



Storyscaping: Stop Creating Ads, Start Creating Worlds

By Gaston Legorburu, Darren McColl

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How to use powerful tools to engage customers with your brand

Marketers, technologists, and corporate leaders are looking for ways to more effectively connect consumers with their brand. *Storyscapes* introduces "storyscaping" as a way to create immersive experiences that solve the challenge of connecting brands and consumers. This book describes a powerful new approach to advertising and marketing for the digital age that involves using stories to design emotional and transactional experiences for customers, both online and offline. Each connection inspires engagement with another, so the brand becomes part of the customer's story. Authors Gaston Legorburu and Darren McColl explain how marketers can identify and define the core target audience segment, define your brand's purpose, understand the emotional desires of your consumers, and more.

- Shows how to map how the consumer engages with the category and product/service
- Explains how to develop an organizing idea and creative plan for an immersive storyscape experience
- Defines the role of marketing channels around the organizing idea
- Establishes how technology can be applied to the experience

Learn how to measure, optimize, and evolve the customer experience through the use of strong narratives that compel consumers to buy into your brand.
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Storyscaping: Stop Creating Ads, Start Creating Worlds By Gaston Legorburu, Darren McColl Bibliography

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Editorial Review

From the Author

It's very exciting to see this book publishing. We hope you find it interesting and thought provoking. Our aim is to provoke interest in the hope that it will help us all evolve and improve how brands and consumers connect. We will endeavor to keep the conversation going through the e-book, our microsite storyscaping.com and on twitter (follow me @Daz_mc).

We love feedback, so any comments you post are greatly appreciated.

Cheers

Daz

From the Inside Flap

Marketers, technologists, and corporate leaders are always searching for ways to more effectively connect consumers with their brand. But the way consumers absorb information and make their decisions has changed. Companies need to stop creating ads and marketing campaigns, and think in terms of Organizing Ideas, Systems Thinking, and platform creation, to create "worlds" of consumer experience.

Storyscaping offers a powerful new approach to advertising and marketing in the digital age that uses stories as the foundation for designing emotional and transactional experiences for customers, both online and offline. Each connection inspires customers to engage with others, so the brand becomes part of the customer's story. This step-by-step, actionable guidance shows how to create immersive experiences that solve the challenge of connecting brands and consumers. Discover how to:

- Identify and define your core desired consumer segment
- Unlock or define your brand or organization's Purpose
- Understand the emotional desires of your consumer
- Establish a clear product/service positioning and offer
- Understand and map how the consumer engages with the category and the product/service
- Apply technology and build a Story System

Storyscaping outlines the process of developing an Organizing Idea and creative plan for an immersive storyscape experience and explains how to define the role of marketing channels. Measure, optimize, and evolve the customer experience through the use of strong narratives that compel consumers to buy into your brand and influence others to do the same.

From the Back Cover

Praise for *Storyscaping: Stop Creating Ads, Start Creating Worlds*

"Bravo Gaston Legorburu and Darren McColl. *Storyscaping: Stop Creating Ads, Start Creating Worlds* is a blockbuster tale about stories and the power they have to turn brands into stands. In a world that is ad rich and idea poor, these authors are the heroes who will save your job and career by giving you the ultimate tool for the next generation of marketers: the great story."

--**Joey Reiman**, CEO, BrightHouse, Author of *The Story of Purpose*

"*Storyscaping* is a unique and immediately applicable way for a brand to tell their whole story, across all the channels necessary. In today's ever-changing media landscape it is important for brands to get the entire

picture, not just a few pieces. This is a must-read for anyone in the marketing and media ecosystem."

--**Nancy Hill**, President and CEO, American Association of Advertising Agencies

"I have known Gaston for years. He has always been a big advocate of story and storytelling systems. In this book he reveals his in-depth passion alongside a set of inspirational practices that will help us all become better storytellers, better storydoers, and better storysystems builders."

--**Jonathan Mildenhall**, Senior Vice President, Integrated Marketing Content and Design Excellence, The Coca-Cola Company

"As an actor and producer, I'm immersed in the world of story telling. Today's consumer expects more engagement and interaction with brands and products. Darren (Daz) is one of the most insightful guys I know in the world of marketing, and he and Gaston's work on *Storyscaping* will change the way we look at telling stories to consumers long into the future."

--**Omar Epps**, Actor, Producer, Media Entrepreneur

Users Review

From reader reviews:

Beatrice Kennemer:

In this 21st century, people become competitive in each and every way. By being competitive right now, people have do something to make all of them survives, being in the middle of the particular crowded place and notice by means of surrounding. One thing that often many people have underestimated it for a while is reading. That's why, by reading a guide your ability to survive increase then having chance to stay than other is high. To suit your needs who want to start reading some sort of book, we give you this *Storyscaping: Stop Creating Ads, Start Creating Worlds* book as nice and daily reading reserve. Why, because this book is usually more than just a book.

Sharon Keller:

This book untitled *Storyscaping: Stop Creating Ads, Start Creating Worlds* to be one of several books that best seller in this year, that is because when you read this e-book you can get a lot of benefit into it. You will easily to buy that book in the book retail outlet or you can order it by using online. The publisher of the book sells the e-book too. It makes you quickly to read this book, since you can read this book in your Cell phone. So there is no reason for you to past this publication from your list.

Helen Massey:

Spent a free time and energy to be fun activity to try and do! A lot of people spent their free time with their family, or their particular friends. Usually they undertaking activity like watching television, planning to beach, or picnic inside park. They actually doing same task every week. Do you feel it? Will you something different to fill your own personal free time/ holiday? Could possibly be reading a book can be option to fill your free time/ holiday. The first thing you will ask may be what kinds of book that you should read. If you want to test look for book, may be the publication untitled *Storyscaping: Stop Creating Ads, Start Creating Worlds* can be good book to read. May be it could be best activity to you.

Carolyn Lew:

As a university student exactly feel bored to reading. If their teacher requested them to go to the library in order to make summary for some book, they are complained. Just little students that has reading's heart and soul or real their leisure activity. They just do what the educator want, like asked to go to the library. They go to at this time there but nothing reading seriously. Any students feel that looking at is not important, boring in addition to can't see colorful photos on there. Yeah, it is to get complicated. Book is very important for you personally. As we know that on this age, many ways to get whatever we wish. Likewise word says, ways to reach Chinese's country. So , this Storyscaping: Stop Creating Ads, Start Creating Worlds can make you feel more interested to read.

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