



NEW WAYS TO TELL CORPORATE STORIES

Philanthropic Storytelling


Compelling. Engaging. Influencing.

When telling your brand story, Forbes says it's important not to forget the bigger story. "What makes you human? How do you touch and transform people's lives? How do you put a positive dent in society?"

This unique type of storytelling doesn't just give people reasons to buy your product. It gives them reasons to buy from your company, because it gives them insight into your brand's soul.

"Storytelling is the cohesive narrative that weaves together the facts and emotions that your brand evokes."

— FORBES, 3 REASONS WHY BRAND STORYTELLING IS THE FUTURE OF MARKETING



A great example of philanthropic storytelling is Patagonia's Worn to Wear campaign. Patagonia is an environmentally and socially conscious company. With their Worn Wear campaign Patagonia combined philanthropic storytelling with customer-led storytelling.

WORN WEAR STORIES

With Tommy Caldwell, Keith Malloy
and Keira Henninger



The customers featured in Patagonia's campaign tell stories of the many adventures they've had in their Patagonia gear—good quality gear that lasts for years and decreases environmental impact.

This campaign differentiates Patagonia from competitors. It's real. It's memorable. It's unforgettable. It transports people and provokes an emotional response and says you care.

“ **Consumer interest
in sustainability is
the No. 3 trend
in 2020.**”

—INNOVA, MARKET INSIGHTS,
DECEMBER 2019



That's exactly what Philanthropic Storytelling is all about. As the saying goes, “Your audience may forget what you say, but they will not forget how you made them feel.” ■

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