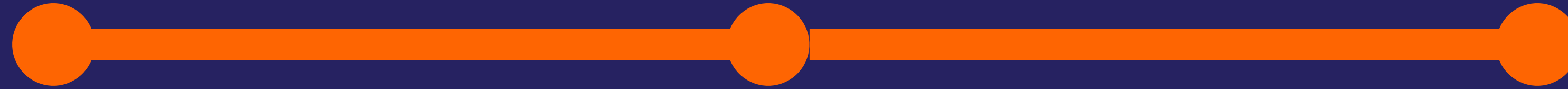


2022

Diploma

Homework

# THE ONE-SLIDE HOMEWORK



## **PART 1 (40% of your time - finding the brand and doing this bit)**

Inspired by the thinking from the amazing founders of Mouth.com, I would like you to think of a smaller non-global brand that you think is the best at telling stories that feature the Spark, Struggle and Surprise. Cut and paste a short paragraph & picture of the founder of the company. I then need you to show me LINKS of at least 2 examples of content and describe what happens in a sentence and why you like it in another sentence.

## **PART 2 (60% of your time - making it No Faking With Nodine's Bacon levels of brilliant)**

Write a 100-word summary of a story idea for a PARTNERSHIP LAUNCH video with your founder-led-company and a charity that shares the same vision (like Young Minds and your brands in the Set Brief).

Make sure you LABEL CLEARLY the Spark, Struggle and Surprise. It must grab me in the first sentence and then surprise me with a much much bigger and better ending than any of the examples we've talked about today. It must feel like it comes from the same brand

**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 **Spark, Struggle and Surprise**. Set up the character and help us **FEEL** something toward them. Then create tension and conflict (the **Struggle**) and then make sure to pay it off with something unexpected at the end (the **Surprise**). Also, the delegates went the extra mile on design and put some proper thought into it.

# NOTE:

**The Only Difference With The Three Examples Below Are As Follows:**

**They focus on an INFLUENCER. You don't need to do this. You need to choose a FOUNDER-LED company and find a pic and cut and paste a paragraph so I know who the heck they are.**

**If you look at the Spotify one as the best example, you'll include 2 Content links instead of 4. Instead of an influencer's Instagram, You'll cut and paste a pic of the founder and a paragraph on who they are. You'll do the Triple S just like this Spotify lover did.**



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](http://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>

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

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

**Surprise Ending** 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.

### Spark

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

### Struggle

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

### Surprise Ending

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.



sampierpoint

Message



528 posts

10.3k followers

1,901 following

Sam Pierpoint

Artist

✂️ Illustrator, Image Maker, Director

LUSH • CHILLY'S • REFILL • CITY TO SEA • ORIGINS • WWF 🌱🌍💚💙🌈

[www.sampierpoint.com/item/stopoceanthreads-campaign](http://www.sampierpoint.com/item/stopoceanthreads-campaign)

Content to convince Ben & Jerry's to hire Sam Pierpoint:

<https://www.instagram.com/p/BcpFUoRBzr>

F



Examples of Sam's existing paper artwork

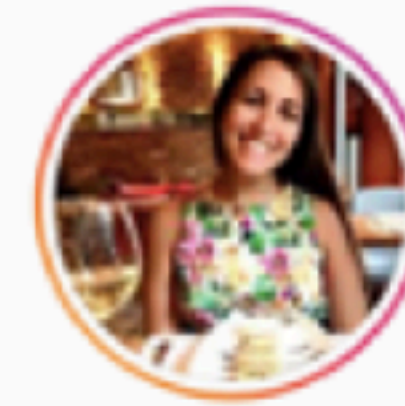


The kind of origami sculpture Sam could create from the printed out comments

## 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%<sup>1</sup> 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](https://linktr.ee/orisadventures)

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

Content examples:



[Content link 1](#)

[Content link 2](#)

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



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



**Surprise** 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).