



BRAND STORYTELLING

UNLEASHING STORIES TO BUILD A BRAND THAT WORKS

with Youri Sawerschel

What is a “brand story” exactly, how do you develop a great one and how to implement it?

In this STRIDE Lab we will develop a deep understanding of the role of branding for your business or social innovation project, and create your own brand story using the Brand Story Canvas, developed by Creative Supply.

<https://stride-learning.ch/Labs>



Youri Sawerschel



23-24
AUG
2019

30 hours effort
(includes pre- and post-assignment)



unCertificate
equal to 1 ECTS Credit Points



10 people
approximately



c/o IMPACT HUB ZÜRICH
Colab LOFT CORNER
Sihlquai 131, Zürich



Friday 5pm - 9pm
Saturday 9am - 5pm

In this Lab, we focus on crafting a consistent and meaningful brandstory by using storytelling in order to improve the marketing impact for your specific case. After the Lab you will be able to:

1. Build and convey your own brand story (for a commercial or social enterprise)
2. Know how to apply brand storytelling for a "matter of concern" of your own
3. Use the unique Brand Story Canvas for future independent work and learn about the 7 components that are part of every story
4. Expand your creative thinking skills and know how to develop stories
5. Discover case studies about commercial brands and social enterprises
6. Get an introduction to personal branding ("Selbstmarketing")
7. Recognise storytelling patterns in everyday communication and advertising

STRIDE Labs are compact, innovative and highly practice-oriented 1.5-days co-learning formats by

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WHY

“Marketing is no longer about the product you build, but the story you tell” - Seth Godin
“Human memory is story-based” wrote Professor Schank in an influential 1999 paper. Information in our brains is indexed, stored, and retrieved in the form of stories. Stories turn “knowledge as information” into “knowledge as meaning” for the subject receiving the information. When it comes to social innovation and sustainable enterprises, they must attract an audience too - and a cliché “saving the world” story will likely not be enough nor differentiating. There is thus a huge potential to raise the bar in terms of storytelling. This Lab will show you how to master storytelling to build your (social) brand.

HOW

Based on theoretical ramification of brandstory telling you will be introduced to the unique Brand Storytelling Canvas and prominent examples from different organizations. We will apply the Brand Story Canvas on real cases important for you and deepen it in the post-assignment.

LAB FACILITATOR

Youri Sawerschel is a Branding Expert and Founder of Creative Supply, a strategic branding agency based in Zurich. Solicited for his creative thinking skills, Youri has been involved with projects focused on creating, launching and managing brands in Europe, China and the Middle-East. He has worked with brands as diverse as Kempinski Hotels, UBS, EPFL and Mondelez.

He believes that marketing is essential not just for commercial ventures but also for social/sustainable endeavours. Youri is the author of dozens of articles on the topics of brand strategy and entrepreneurship and is a lecturer at ESSEC Business School in Paris and Geneva School of Business (HEG).



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