

Brand Storytelling: The Clues to a Great Story

TED talks are a gold mine of knowledge. Because the TED website's topics include not only technology, education and design (TED) but also business, science, activism, health, storytelling and everything in between, one can get lost on the site for days.

A number of these short talks (most are around 20 minutes) revolve around storytelling. While they don't necessarily address [brand storytelling](#), they do offer insights that a brand could apply to its efforts to engage audiences through its brand story. I've gathered four talks I found particularly useful, and I've included a brand takeaway for each. Enjoy Part 1!

1. ANDREW STANTON—THE CLUES TO A GREAT STORY

Filmmaker Andrew Stanton knows a thing or two about effective storytelling and breaking storytelling conventions. But no matter the type of story, one rule remains: **the storyteller has to make the audience care**. Stanton draws on his experience at Pixar as well as his own life to explain what makes a good story, why the audience wants to be put to work, and the roles of drama, anticipation and uncertainty in a gripping story. If for no other reason, watch the talk to hear a great opening for a presentation.



What brands can learn from this talk

The success of a brand, at least from a marketing perspective, isn't defined by a collection of isolated events, executions or campaigns. Instead, it is determined by how well the brand exists over the long haul—how effectively a story can be woven around the brand and told in a way that makes the audience care, propelling them forward and enticing them to “read on” (so to speak). “If things go static, stories die, because life is never static,” Stanton says.

Ensure that your brand is consistently creating content, whether it be Facebook posts, [tweets](#), an [email newsletter](#) or [videos](#). You've heard the saying “Keep your audience engaged” time and time again, but it's imperative for your brand's ongoing narrative. When your content ends, so too does the act of telling your brand's story.

Read more from Jon [here](#).