

a branded world

PODCAST

with
Luiza Campos



039 | YOUR BRAND AS A MOVIE

EPISODE TRANSCRIPT

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A BRANDED WORLD PODCAST – 039 | YOUR BRAND AS A MOVIE

- Luiza Campos: [00:00](#) You're listening to a branded world podcast, episode number 39.
- Announcer: [00:08](#) Welcome to a branded world podcast where we explore great brands and give you tips, tools, hacks and guides to create brands that captivate clients and drive growth in revenue. And now your host, Luiza Campos.
- Luiza Campos: [00:27](#) Hello everyone and welcome to another episode of a branded world. A branded world is a member of the Alberta podcast network, powered by ATB. Speaking of ATB ATB has no fee all in bank account and you're anything like myself, you probably doing all your banking online already, so you should really check this one out. You can get all your checking and savings accounts to be digital accounts to all your banking online. Twenty four slash seven, not having to worry about paper statements and you don't get any fees, no monthly fees, no minimum balance fees, and you have unlimited digital transactions and interacting transfers and of course you also get interest on higher balances, so you should really check this out if you're doing your banking online already, which is so much easier. Check this out. Atb Dotcom, the no fee all in bank account. We're in the middle of summer and it's been so far I gloria summer now during summer.
- Luiza Campos: [01:26](#) Most people tend to read a lot of great books or go see movies in the theater and I'm no different. I love a good story and I particularly like visual stories, so movies for me are very captivating and I tend to get into that story a lot. In fact, usually when I watch a movie, I keep thinking about that movie and why they did one scene one way or another seem a different way since we are in summer and since it's a time where so many people read or go see great stories. I wanted to talk in today's episode about how to bring your brand story to life. I have to get my clients or when I'm giving workshops or speaking at conferences, people come to me and say, well, does it really matter? You know, do we really need to pay attention to all of those details?
- Luiza Campos: [02:19](#) To be able to express our brand story, to be able to bring our brand to life and sometimes they are lost or overwhelmed. They don't know where to start or they

just feel that there's so many things that they need to pay attention to that he can get a bit overwhelming and confusing and I get it because it is overwhelming and you can be very confusing of where to start or just how deep you need to really go, how many details to you really need to pay attention to to be able to bring your brand to life, so I totally understand that, but I think it's really important for us to talk about this because what I often is people sometimes neglecting some of those details, choosing not to pay attention to them or include them as part of their way to tell their story, and what ends up happening is that they limit the way they can tell their story or worst yet their story becomes really confusing or inconsistent and therefore your audience doesn't understand what it stand for and how you fit in into their story.

Luiza Campos: [03:26](#)

I often say this, people don't buy what you do, they buy why you do it. We all, as consumers and we all consumers, so we know this. We don't just buy products or services based on the quality of that product or service or the features and benefits we buy because we believe or we share some of the same values and we buy because we believe that that product and service makes sense in our lives. It fits our lifestyle or who we are. It makes sense thing to our stories. In other words, the products and services that we purchase, they fit our story. They compliment who we are or who we want to become. We buy products and services to be better versions of ourselves to try and achieve the ideal of who we are, who we want to become, how we want to be perceived or the story we are trying to tell the story we are trying to create for ourselves.

Luiza Campos: [04:27](#)

Everyone is trying to fit in or belong and be better versions of themselves and the products and services that we select is what we think is going to help us achieve that. So audiences, really what they buy are pieces of this story that fit in with theirs that will help tell their story. So they're buying stories. We all do, so we really need to sell our story. We are selling a story and it has never been more important to know which one, and I love to use the analogy of a movie to help people understand what it takes to tell a story in a compelling, captivating way. So I will go through this with you today. If you think of your brand as a movie, if you were tasked to create a movie, what do you need to do? Well, first

and foremost, you need to know what is the story you're telling, what is the story you're telling?

Luiza Campos: [05:33](#)

What is the story about? Because without knowing that, you can't even know where to start, right? Without knowing your story, you don't know what kind of characters or cast members you'll need. What is the period of this story's taking place? What kind of sets or locations you need for your movie? What is the music, the appropriate music to use so you won't. You won't even know where to start, and that's what's happening with a lot of organizations. They have not defined yet their brand. They don't know what story they're telling about their company, how they fit in, what is the authentic story about your organization and how you fit in into your audience's own story. There is a very old but well known video of Steve Jobs when he got back to apple and he talks about in this video of how apple had lost touch with their brand, with their values, their core values, what they stood for, who they were as an organization.

Luiza Campos: [06:37](#)

They sort of neglect to that and in the process of neglecting their core values and who they really were. They diluted their brand and they lost touch with their audience. They weren't unable to really express and tell their story in a meaningful way. As Steve Jobs said, as a company, any company, doesn't matter how much budget you have for advertising or not, you can only hope that people will know one thing or a few very few things about your company, so you have to be debt clear on what it is that you want people to remember about your organization. If you don't know your brand story, if you have not given the thought about what you want people to know about you, what is the important things about your organization, then you can't hope that they will remember you. You can't hope that you will stand out amongst the sea of other competitors and choices that your audience has.

Luiza Campos: [07:42](#)

Here's the thing, most organizations focus so much on elevating awareness, right? Everybody talks about how they need higher levels of awareness and it's true. If you want anybody to purchase your product or service first, they need to know that you exist, but the thing is just getting noticed is not enough. You can get someone's attention, but that doesn't mean that they will take the action that you want them to take. That doesn't mean

that they will vote for you, that they will purchase your product or service or that they will donate to your cause. To get there, to get the action that you want your audience to take, you need to tell your story and make your story become part of their story and much like a movie, it takes everything that you possibly can think of. It takes all of those details to tell your story in a way that is captivating in a way that is not just noticed, but it really gets as many movies get to me, really gets into the minds and the hearts of your audience and stays there and becomes part of their life.

Luiza Campos: [08:54](#)

They really feel engaged. They really feel that they want to contribute to help you tell your story or to have your story become part of their own. So think about your brand story as a movie. First off, what is the story of trying to tell? You need to define that. Just like a movie needs to first. You don't have a movie if you don't have a story to tell. So it's the same thing with your brand. What is the story you're trying to tell? What is that screenplay in a movie, he used a screenplay for your organization. You need a brand platform, so your screenplay is your brand platform is that document that defines and articulate clearly who you are, what you stand for, what is the story you're trying to tell, and that screenplay or in this case, your brand platform really become your blueprint for your story.

Luiza Campos: [09:49](#)

Your brand platform guides all your decisions on how to tell your story and everyone involved in telling your story. In other words, all your crew, all your staff, frontline and the behind the scenes need not only to be familiar with your screenplay or with your brand platform, but they need to understand the role they play in helping to tell your story. So the number one thing you need is of course your brand platform or a screenplay, and then your cast and crew. Those who are in the front line like you're cast your actors and those who are behind the scenes, your crew, but that are equally important in helping bring your story to life. And I can't emphasize enough thing, Portland's of making sure that everyone understands that they're not. They're just as experts in their field, but they are there to help you tell your story, to help you bring your brand to life.

Luiza Campos: [10:51](#)

So as an example, your lighting crew, they are experts in lighting and they can do pretty much any lighting needed, but in this case, they need to know what is the

exact or the best type of lighting needed to help you tell your story. So if this is a period movie, you can't have fluorescent lighting. You can't have lighting that doesn't fit with the period, you need to have candle lighting. Some of you may be thinking that lighting is one of those details that you may not really need to pay a lot of attention to that is so small that he may go a noticeable and it's not going to really help you tell your story. But think about Abercrombie and Fitch. If you ever been in one of their stores, you can't help it. Notice how dark they are and that's of course done on purpose.

Luiza Campos: [11:41](#)

That's an intentional decision that they have made to help tell their story, to help become part of their audience's story. So again, depending if you have a location and who your audience is, lighting can be hugely important in helping tell your story. In fact, for retailers, they know how important every detail is in terms of location and what your store looks like. Just like in a movie you're sat. Design is incredibly important to help you tell your story and it's the same thing with your physical locations. Retailer stores particularly sold, but also your offices or even your digital location, your website, what the seat feel like. What is the experience that you are evoking, the sentiments, the emotions that you are evoking in your spaces, digital or physical. Then you have your costume designs and you may be thinking costume designs. What are talking about?

Luiza Campos: [12:44](#)

Well, lots of organizations have uniforms. In fact, if you think about airlines, all of the frontline staff members wear uniforms or think about doctors. For instance, all doctors. We want to see doctors in white coats. That became a symbol of being a doctor. Doctors don't need to wear white coats most of the time, but he became a symbol of their profession. It became a way for them to instill trust and confidence in their audience. It's a symbol. It's a costumed designed that helps them tell their story and you can see how the same is true for a lot of different professions. Think of shafts, think of lawyers who we mostly expect to see in power suits, so costume design in a movie is extremely important and to help them tell your story and so is the dress code or your uniforms that you choose to wear for your own organization to help you tell your story.

Luiza Campos: [13:43](#)

In movies, they understand that every detail counts. There are usually teams of people who pay attention to

things such as the signs of when a character is walking down the street that usually are completely remake. If they're filming on location, they completely redo all designs to help fit the story or teams of people who focus on everything that you actually see on screen. So wherever a scene takes place in a bedroom, an office, everything that we see on that screen, on that scene has been specifically designed, specifically produced to help tell the story, everything that the character, the actor or actresses hold being their phone or the book or whatever it is, has been designed to help tell that story. So every detail counts and they understand these in movies. They're in the business of telling stories so they understand that they have. They're not consistent.

Luiza Campos: [14:47](#)

They will either break the spell, in other words, you will notice that things are incongruent with the story that they're trying to tell. And in the worst case scenario, you will of course lose trust and confidence in that movie and you would just walk away and stop watching it. And I wanted to think about your organization like a movie. If you're not consistent, if you're not paying attention to all those details, then your story is not being told in the most compelling way. Sometimes you may only have one shot in really captivating your audience. So if you're going to spend a lot of time and resources in raising awareness, in trying to get notice, don't just get notice. Make sure that when people look at you, when people notice you, that they feel compelled, that they feel they want to find out more about you, that you really hooked them.

Luiza Campos: [15:46](#)

Make sure that all the details are there, just like in a movie, so your story really comes to light. It can be really difficult to tell your story and he can be really difficult to make sure that people take your story as part of their own, that people embrace your story and want it to become part of their own story, especially when everyone else out there is trying to do the same. Everyone else is trying to bring their audience in, is trying to become part of their audience's story and they're trying to tell their own story. So it's so important that your story is told in the best way possible that no detail goes unnoticed. So my challenge for you this summer, as you read a good book, as you go see a great movie, think about, analyze, studied that book, that story, that movie, and think about ways that you can within your organization, all those little details that may seem

insignificant but that you can use to help you tell your story and think about the also incredibly important cast and crew, your staff, the frontline and the behind the scenes people who not only bring their skills and their expertise, but how they can use those to help you tell your story.

Luiza Campos: [17:16](#)

Do they understand what is the story you're trying to tell and do they know how they individually can play. A role can play a significant role in helping you tell your story. So that's my challenge for you this summer. Enjoy the summer. Go out there, read lots of great stories, watch lots of great movies and study those and think about how you can implement some of the same techniques that are used in movies. Eat within your own organization. How that help you tell your own story and captivate your audience. I hope you found this useful and I hope you have a wonderful, wonderful summer. If you have time this summer, I would really appreciate if you can do a couple of things. One is subscribed to the podcast so you don't miss any episode, and the second one is to rate the podcast in whatever platform you get.

Luiza Campos: [18:12](#)

The podcasts from these ratings really helped people find the podcast and finally a word from our sponsor. The Rotary Club of Edmonton West, on behalf of its entire district invites you to dream, connect, and inspire at the district. Five, three, seven zero conference in October. A number of stellar speakers, both local and international are sharing their stories at this conference. Amongst them is Stephanie Willard, a social entrepreneur from Australia who founded seven women. Her not for profit provides training and employment for women with disability in Nepal, helping more than 5,000 find meaningful work. The conference is open to the general public. It would also attract rotarians from all over western Canada and the world, which means you'll be in a room with some of the kindest and most community minded people around. So come to the shock conference center in Edmonton from October Eighteenth to the 20th to learn more. You can do so by going to conference five, three, seven, zero hyphen two zero, one eight.ca. There's a video there that will tell you more and I will have this link in the show notes so you can easily link directly to the event website and the show notes can be found@abrandedworldpodcast.com. Thank you so much. And until next time.

Announcer:

[19:43](#)

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