

**Exploring
Entrepreneurship
Brand Strategy &
Storytelling**

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Hello. I am Amy Samuel.



Marketing Director, Quantum-h
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20+ years in Marketing
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Coca-Cola L'ORÉAL BACARDI.

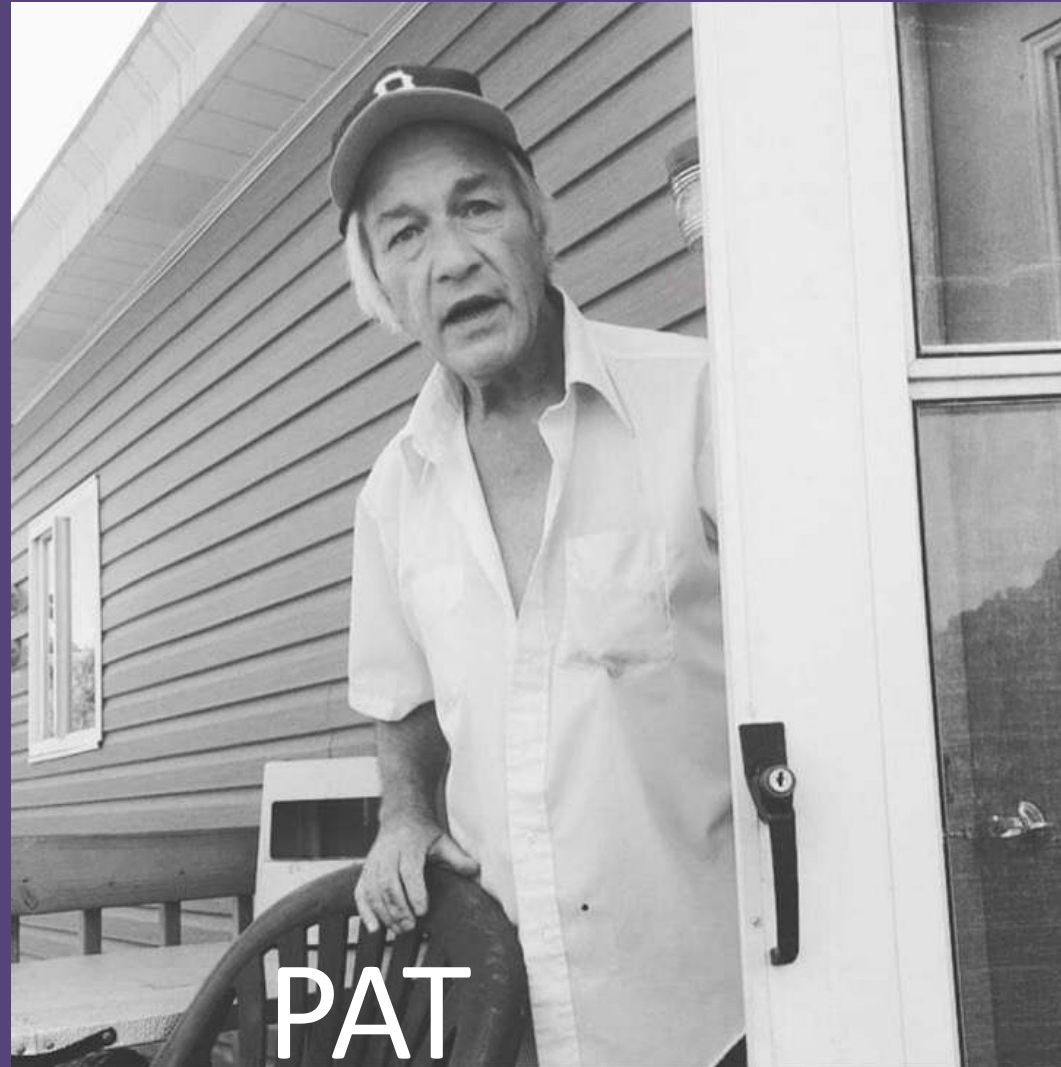


UNIVERSITY OF
OXFORD



NEW YORK UNIVERSITY

My journey in marketing started with dad



PAT

Flea Market: 4 P's in Marketing

Product:

What you are selling or offering
Goods, Services, Experiences & Ideas

Place:

How its delivered to customer
Online, Instore, Locations



££ Price:

What something costs
Market demand, Perceived Value & Production

Promotion:

How you communicate benefits
Advertising, PR, Digital & Social

Brand Storytelling is part of all of these

Brand: A distinctive identity that sets a product, service or business apart from the others in the market.

Name

Logo

Design

Image

Brand Name & Logo

The most recognizable aspects of a brand. First elements that consumers think of. Should be memorable & distinctive.



Understand your audience

Who is your core audience and what problem are you solving for?



Values & Personality

Core principles and traits that the brand represents. Values & personality is how the brand is perceived.

FRIENDLY
CONSISTENT
ADAPTABLE

Products & Services

What the company offers is an important part of a brand. Quality, features, design and range of offerings contribute to the brand's image and reputation.



Brand Story: A market approach where a brand uses a narrative or story to connect more deeply with its audience. Designed to create a more emotional connection.

Storytelling
Identity
Feelings
Connection



University Applications



Job Interviews

Brand storytelling is everywhere.

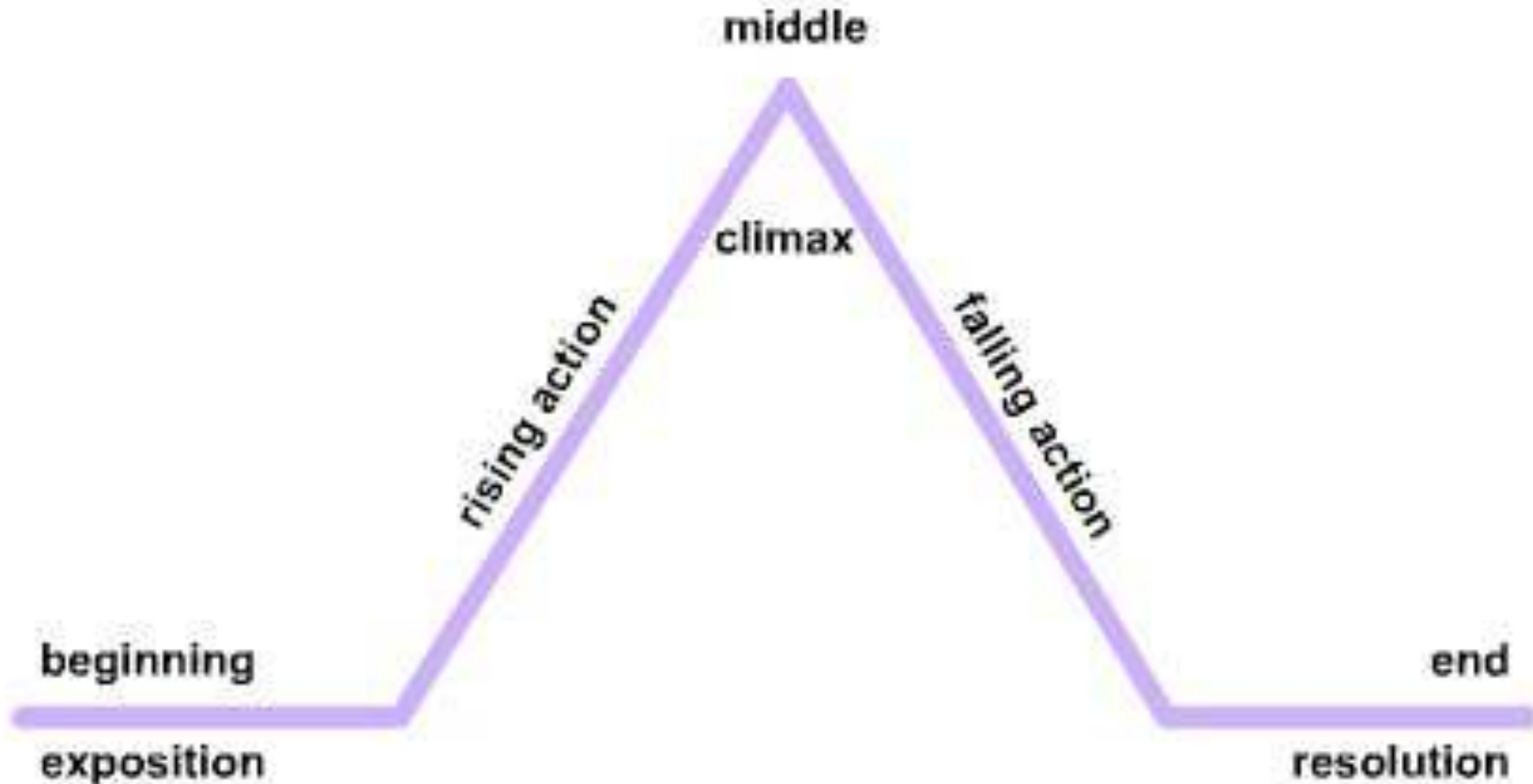


Community Building & Relationships



Starting your own business

How to tell good stories: Story Arc



Patagonia “Don’t Buy Our Products”



- Consistency in messaging. “if you can create a company of honest messaging and truth, your customer’s will look to you for what’s right.”
- Sustainable and high quality products while inspiring consumers to have a positive impact on the environment.
- Messaging: Don’t buy our products.
- Held on to that story that a product they sell should be worn until its unusable and unrepairable.

Key takeaways for building a strong brand

1. Create a strong value proposition & brand identity (and good creative assets).
2. Understand your target audience (needs, behaviours and preferences).
3. Develop a good brand story and be consistent across all platforms to help build trust and credibility.
4. Stay true to your core mission but adapt and evolve with changing times.
5. Measure your impact.

Tools to help with branding & storytelling

ⓑ The Brand Shop

 Looka

 DALL-E 3

 tome


Prezi

 Canva

Note: Not affiliated with any of the above brands