

Dr. Joachim Scholz & Brock University

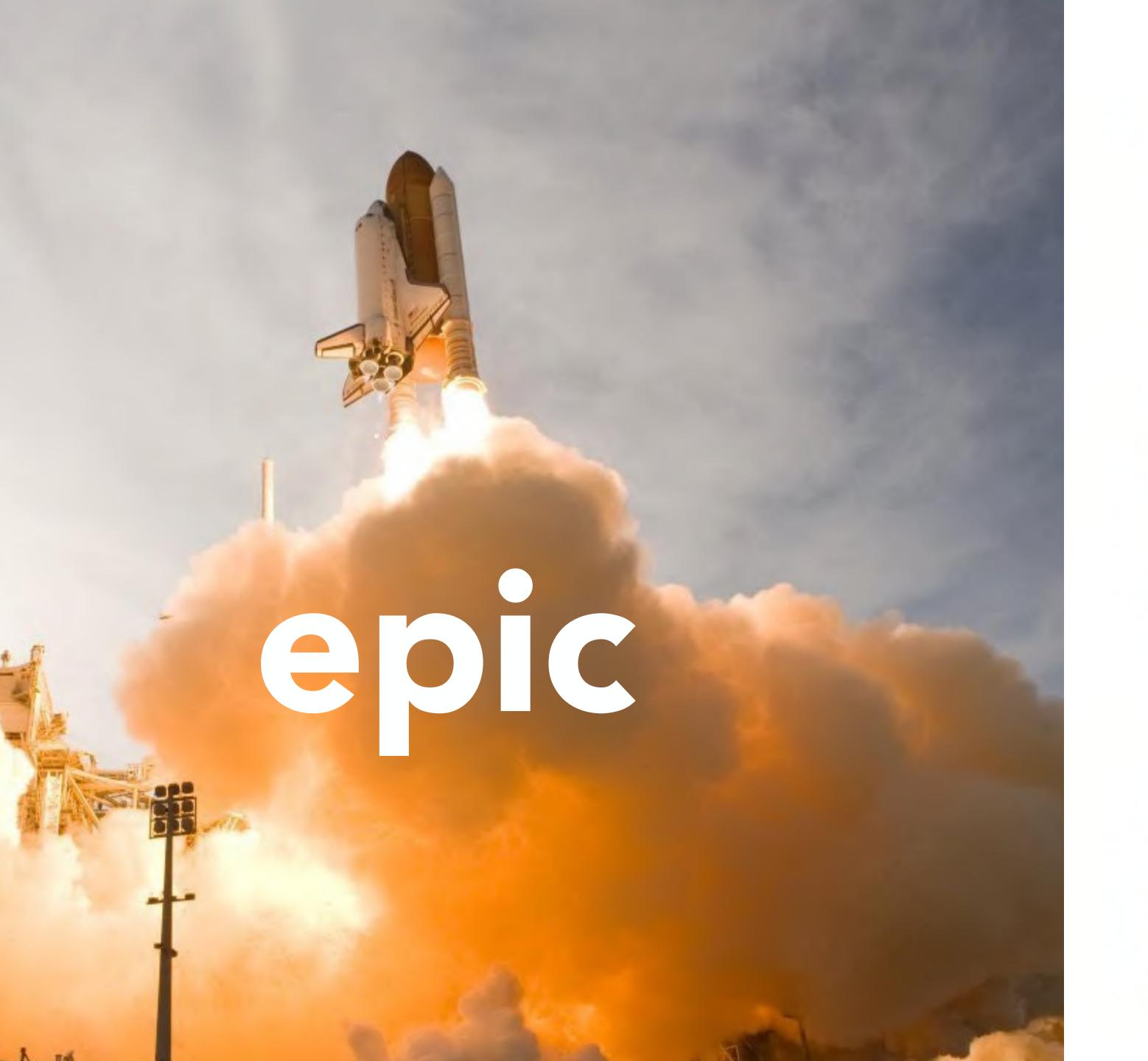


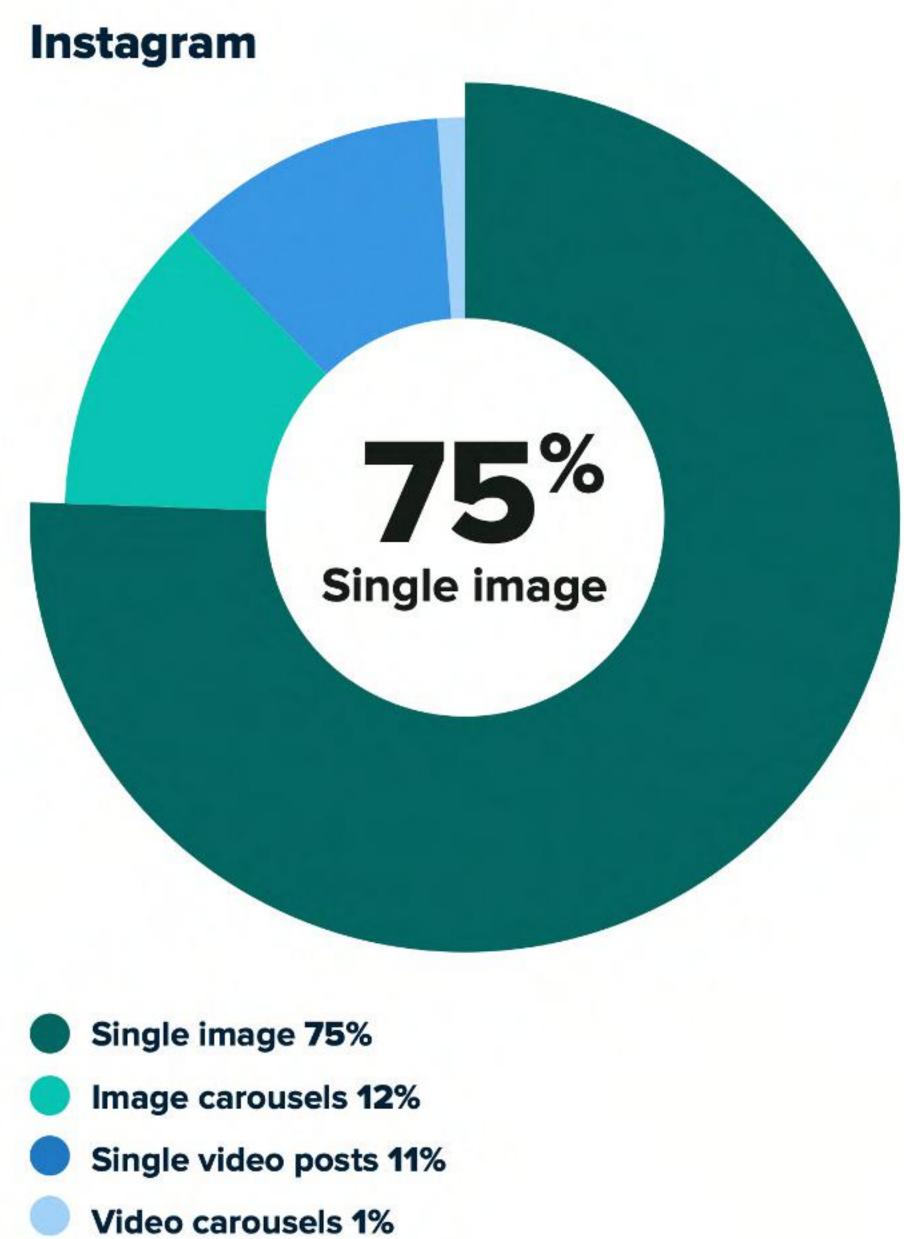


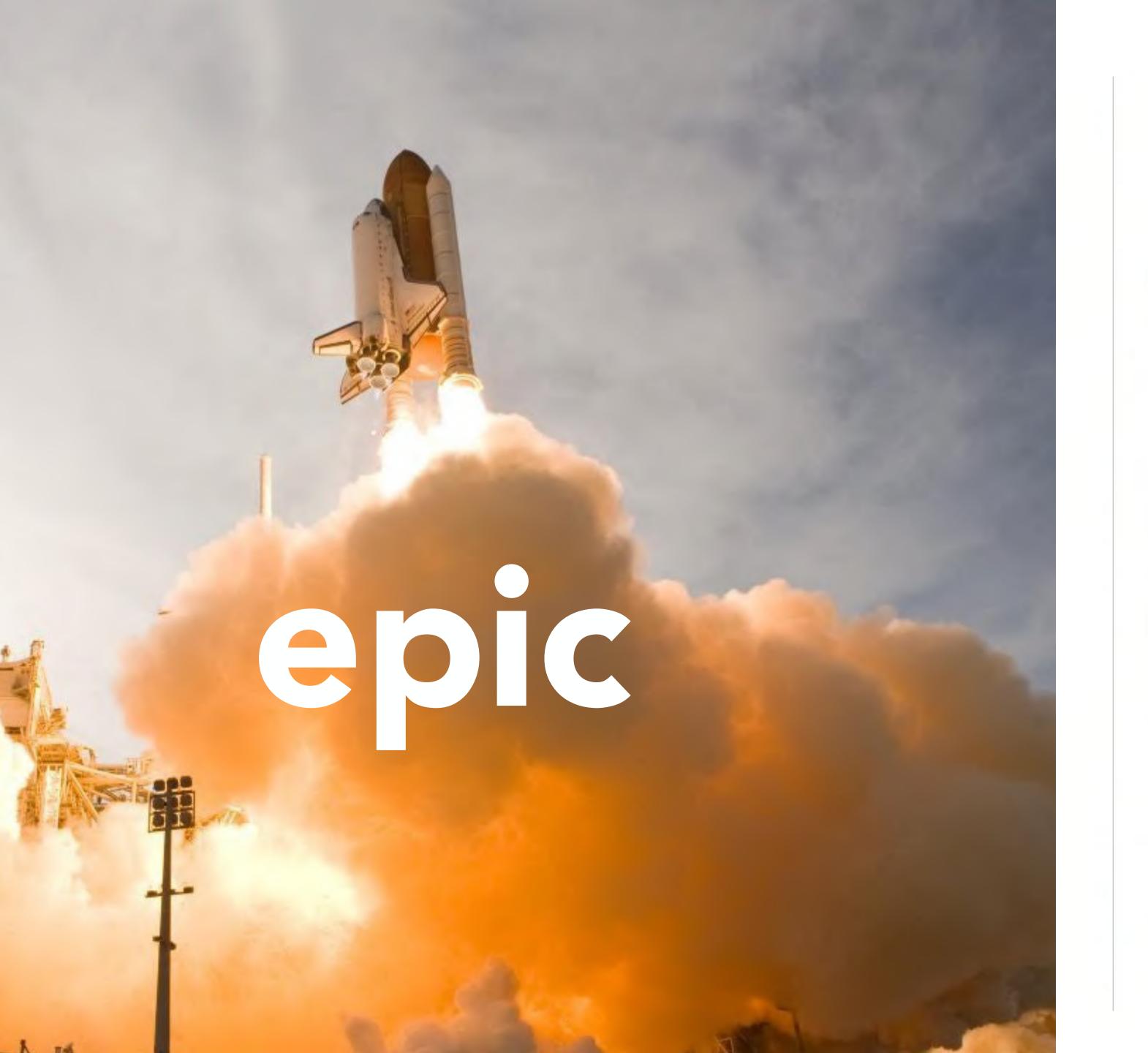


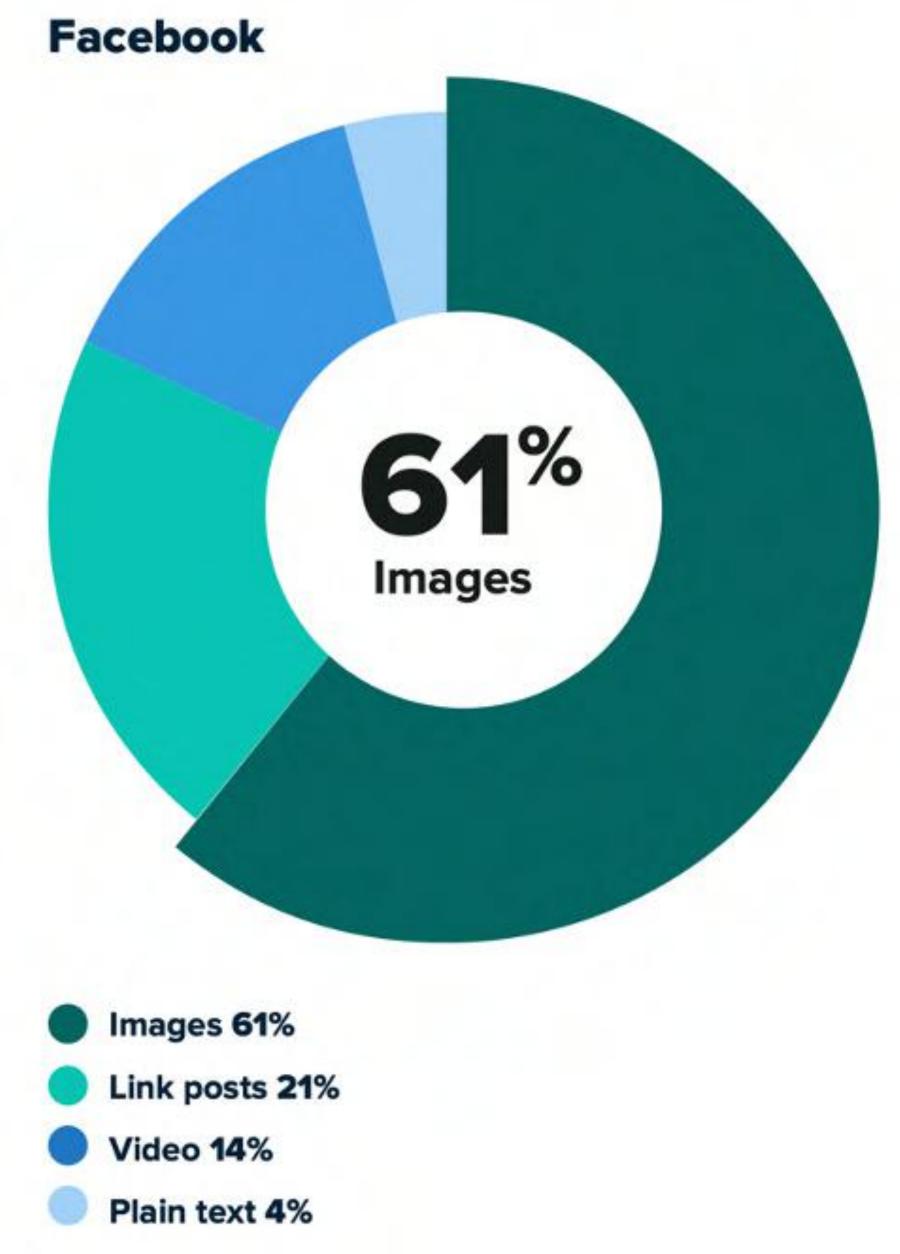
- Humans are pre-disposed to stories
- Narrative transportation: Consumers identify and connect with characters → emotional response and brand relationship
- Stories convey meanings
 - Create a sense of self
 - Express who we are
 - Understand our experience and world, instill values















problems

Consumers don't care about our stories

Static images lack temporal sequence

How to move beyond tired clichés/formulas

How to explain and justify your strategy

solutions

Tell epic stories instead of histories

Create _____ instead of plot lines

Let an ____ guide visual content creation

Use ______to demonstrate success



"Share the history of your company."

"Tell your story. You may be surprised but people want to know what makes your brand or business unique. People are interested in how you started and how you got to where you are today."



a brand essence is the compass that defines your brand and how it fits into the life story consumers are writing for themselves



The best stories... the stories that transcend time and place, are more than simply entertaining - they are in some way useful to us... They help us work through unconscious pressures and deal with fear, anger, and anxiety, and they lend expression to deep yearnings we are often unable to articulate or even identify."

Mark and Pearson (2001): The Hero and the Outlaw



ESTATE WINERY started with Animal Vineyards. A 14 acre property in 1999 near Beamsville and planted their first acre vineyard in 2000. With the goal of supporting and 8500 case winery, a second farm and 19th century barn was purchased 2001. The second property, located adjacent to Ball's Falls Conservation Area, is now the home of ESTATE WINERY vineyards produce only the highest quality Niagara vinifera and hybrid grapes. We welcome you to experience the historic char of our 1800's era heritage barns, the setting for the production area and retail outlet.

Beginning with its early vintages wines have been very well received by customers, wine critics and restaurants. Each vintage has produced award winning wines. With a total of 32 acres of planted vineyards ESTATE WINERY grows Chardonnay, Riesling, Pinot Gris, Vidal, Gewürztraminer, Cabernet Franc, Cabernet Sauvignon, Merlot and Pinot Noir. OVQA wines are preserved with screw caps as we believe this to be a superior closure for preserving wine quality, fresh longevity.

The 20-acre ravine behind the winery with 18 mile creek flowing though with 3 bridges, it is a scenic spot for hikes, pleand outdoor functions. We are a stone's throw from the magnificent Bruce Trail, and adjacent to Balls Falls. With our Cellar, 1800's barn and NEW multi-level outdoor decks, we can host events in a spectacular setting overlooking our revineyards.

is this story entertaining or useful?

The family finally realized our dream of owning a boutique artisanal winery. If the company in 1971 is opened the hospitality business in Niagara in 1971. A dedication to them both is our Waterfall overlooking the vineyard. They taught us all the true meaning of hospitality. It took over the company in 1991 and started to contract with wineries throughout Niagara, being on the opening hospitality team of several successful Niagara Wineries.







CHARDONNAY.

Click Here to Access Your Wine-Club Member Discount

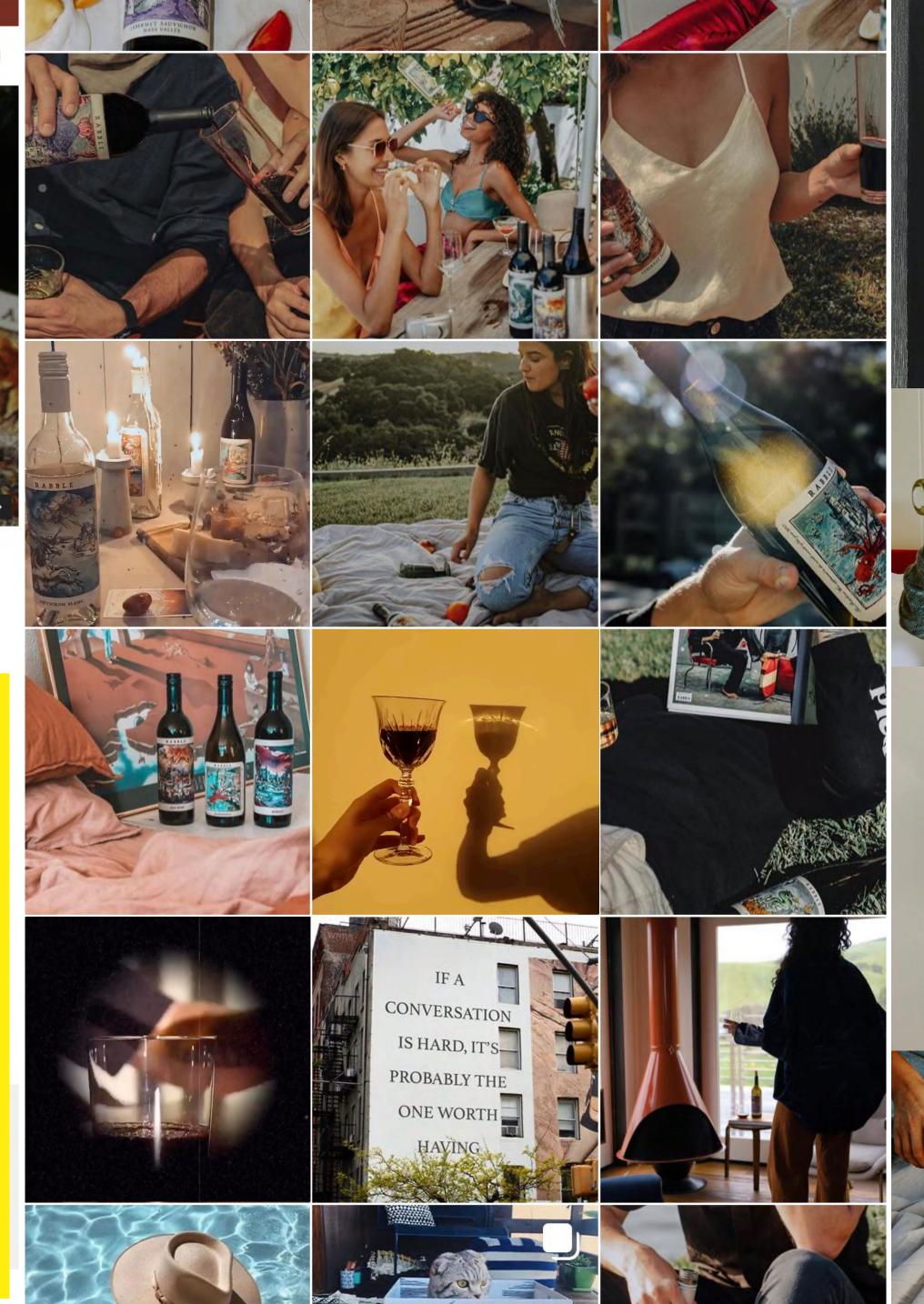
-Rabble-

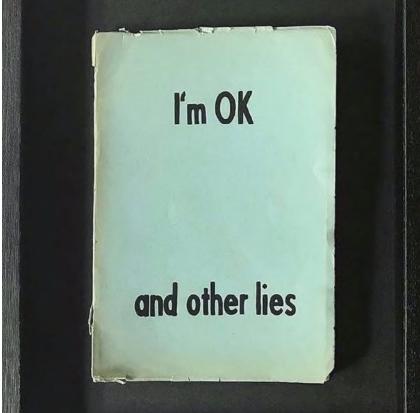


RABBLE / RABOL/ - A REVOLUTIONARY FORCE, MOBILIZED BY A DESIRE FOR CHANGE

We make wine for people like you. For those who love to live, dream and drink great wine without borders or boundaries. Let's dare to change the world of wine together.

Brand Essence: "Rabble Wine encourages customers to embrace the chaos in their lives and turn the world upside-down through creating micromoments of escape that change the world into a warmer place."











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symbolic meanings

emotional associations

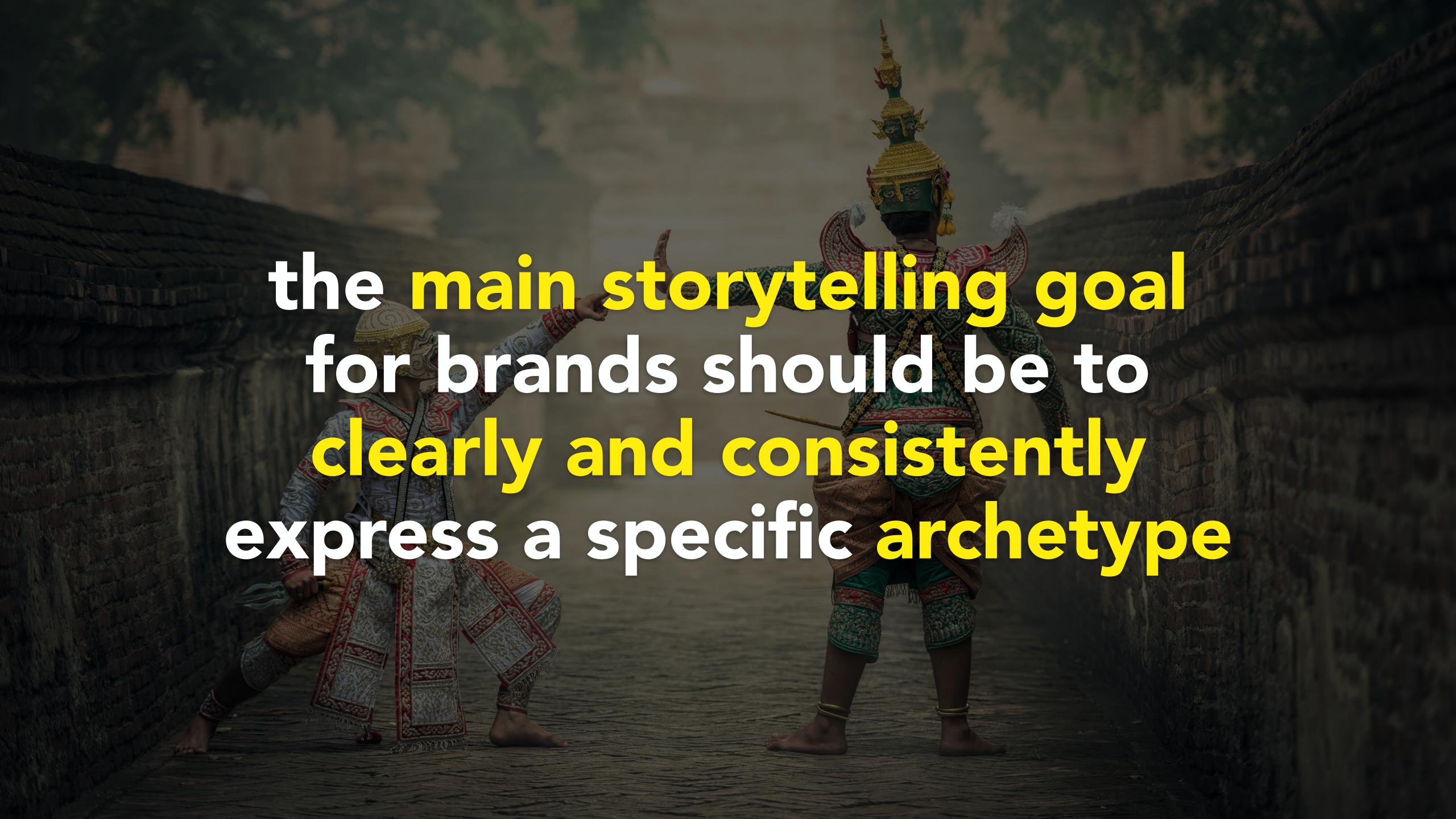
functional attributes

Brands are vessels of meaning consumers can incorporate into their own lives.

Brand Essence: "Rabble Wine encourages customers to embrace the chaos in their lives and turn the world upside-down through creating micro-moments of escape that change the world into a warmer place."







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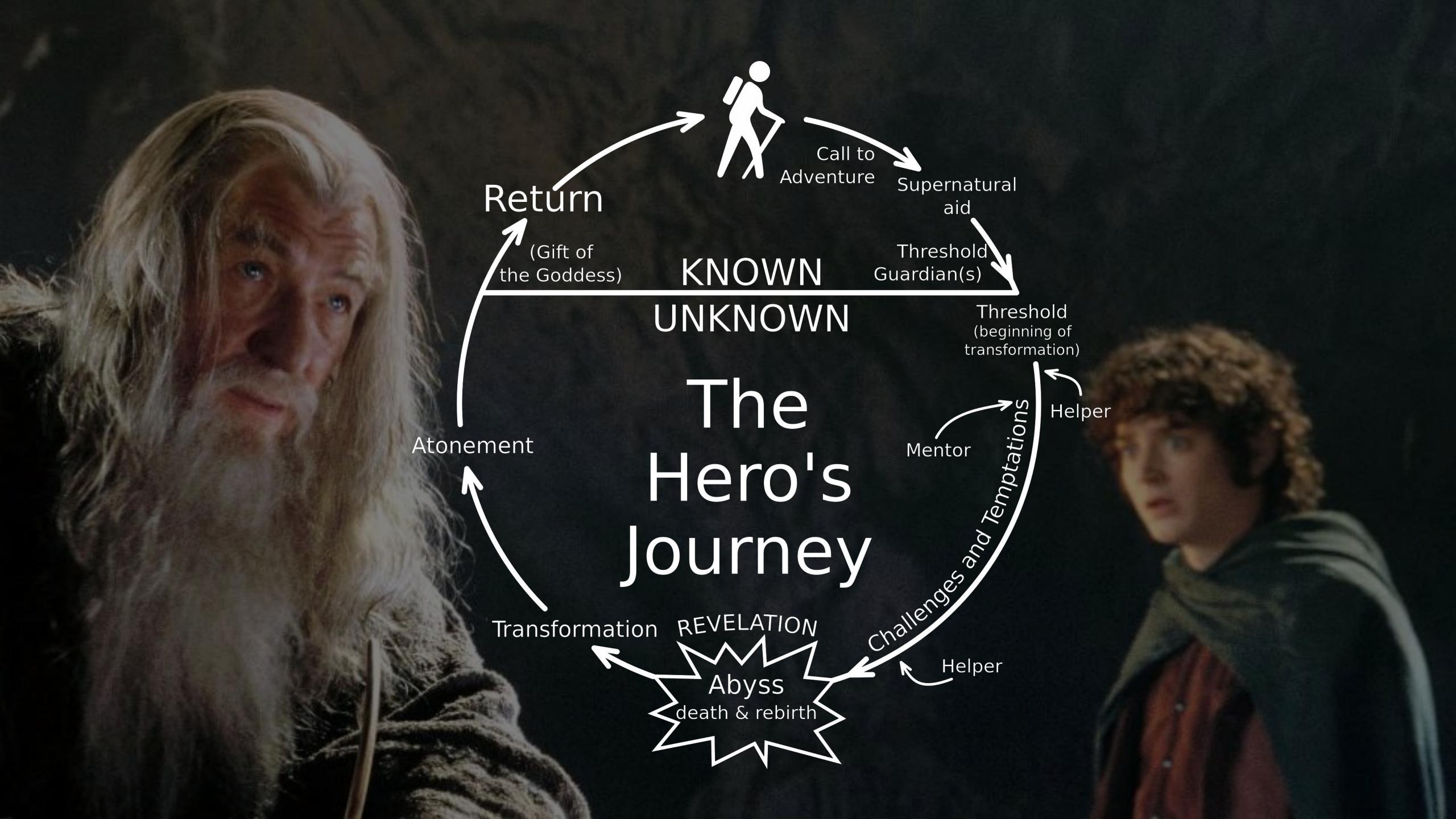
Create <u>character archetimes</u> types instead of plot lines

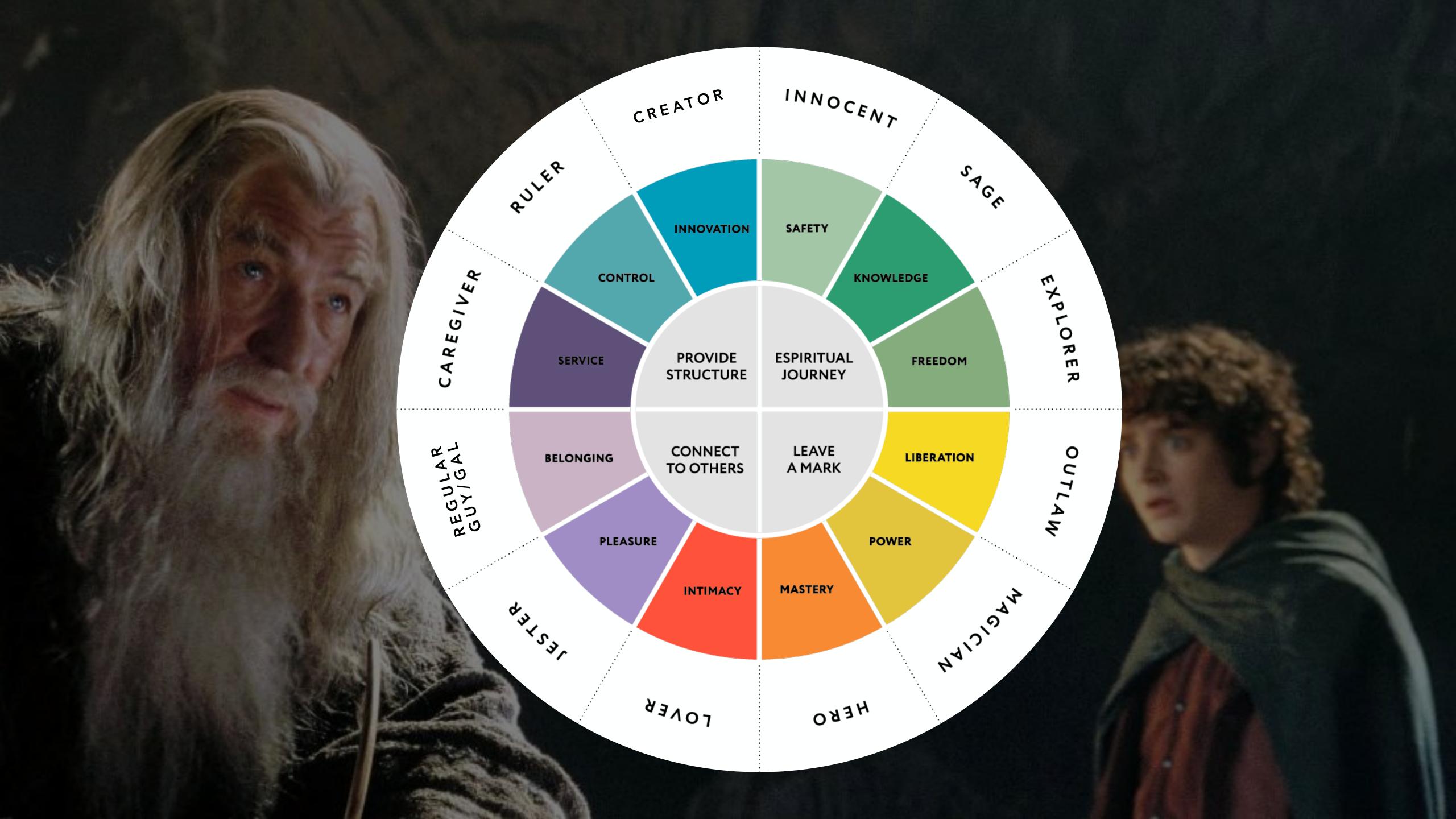
Let an ___ guide visual content creation

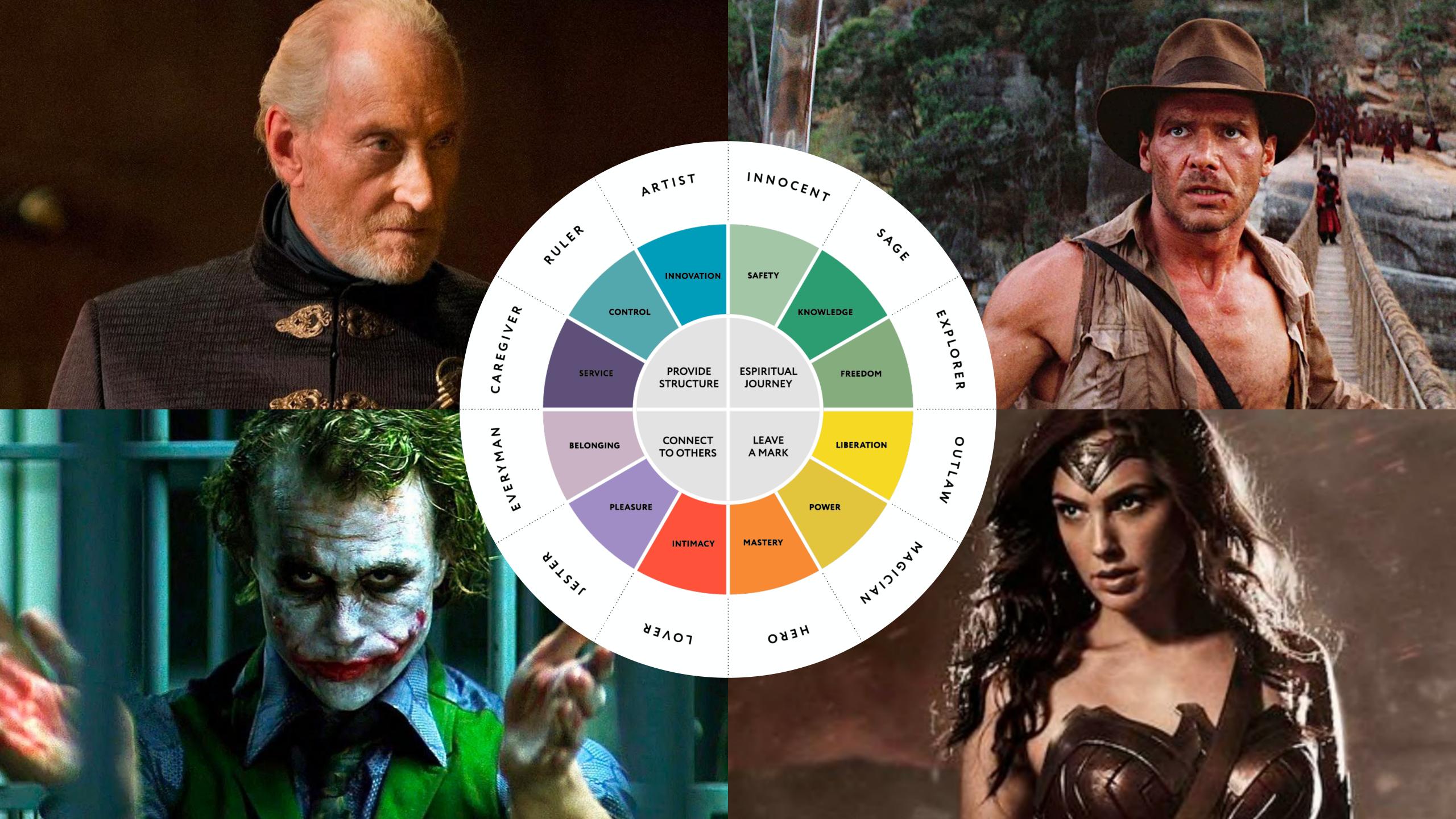
Use ______to demonstrate success

archetypes in storytelling

- Archetypes are inherent patterns and psychological structures that are universally shared and recognized
- The building blocks of culture: Archetypes help us make sense of the world, usually in unconscious ways
- * Strategic application: Brands can offer an archetype which matches the archetype that consumers want to express in their own stories







LEGO, Apple (2)

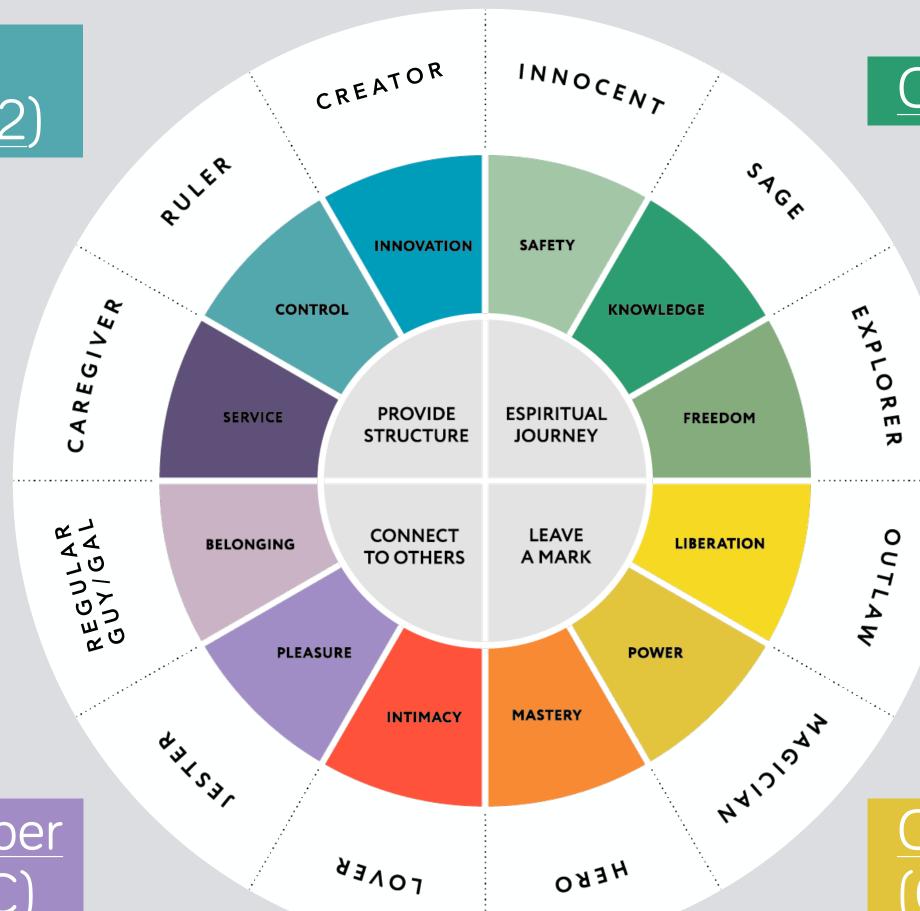
Fiji Water, Lululemon, Toyota Prius, (Gucci Bloom)

Louis Vuitton (2), Cadillac (2)

Amazon Alexa,
Dove (2), Pampers

Starbucks (2), IKEA (2), Heinz Ketchup

Aviation Gin (2, 3), Fiber Fix, Burger King (CGC)



Casper, IBM

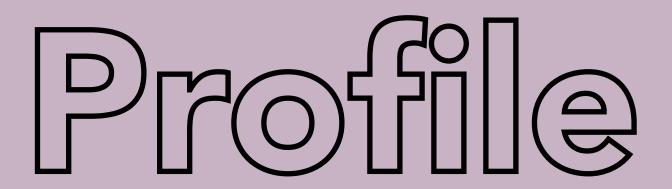
Toyota Tundra, Marriott, American Express, The North Face

Gucci, Harley-Davidson, Jack Daniels (CGC)

Coca Cola, Lush (CGC), Dior

Calvin Klein (2), Sephora, (Lush) Nike (2), Under Armour, Red Bull, GoPro

Regular Guy/Gal Profile





- Desires connection with others and sense of belonging
- Values ordinary virtues, while being put off by elitism
- Unpretentious and favors ordinary things/activities
- Believes in friendship and inherent worth of everyone
- Conscious of common mishaps and shared vulnerability
- Low key, practical, resilient, hard working, relaxed, common touch, not out to impress
- Blending in, empathetic, unpretentious, colloquial, unassuming

Subtypes: Survivor, Egalitarian, Communitarian, Buddy, Realist

Outlaw



Subtypes: Rebel, Contrarian, Radical, Troubleshooter, Game Changer

- Challenges status quo and aims to destroy or subvert what is not working
- Seeks revolution and disruption
- Advocates for change and reform of social systems
- Rejects and lives outside normal order/conventions
- Sheds unhealthy/imposed attitudes and habits
- Shocks, embraces dangers, takes risks, and breaks rules
- Unconventional, contrarian, outsider, counter-culture, wild, passionate, reckless

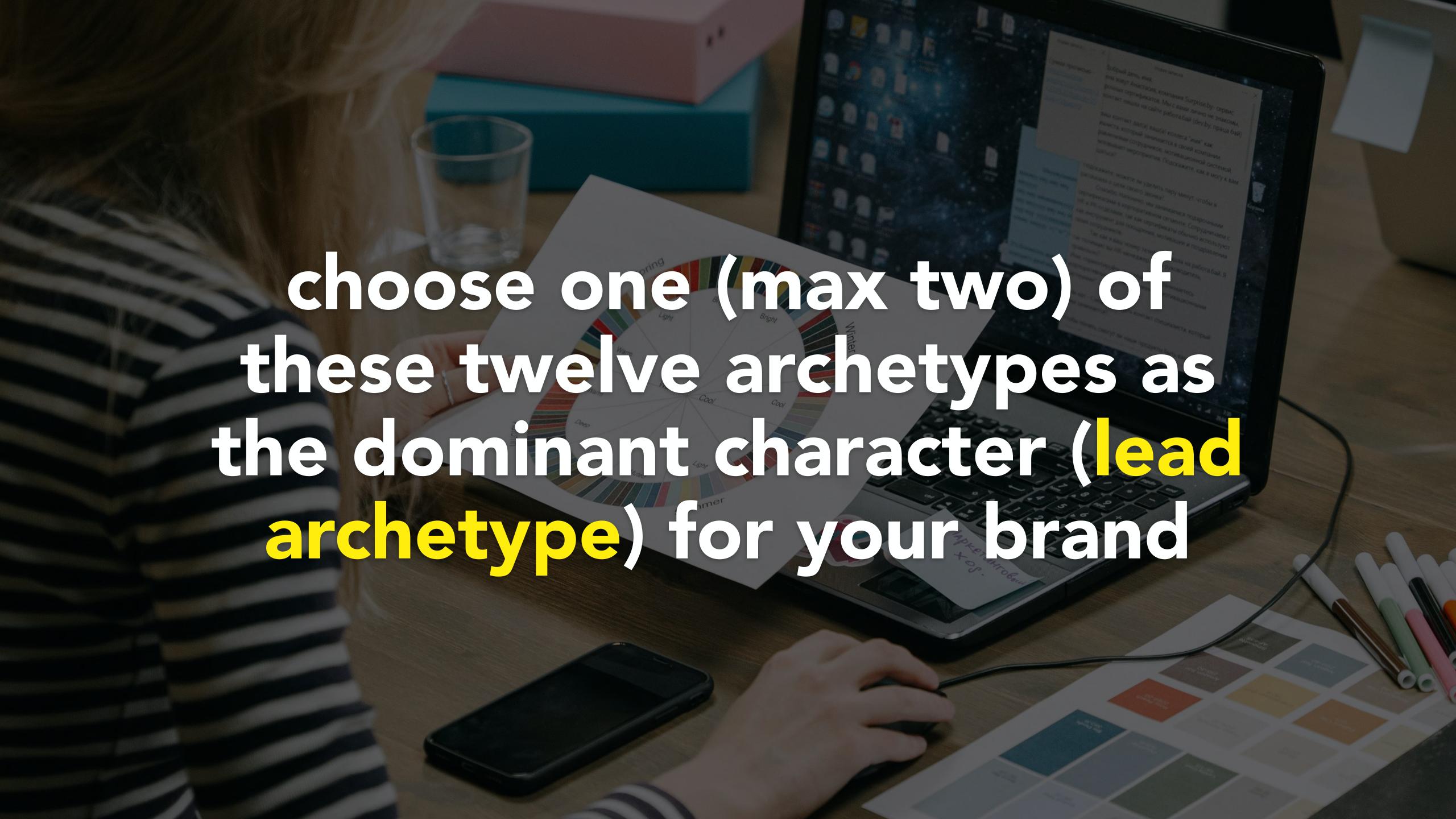
Jester





- Avoids boredom of mundane world through playfulness and having fun at all costs
- Lives in the moment, takes things lightly, dissolves stress
- Breaks rules to have fun, disregarding consequences
- Enjoys light-hearted truthtelling, satire, and rising above life's absurdities/hypocrisies
- Out-of-box thinking and finds clever ways around obstacles
- Playful, spontaneous, wild ideas, humorous, parody, fun

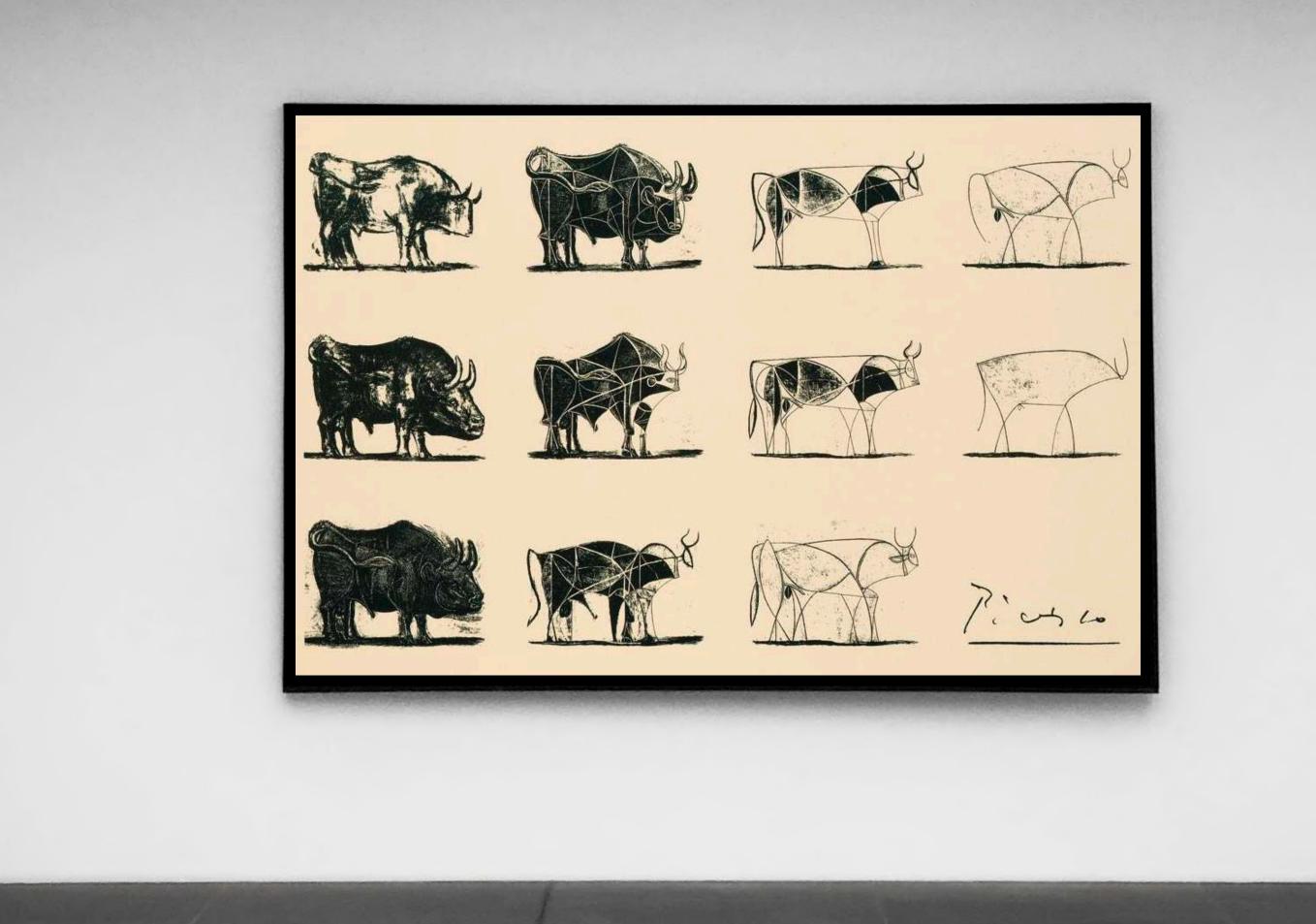
Subtypes: Entertainer, Wit, Wise Fool, Holy Fool, Jovial Truth-Teller



a brand essence is the compass that defines your brand and how it fits into the life story consumers are writing for themselves







brand essence

archetypes

localize into brand

individual content

outlaw

Challenges status quo and aims to destroy or subvert what is not working Break with conventions to escape the stuffiness and pretentiousness of wine (Rebel subtype)



RW encourages customers to embrace the chaos in their lives and turn the world upside-down through creating micro-moments of escape that change the world into a warmer place.

jester

Avoids boredom of mundane world through playfulness and having fun at all costs

Celebrate 'don't care' attitude consumers use to rise above the absurdity of life (Wise Fool subtype)



Emphasize the 'now'
by pushing stress
aside and living in the
moment -> YOLO
(Holy Fool subtype)



Break with conventions to escape the stuffiness and pretentiousness of wine drinking (Outlaw, Rebel subtype)



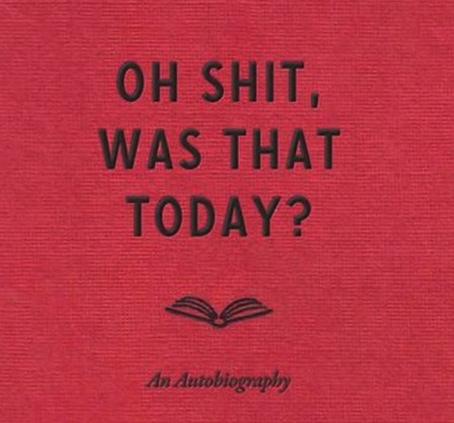






RW encourages customers to embrace the chaos in their lives and turn the world upside-down...

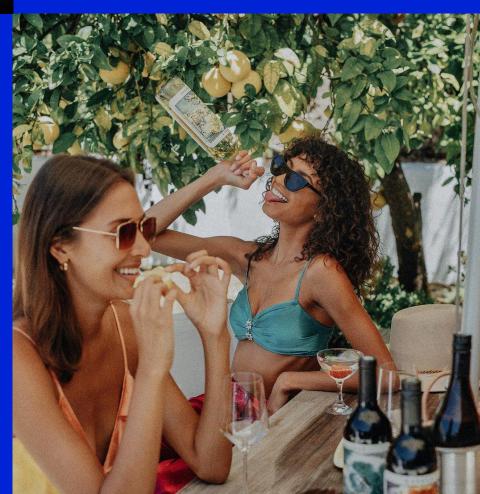
Celebrate 'don't care' attitude consumers use to rise above the absurdity of life (Jester, Wise Fool subtype)







Emphasize the 'now' by pushing stress aside and living in the moment -> YOLO attitude (Jester, Holy Fool subtype)









what archetype best expresses your brand?





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Let an <u>instrument</u> guide visual content creation

Use ______to demonstrate success



Your paints

This kit includes 31 tubes of artists oil colours.

There are a further three colours you will need to mix. Simply squeeze a similar sized blob of each colour on to some kitchen foil and mix. Your mix can be stored for several days if you fold the foil over. These printed swatches are for guidance only - the paint colour may differ from these.

Painted by (you)

The Regular Guy/Gal

Symbols	Settings	Actions	Elements
- Clothes (ordinary, casual, comfortable, etc.) - Caps - T shirt slogans - Bumper stickers - Ordinary homes and cars - Simple foods - Sports uniforms/jerseys - Furniture (couches, pillows, beds, etc.) - Patio umbrellas - Nontraditional wine glasses - Winged corkscrews - Magazines - Newspapers - Alternative wine packaging (cans, tetrapak, etc.) - Devices (cell phones, smart watches, etc.) - Acoustic guitars - Halloween costumes - Music logos/references - Television/remotes Ordinary people Neigbors Sports teams Students/classmates Co-workers	 Neighborhoods Festivals/carnivals Diners Kitchens Sports venues Backyards Barbeques Churches/temples Bars/pubs Patios Libraries Mom and pop shops Large cities 	 People taking off shoes/barefoot People lying on the floor People in large groups Dancing People meeting in public places Spilling wine/making a mess Cooking with wine Wine drip running down the bottle/label Pairing wine with take out/snack foods 	 Candid images Balanced images Standard/cell phone quality Even focus Simple images

v2.0 is coming soon get free updates and a sneak peak of the improved instrument at www.epicbrandstory.com

items seem used and in household for long time

strawberries as a simple snack/ pleasure

softness of blur creates relaxed atmosphere

wine spill, showing the messiness of everyday life (vs. polished Instaperfect aesthetics)



Reg. Guy

in the process of cooking, simple utensils that are found in everyday kitchens

non-traditional wine glass

at-home setting, probably kitchen

overall warm colors

simple food, not glamorous or even super fresh looking

simple and heavily used cutting board

playful contrast: legendary vs low-key

eating with one's hands

flat photography: candid snapshot

non-traditional wine glasses

pizza at home



Reg. Guy

having fun between friends

everyday clothing (plaid shirt and white t-shirts, blue jeans)

down-to-earth kitchen

small rips in clothing, typical fashion without making a strong statement

wine bottle (product) is cut off and not the center of attention artisanal cocktails displayed as a creation

artistic composition: Stilleben style

> artisanal crystal glassware

carafe as an unusual, artisanal and enduring item instead of a more typical consumer good



Creator

plant texture mirrors texture of carafe and atomizer

artistic mirroring of picture elements (colors, shapes, textures): careful arrangement with attention to detail

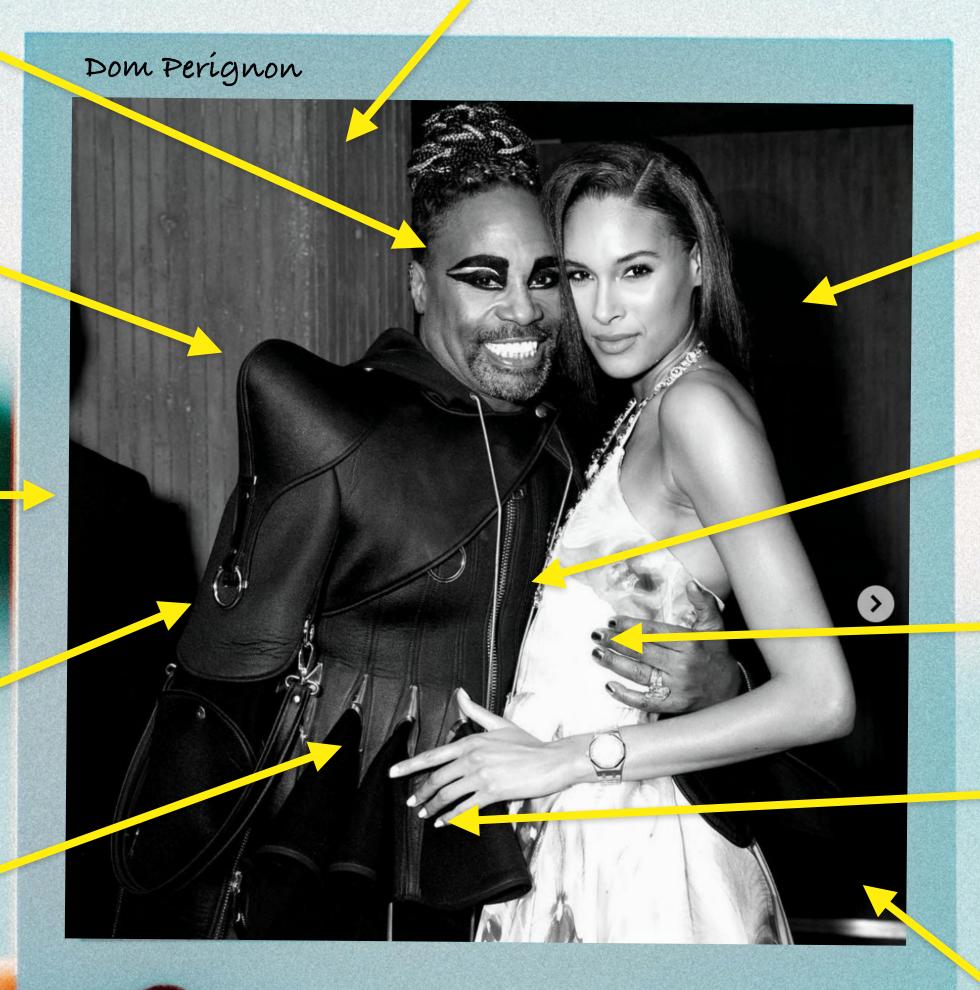
literal mirroring effect complements mirroring through arrangement bold and expressive gender play that breaks rules

statement through clothing

image conveys shock and force

kink elements

black leather, worn as armor brutalist architecture with concrete walls: roughness and grunginess



Outlaw

deep and looming/ dangerous looking shadows

stark contrast in colors

black or gold nail polish, edgy and forceful

white nail polish, innocent and peaceful

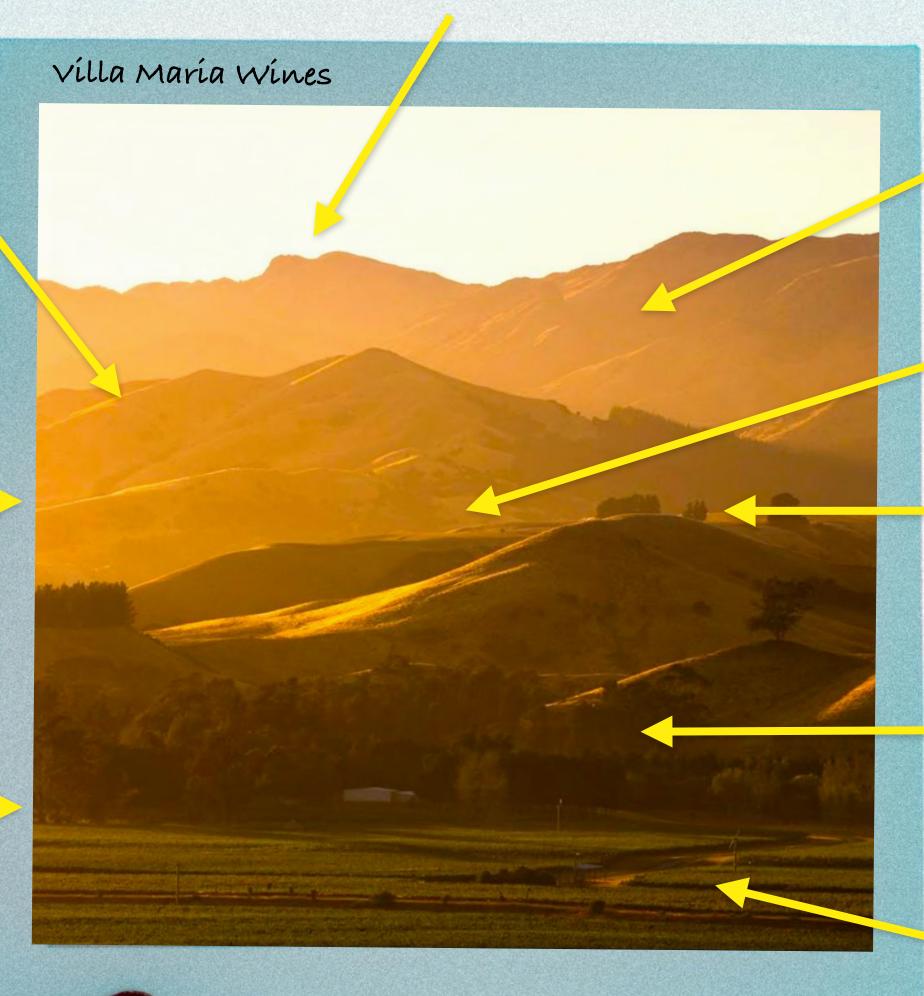
stark contrast in the two protagonists of the image > dissonance and chaos

grand vista and picturesque view

golden light of a sunrise/sunset

image conveys warmth, calm, and peace

stillness of rural environment



Innocent

soft and pastel colors

softly rolling hills

trees basking in sunlight

→ paradisal nature

grainy image conveys an analogue feel

field/pastures in the distance -> pastoral scene

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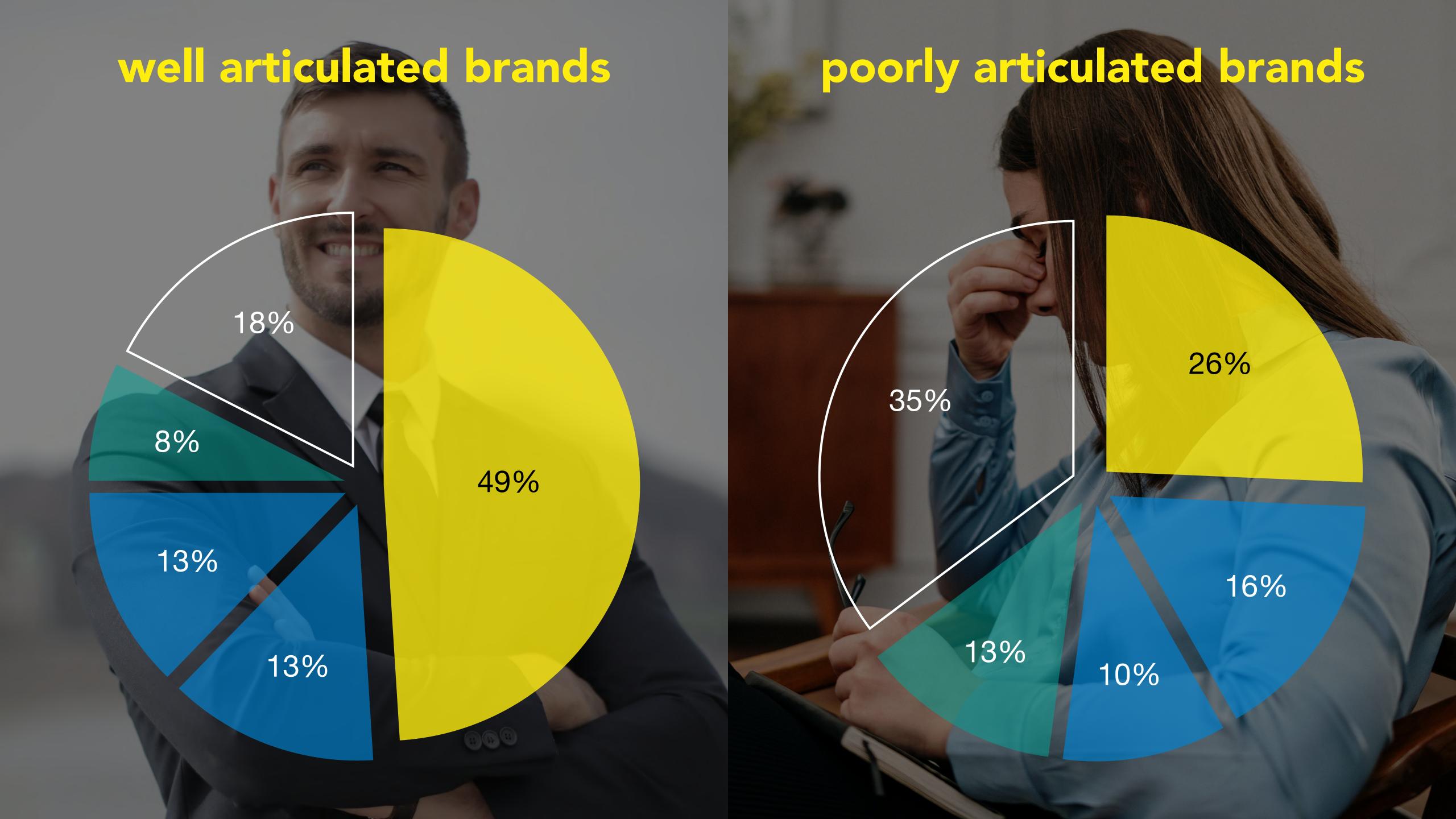
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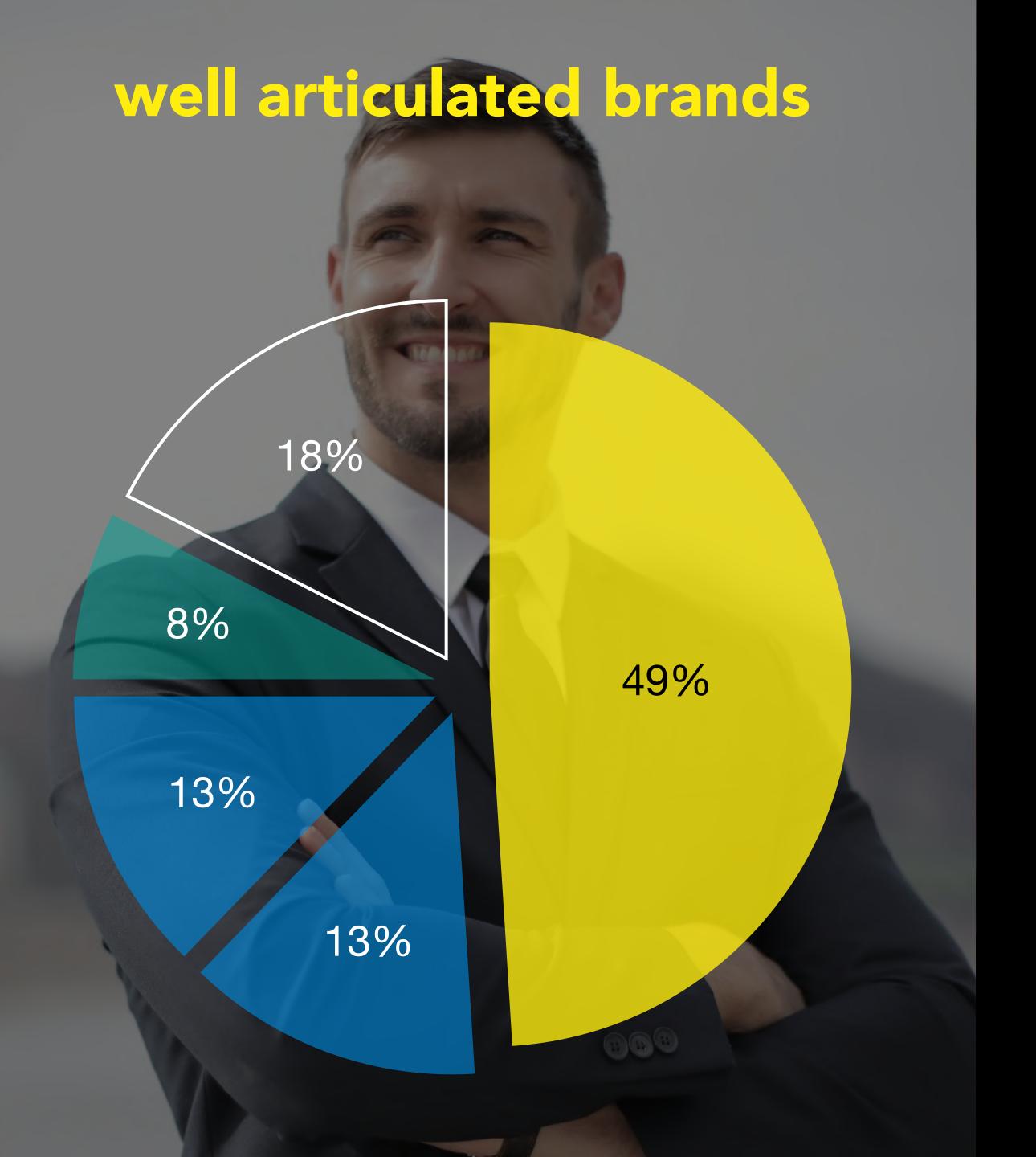
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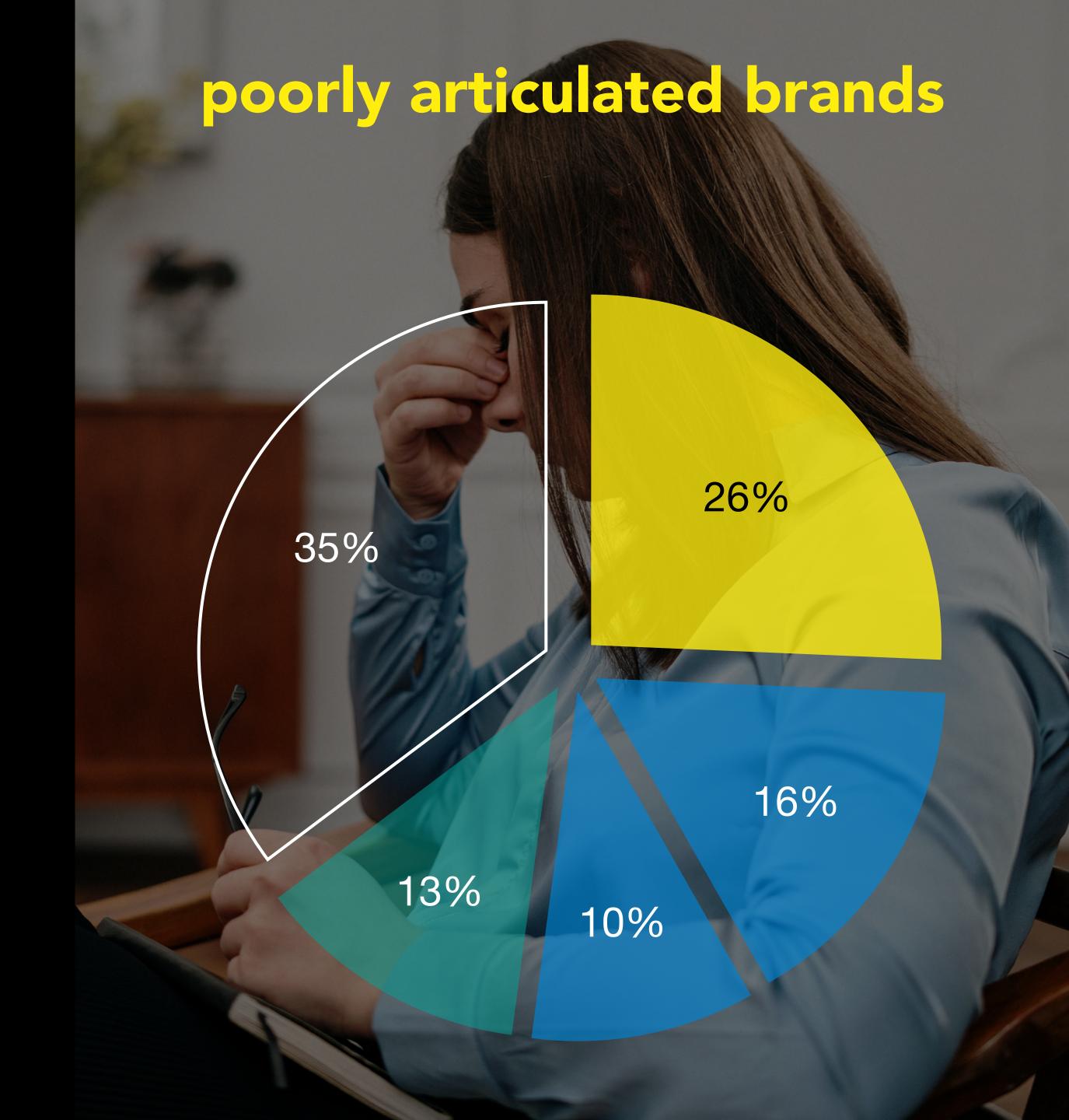
Use <u>input metrics</u> to demonstrate success

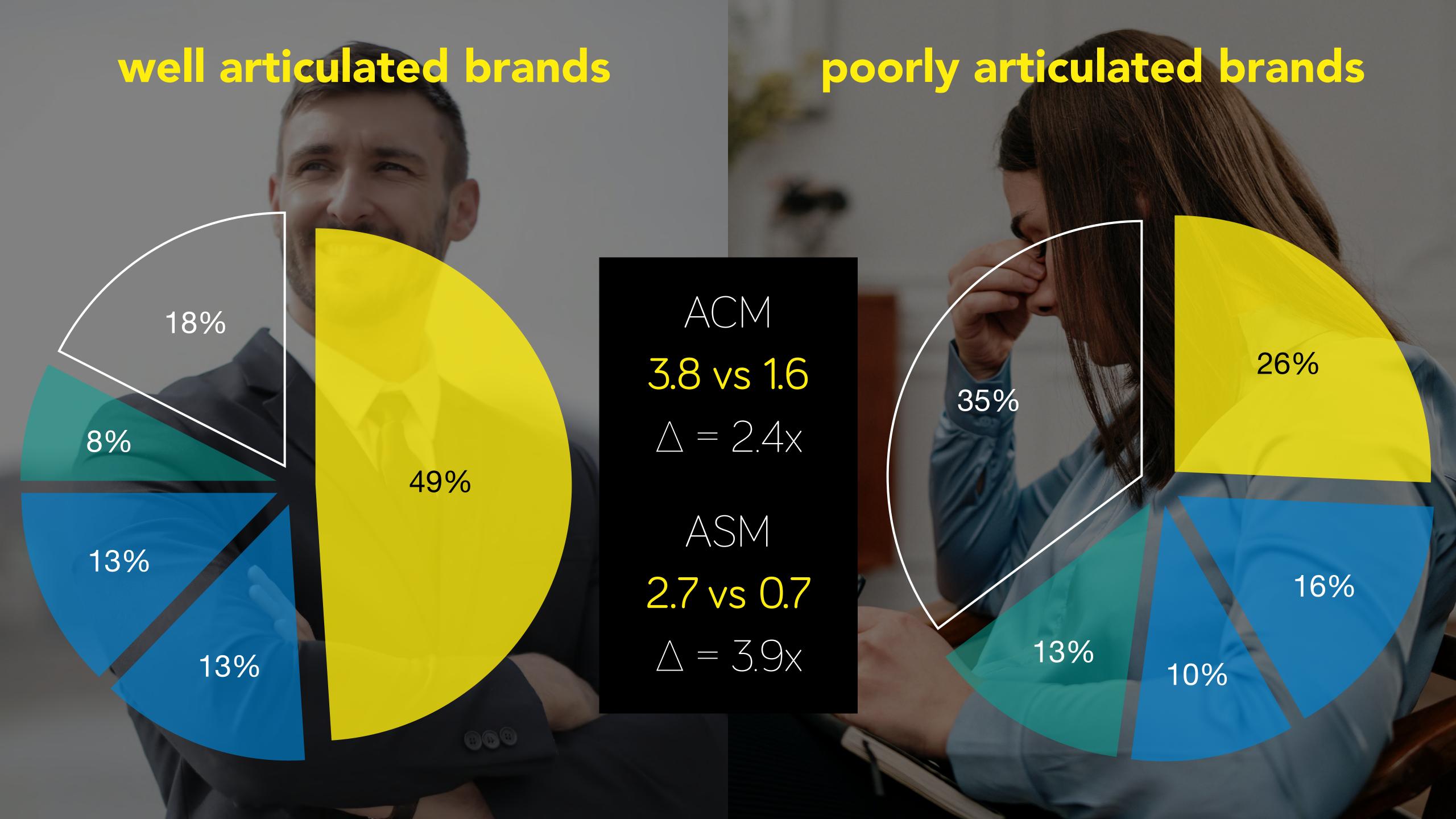




- Lead Archetype Percentage (LAP): 49%
- Follow-up #1 Percentage (FUP): 13%
- Non-Archetype Percentage (NAP): 18%
- * Archetype Consistency Measure (ACM): 3.8
 - Lead-AT divided by Follow-Up #1: 49/13
- Archetype Strength Measure (ASM): 2.7
 - Lead-AT divided by non-Archetype: 49/18

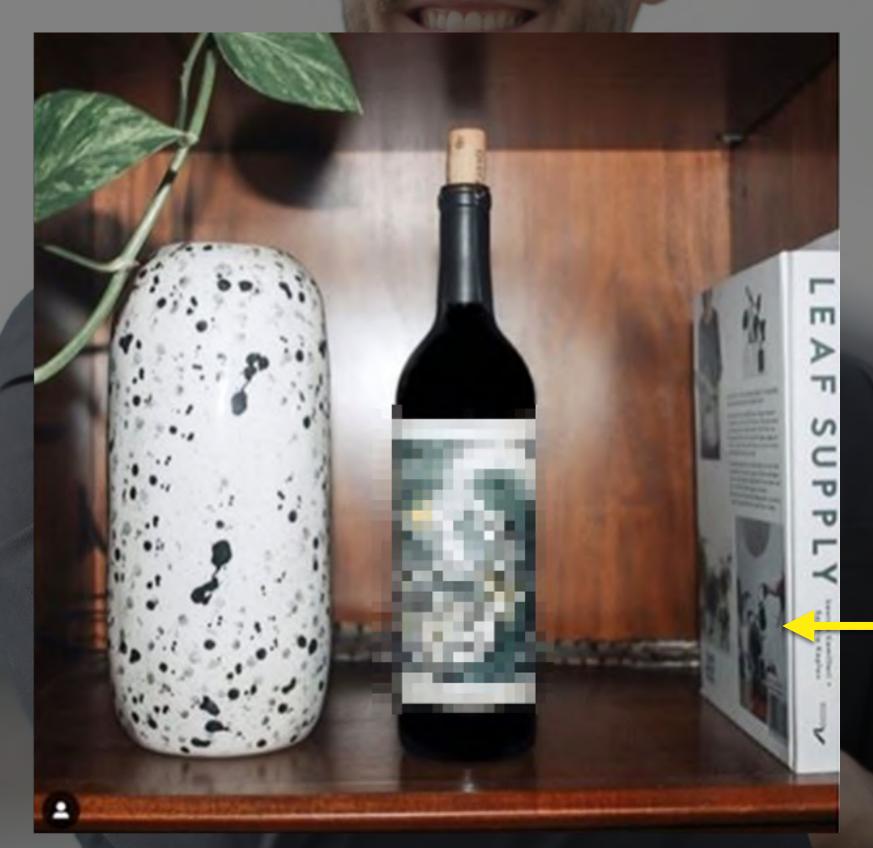
- Lead Archetype Percentage (LAP): 26%
- Follow-up #1 Percentage (FUP): 16%
- Non-Archetype Percentage (NAP): 35%
- * Archetype Consistency Measure (ACM): 1.6
 - Lead-AT divided by Follow-Up #1: 26/16
- * Archetype Strength Measure (ASM): 0.7
 - Lead-AT divided by non-Archetype: 26/35





well articulated brands

poorly articulated brands



ACM

3.8 vs 1.6

 $\triangle = 2.4x$

ASM

2.7 vs 0.7

 $\triangle = 3.9x$



Lead Archetype (Regular Guy/Gal)

Non-Archetype

well articulated brands poorly articulated brands



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create a meaningful brand essence that resonates with your customers



choose a character archetype that suits your brand (essence) and appeals to your customers (start here)

consistently express your archetype through creating and fine-tuning visual content on social media

ONLINE COURSES COMING IN Q2

- A scientific system: An framework to tell epic brand stories through consistently expressing clearly defined character archetypes
- A detailed instrument for SMART visual storytelling: A master list of over 300 symbols, actions, settings, and ambient effects that empowers marketers and content creators to translate character archetypes into actionable visual content
- Multiple input metrics: Calculations and benchmark recommendations for metrics that measure the archetypal strength and consistency of a brand or influencer
- Be the first to know at www.epicbrandstory.com







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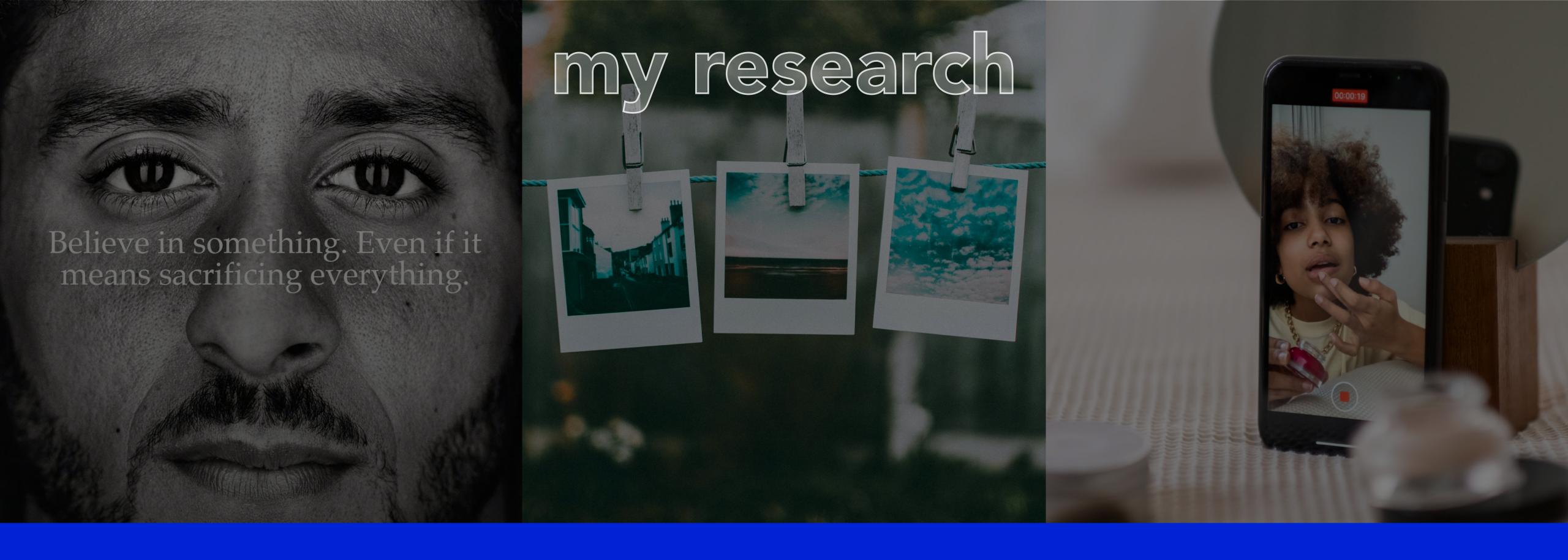


I reveal how brands can thrive in today's hyperconnected, over-saturated, and meaning-hungry world









How can companies leverage controversy to build their brands?

How can companies tell brand stories via single-image content on social media?

How do consumers consume social media influence?



How does AR facilitate consumers in their consumption projects?

How can companies leverage AR for telling their brand stories?

How does spatial AR shape consumers' relationships with brands, places, and each other?



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