

A black and white photograph of two young children walking away from the camera through a field of tall grass. The child on the right is holding the hand of the child on the left. The scene is peaceful and evokes a sense of journey and connection.

STORYTELLING

**CRÉEZ UNE CONNEXION ÉMOTIVE FORTE
ENTRE VOS CLIENTS ET VOTRE MARQUE**

PAR STÉPHANIE KENNAN, PRÉSIDENTE DE BANG MARKETING 18 AVRIL 2019

BANG
marketing

PLAN DE MATCH

- 1 La pub est morte ...
- 2 ... vive le storytelling !
- 3 Votre histoire en 8 étapes
- 4 Exercices

FAISONS

CONNAISSANCE



1/ LA PUB EST MORTE ...





PLUS ÇA CHANGE...

PLUS C'EST PAREIL





BYE BYE !

ON SE SOUVIENT...





AdBlock

[illegible]

0% → 79%



NETFLIX



2/ VIVE LE STORYTELLING !

A top-down view of a person's hands typing on a vintage black typewriter. The typewriter is on a white wooden surface. To the left is a white cup of black coffee on a saucer. To the right is a black smartphone. A piece of white paper is held in the typewriter, showing two paragraphs of text.

Travel is to make a journey or to have an adventure to somewhere by bicycle, train, airplane, car, motorcycle, or boat. It could be an exploration to somewhere new planned or unplanned to meet new people, new things and new places. There are different types of adventures waiting for you to explore.

There are lots of places to explore. Places could be urban or suburban. Some people loves to be with nature to free their minds and refresh their souls, but some like to be in the city. You will get lots of benefits such as exploring new culture.

LE STORYTELLING,
C'EST QUOI ?

STORYTELLING (RACONTER UNE HISTOIRE) :

une succession **d'événements conflictuels**
qui cause un **changement** significatif dans la vie
d'un **personnage**

FICTION-TOLD STORY

- Vise la satisfaction immédiate
- Expérience unique
- Loyauté à l'auteur

*Ex : Seigneur des anneaux
(Peter Jackson)*

VS

PURPOSE-TOLD STORY

- Vise l'action
(lecteur à consommateur)
- Expérience récurrente lors
de chaque achat
- Loyauté à la marque

Ex : Apple

A top-down view of a person's hands typing on a vintage black typewriter. The typewriter is on a light-colored wooden surface. To the left is a white cup of black coffee on a saucer. To the right is a black smartphone. A piece of white paper is being typed on, with two paragraphs of text visible. The person's hands are visible, and they are wearing a green sweater.

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**LE STORYTELLING,
C'EST PAS ÇA !**



GETTY IMAGES/FILE

UN PROCESSUS



GETTY IMAGES/FILE



UNE HIÉRARCHIE

UNE CHRONOLOGIE





UNE

NARRATION

3/ VOTRE HISTOIRE EN 8 ÉTAPES



ÉTAPE 1

L'AUDIENCE

A young child with blonde hair, wearing a light pink dress with a floral pattern and white socks, is sitting in a sandbox. The child is holding a pink teapot and pouring sand into it. To the left, there is a red bucket and a small toy motorcycle. In the foreground, an orange shovel is lying on the sand. The child's legs are spread out, and they are wearing white sneakers. The background shows a wooden structure, possibly part of the sandbox or a play area.

ÉTAPE 2

LE CARRÉ DE SABLE



ÉTAPE 3

LE DÉBALANCEMENT



ÉTAPE 4

L'OBJET DU DÉSIR



ÉTAPE 5

L'ACTION !



ÉTAPE 6

LA RÉACTION



... ET ENCORE !

ÉTAPE 7

LE CHOIX CRITIQUE





ÉTAPE 8

LE RETOUR AU CALME



THE OPEN-MIND

MOMENT

DES QUESTIONS ?



4/ EXERCICES



L'HISTOIRE DE NIKE

EN 8 ÉTAPES

JUST DO IT.



EXERCICE 1



4 OPPORTUNITÉS DE STORYTELLING





L'ORIGINE



patagonia®

LA
MISSION



LE PRODUIT



LE CONSOMMATEUR



EXERCICE 2

- ORIGINE
- MISSION
- PRODUIT
- CONSOMMATEUR



STÉPHANIE KENNAN
PRÉSIDENTE DE
BANG MARKETING

LinkedIn/stephaniekennan

BANG MARKETING

152 rue Notre-Dame Est, 3^{ème} étage
Montréal, QC, H2Y 3P6

Tél. : 514 849-2264
info@bang-marketing.com