



Behind The Brand

The Filma King Blueprint





What is the story behind your brand?

It's a question you may have been asked before and one you may not have had an answer to. It might not even be a question you have contemplated until now. Either way, it's one that is rewarding to think about. Look at it this way - if you don't know your own story then how are you going to sell it to your customers?

Why do you need to tell a story?

Stories are a powerful way of connecting with your customers on a personal level. They have the ability to elicit emotion, spark wonder and trigger positive feelings towards your brand that may not have been there previously. Through relaying your brand's story, your customers are able to build a deeper relationship with you and your offering.

How can this blueprint help?

The hardest part of any story is starting. The aim of this blueprint is to help you do just this by providing a template to think about the elements defining your brand. Through three simple stages, this exercise will provide you with a basis for your story. Have a go at the blueprint and see how your story begins to unfold.

Choosing your story

The first step is to choose a concept that best tells the story of your brand. This will shape the direction of your video. There are four concepts to choose from: The story of me, the story of us, the story of an idea, or the story of results.

Once you've chosen the concept of your story, jot down some notes explaining how it fits with your brand. What is it you want people to know?

The story of you

Choose this concept if you want to tell others about your own personal journey.

The story of us

Choose this concept if you want to talk about your journey as a brand or team.

The story of an idea

Choose this concept if you want to shed light on the ideas driving you and your work.

The story of results

Choose this concept if you want to share how your work is making an impact.

Building your story

The next step is to start building your story by thinking about the core areas that will feed into the overall narrative. These will act as building blocks structuring the direction of your video.

List any elements from your brand that fit into the categories below. Your story does not have to cover every box.

A setting

Setting the scene helps the audience relate to the story as if they were there when it happened. What's the scene for your brand's story?

A point of view

Many great stories have perspective - an angle or voice shaping the telling of the story. This allows others to understand the motivations behind why the story is being told.

Great characters

Heroes, villains, unique contributors - audiences connect with great characters. Have any influenced your brand? Who or what you choose and why is critical to the action and meaning of your story.

Challenging Situations

We learn a lot about people through their toughest moments. Near-death experiences, lapses in judgment, near failures - challenging situations evoke emotion and show strength.

Story Archetypes

With the basic building blocks of your brand's story in place, now it's time to turn it out into more of a flowing narrative by adding extra details. These will help drive emotion, passion and intrigue into your brand's story.

Select 4-5 categories that seem particularly suited to the story you need to tell and fill in as much detail as you can.

Coming of age

After years of working hard, you've reached a milestone. The progress you have shown is clear to see. You're ready to take on what comes next. Use this archetype to show experience and strength.

Overcoming the monster

You've overcome an addiction, beaten an illness, or fought off enemies who wanted to destroy you or your ideas. Use this archetype to demonstrate resilience.

Constant evolution

You never stop, you're always moving forward and growing. Progress is key and you're not slowing down anytime soon. Use this archetype to show adaptability.

As true as it ever was

The world has evolved and your brand has changed with it, but your core beliefs have remained intact. They guide everything you do. Use this archetype to communicate loyalty and trustworthiness.

Rebirth

Has your brand gone through a big change? Maybe you had a problem that was holding you back, which you solved and have come out better from. Use this archetype to demonstrate change.

Quest

The best action films feature a hero on a quest to change things for the better. These heroes encounter various challenges along the way, but never give up on their mission. Use this archetype to demonstrate dedication.

Voyage and return

A protagonist who goes on a journey and despite not achieving their original goal, returns home with new knowledge. Use this archetype to communicate new ideas and directions.

Tragedy

Whilst not being nice to recount, a story with an underlying tragedy evokes powerful emotion. Your experience of tragedy could help others going through their own. Use this archetype to express honesty and resilience.

Comedy

When you take a step back and recall everything you've gone through, it really can be funny. Maybe you find it amusing to think about where your brand has got to? Use this archetype to show humour and convey light-heartedness.

The next step...

Once you have completed all three stages of the blueprint and are happy with the way your story is shaping up, click the link below to schedule a chat with one of our team, where we will go through your blueprint and discuss how we will bring your story to life.

We are looking forward to sharing your story!

Or email us on

info@filma-king.co.uk

