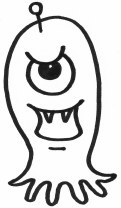


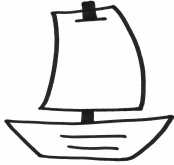



BRAND NOW STORY SHAPES

Stories are how we make sense of the world around us. Here are several archetypes you can use to tell your brand's story.

STORY SHAPE	OVERVIEW	POPULAR EXAMPLES	BRAND EXAMPLES	HOW TO USE
 <p>Overcoming the Monster</p>	The protagonist sets out to defeat an antagonistic force (often evil), which threatens the protagonist and/or protagonist's homeland.	Star Wars: A New Hope, the Harry Potter books and movies, and the James Bond franchise	Mac vs. PC, Dollar Shave Club	This story is dependent on having an antagonist. Who or what are you fighting against?
 <p>Rags to Riches</p>	The poor protagonist acquires things such as power, wealth, and a mate, before losing it all and gaining it back upon growing as a person.	Cinderella, Rocky, and Aladdin	Paul Mitchell, Wendy's/Dave Thomas	The dynamic of "before and after" along with overall growth is key for this type of story. Where did you come from?
 <p>The Quest</p>	The protagonist and some companions set out to acquire an important object or to get to a location, facing many obstacles and temptations along the way.	Lord of the Rings, Indiana Jones, and Harold & Kumar Go to White Castle	Salesforce, Axe Body Spray	An ideal that you are striving toward is key to implementing this archetype. What do you believe in? What are you and you alone on a quest to achieve?
 <p>Voyage and Return</p>	The protagonist goes to a strange land and, after overcoming the threats it poses to him or her, returns with experience.	The Wizard of Oz, Apollo 13, and Finding Nemo.	Starbucks (Howard Schultz's trip to Europe), MagicLeap	What unique experience informs your enlightened perspective? Where have you been, and what has it taught you?
 <p>Rebirth</p>	During the course of the story, an important event forces the main characters to change their ways, often making them better people.	A Christmas Carol, How the Grinch Stole Christmas, and the Doctor Who series (the Doctor regenerates as a new actor every few seasons)	Vidal Sassoon, Vanity Fair, Warby Parker	Has your brand been born again? Have you undergone a reboot? How does this inform your brand's story?