

STORY-DRIVEN BRANDING: BEYOND LOGOS AND COLORS

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|--------------------|---------------------------|---------------------|------------|
| Start Date: | 25/05/2026 | End Date: | 29/05/2026 |
| Categories: | Public Relations & Market | Venues: | Vienna |
| Formats: | In Person | Instructors: | |

OVERVIEW

This course teaches participants how to harness the power of narrative to create emotionally resonant and authentic brand experiences. It emphasizes storytelling as a key driver of differentiation, connection, and long-term loyalty.

OBJECTIVES

By the end of this course, participants will be able to: – Craft compelling brand narratives that resonate with target audiences. – Align storytelling with brand identity, vision, and values. – Use storytelling to build emotional engagement and community. – Translate abstract brand ideas into concrete, audience-facing stories. – Apply storytelling across campaigns, content, and digital platforms.

COURSE OUTLINE

1- The Role of Storytelling in Branding Today 2- Elements of a Powerful Brand Narrative 3- Building Stories That Reflect Brand Purpose and Values 4- Multi-Platform Brand Storytelling Techniques 5- Story-Driven Campaign Planning and Execution

TARGET AUDIENCE

All Supervisory Levels, Marketing professionals, brand managers, content creators, entrepreneurs, and communication specialists.

METHODOLOGY

Storyboarding, narrative workshops, content analysis, group storytelling labs, and multimedia storytelling exercises.

CONCLUSION

Participants will leave with a strong brand story and a toolkit to implement narrative branding in their marketing and communication strategies.

DAILY AGENDA

Day 1: The Power of Story in Branding

Understand why stories captivate and how they influence consumer perception and loyalty.

Day 2: Building Your Brand Narrative

Craft narratives based on your brand's mission, vision, and values.

Day 3: Storytelling Frameworks

Apply models like the Hero's Journey and StoryBrand to structure your messaging.

Day 4: Telling the Story Everywhere

Distribute stories across websites, social media, and marketing materials effectively.

Day 5: Campaigns That Connect

Design an integrated storytelling campaign with real audience impact.

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