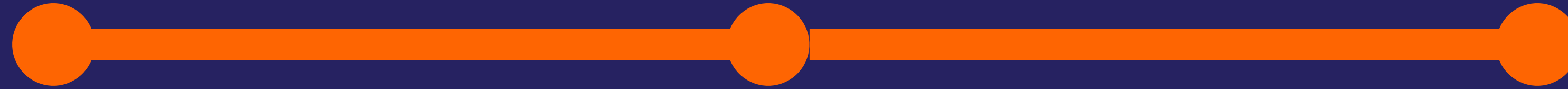


2022

Diploma

Homework

THE HOMEWORK



1. Think of a non-milk related brand that you think is the most customer-focused in 2022. They need to be acting daily as the guide, the sage, the Yoda for their customer who is their hero. They need to be simultaneously taking on the Explorer archetype showing their customers new worlds of possibility.
2. Write a 100-word summary of a story idea for a viral video (making sure you LABEL CLEARLY the A-B-T). It must grab me in the first sentence and then surprise me with the ending like a guy jumping out of a plane to replant the Amazon rain forest or much much bigger and better.

NOTE: Your viral video must bring to life the brand's total commitment to being CUSTOMER-DRIVEN through Connection (joy, empathy, surprise, laughter), Conversation (banter on social), Culture (real-time connection) and Community (imagine them with an active community of fan-boys and fan-girls on social).

DELIVERABLE: One PowerPoint slide with words and pictures to bring it to life. The more pictures the better.

WHAT A JOB WELL DONE LOOKS LIKE

Here are **FOUR** of the best examples of great Brand Storytelling work. The story has a clear A, B and T. Set up the character (the A). It creates tension and conflict (the B) and is paid it off with a surprise at the end (the T). Also, the delegates went the extra mile on design and put some proper thought into it.

NOTE:

The Only Difference With The Four Examples Below Are As Follows:

They focus on an INFLUENCER. You are **NOT required to do this.**



bechillcomedian [Follow](#) ▼ ⋮

852 posts 20.7k followers 1,653 following

Bec Hill

Comedian

Comedian, writer, presenter, actor and chart-flipper. An Aussie stuck in L
She/They. Owner of @hamsterpud

www.waterstones.com/book/the-slime/bec-hill/9781444962291

Customer focused through:

Connection – [Localised billboards using listener's data](#)

Conversation – [@SpotifyCares banter](#)

Culture – [Real-time 'Spotify Wrapped' OOH](#)

Community – [A place to share ideas and discuss music](#)

A piece of Bec's content that would convince Spotify to hire her:
<https://www.youtube.com/watch?v=j-GqOpWAtfE>

AND... Bec Hill discovers she's been mishearing song lyrics all this time, thanks to Spotify's 'Behind the Lyrics' feature.

BUT... she's a little disappointed to discover that a lot of songs just aren't as funny as she thought they were.

THEREFORE... she convinces artists to re-record their songs with the misheard lyrics, available to stream exclusively on Spotify.

Charity partnership opportunity: Spotify could donate money to a charity, such as Comic Relief, for every stream.





A brand focussed on producing the very best ice cream for their customers, as well as making a positive impact on the world for them. Ben & Jerry's uncompromising product and values have given them an incredibly loyal fanbase.

AND...

as Sam is tucking into a tasty tub of Ben & Jerry's, she decides to check out their Instagram page.

BUT...

as she's scrolling she's horrified to discover that so many of the posts have negative comments on, from trolls unhappy with the brand taking a stand on big issues like BLM, refugees and transgender rights.

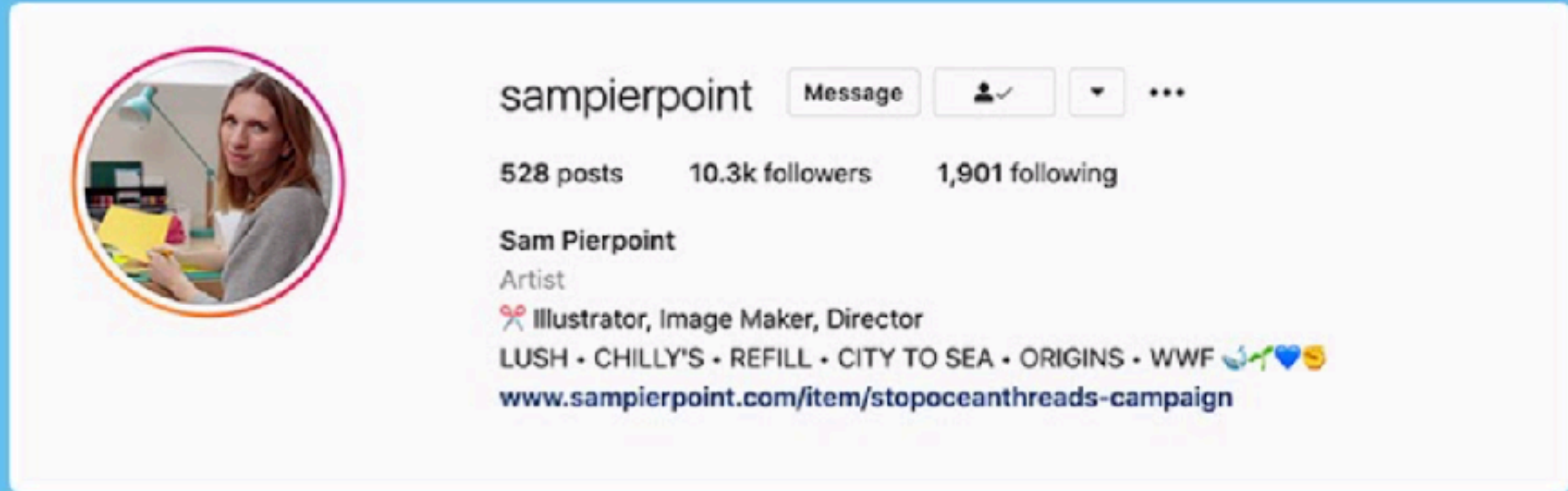
ricklefc Wtf is this shit your ice cream not a fucking political movement

r_g_n_8_3 Wankers

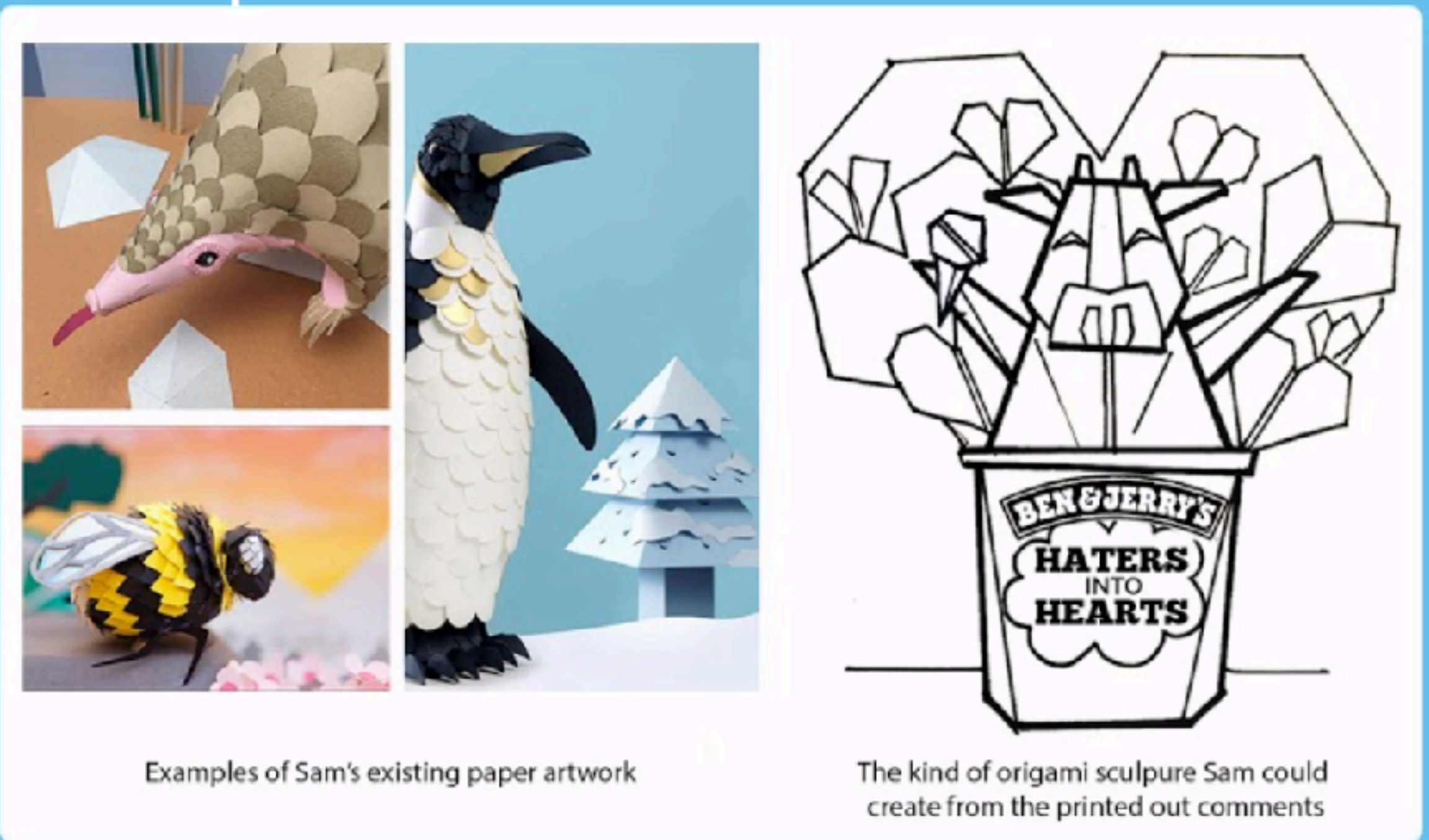
heavy_metal_records Get fked you virtue signalling scumbags , I will never buy your crap again

THEREFORE...

Sam decides to turn those HATERS into HEARTS by printing out the unpleasant comments and using them to create a giant origami artwork. This sculpture can then be auctioned off, with the profits going to help the very causes which were being attacked.



Content to convince Ben & Jerry's to hire Sam Pierpoint:
<https://www.instagram.com/p/BcpFUoRBzr>



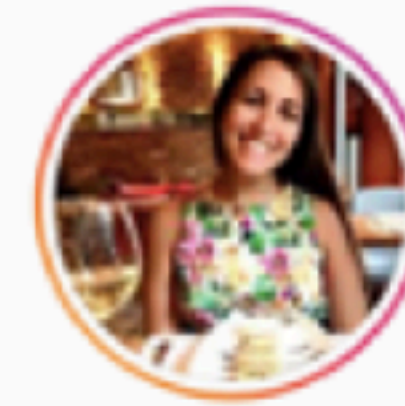
Examples of Sam's existing paper artwork

The kind of origami sculpture Sam could create from the printed out comments

Hotel-able Brand



People **love** Nutella, it's delicious, comforting, playful, versatile and good for making everyday moments a little indulgent. With sales up 34%¹ these qualities are clearly resonating with consumers in this difficult time.



orisadventures [Follow](#) [...](#)
587 posts 5,094 followers 1,041 following
Oriana | London Blogger
Food with a side of Fashion
Venezolana - Italiana
Good food, good mood
Luxury Fashion consultant
linktr.ee/orisadventures

Why Oriana? Positive, playful with sweet food and authentic – not overly polished/unachievable.

Content examples:



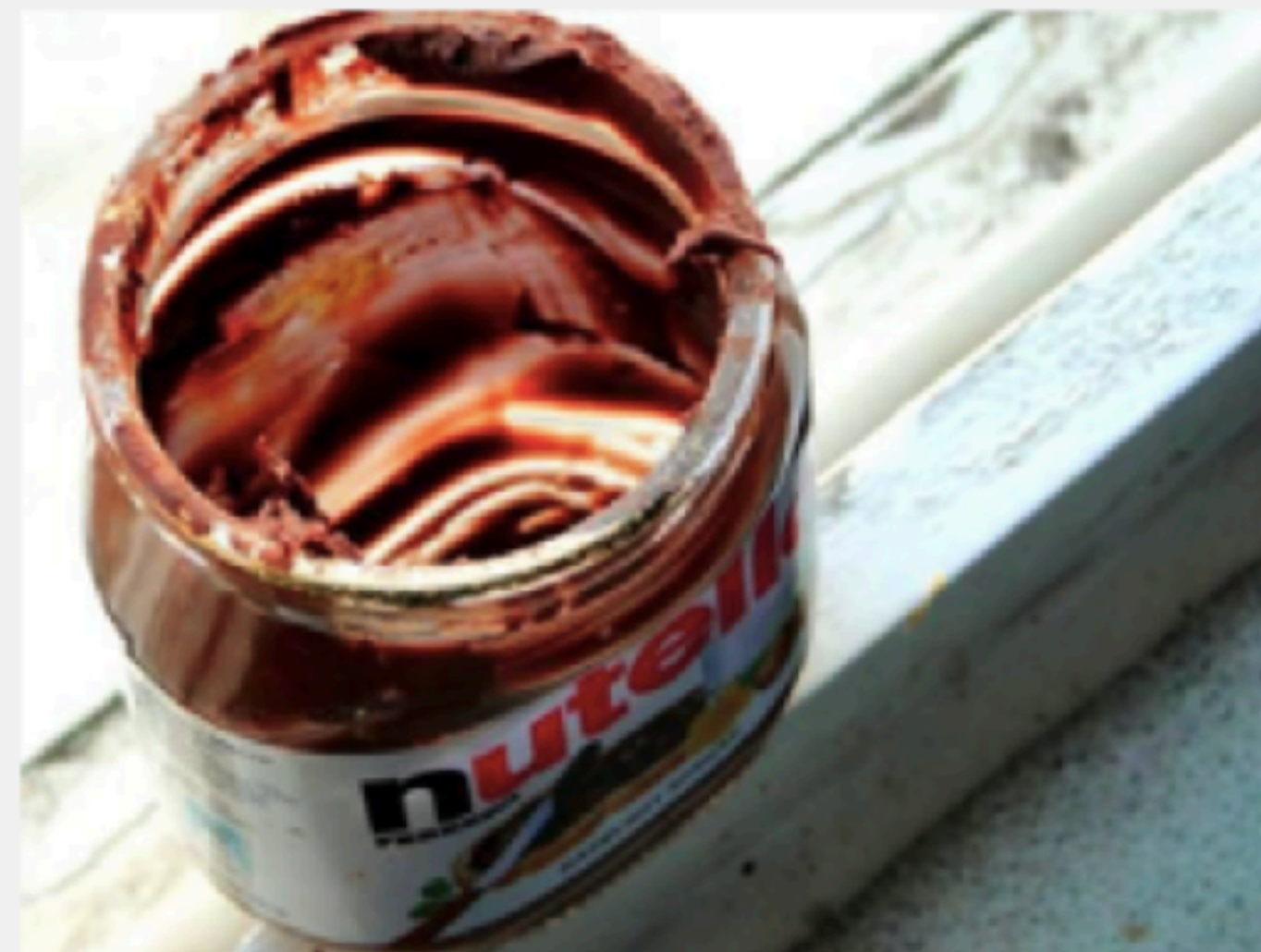
[Content link 1](#)

[Content link 2](#)

And... Oriana can't wait to enjoy some Nutella for a little self-indulgent moment at home



But... she's gutted! Oriana finds her jar is almost empty, she has almost #notella 😞



Therefore... Oriana won't let that ruin her Nutella moment. She mixes warm milk & marshmallows in the jar, creating a decadent Nutella hot choc, giving her the Nutella fix she was craving.



Audio detail: [♪ - Joji - Gimmie Love - ♪](#) Style fits with Oriana's music choices & lyrics of 'Gimmie love when I'm gone' is what Oriana is doing to her almost empty Nutella.

nutella

Notella? No problem Nutella keeps the conversation going, challenging more micro-influencers & consumers to create ingenious solutions to almost empty jars. The brand actively talks to participants and offers a lifestyle supply to the best creation (the ultimate solution to #notella).

finisterre

Sustainability as standard, since 2003.

The ocean's future is our future. That is why we're here - to inspire a love of the sea and to protect it together.

Fabric B Corp Factories Packaging



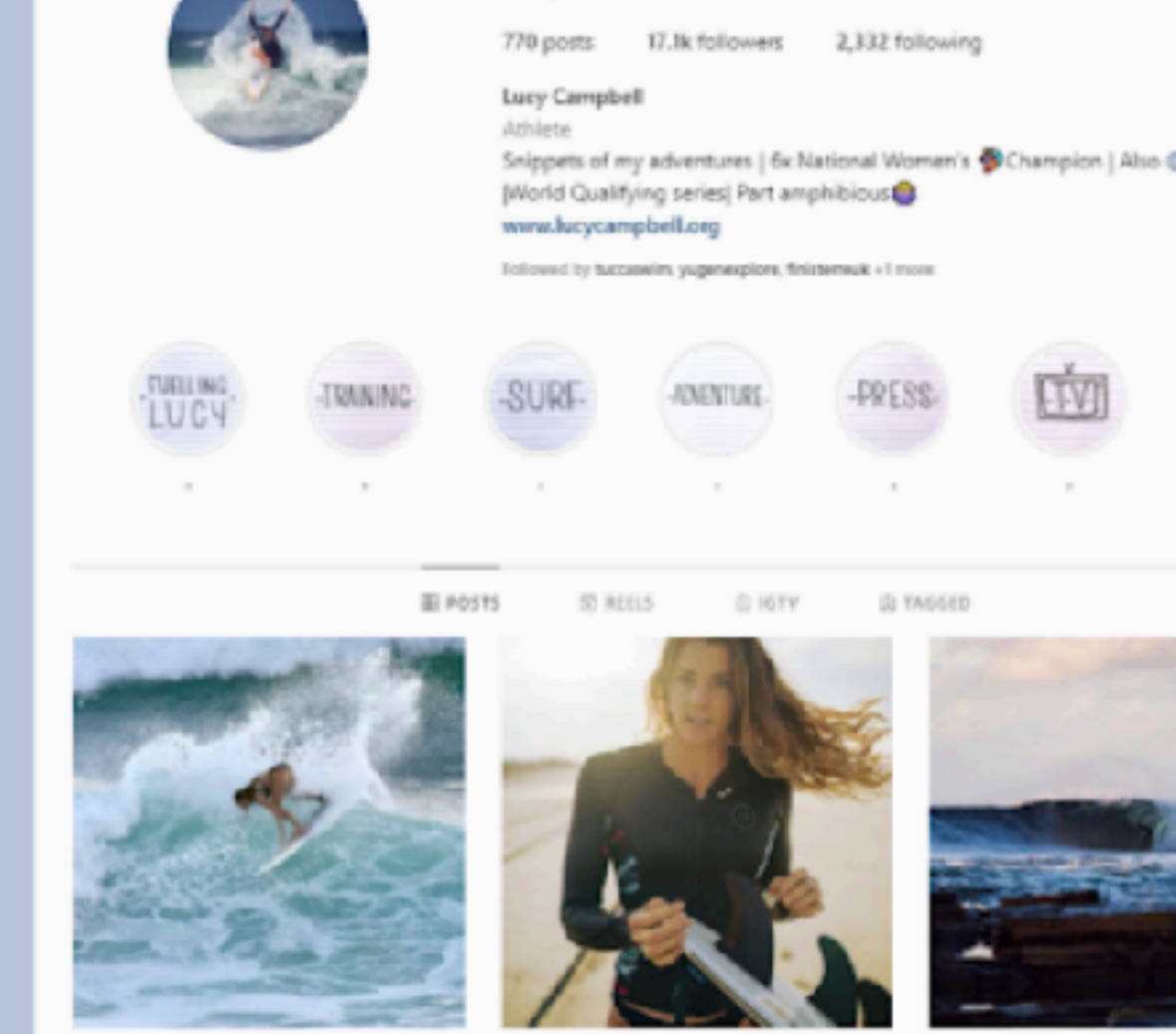
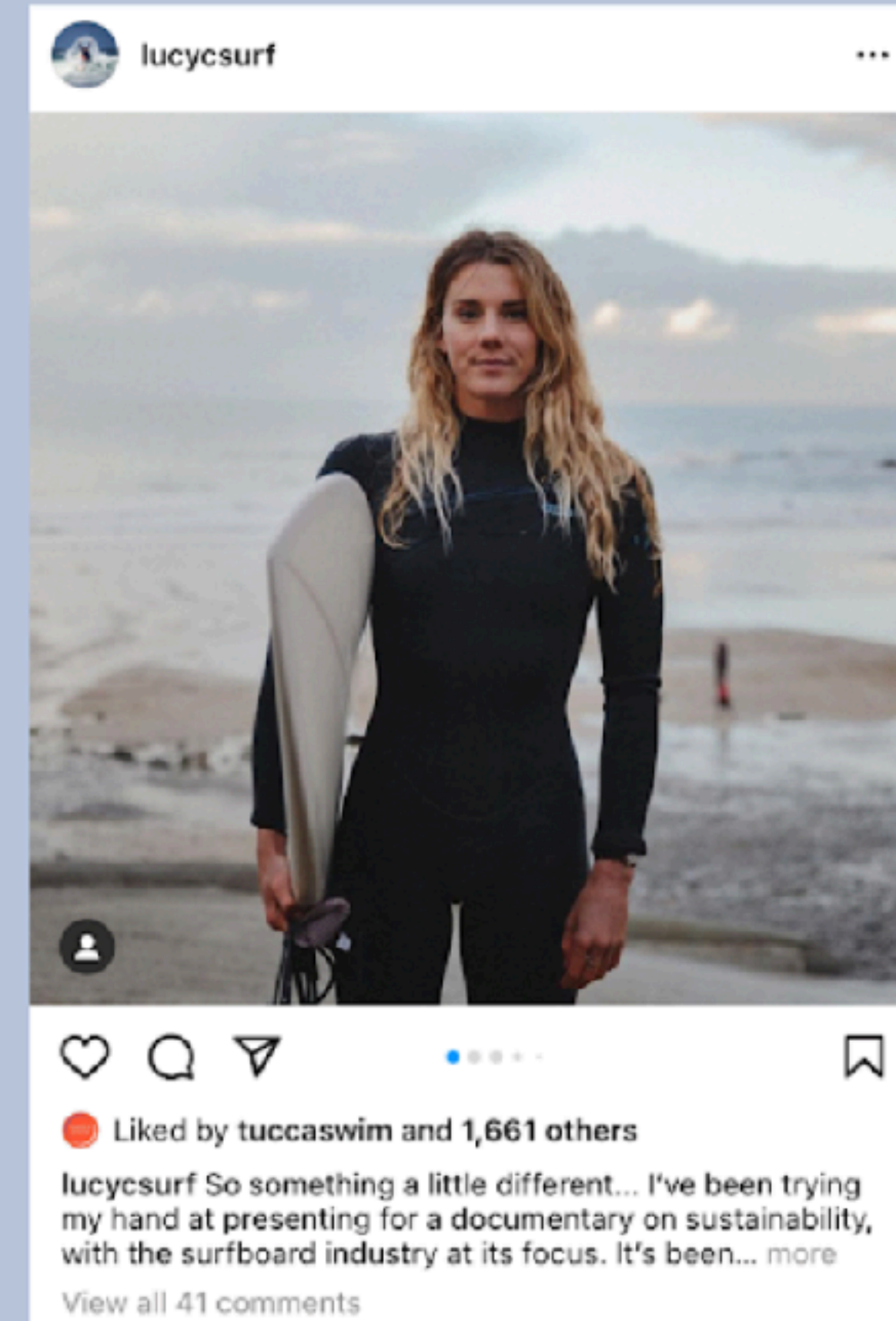
Women's Nieuwland 3e Yulex Wetsuit

Enneagram: 6 (The Mediator), Storyteller: Educator, Curiosity: The Fascinated



Why Finisterre –

- 1) Sustainability – Finisterre's core value is sustainability.
- 2) Reliable – Products are designed to be durable and kept long-term, building deep trust with customers.
- 3) Purpose – Finisterre launched to fill a need (wetsuits for surfers) and never launch a product without this in mind. Each product is thought through and designed to fill the next customer need.
- 4) Partnerships – Finisterre has partnership with other reputable names, such as the Natural History Museum



Why @lucysurf (17.1K followers) –

- 1) Team GB – Lucy is a team GB surfer competing at the Tokyo Olympic games
- 2) Partnerships – Lucy has partnered with other brands that tie in well to Finisterre, such as neoprene and dry robe brands.
- 3) Sustainability – Lucy has previously worked with beach clean charities such as the Marine Conservation Society

Story/Idea – BATTLE FOR THE WAVES

AND: There is a longstanding rivalry between surfers and paddleboarders for space on the water, and since the pandemic began the number of Paddleboarders has multiplied.

BUT: There is no way to resolve this dispute, surfers have the clear advantage on the waves and paddleboards have the advantage on flat water.

THEREFORE: Finisterre take the competition to an even playing field; the road. They close off a downhill route across Brighton, provide boards that have been adapted with wheels (along with Finisterre wetsuits for the competitors) and get brand ambassador, Lucy Campbell, to challenge Team GB Paddleboarder, Ginnie Betts, to the race.

Only one winner can be crowned, finally answering the question – who has more right to space on the waves?

