

Creative
Supply

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?

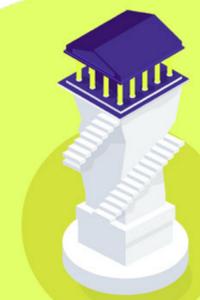
Themes

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?



Step by Step



1.

Map the narrative elements

Using the canvas, go through each section one by one. It is recommended to follow a specific order (Context, Resources, Trigger, Ideal, Hero, Plot, Themes), and to list as many ideas as possible at first.



2.

Simplify

Once you have gone over the whole canvas, come back to each section and start grouping your ideas in clusters. You can use this time to make sure nothing important has been left out and that every participant agrees with the idea grouping.



3.

Build a flow

As you look over the key ideas in each section, start arranging them so they form a narrative: starting from the context and working your way to the ideal. You don't need to worry about wording at this point. Focus on the coherency and impact of the story you're building.



4.

Refine the brand ideal

The brand ideal is a critical component of your brand story. As such, it is worth taking the time to find a formulation that everyone connects with. If a clear consensus cannot be reached during the workshop, take some time to sift back through the best proposals (maybe including other decision-makers) until you find the perfect ideal.



5.

Iron out the details

This step usually takes place after the session. Draw up a synthesis of the ideas on the canvas, and make sure the key decision-makers in your organisation all agree with your conclusion.



6.

Write the story

Once you've prepared all the building blocks for your story, it's time to put pen to paper. Writing a brand story should be an iterative process: don't hesitate to have each draft reviewed and critiqued until you have at last concocted the perfect text. And if you don't have the internal resources to handle the writing, you can call upon a professional copywriter to help turn your ideas into a flowing and impactful text.

About Us

Creative Supply is the branding partner for globally minded organisations.

Founded in 2015 in Zurich, Creative Supply works in consulting, education and publishing. We partner with clients across industries and locations, assigning to each one a dedicated team of independent creatives led by experienced consultants. We have built close ties with academia, and teach at leading universities such as the Ecole polytechnique fédérale de Lausanne (EPFL), ESSEC in Paris, the Geneva School of Business (HEG) and Ecole hôtelière de Lausanne. Building on our consulting and teaching experience, we publish original content to give business owners and executives an edge in growing their brand.



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