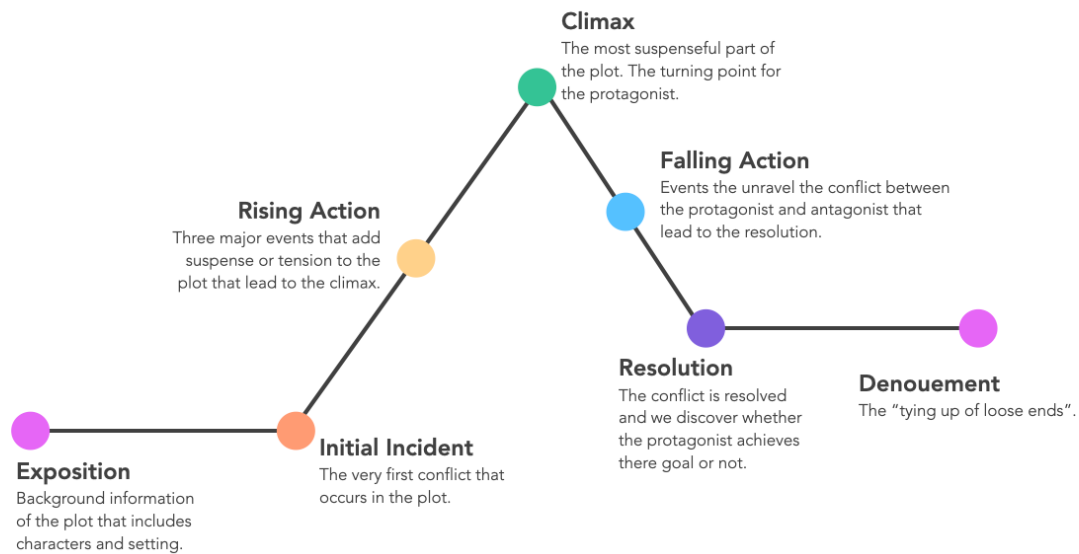


Step 2 - Brand Storytelling: Define

Instructions

Use the definition matrix to answer each question per unit listed. Notice the question “why” is asked more than once. That’s on purpose! It’s prompting you to think one step deeper into the motivation behind your story design. **Provide as much details as possible per question.**

Unit	Who	What	Where	How	Why	Why
Story Mission	Who is the story dedicated to?	What is the story going to do for them? What happens if you don’t tell this story?	Where does the story take place (market, industry, channels?)	How is this story going to make you audience feel?	Why is this story important to tell?	Why?
Audience	Who is your audience?	What do they know about your brand and brand story?	Where is your audience? (digital channels, geographic location)	How is your audience currently feeling?	Why do they need to know this story?	Why?
Character	Who are the characters in this story?	What are the character’s roles (primary, secondary, villain, hero)?	Where does each character enter and drop off in the story arc?	How relatable are the characters to your audience? (do they see themselves in the story characters?)	Why do you need all these characters?	Why?
Plot	Who is being introduced in each part of the story arc (exposition, rising action, climax, falling action and conclusion?)	What is the main conflict in this story? What are the	Where do the characters converge or diverge?	How does the story unfold for each of the characters?	Why does this plot make sense?	Why?
Conclusion	Who is the conclusion about?	What is the one key takeaway to your audience?	Where does the conclusion leave the audience?	How conclusive or inconclusive will your story be?	Why is this the best way to conclude the story?	Why?
Story Structure	Who is this structure primarily for?	What is the best way or format to tell this story based on what you know about your audience?	Where can this story be told to best reach your audience (what channels)?	How can this story be best told?	Why is this the best format for the story?	Why?



Story Scene	Matrix Unit Formula
Exposition	Audience + What Audience + How Character + Where Plot + Where
Rising Action	Plot + Who Plot + How
Climax	Plot + What
Falling Action	Conclusion + What
Resolution	Conclusion + Where Conclusion + how

After completing this exercise, you will have drafted the basic story arc for your brand story.