

2018

# INSIGHT

MARKETING  
CONFERENCE  
B2B TRACK

GODFREY 

## Build Your Own Marketing Mythology: Crafting Experiential Stories That Leave a Lasting Impression



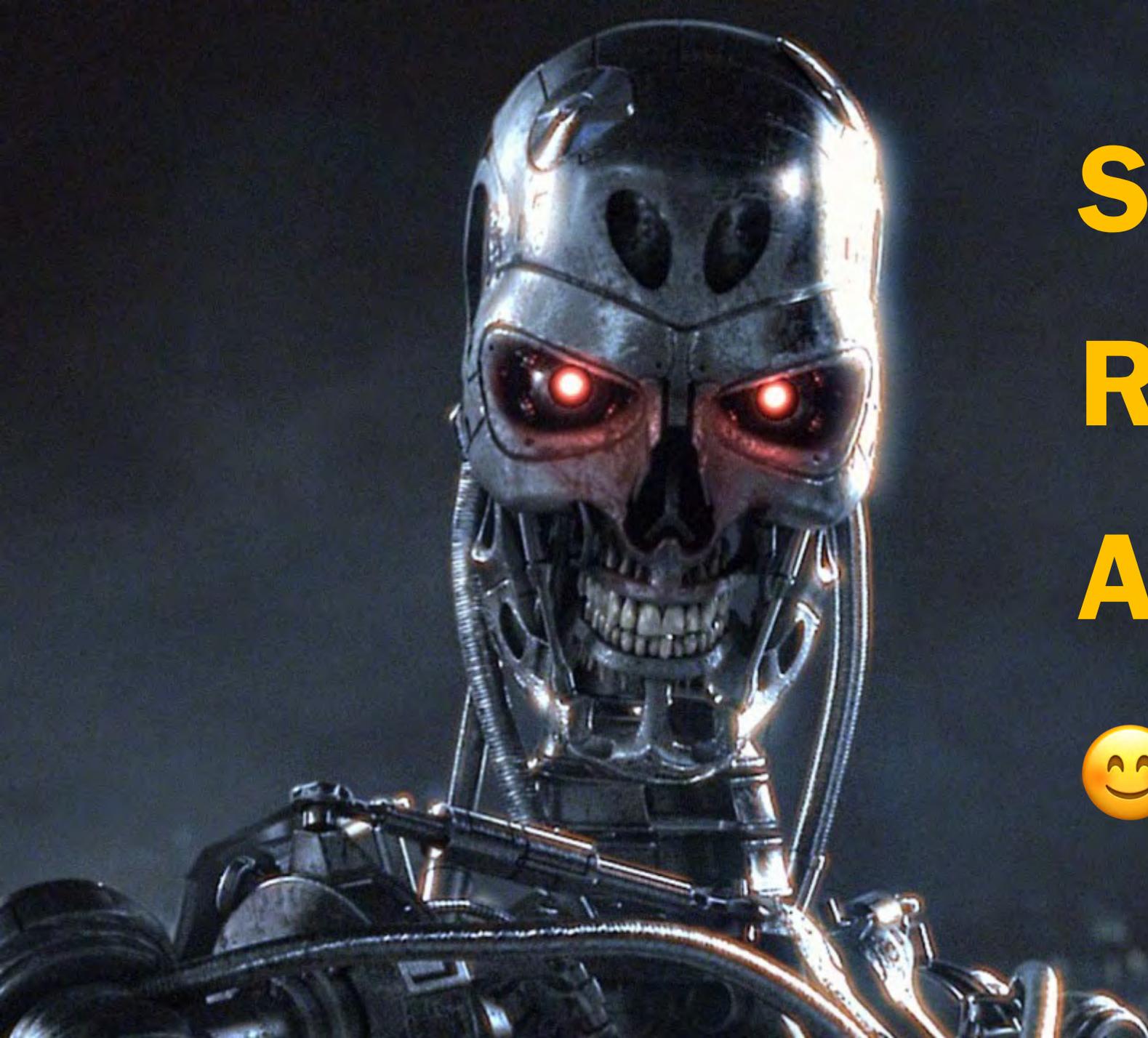
### Travis Macdonald

Creative Director  
Godfrey  
@GodfreyB2B

#insightlanc







**Speed**

**Reach**

**Access**







**HOW?**

The image features a complex network of thin, light-yellow lines connecting numerous small, semi-transparent yellow circular nodes. The nodes are scattered across the frame, creating a dense web of connections. The background is a solid, deep black, which makes the yellow elements stand out prominently. In the center of this network, the word "ИЮНЬ" is written in a bold, stylized, yellow font. The letters are thick and blocky, with some internal details that give them a slightly three-dimensional or textured appearance. The overall composition is abstract and suggests themes of connectivity, data, or digital communication.

**ИЮНЬ**

A network diagram consisting of approximately 20 small, light-colored circular nodes connected by thin, light-colored lines. The nodes are scattered across the frame, and the connections form a complex web of triangles and other polygons. The overall appearance is that of a social network or a data visualization on a black background.

**What is myth?**



**What is myth?**

The 5 Biggest Influencer Marketing Myths That Won't Die  
— *Entrepreneur.com*

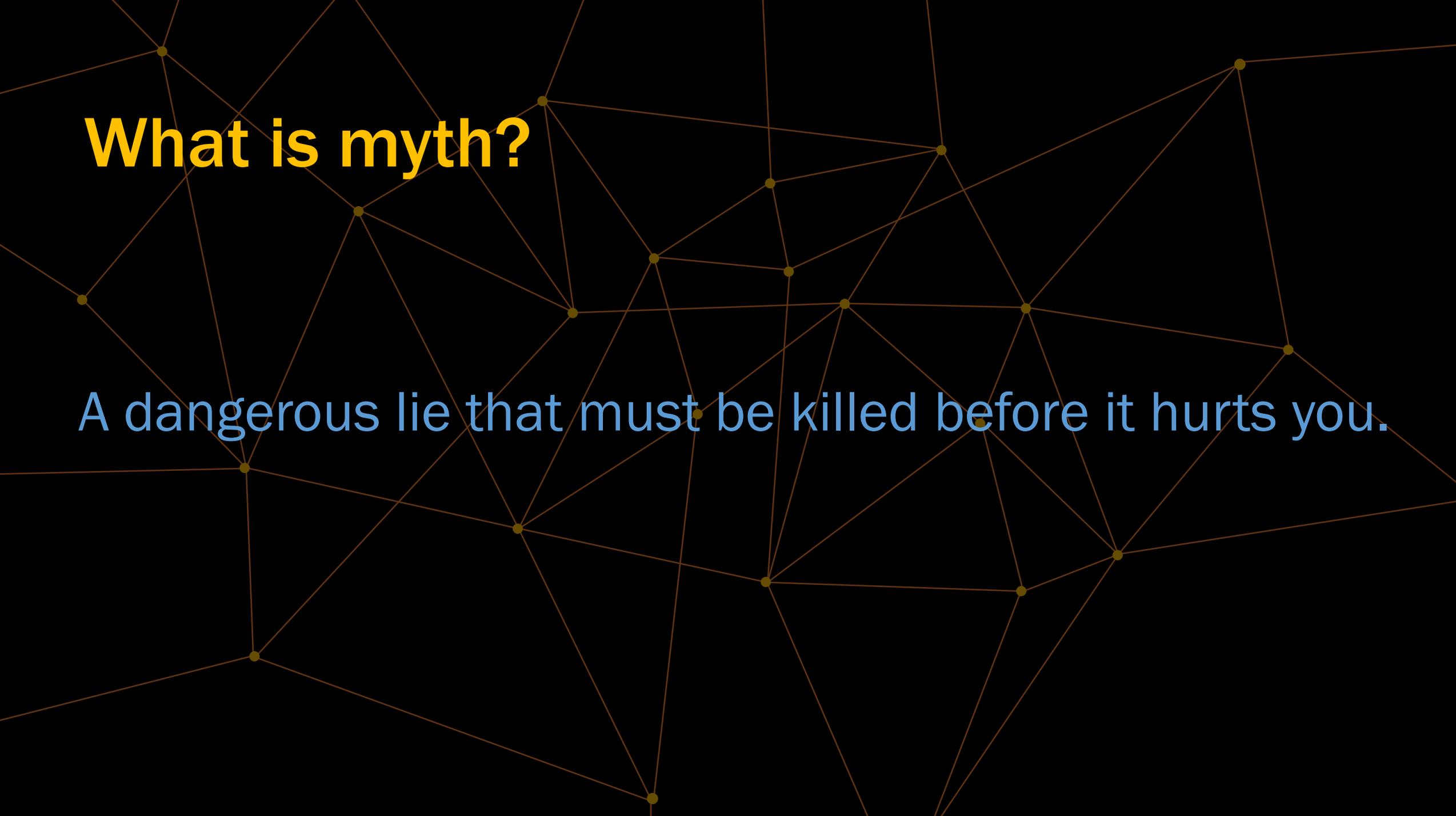
# What is myth?

The 5 Biggest Influencer Marketing Myths That Won't Die  
— *Entrepreneur.com*

5 Content Marketing Myths That Will Hurt Your Brand  
— *Medium*

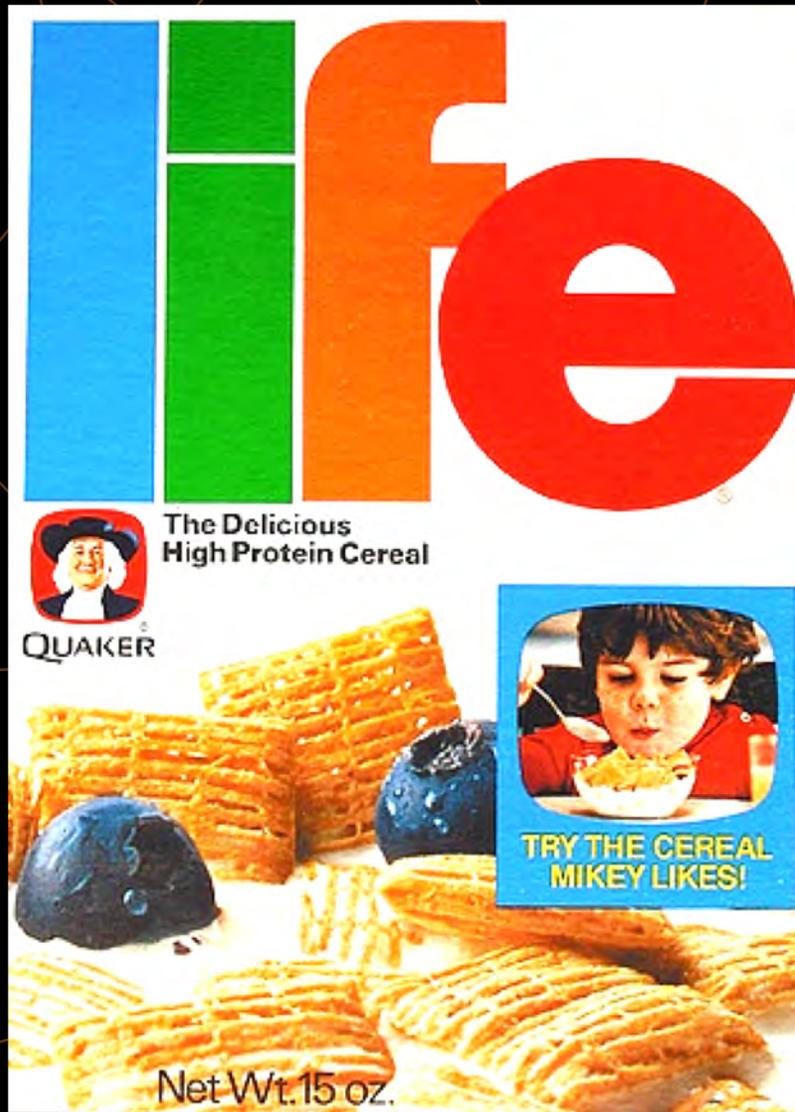
Busted! 23 Marketing Myths Held By (Some) Industries  
— *HubSpot*

3 Myths and Truths About Marketing to Millennials  
— *MarketingProfs*



# What is myth?

A dangerous lie that must be killed before it hurts you.



**Life**

The Delicious  
High Protein Cereal



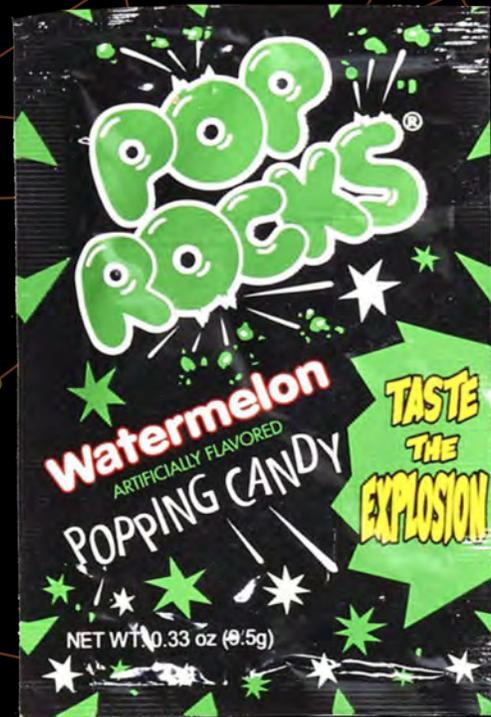
QUAKER



TRY THE CEREAL  
MIKEY LIKES!

Net Wt. 15 oz.

Detailed description: This is a product advertisement for Quaker Life cereal. The word 'Life' is written in large, colorful letters: 'L' is blue, 'i' is green, 'f' is orange, and 'e' is red. Below the title, it says 'The Delicious High Protein Cereal'. To the left is the Quaker logo, a man in a hat, with the word 'QUAKER' underneath. The main image shows several pieces of golden-brown, waffle-like cereal squares and two blueberries. A small inset photo shows a young boy named Mikey eating the cereal. At the bottom, it says 'Net Wt. 15 oz.'



**POP ROCKS**

Watermelon  
ARTIFICIALLY FLAVORED  
POPPING CANDY

TASTE  
THE  
EXPLOSION

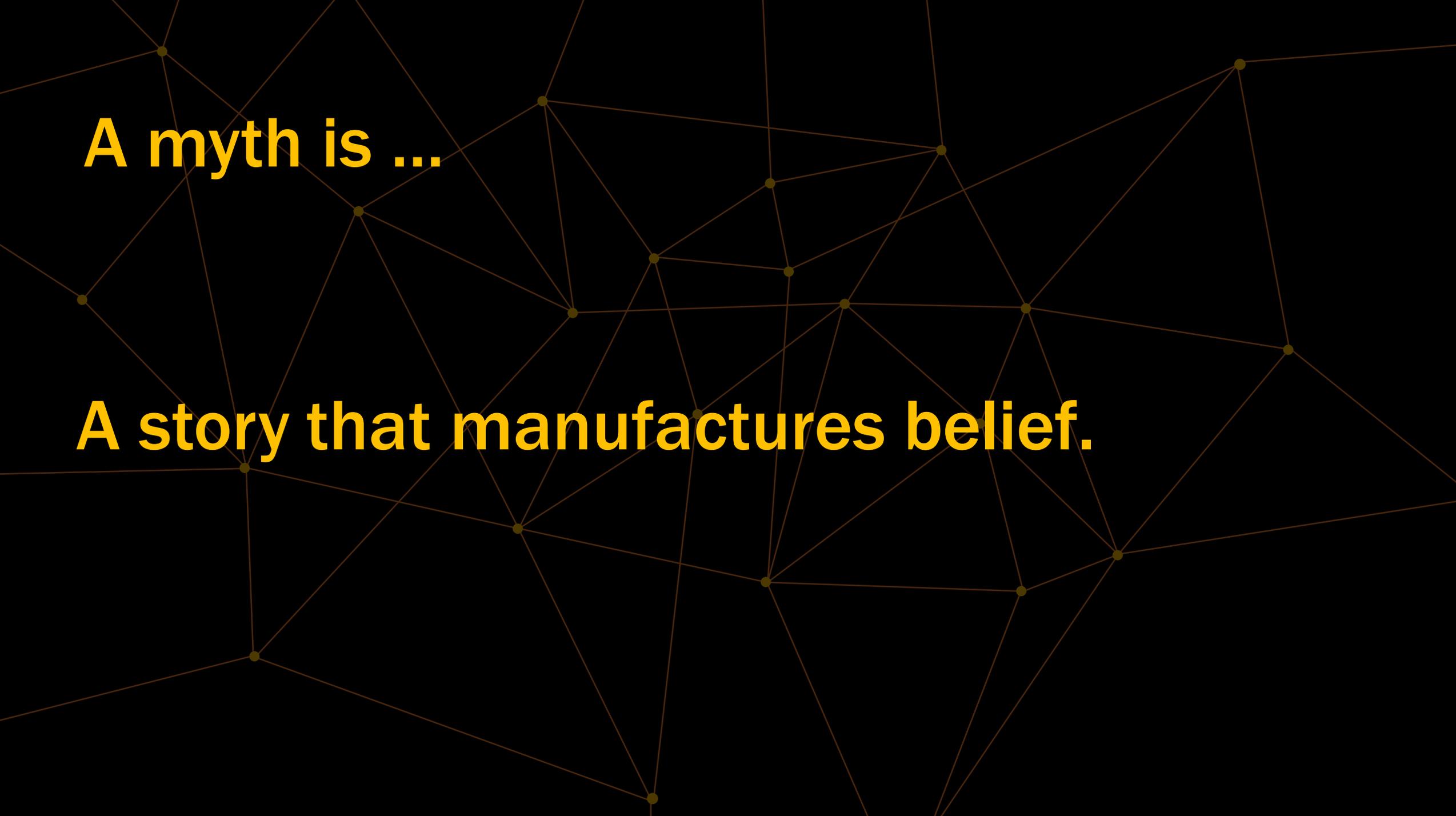
NET WT 0.33 oz (9.5g)

Detailed description: This is the packaging for Pop Rocks Watermelon Popping Candy. The background is black with green starburst patterns. The words 'POP ROCKS' are written in a bubbly, green, 3D font at the top. Below that, 'Watermelon' is written in red and white, followed by 'ARTIFICIALLY FLAVORED' in small white letters and 'POPPING CANDY' in large white letters. To the right, a green starburst contains the text 'TASTE THE EXPLOSION' in yellow. At the bottom, it says 'NET WT 0.33 oz (9.5g)'.



**A myth is ...**





**A myth is ...**

**A story that manufactures belief.**



**belief**

Once upon a time,

(Yesterday)

Once upon a time, in a land not  
too far away ...

(a boardroom)

Once upon a time, in a land not  
too far away ...

(a ~~boardroom~~ bored room)

WHY?

Because





# Origin Story of Stories



















# The Essential Elements of B2B Storytelling

- The Hero
- The Guide
- The Setting
- The Challenge
- The Plot

**The Hero**



**Not You**

**Your Buyer**



## (Know Your Buyer)

“The more detail you give your hero, the more believable your story will be.”

**The Guide**

**Your Brand**



## (Know Your Brand)

Your brand is the  
“Before you can  
sum total of all  
lead others,  
the perceptions  
you must first  
that exist around  
know yourself.”  
your business.”



# The Setting

Define your market landscape.



## (Know Your Competition)

Make your competitors part of the scenery, and they won't get in the way.



# The Challenge

What stands in between  
Every hero needs a nemesis,  
your customers and success?



# (Identify the Obstacles)

What's the single most important problem you can solve for your customers? Can you do it better than the competition?



# The Plot

Chart an  
Unexpected Course



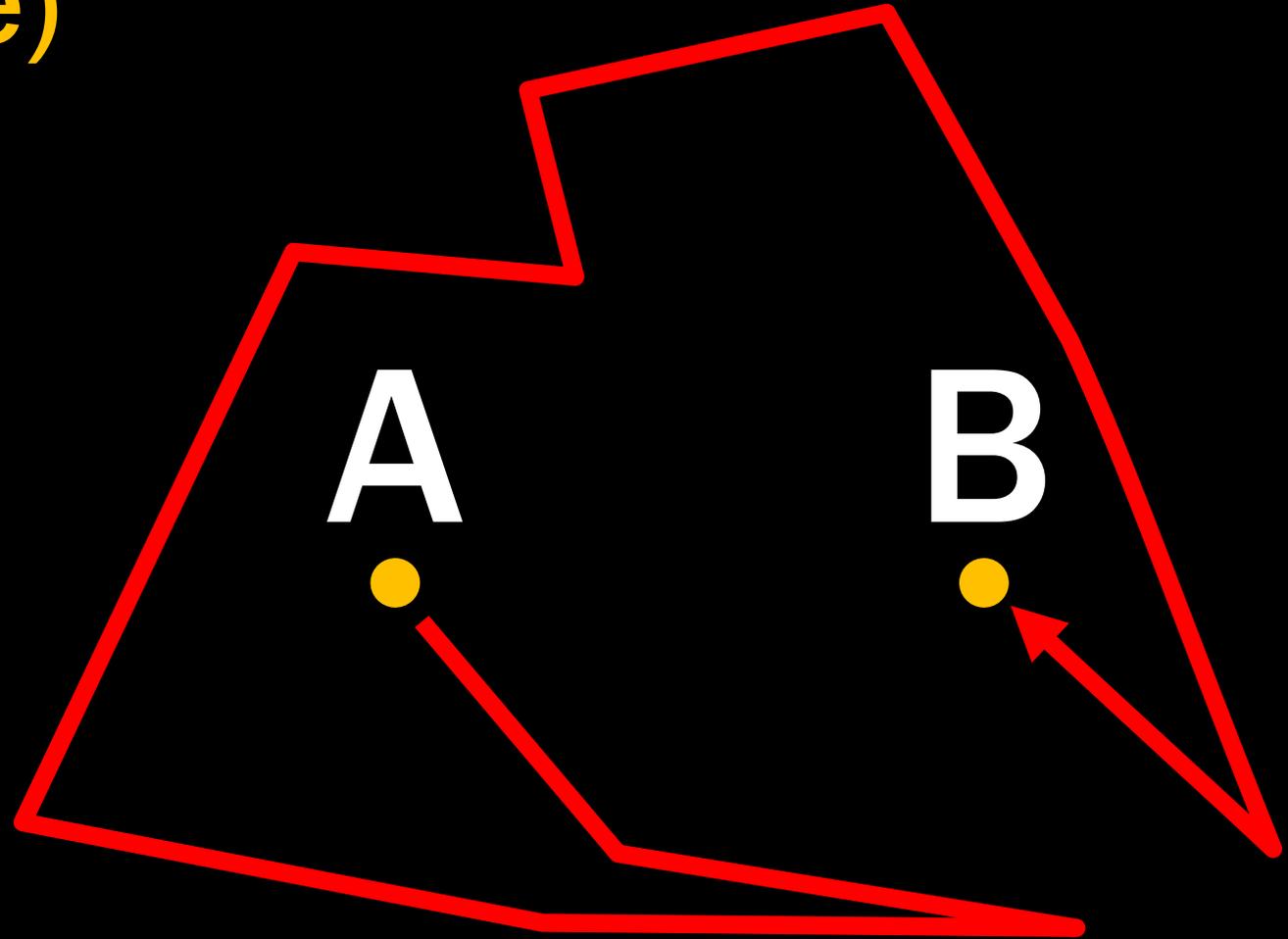
# (Telling the Tale)

The Most Boring Story  
Ever Told

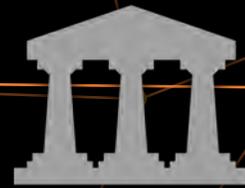


# (Telling the Tale)

“The shortest distance between your business and client success is never a straight line.”





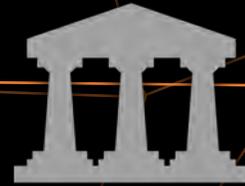


A network diagram consisting of numerous thin orange lines connecting various nodes. The nodes are represented by small circles, some of which are bright yellow and others are a muted grey. The connections form a complex, web-like structure across the entire black background. The word "BELIEF" is centered in the middle of the image in a bold, yellow, sans-serif font.

**BELIEF**

**Worldbuilding** is the process of constructing an imaginary world, sometimes associated with a whole fictional universe.

... Developing an imaginary setting with coherent qualities such as a history, geography, and ecology ...







# 7 Types of Stories



The Rebirth



The Quest



The Journey



The Comedy



The Monster-Slaying



The Tragedy



Rags to Riches

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