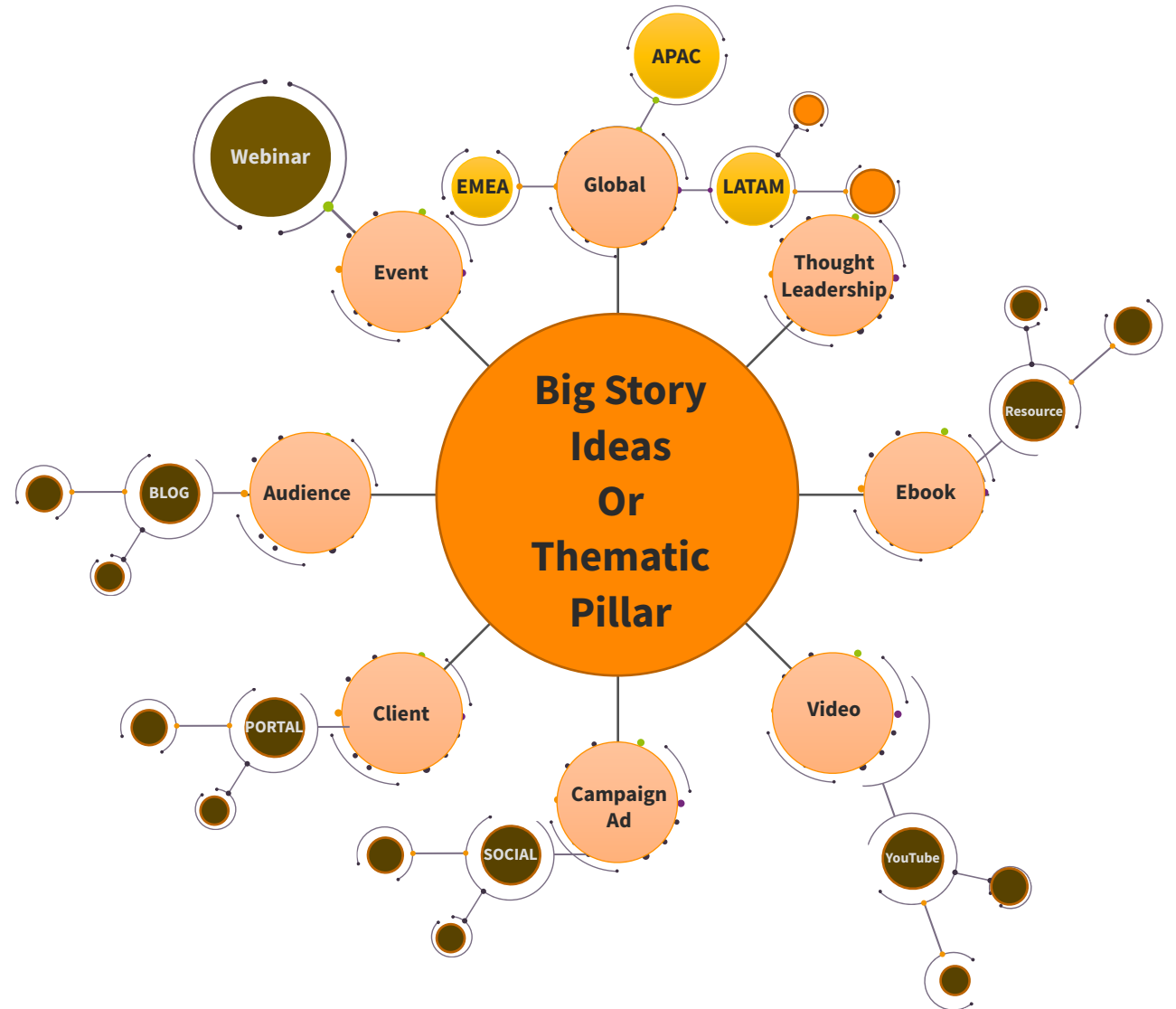
STEP THREE: STORY PACKAGES

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Story Packages

Scale a content creation process to slow down the creative/production process, and speed up the distribution, re-use, and re-packaging of content.

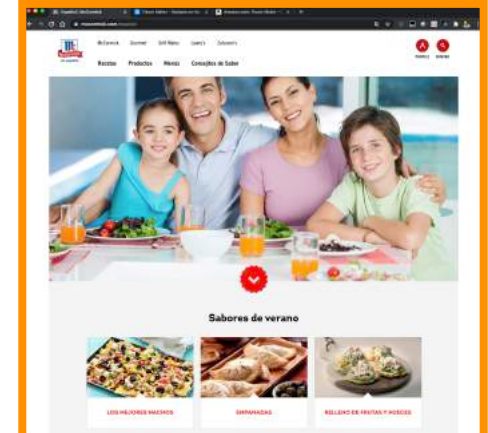
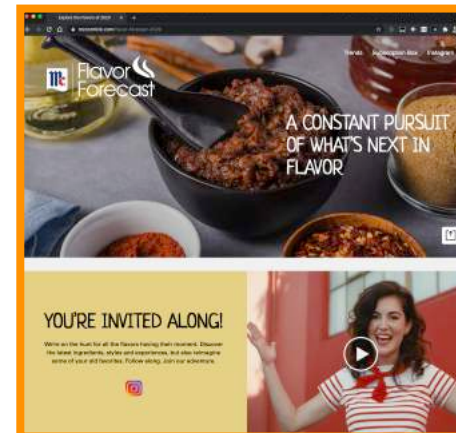
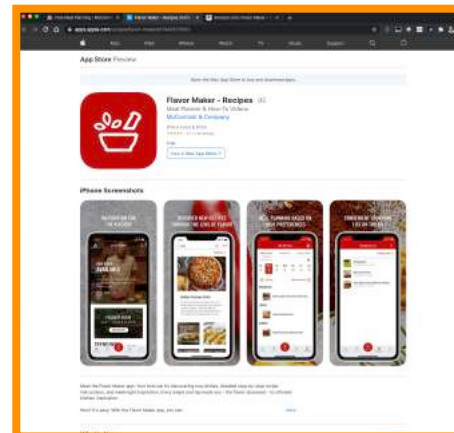
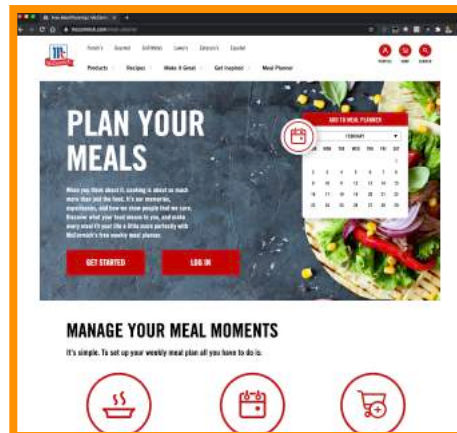
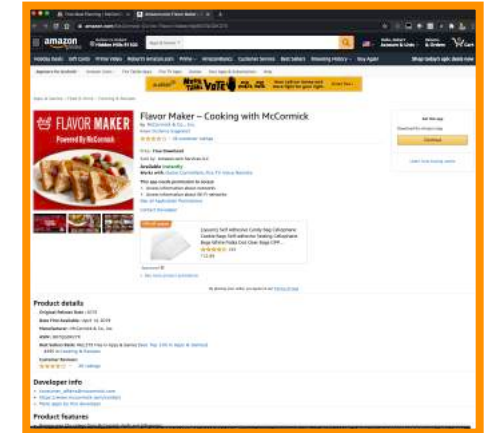
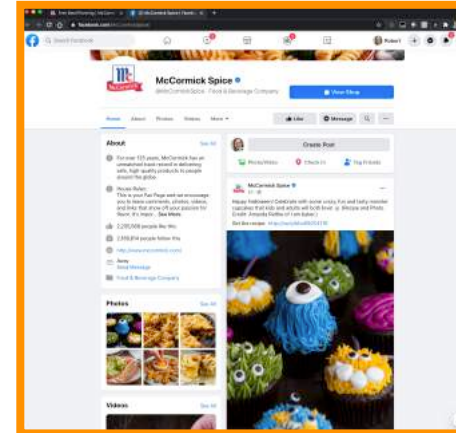
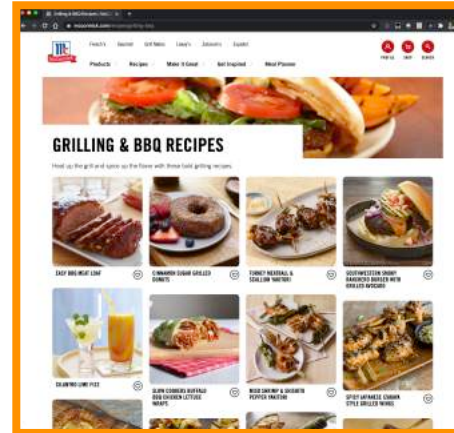
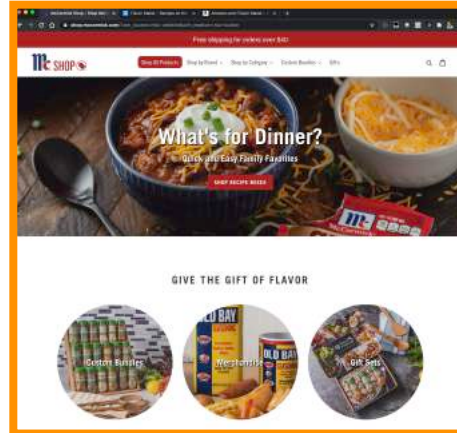
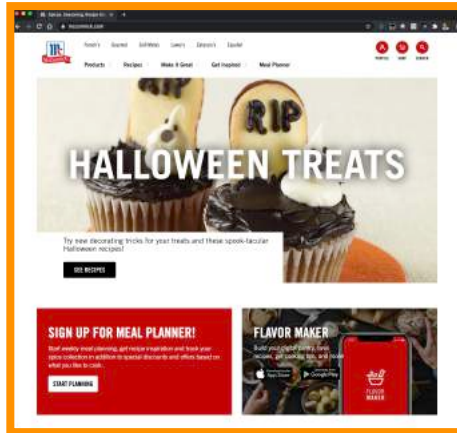
Focused on developing multiple outputs of content to be able to create different, but consistently extraordinary content.



McCormick Spices

25 Brands - 150 Countries

Content = 40 People



McCormick's Content Studio Story Packages

Whether one - or a team - they are creating content by purpose first, and then by container

01

Story Package

TITLE / PILLAR

SUITE of LOW CARB - FLAVORS AND IDEAS

~50 Pieces of content

CORE STORY is the tension of struggling with low carb and flavor. How low carb, can be filled with flavors, and all the different parts of the world where low carb and flavors go together

15 Recipes From Around The World

6 How-To Articles / Meal Planner

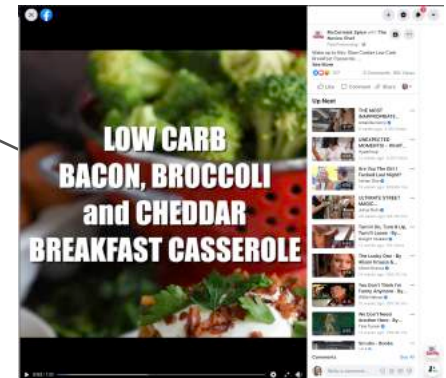
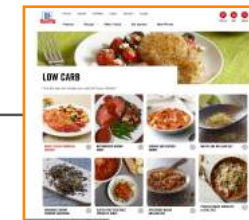
3 Spanish Articles

10 Social Media Posts

10 Product Links / Calls to Action

Foot Photos Separate/Together

3 Podcast Episodes



HOW DO WE GET THERE?



PARTTWO

THE FOUR ARCHETYPES OF
STORY PACKAGES

AMA NEW YORK | ONLINE



Four Archetypes



Performer

Discovery &
Engagement



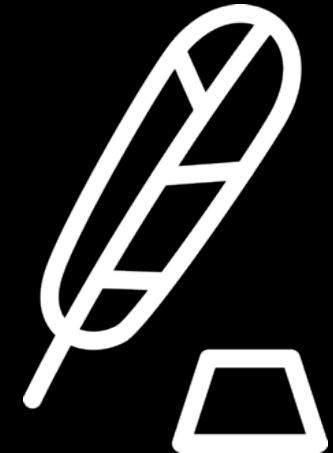
Promoter

Needs &
Wants



Professor

Interests &
Knowledge



Poet

Feelings &
Beliefs

Story Packages

LET'S BREAK DOWN THE STORY.... AND THE PACKAGE.

00

AND

Woody is the leader of Andy's toys and has complete command of both all the people as well as top spot as Andy's favorite toy.

BUT

One day, a new toy - Buzz Lightyear - comes in and challenges Woody's leadership as well as the top spot in Andy's heart. After Woody accidentally causes Buzz to be "lost" he must rescue Andy's new toy.

THEREFORE

Woody discovers that friendship is important, and that becoming a leader is more than being the favorite it's being the most grown up.

The Simplest Story **Architecture**

We are Company, **and** we help millions of people feel more confident in their most important financial goals, manage employee benefit programs, **and** support tens of thousands of financial institutions with innovative investment **and** technology solutions to grow their businesses. **And** our diverse businesses and independence give us insight into the entire market **and** the stability needed to think **and** act for the long term as we deliver value to you.

And we provide the financial planning **and** advice investors need for retirement planning, wealth management, brokerage services, college savings **and** more. **And** our straightforward pricing delivers value with no account fees, no minimums to open a retail brokers account, **and** commission free trades **and** more.



No Story = More difficult to Package

01

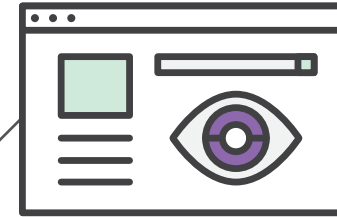
Story Package

TITLE / PILLAR

ABOUT OUR BRAND AND COMPANY

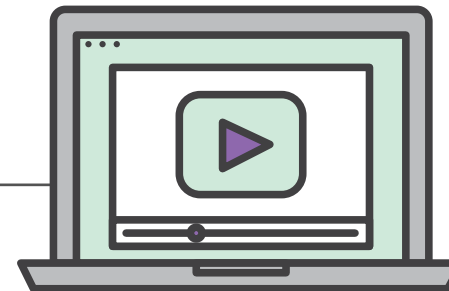
What's The Story

We are Company, **and** we help millions of people feel more confident in their most important financial goals, manage employee benefit programs, **and** support tens of thousands of financial institutions with innovative investment **and** technology solutions to grow their businesses. **And** our diverse businesses and independence give us insight into the entire market **and** the stability needed to think **and** act for the long term as we deliver value to you.



CONSISTENCY: How many?

23m or 32m investors?
20K or 22K businesses?



BRAND STATEMENT: Web site:

Our goal hasn't changed since our founding... Or....
“to strengthen and secure our clients’ financial well-being.



Or is it (as promotion has it)....

Our goal is to...
“Make financial expertise broadly accessible and effective...”



Or is it (as thought leadership has it)

“Having insights into markets is what’s important...”

The **Ecosystem** of the Four Archetypes

01



PERFORMER

I just want to make you feel



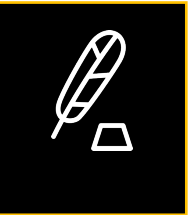
PROMOTER

I want you to say “yes” or commit to action



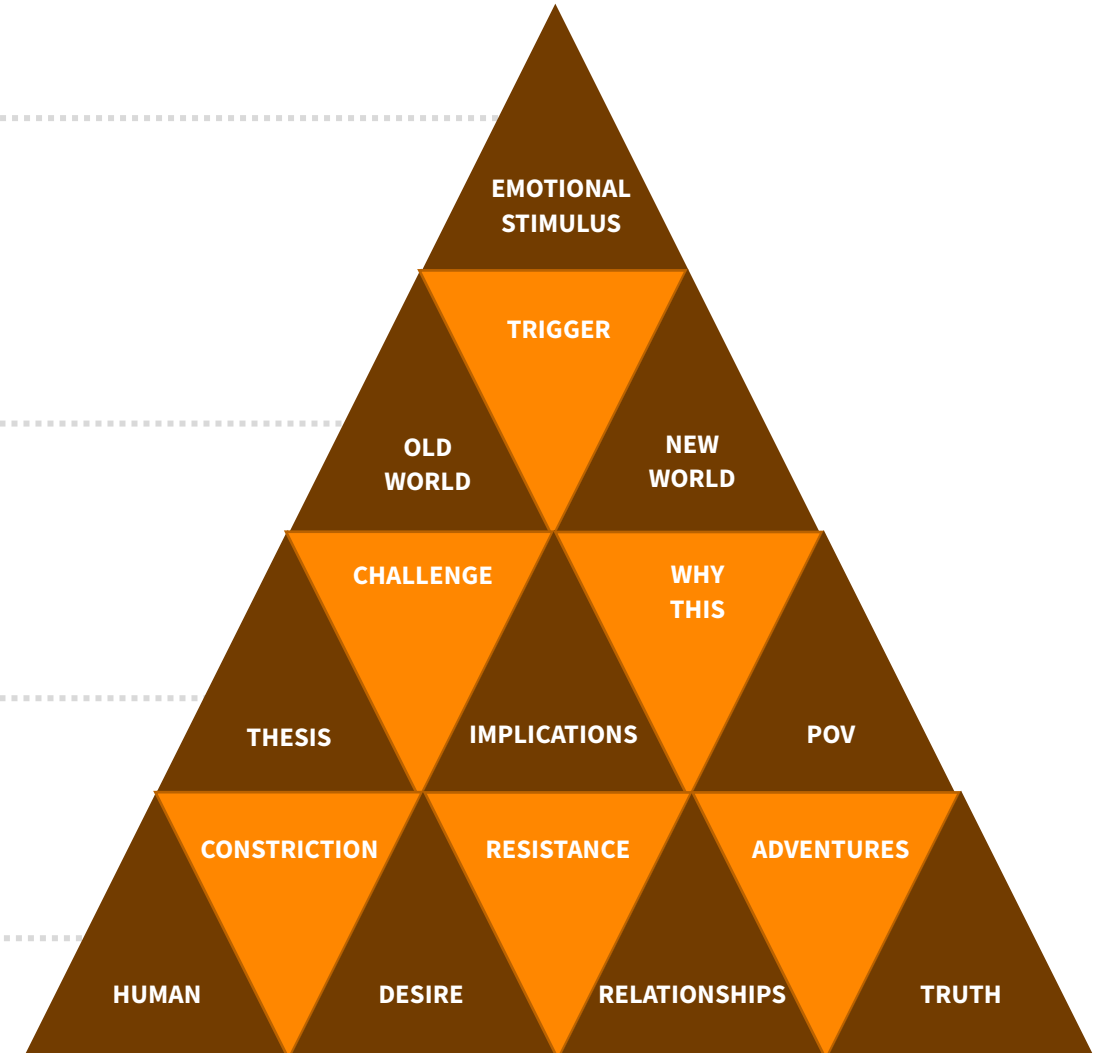
PROFESSOR

I want to convince you of my point of view



POET

I want to change a belief that you have



Pay Attention to the Orange - The Tensions. These Connect



I want you to feel something....

The Performer

EXAMPLES

Brand Advertising, Content Marketing Infographic, Native Advertising article, social media post

ATTRIBUTES

Velocity, findability-driven, awareness-focused, entertaining. Something to make you laugh, cry, feel warm and fuzzy

TARGETS

Discovery and awareness

DRIVES (value creation)

Engagement / Attention

PERFORMER STRUCTURE

NONE REALLY - DRIVE IS SIMPLY EMOTIONAL STIMULUS

“Entertainment gives you a predictable pleasure...

Stories lead to transformation.”

EMOTIONAL
STIMULUS

AND

A TEASE

Just a mood or capturing a feeling. This is the 30 second movie trailer. Or a brand commercial that conveys an emotion.

BUT

A RESISTANCE

Introducing the conflict, or what we’re “fighting for/against”. A driver of the emotion.

THEREFORE

A TRUTH

What we believe. In a very short emotional way - demonstrating what we believe in.

I want you to feel something...

The Performer

LEGO

Let kids submit scripts for a movie trailer, inspired by LEGO toys, which the company then actually made.

BURGER KING

Time lapse photography captured a Whopper aging from one day to 34 days - and the ensuing - well - spoilage.





I want you to decide on something...

The Promoter

EXAMPLES

Our website, direct marketing advertisements, our pitch, one-sheets, pitch decks

ATTRIBUTES

Core messaging, persuasive, all “about us”, driving a conversion or commitment, ad copy

TARGETS

Needs and Wants

DRIVES (value creation)

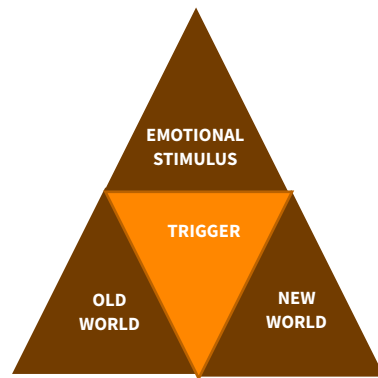
Commitment

PROMOTER STRUCTURE

BUILT AROUND THE PROMISE OF A BETTER, OR NEW WAY

“Advertising isn’t entertainment or art, it’s a medium of information. When I write an ad, I don’t want you to tell me it’s creative. I want you to find it so interesting that you buy the product.”

- David Ogilvy



AND

The **OLD WORLD**

Set the ordinary world and the problems it presents. Made better if it stimulates an emotion.

BUT

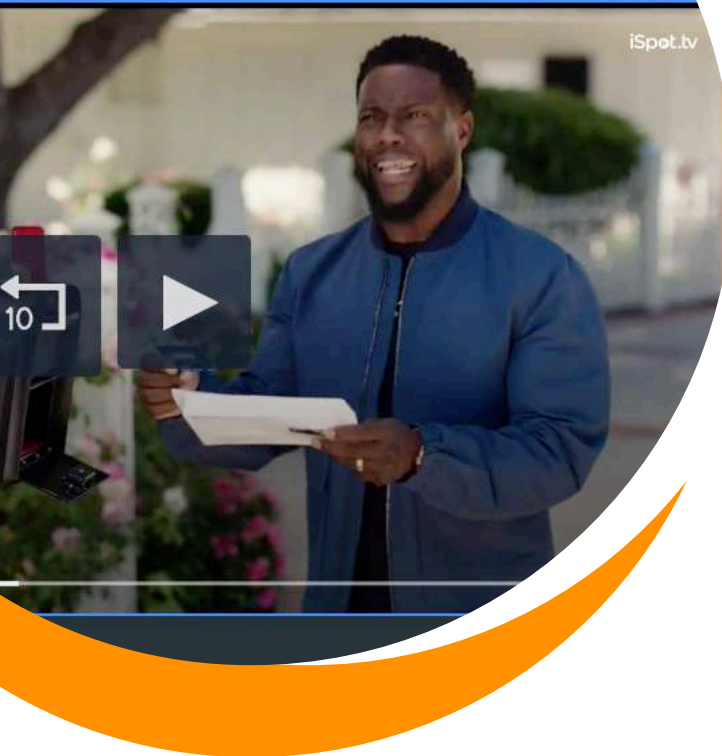
The **TRIGGER**

The big “what if” question. The better way, the door to something new, a new idea.

THEREFORE

The **NEW WORLD**

What you can be in the new world if you commit, if you say “yes” to the big adventure.



I want to persuade you to decide!

The Promoter

CHASE BANK

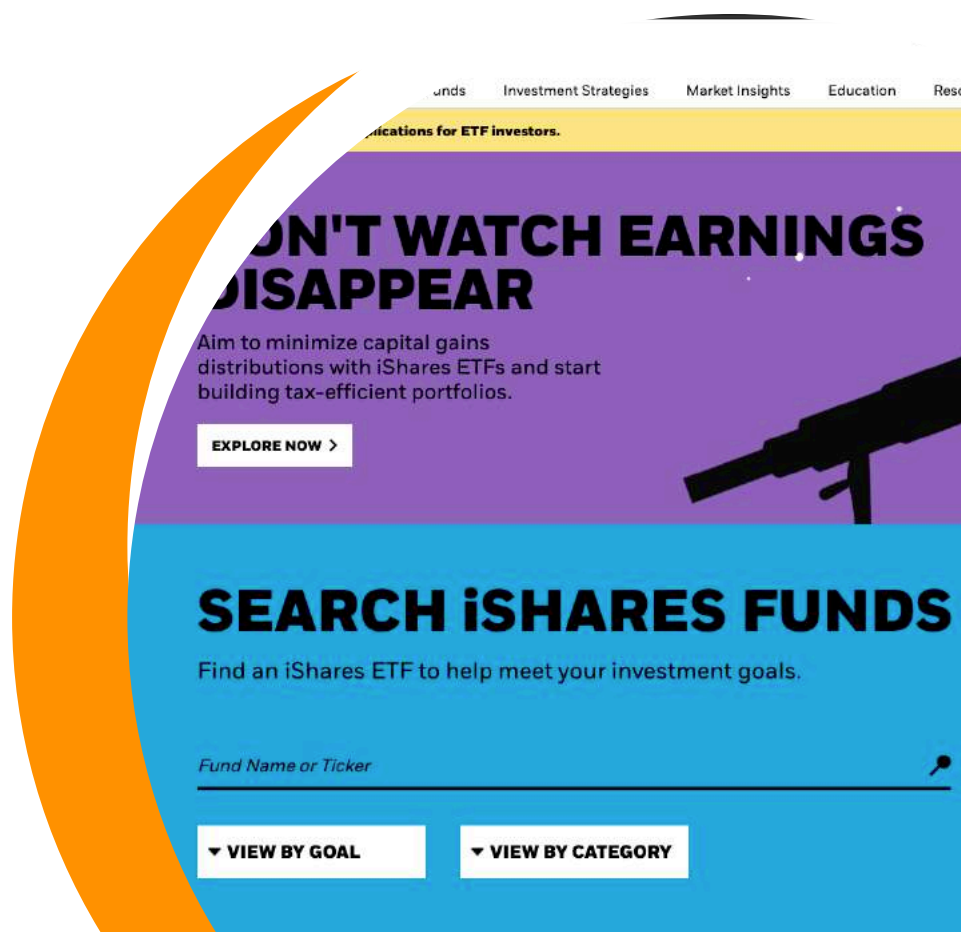
Chase Bank tells you that if you just sign up then you can get 3% cash back one dining including all kinds of purchases.



iSHARES

Their entire home page is purely Promoter content. Every bit of it.

00





I want to teach you something...

The Professor

EXAMPLES

Original research, a resource center, industry tools, calculators, trends, white papers, reports

ATTRIBUTES

Deep, distinct world view, wise (rather than simply knowledgeable), useful, practical

TARGETS

Interests and knowledge. It makes an argument.

DRIVES (value creation)

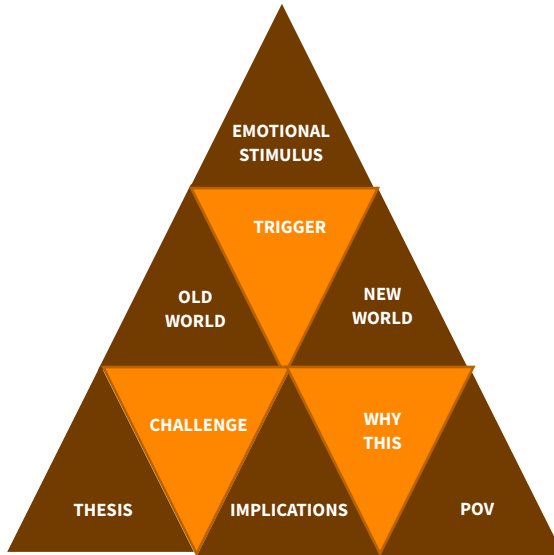
Deeper meaning and trust

PROFESSOR STRUCTURE

BUILT AROUND THE PROMISE OF A BETTER, OR NEW WAY

“Education is not the filling of a pot, but the lighting of a fire.”

- YB Yeats



AND

The **THESIS**

The hypothesized answer we set out to test.

The **WHAT**

Defining the challenge, and supporting that it is actually a challenge with facts and insight

BUT

The **HOW**

The implications of what the challenge will do. The justifications of why this challenge is worth solving now.

THEREFORE

The **WHY THIS ANSWER**

The world view we are teaching. And why THIS answer is the right one.

The **PRACTICAL STEPS**

Summary of thesis and actions to take to realize the new truth of our proven hypothesis.



What are digital workflows worth?

I want you to understand something better...

The Professor

SERVICENOW

It has built a quarterly digital magazine featuring thought leadership on workflow targeted at the C-Suite. Driving tens of thousands of subscribers and a 5X higher tendency to engage with sales.

FRONTLINE

Built an entire division of their marketing strategy devoted to thought leadership and developing original research to teach school professionals to be better at their job.



I want you to believe in something...

The Poet

EXAMPLES

Feature films, physical events, customer stories, blogs, videos, podcasts, books, shows

ATTRIBUTES

Emotional, connective, hero-focused, focused on telling a complete and fulling story

TARGETS

Feelings and beliefs

DRIVES (value creation)

Emotionality and intimacy



POET STRUCTURE

00

BUILT AROUND OUR HERO - AND A FUNDAMENTAL CHANGE

“When we want mood experiences, we go to concerts or museums. When we want meaningful emotional experiences that change us, we go to the storyteller”

- Robert McKee

HUMAN HERO

A PERSON. IT MUST BE A PERSON. Nobody wants to hear the story of a paint brush or a special paint thinner.

1

CONSTRICTION

Something **PUSHING OR SQUEEZING THEM TO ACTION.** Something in their world is broken.

DESIRE

THEY HAVE A GOAL. It's either conscious or unconscious. This may be your larger truth “un-illuminated.” This can be a Job to be Done.

2

RELATIONSHIPS

The helpers. The relationships that will **HELP THE HERO RELATE** to his/her new world.

RESISTANCE

This is the **ACTIVE CONFLICT.** Your villain. The resistance is what seems impossible to overcome. Invent your resistance.

3

ADVENTURES

The **SERIES OF CHALLENGES** that must be overcome. Have you really tested your hero?

4

THE TRUTH

YOUR ARGUMENT and the **LARGER TRUTH ILLUMINATED.** It may be connected to the desire – and usually is.

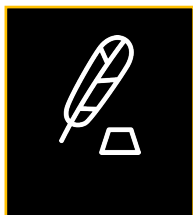


I want you to change your beliefs...

The Poet

LEGO

Built a series of fulfilling stories meant that created demand for product rather than the other way around.



LINCOLN ELECTRIC

Built an entire magazine that tells the stories of makers who have discovered welding as a new form of lifestyle - from Art, to Business, to Giving back to communities

A Warrior's Welcome





A Pittsburgh foundation helps returning veterans rebuild their lives.

 Peter Chakerian [Follow](#)
Oct 11, 2017 · 0 min read



A Purpose-Driven Approach

00

ARCHETYPE	ATTRIBUTES	TARGETS AND DRIVES	CADENCE	ACTIVATION	EXAMPLES CHANNELS
PROMOTER 	<ul style="list-style-type: none"> Core messaging Unique values Sales enablement About US 	<ul style="list-style-type: none"> TARGETS: Needs & Wants DRIVES: Commitment 	High, usually based on need/demand of product/sales/brand	Primarily internal activation through sales enablement, product launches etc..	<ul style="list-style-type: none"> Web Site Pitch decks Brochures One-Sheets
PERFORMER 	<ul style="list-style-type: none"> High velocity Findability driven Awareness-Focused Short, teasing 	<ul style="list-style-type: none"> TARGETS: Discovery & Awareness DRIVES: Engagement 	Typically High velocity and with frequency	Activation through social, or other "broadcast" media.	<ul style="list-style-type: none"> Social Media Channels Promotional or newsroom type blogs
PROFESSOR 	<ul style="list-style-type: none"> Utility, education Teaching, not selling Useful, valuable Evergreen 	<ul style="list-style-type: none"> TARGETS: Interests and passions DRIVES: Deeper meaning 	Lower cadence. Deeper, thoughtful pieces that deliver valuable information	Marketed through other archetypes, or treated, itself, as a product	<ul style="list-style-type: none"> Whitepapers Online University Courses E-Books
POET 	<ul style="list-style-type: none"> Story-driven Connects to emotion not intellect Feature 	<ul style="list-style-type: none"> TARGETS: Feelings & Beliefs DRIVES: Emotional connection 	Medium cadence – can be short or long, but built to drive emotional intimacy	Promoted and activated through other archetypes, as well as separate content product	<ul style="list-style-type: none"> Films/Videos Customer stories E-Books Magazines

Yes, Of Course They **Overlap**

01

STORY PACKAGING

Exploring multiple aspects of an idea to develop all the attributes of the archetypes to develop consistent content

POET

That book you read that changed your world-view on why you should make a fundamental change.

STORYMAKING

Combining “teaching/making” and storytelling. Emotionally fulfilling stories, with human characters, that fundamentally teach a new skill

PROFESSOR

That white paper or blog that taught you how you can improve your business.

PERFORMER

That amazing piece that inspired you, or the dog video that made you laugh

EMOTIONAL ADVERTISING

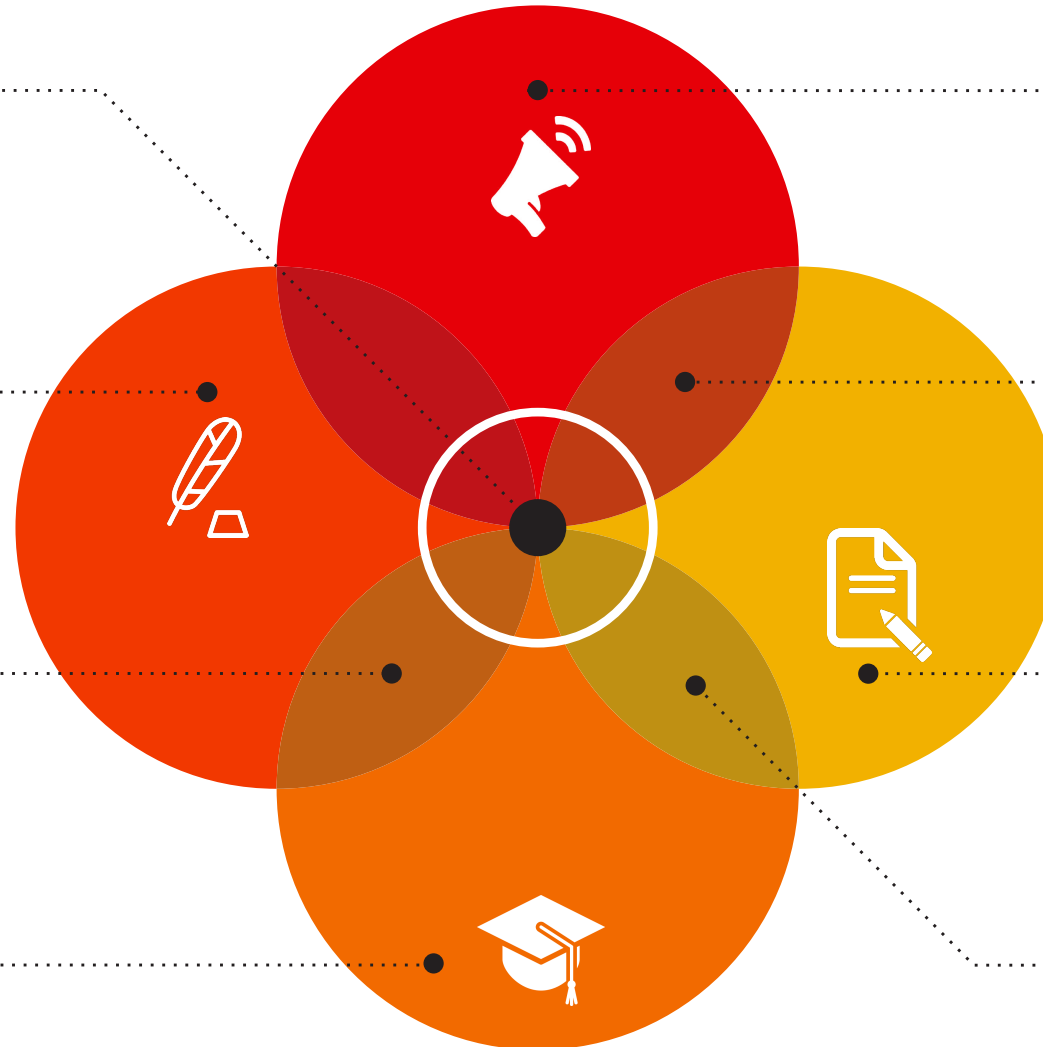
Not just persuade but manipulate your feelings to stimulate a very particular emotion.

PROMOTER

That Facebook ad that you just couldn't scroll past, and got you to buy that t-shirt.

CHALLENGER SELLING

Built to deliver insight in a way that argues for an alternative point with a goal of getting commitment.



WHY DOES ANY OF THIS MATTER

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BECAUSE IF WE CAN START FROM THE POET - AND WORK OUR WAY UP WE HAVE SOMETHING THAT CAN SCALE



PERFORMER

I just want to make you feel



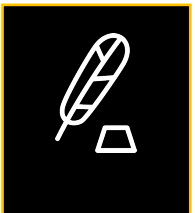
PROMOTER

I want you to say “yes” or commit to action



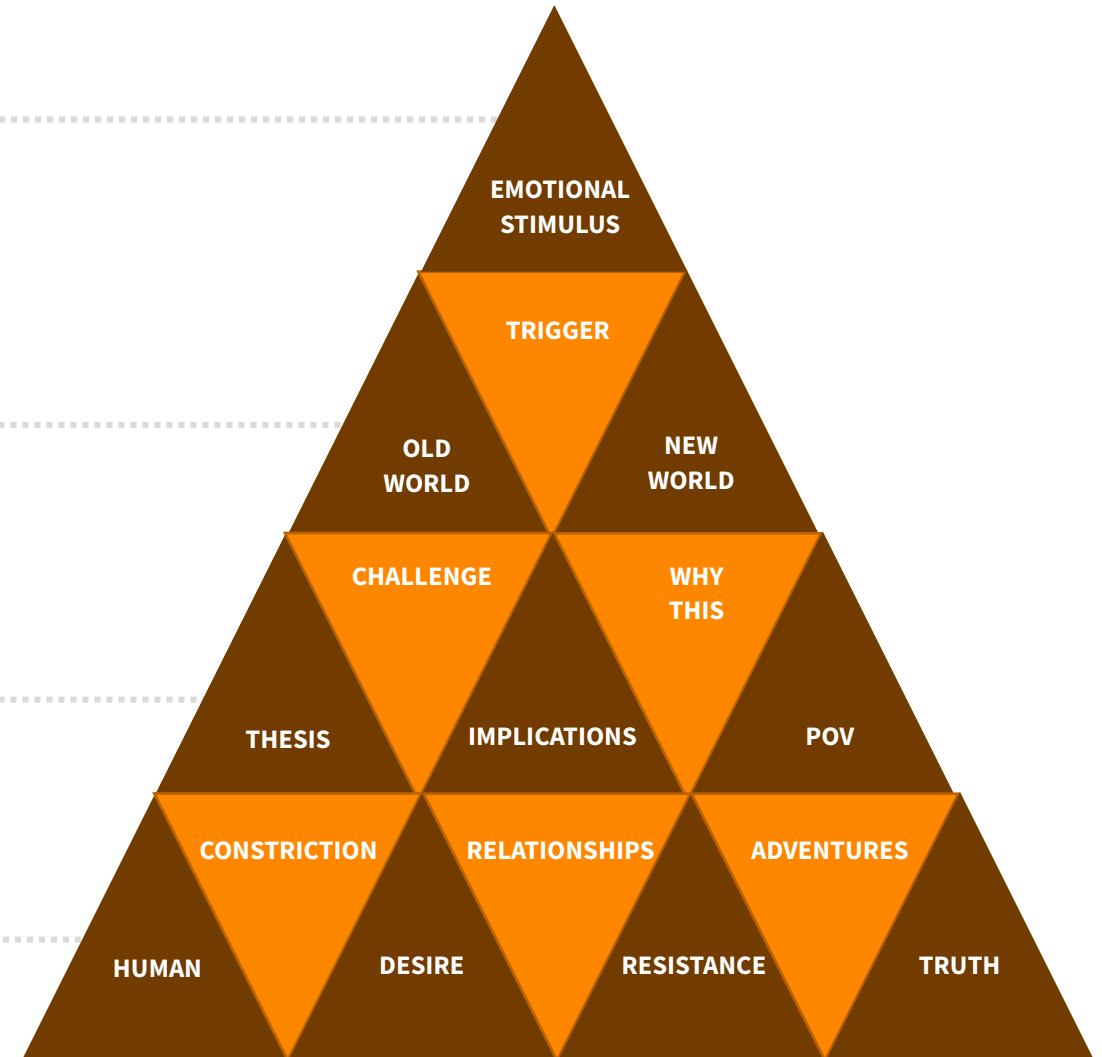
PROFESSOR

I want to convince you of my point of view



POET

I want to change a belief that you have



BRINGS US BACK TO OUR PROCESS



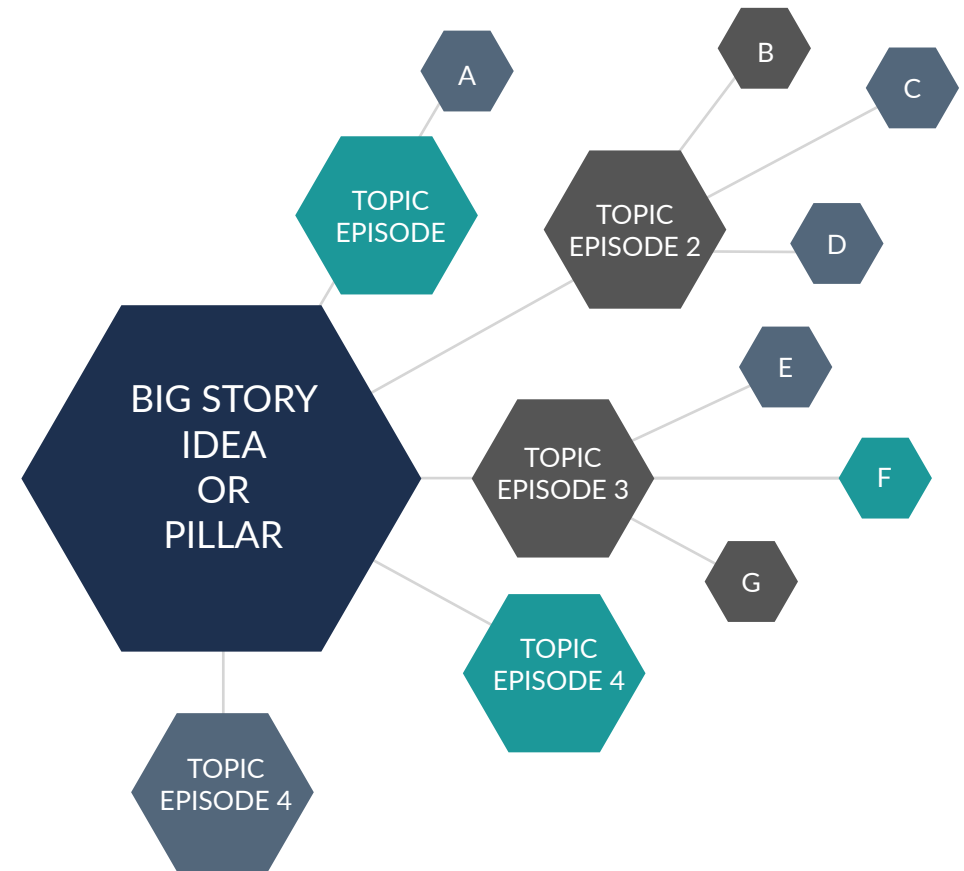
NOT EVERYTHING BUT SOME STORIES

STORY PACKAGES

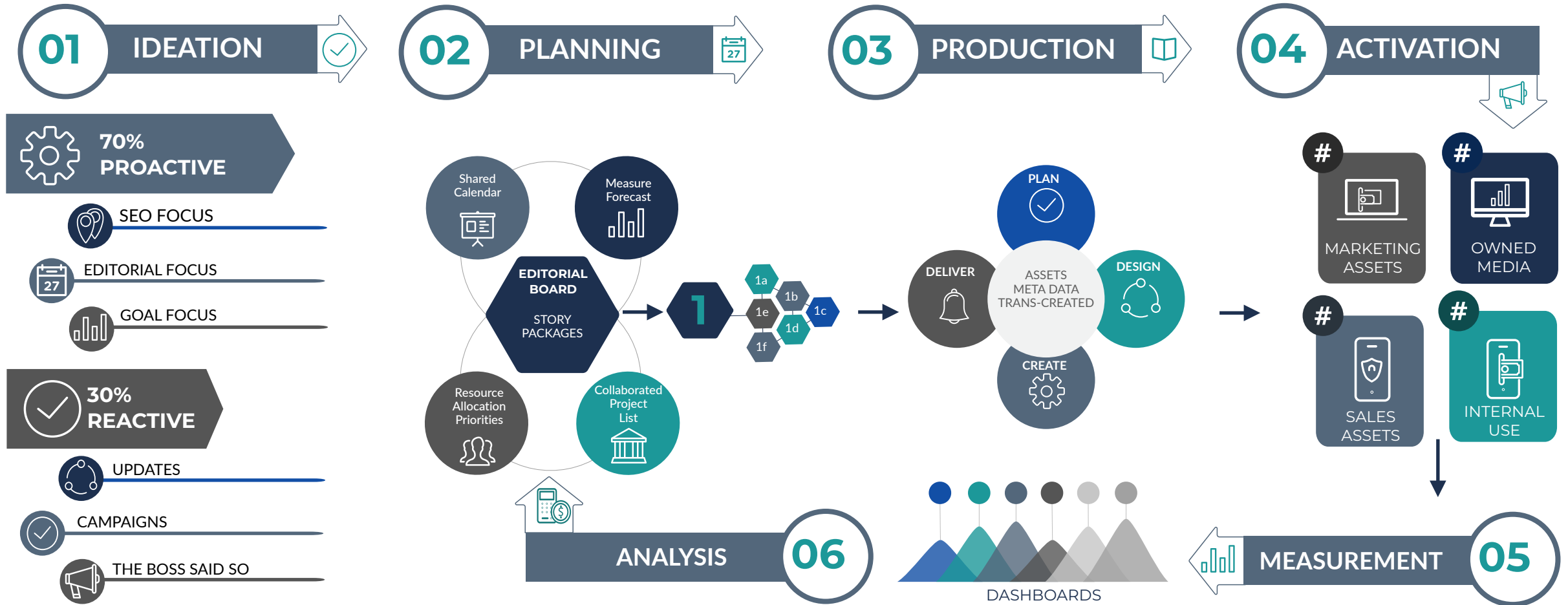
SCALE A CONTENT CREATION PROCESS BY ADDING A PLANNING COMPONENT TO CONTENT CREATION

SLOW DOWN CREATIVE PROCESS TO SPEED UP RE-USE AND RE-PACKAGING

FOCUSED ON DEVELOPING MULTIPLE OUTPUTS OF CONTENT FROM BIGGER IDEAS OR PILLARS



STEP FOUR - WORKFLOW








Example: Creating Content with purpose, not by channel

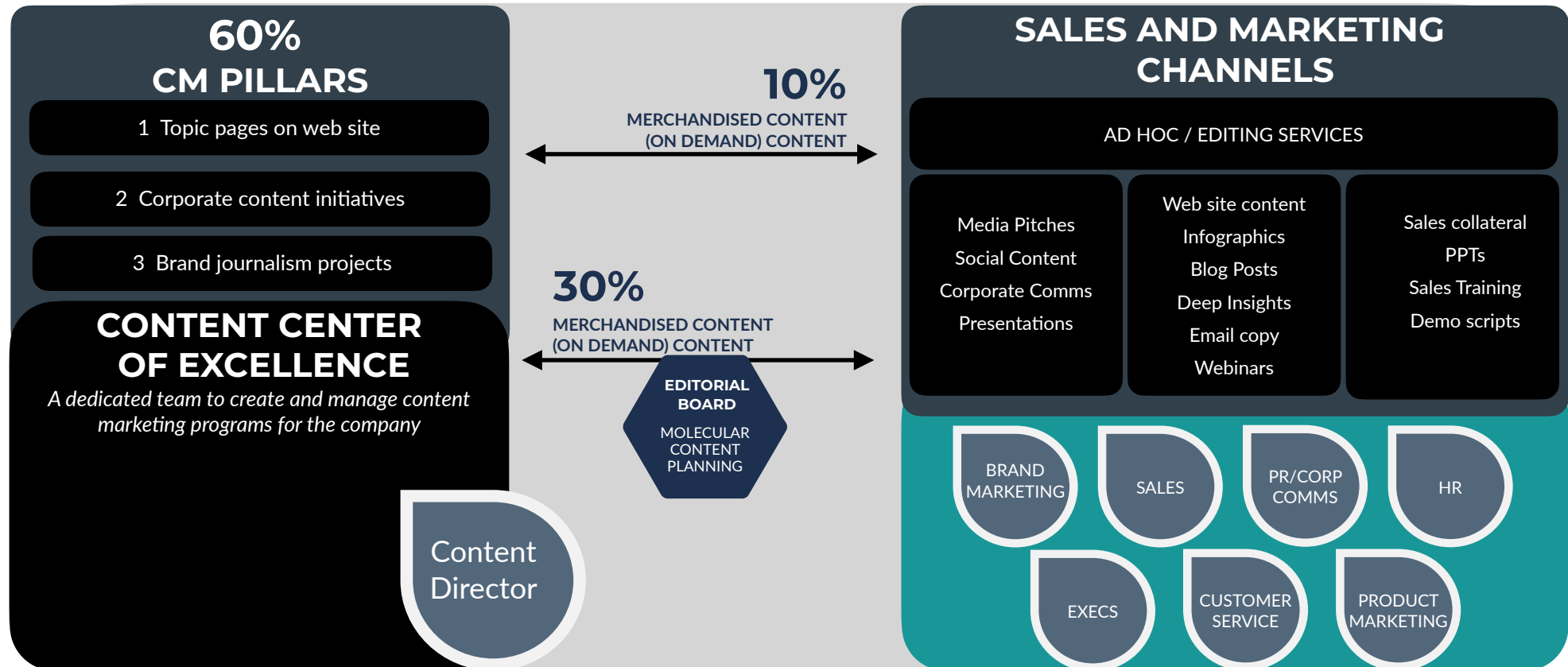
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ABOUT
US

	CREATED CONTENT	RESULT	CHANGING APPROACH
 CORPORATE	BRAND CONTENT (Mix Of Focus)	Beautiful But Empty	BRAND TEAM Larger brand stories and story packages that include components of learning and positioning
 INVESTORS  NEWS/BLOG	LEARNING CONTENT Try to commit to “tones and guidelines”	Thoughtful but without a point of view	CORPORATE COMMS TEAM With Brand, develop a thought leadership P.O.V. that aligns with brand and imbue it into the Corporate Section of Website Content
 PRODUCTS	PROMOTION CONTENT Made up product names	Promotional but out of sync with brand	PRODUCT MARKETING / CONTENT TEAM Not just promotional content but deeper customer stories of how it meets the brand vision
 SCR / DIVERSITY	BRAND CONTENT Mashup of content	A complete mess. “Anybody with a budget”	WEB TEAM - ANYONE Treat this section as its own publication, with deeper stories of thought leadership, customers and efforts to bring brand vision to life

AN EXAMPLE



THANKYOU



content
marketing™
world2021

**USE CODE
AMANYC**