

Brand Story Canvas

— *The essential tool to build compelling brand stories*



Context

What is the context surrounding your product/service? Think about the politico-legal, social, technological, political and economic context.



Trigger

You need narrative tension to get the story started. Can you cast doubt, challenge the status quo or encourage a change in the current context?

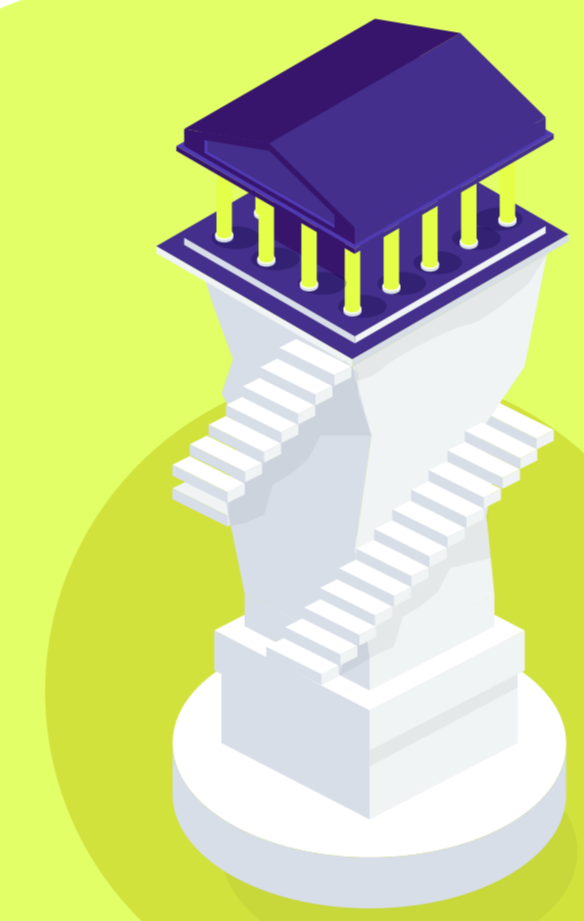
Themes

What are the themes linked to your story? What would the themes of your company blog be? Picture the themes like social media hashtags.



Resources

What are the resources available to the hero? These could be tangible (people, land, building) or intangible (knowledge, experience, reputation).



Ideal

Your hero needs an ideal that can never be fully realised (so the story can go on forever). What cause is he/she fighting for? What impact does he/she want to create?



Hero

If your brand was a person, what would he/she be like? Think about nationality, character traits and beliefs. Use adjectives to describe your hero.

Plot

What actions does your hero (brand) take towards reaching the ideal? What method, services (or products) are used to move the story forward?

