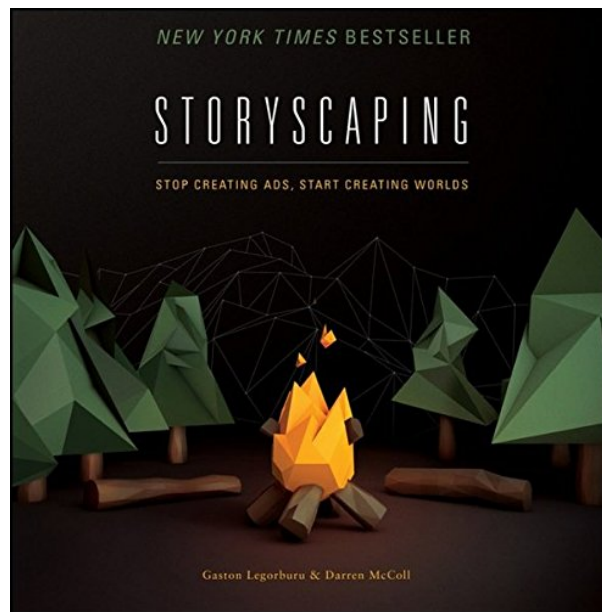
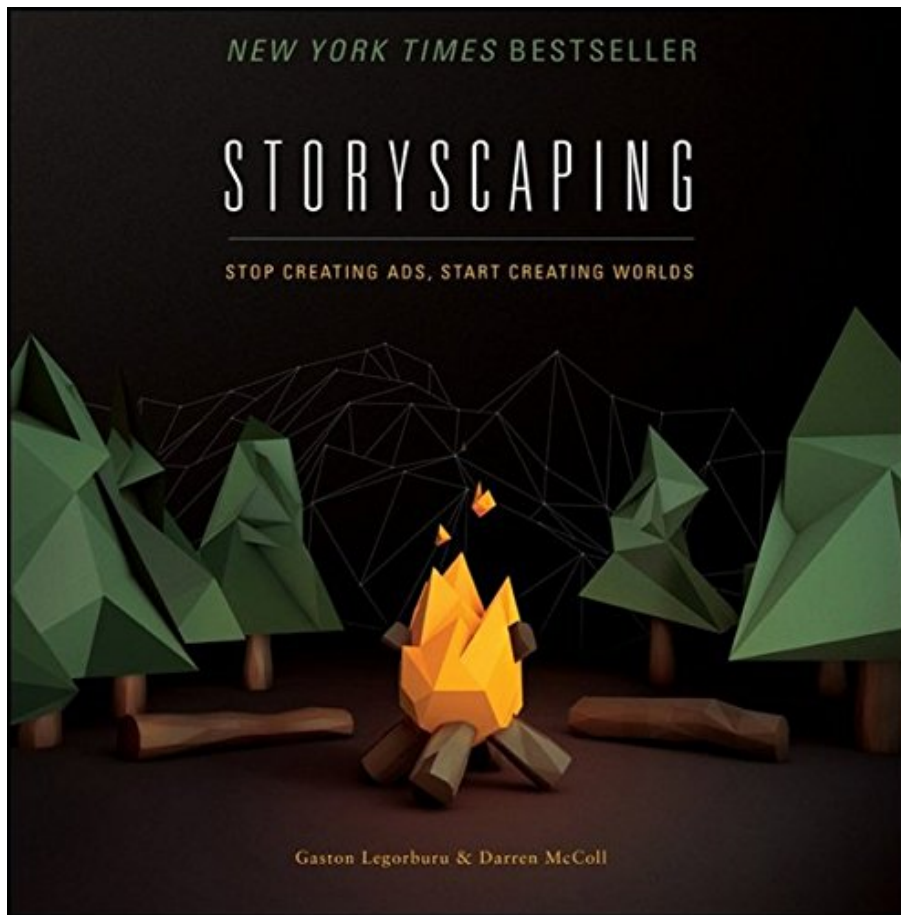


# **STORYSCAPING: STOP CREATING ADS, START CREATING WORLDS BY GASTON LEGORBURU, DARREN MCCOLL**



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## From the Author

It's very exciting to see this book publishing. We hope you find it interesting and thought provoking. Our aim is to provoke interest in the hope that it will help us all evolve and improve how brands and consumers connect. We will endeavor to keep the conversation going through the e-book, our microsite [storyscaping.com](http://storyscaping.com) and on twitter (follow me @Daz\_mc). We love feedback, so any comments you post are greatly appreciated. CheersDaz

## From the Inside Flap

Marketers, technologists, and corporate leaders are always searching for ways to more effectively connect consumers with their brand. But the way consumers absorb information and make their decisions has changed. Companies need to stop creating ads and marketing campaigns, and think in terms of Organizing Ideas, Systems Thinking, and platform creation, to create "worlds" of consumer experience.

Storyscaping offers a powerful new approach to advertising and marketing in the digital age that uses stories as the foundation for designing emotional and transactional experiences for customers, both online and offline. Each connection inspires customers to engage with others, so the brand becomes part of the customer's story. This step-by-step, actionable guidance shows how to create immersive experiences that solve the challenge of connecting brands and consumers. Discover how to:

- Identify and define your core desired consumer segment
- Unlock or define your brand or organization's Purpose
- Understand the emotional desires of your consumer
- Establish a clear product/service positioning and offer
- Understand and map how the consumer engages with the category and the product/service
- Apply technology and build a Story System

Storyscaping outlines the process of developing an Organizing Idea and creative plan for an immersive

storyscape experience and explains how to define the role of marketing channels. Measure, optimize, and evolve the customer experience through the use of strong narratives that compel consumers to buy into your brand and influence others to do the same.

From the Back Cover

Praise for *Storyscaping: Stop Creating Ads, Start Creating Worlds*

"Bravo Gaston Legorburu and Darren McColl. *Storyscaping: Stop Creating Ads, Start Creating Worlds* is a blockbuster tale about stories and the power they have to turn brands into stands. In a world that is ad rich and idea poor, these authors are the heroes who will save your job and career by giving you the ultimate tool for the next generation of marketers: the great story."

--Joey Reiman, CEO, BrightHouse, Author of *The Story of Purpose*

"*Storyscaping* is a unique and immediately applicable way for a brand to tell their whole story, across all the channels necessary. In today's ever-changing media landscape it is important for brands to get the entire picture, not just a few pieces. This is a must-read for anyone in the marketing and media ecosystem."

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"I have known Gaston for years. He has always been a big advocate of story and storytelling systems. In this book he reveals his in-depth passion alongside a set of inspirational practices that will help us all become better storytellers, better storydoers, and better storysystems builders."

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"As an actor and producer, I'm immersed in the world of story telling. Today's consumer expects more engagement and interaction with brands and products. Darren (Daz) is one of the most insightful guys I know in the world of marketing, and he and Gaston's work on *Storyscaping* will change the way we look at telling stories to consumers long into the future."

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How to use powerful tools to engage customers with your brand

Marketers, technologists, and corporate leaders are looking for ways to more effectively connect consumers with their brand. Storyscapes introduces "storyscaping" as a way to create immersive experiences that solve the challenge of connecting brands and consumers. This book describes a powerful new approach to advertising and marketing for the digital age that involves using stories to design emotional and transactional experiences for customers, both online and offline. Each connection inspires engagement with another, so the brand becomes part of the customer's story. Authors Gaston Legorburu and Darren McColl explain how marketers can identify and define the core target audience segment, define your brand's purpose, understand the emotional desires of your consumers, and more.

- Shows how to map how the consumer engages with the category and product/service
- Explains how to develop an organizing idea and creative plan for an immersive storyscape experience
- Defines the role of marketing channels around the organizing idea
- Establishes how technology can be applied to the experience

Learn how to measure, optimize, and evolve the customer experience through the use of strong narratives that compel consumers to buy into your brand. [www.storyscaping.com](http://www.storyscaping.com)

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--Omar Epps, Actor, Producer, Media Entrepreneur

Most helpful customer reviews

7 of 9 people found the following review helpful.

Adding something new to advertising.

By Mary V Seneker

This book is written by two authors who are both involved with SapientNitro and its strategic vision. Darren McColl is also listed as an author; his position with SapientNitro is to help business grow by bringing "insight to strategy, and inspiration to creativity". This book explains how this concept grew wings at an event in London titled "Storytelling in the Digital Age" in 2012. Twitter, Google, and Facebook were all

prominently represented as the PR world tries to reinvent itself: A press release alone just doesn't work anymore.

The first chapter is entitled "Great storytelling alone won't save your business", and emphasizes the "fast, cheap, and good" rule. You have to pick two of the three: You can't have it all. However, if you focus on the triad of value, story, and experience, you can have all three. For example, the owner of a pizza company can tell a story about how he or she "discovered" the secret sauce recipe at age 12, or something similar. An example would be the American Girl franchise success: A publisher of educational materials came up with the idea of teaching about American History by using 3 18-inch dolls, each from a different historical period. These dolls all came with historically accurate storybooks detailing their life. By the time Mattel bought the company in 1995, there were more than 50 dolls, with stories from all over the world in almost every ethnicity. Every little girl could find a doll that would mirror her own story in some way. Now there are American Girl restaurants and salons. This concept works!

Have you ever predicted what might happen next in a story? Stories have a plot, settings, and characters, and narrative. Everybody has a story, as does every gadget that's invented. Tell the story behind the item; how it was created, what was the "special sauce" as it were. Stories sell: Ads may or may not.

2 of 2 people found the following review helpful.

Good But Repetitive

By Duke Fergey

Some really intriguing and provocative ideas here. Highly readable, but for the professional with a decade or more experience under his or her belt, a bit repetitive. Half as long would have been just as informative.

2 of 3 people found the following review helpful.

Solid and relevant for a customer experience centric world

By Amazon Customer

This is a solid work, based on not theory, but experience, on how to craft strategies that put the customer front and center in a company's strategy. It offers an approachable way to determine what our customers want, how they need to connect to a brand, and what the brand needs to deliver, particularly in a digital world.

I highly recommend this to any marketer, branding executive, or executive technologist who is looking for how to craft strategies to connect to customers through storytelling and in a digital world.

See all 14 customer reviews...



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