

# Storytelling

## The next big thing for brands

Doy Roque  
M2.0 Communications

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Apple's brand is said to be worth

**\$98.3 Billion**



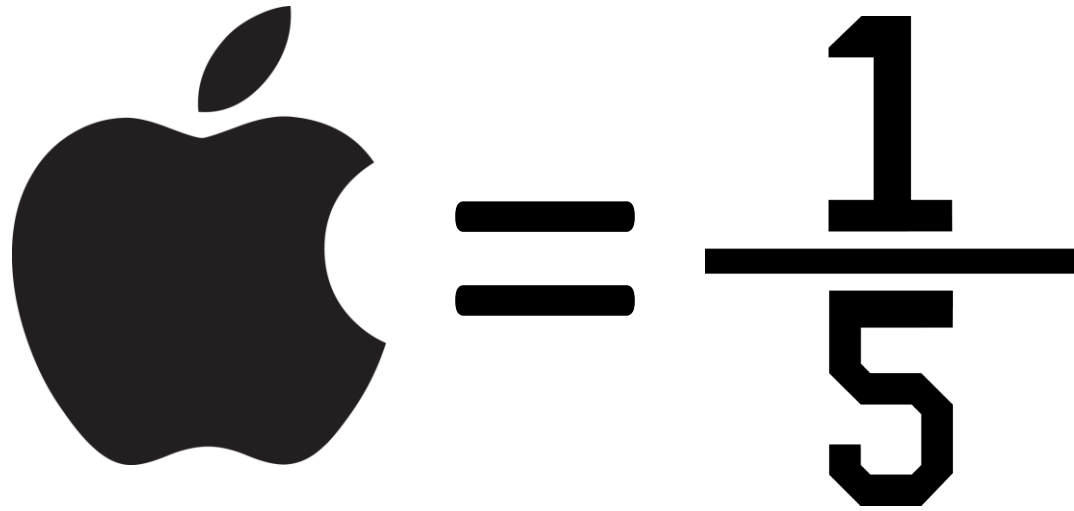
Google is clawing at Apple's heels with a brand  
value of

**\$93.3 billion**



The value of Coke's brand is  
**\$79.2 billion**  
and was  
**number 1 for 13 years**

**What do all these \$\$\$\$  
mean for these  
companies?**



**166,666,667 iPhones**

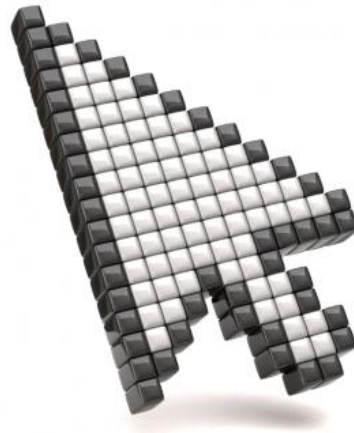
**21% of all that Apple is worth (\$458.34 billion) is there because of its brand**



31% of Google's total value (\$296.16billion) is because of brand

Google

minus 2 years sales





# *Coca-Cola*

**minus 18 months sales**

**46% of Coke's worth (\$170.24 billion) is because of brand**



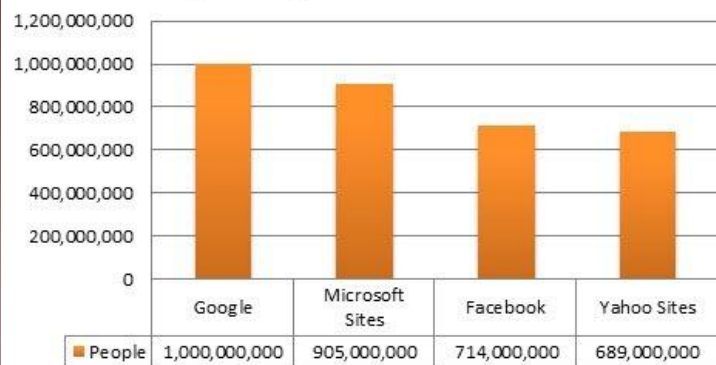
**How is this value  
reflected in the  
real world?**





Google

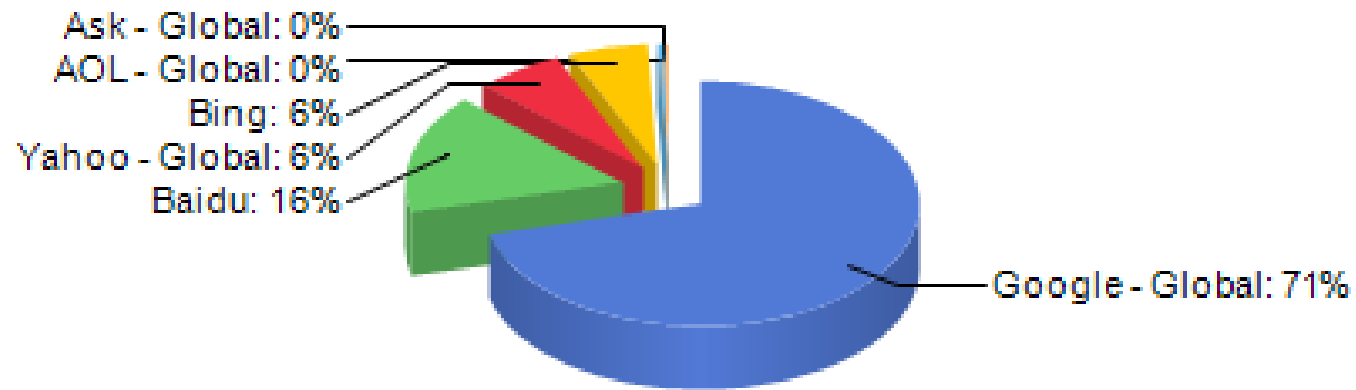
### Google Largest Site In The World



Source: comScore

searchenginepeople.com

## Total Market Share



Search Engine	Total Market Share
Google - Global	70.53%
Baidu	16.04%
Yahoo - Global	6.43%
Bing	5.70%
AOL - Global	0.36%
Ask - Global	0.33%
Excite - Global	0.01%

**Google registers 5.13 billion searches a day - comscore**



**1.7 billion served daily.**



**Consider this...**



**From \$5.46 billion  
to \$98.3 Billion  
in 20 years.**



The Coca-Cola logo, rendered in its iconic red script font, is centered at the top of the image.

**Grew more than  
\$10 billion in brand  
value over 12 years**

The Google logo is displayed in its classic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'. It has a slight 3D effect with a shadow.

**Wasn't even in  
the list in 2001**

**What's  
happening  
here?**



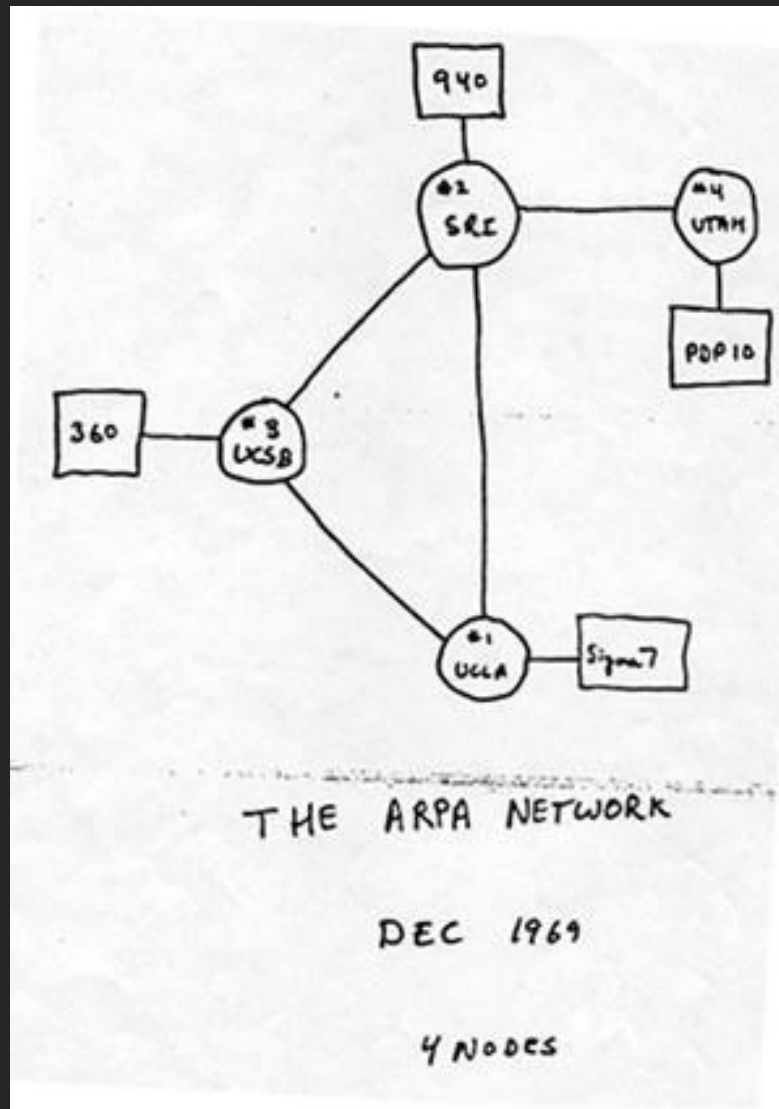
# Two-way communication





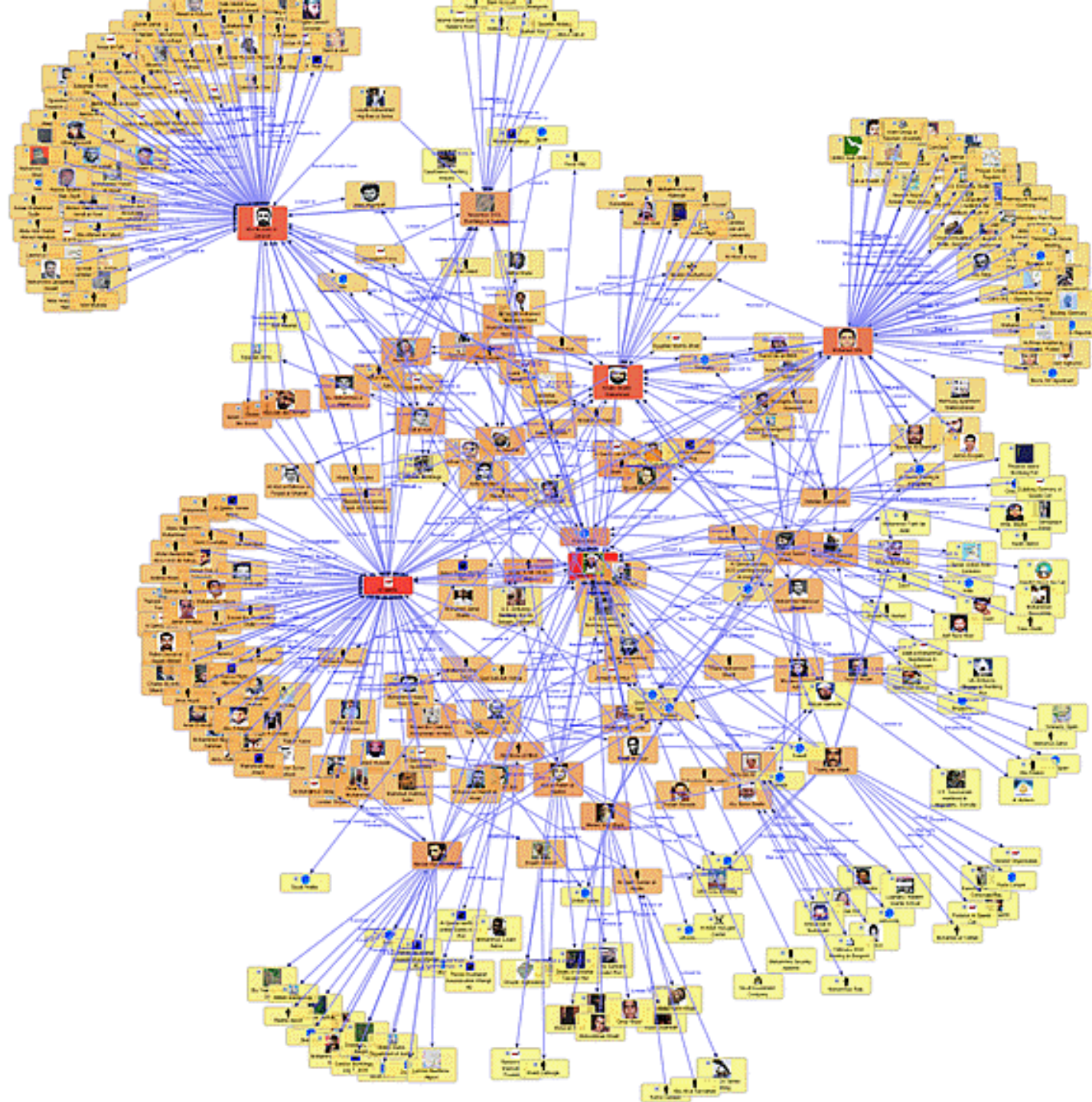


Two way communication that goes many, many ways



This is the network diagram for ARPA before the internet was born

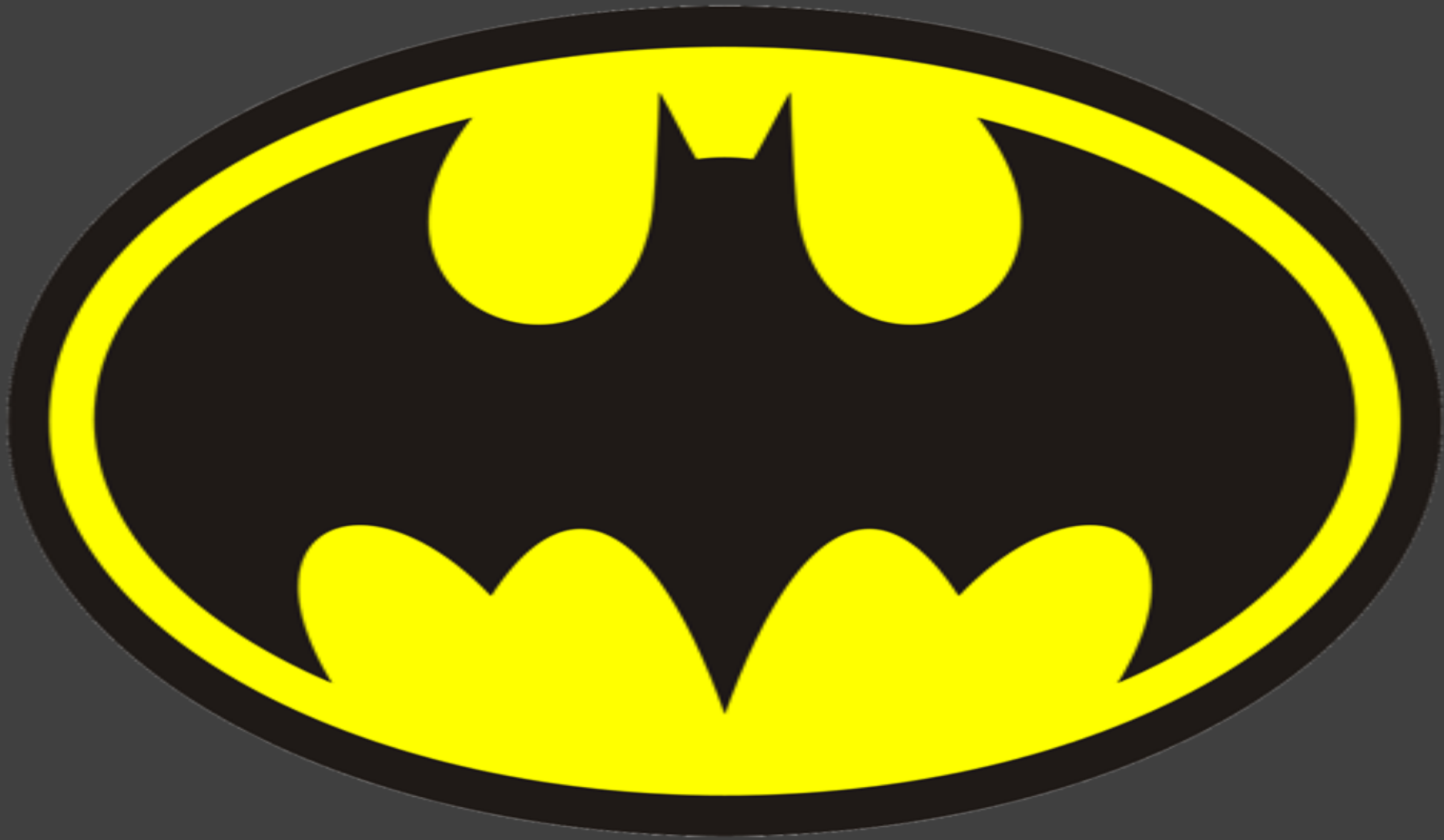






**What  
does this  
mean for us?**

We can no longer think of our brand as a logo



Nor as a visual identity



# Or just a product.



# Daily Times

## EXTRA! EXTRA!



Because this is the new newspaper. In the internet, the minute you make a declaration, you are barraged with thousands of questions and comments.





**Your brand is no longer  
what you say it is.**



**It's what other people say it is.**

**Consider this...**





15 SONGS



10,000 SONGS

How many  
messages per day?





70s:500



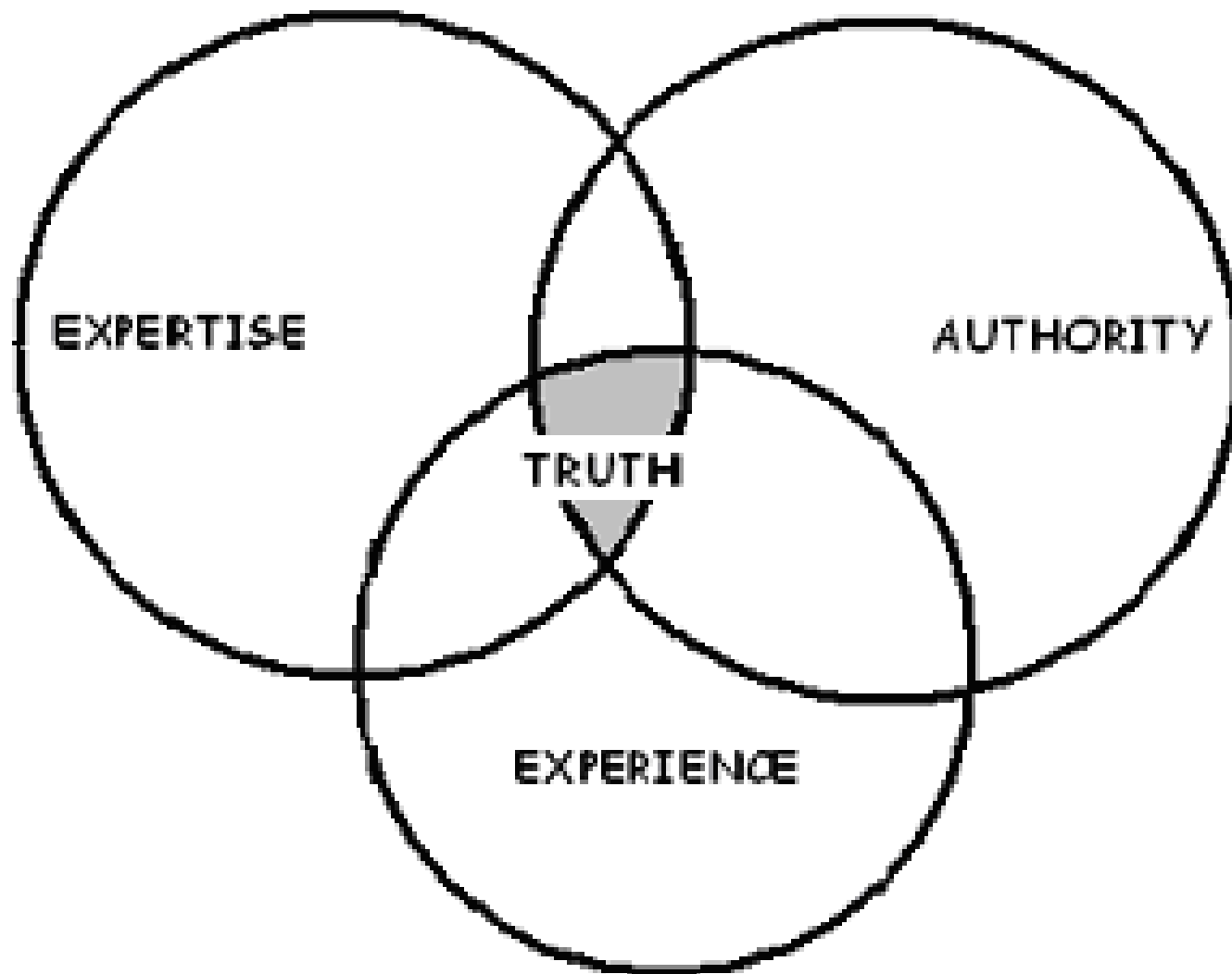
2013: 15,000



So we go back  
to 2 things

A close-up, black and white photograph of a dense field of tall grass, likely a meadow or prairie. The grass blades are long and thin, creating a complex, textured pattern. The lighting is soft, highlighting the edges of the blades. In the lower right quadrant, there is a text overlay in white and yellow.

It's hard to trust anyone  
when everyone is saying  
**PICK ME!**



**CIRCLES OF TRUST**



# People we trust: social





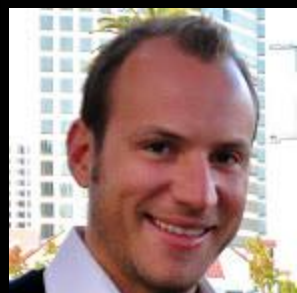
you are  
BEAUTIFUL

This is where  
storytelling comes in





**And this is how it works.**







**The stories that resonate the most  
are the most familiar ones.**

# Come on-let's have a 'COKE'!

Coca-Cola is not only the most popular soft drink in the world, it is also the most popular in the United States. It is the only soft drink that is sold in more than 100 countries. It is the only soft drink that is sold in more than 100 countries. It is the only soft drink that is sold in more than 100 countries.



Call it 'Coke' or Coca-Cola-it's the same delicious drink.





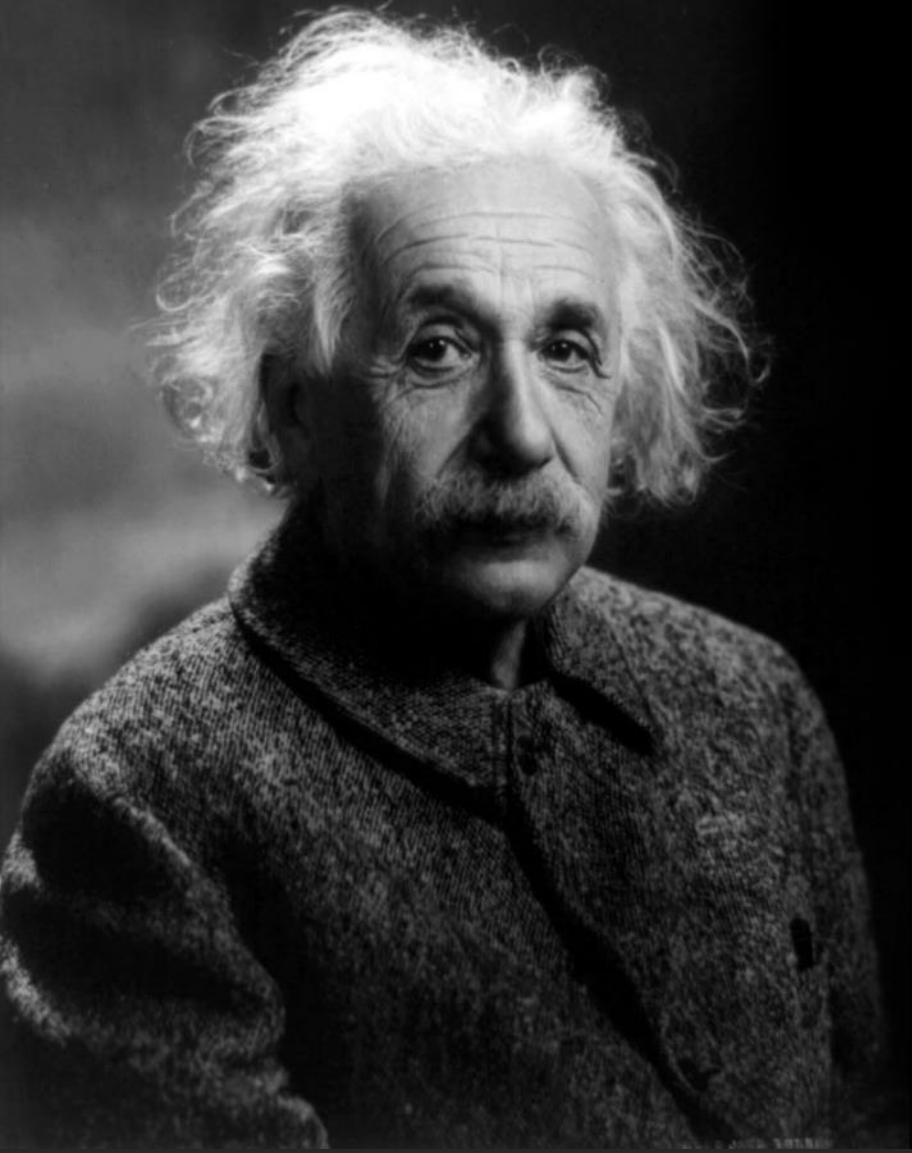


open happiness™

*Coca-Cola*

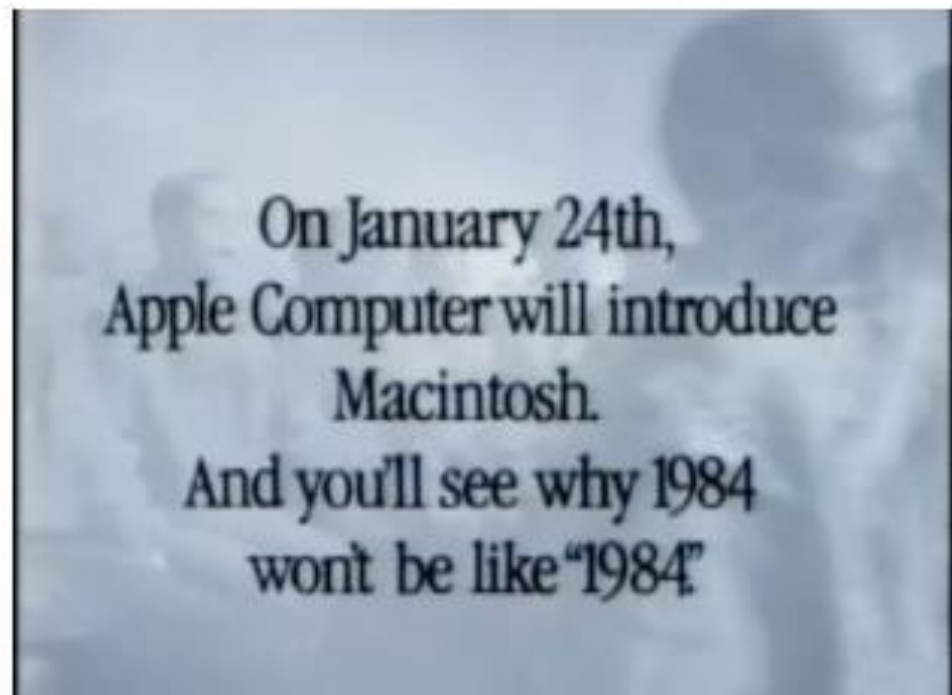
**innocence**





*"Try not to become a man of success  
but rather to become a man of value."*





On January 24th,  
Apple Computer will introduce  
Macintosh.  
And you'll see why 1984  
won't be like "1984"



I'm a PC.



I'm a Mac.



**rebellion**



# Google



## Google

self-driving car



SEPTEMBER 30, 2013

TIME

CAN  
Google  
SOLVE  
DEATH?

The search giant is launching a venture  
to extend the human life span.

That would be crazy—if it weren't Google

By Harry McCracken and Lev Grossman

TIME.COM

Google

**discovery**

**These stories are  
based on narratives  
that are recycled  
time and again**



A detailed illustration of Indiana Jones, the character played by Harrison Ford, standing in a dramatic pose. He is wearing his signature fedora hat, a light-colored button-down shirt with rolled-up sleeves, and a dark belt with a holster. He holds a whip in his right hand. The background is a fiery, orange and yellow landscape, possibly a cave or a jungle at sunset. To the right, there is a dark, rocky structure with a glowing opening, and a large, dark skull is visible in the lower right corner.

A STEVEN SPIELBERG FILM

# INDIANA JONES<sup>®</sup>

and the

## KINGDOM OF THE CRYSTAL SKULL<sup>™</sup>

IN THEATERS MAY 22

Google

**crazy adventure**







**against the man**







The Coca-Cola logo is rendered in its iconic red script font. The letters are fluid and connected, with a classic 'Conte' script style. The 'C' at the beginning is large and loops around the 'o', and the 'a' is also connected to the 'C'. The 'l' in 'Cola' is tall and loops back into the 'a'. The entire logo is a solid red color.

**Simple: masaya ang buhay.**



**And we have our own  
Pinoy brand stories**



**San Miguel Beer**  
HOTLINE  
Call **632-2337**  
Toll Free **(0922) 632-2337**

**San Miguel**  
PALE PILSEN  
**ITO ANG BEER**

**Para sa tunay na saya, may tunay na sarap ng beer**

[www.sanmiguelpalepilsen.com.ph](http://www.sanmiguelpalepilsen.com.ph)

PHOTOGRAPHY

Drink Moderately ASC Ref. No. S075P102610S



**San Miguel®**

**Boys will be boys.**





**PINAKA-  
Crispylicious!**

Jollibee  
**chickenjoy**





**Jollibee®**

**Pinoy success.**



**Also based on recycled narratives.**





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PHOTOGRAPHY



Drink Moderately ASC Ref. No. S075P102610S



JOSE  
Manalo

WALLY  
Bayola

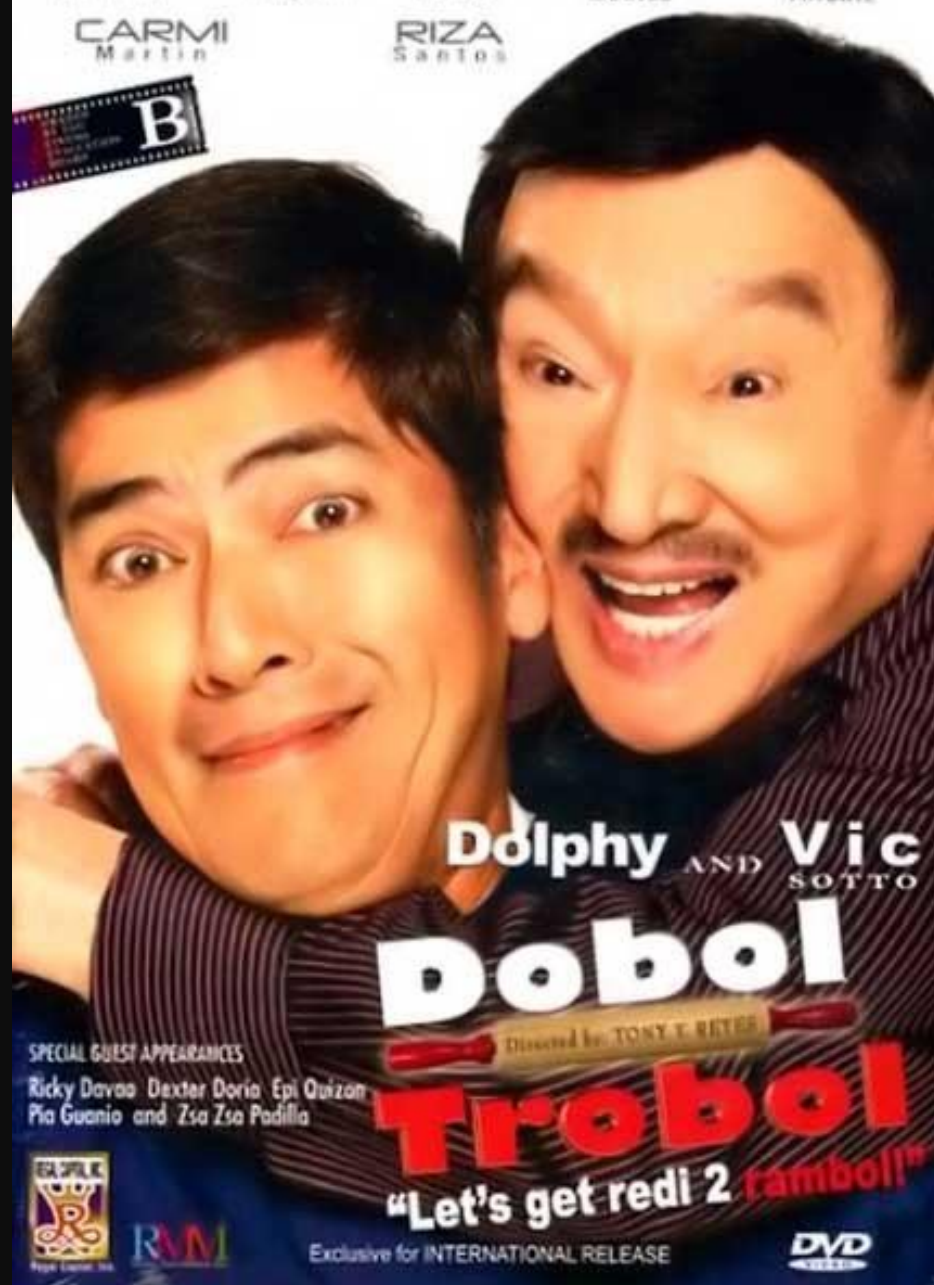
BJ  
Forbes

POCHOLO  
Montes

FRITZ  
Yofante

CARMI  
Martin

RIZA  
Santos



Dolphy AND Vic  
SOTTO

**Dobol**

Directed by TONY T. RETES

**Trebol**

"Let's get redi 2 ramboll!"

SPECIAL GUEST APPEARANCES

Ricky Davao Dexter Doria Epi Quizon  
Pia Guanio and Zsa Zsa Padilla



Exclusive for INTERNATIONAL RELEASE





**OGIE ALCASID**

**MICHAEL V.**

# **YAYA & ANGELINA**

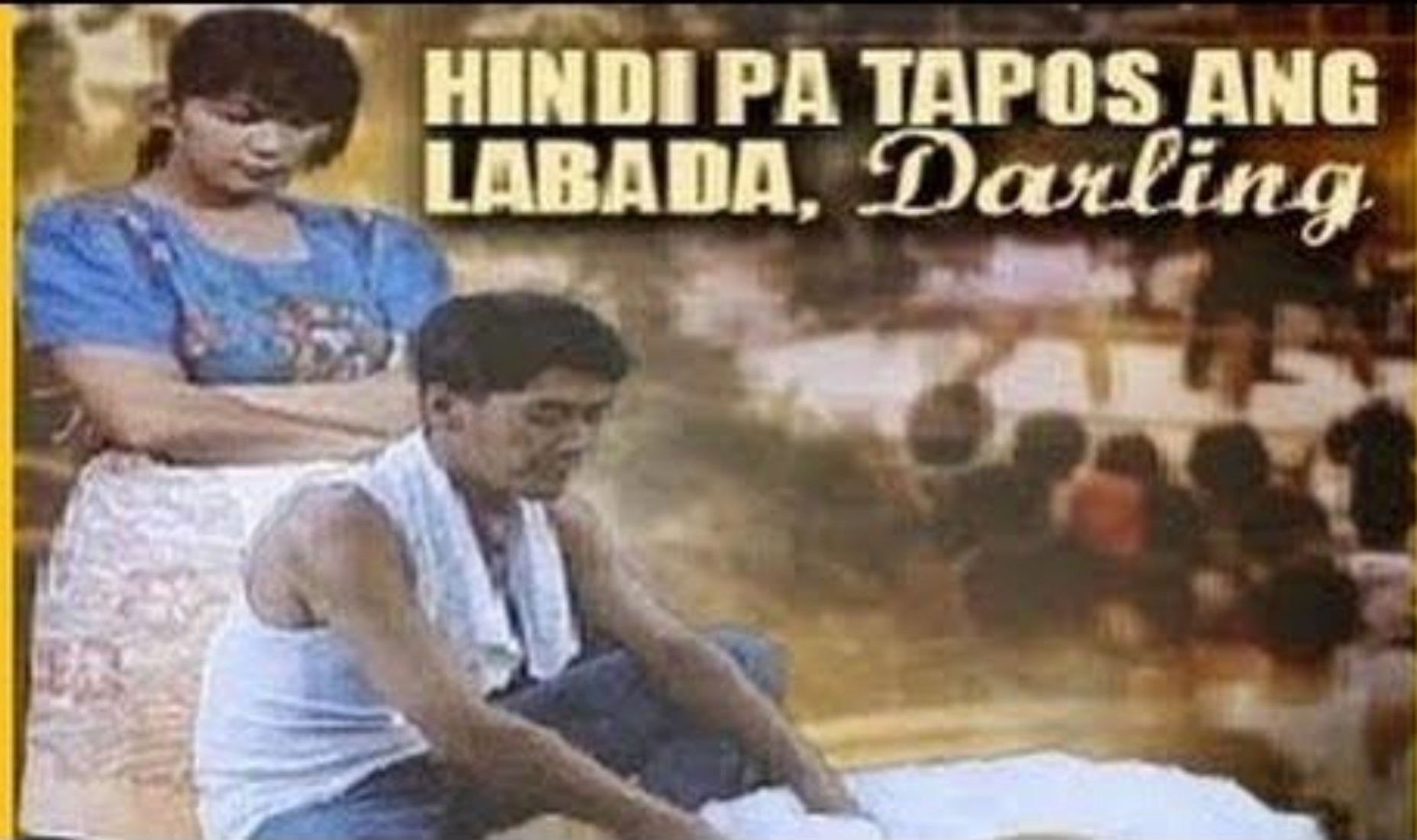
## **THE SPOILED BRAT MOVIE**



**IZA CALZADO AIKO MELENDEZ  
and JOMARI YLLANA**

Introducing: DENNIS TO, ALDO ALVARO, JENNY WONG, with special participation: EMMY BENIGAN  
Special Participation of: MON TULLA Also: Starring: DENNIS TO, ALDO ALVARO, JENNY WONG, EMMY BENIGAN, MON TULLA  
Music by: FREDERICK JOHN PEREZ Edited by: TADA CLARIBEL Sound Supervision by: ARNOLD BUSTOS Production Design by: LISA MATH LITAG Cinematographer: OTIS SACKS  
Story and Screenplay by: RYAN C. GILLIS Supervising Producer: NANCY A. GILLIS Producer: JOY MARA GARCIA Executive Producer: ANNETTE GUSTAV ARONSON  
Directed by: RYAN C. GILLIS

**HINDI PA TAPOS ANG  
LABADA, *Darling***





**PINAKA-  
Crispylicious!**

Jollibee  
**chickenjoy**





PRESENTS

A film by  
Cathy Garcia-Molina

# *A Very Special Love*

*Sarah Geronimo & John Lloyd Cruz*

IN THEATERS THIS JUNE 2008



JOHN LLOYD CRUZ

SARAH GERONIMO

# You Changed my life



**CHRISTOPHER DE LEON** **SHARON CUNETA**

**JAY ILAGAN** **CHERIE GIL** **TOMMY ABULE** **JOEL TORRE**

Featuring **CHARISSA ROMERO** **LITO PARRERA**



*Bituing Walang Ningning*

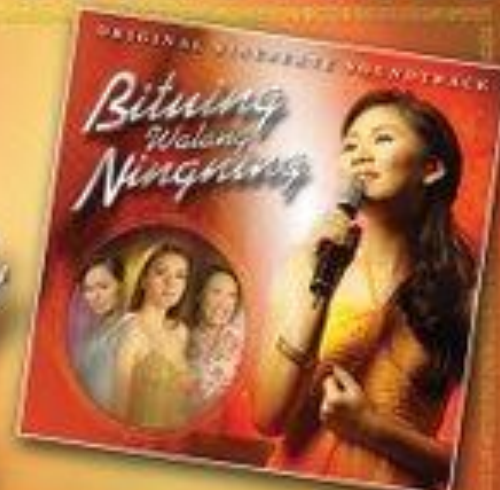
No dreams are too high for those who believe.  
No stars are too far for those who reach out.

Serialized in Pilipino Komiks

Executive Producer: VIC DEL ROSARIO, JR. Supervising Producer: TONY GLORIA Produced by: RAMON SALVAJE  
Story by: MERISSA CABRAL Screenplay by: ORLANDO MADRES Edited by: EDGARDO JARLEGO  
Cinematography by: HOMEIO VITUG Music by: WILLY CRUZ Production Design by: MANNY MORFE  
Directed by: EMMANUEL H. BORLAZA

**ORIGINAL SINESERYE SOUNDTRACK**

# Bituing Walang Ningning



*Featuring:*  
 BITUING WALANG NINGNING - Sarah Geronimo • SAKAY MAGHINTAY ANG WALANG HANGGAN - Zsa Zsa Padilla  
 NASAAN KA MAN - Zsa Zsa Padilla and Sarah Geronimo • MISS NA MISS KITA - Angelina Davao Cruz  
 DITO BA - Sarah Geronimo and Angelika Dela Cruz • HOLD ON - Chris Cayzer • KANTATAYO - Ali Dela Cruz  
 RAKIT BA GANYAN - Carlo Aquino • MISSING YOU - Jay Pardo • BITUING WALANG NINGNING (Radio Edit)

**CDs NOW AVAILABLE WORLDWIDE!**

<http://www.tfc-online.com/store/anywhere>

Logos: STAR, VIVA, TFC, ABS-CBN, and other production partners.



**And then we have politicians  
whose life myths we pattern after.**



## A DEADLY GUY

("ASIONG SALONGA," LSP)

Joseph Estrada is  
of last a  
star. He  
dreamed of being one  
since he got into  
the movie. He also  
dreamed of getting  
a role in his own  
as challenging as  
"Asiong Salonga."  
Time has to his  
best yet.



JOSEPH ESTRADA as "Asiong Salonga"

He would still be living by now if he didn't go against the laws of God and man. For he was once upon a time a boy with a heart that cringed at the sight of cruelty; he had a soul that was as pure and innocent as a lamb, he had his hopes and dreams and ambitions. But he grew up to be a man who treaded on the wrong path and everything he did was dangerous and wrong. He robbed people to enrich himself; he played with fire where women were concerned; he killed to prove himself a brave man, a man who deserved to belong to the underworld. He lived happily for a while, but only for a while, because one day he got killed and his family saw him dead on the street, a newspaper covering his ghastly face. The crime career of "Asiong Salonga" is one of the best proofs that crime does not pay.

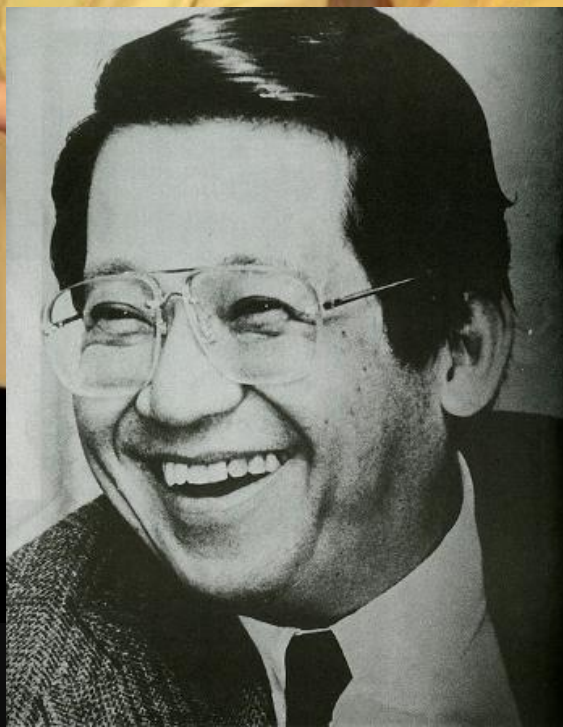


Erap, kumpare, madiskarte,  
maraming kaibigan.





**PNoy: royalty**





# **Three myths about Filipino women**





**The Sweetheart Maria Clara**







**The Fighter** Gabriela Silang





A close-up portrait of an elderly woman with short, wavy grey hair, smiling warmly. She is wearing a vibrant red collared shirt and a small gold hoop earring. The background is a solid, dark grey.

# **The Success Story**

## **Socorro Ramos**







**Why are stories  
important for your  
brand?**

**Because the stories we  
construct about people  
and things, and how we  
identify with them lead  
us to our decisions.**



**What computer should I buy?**



I'm a PC.



I'm a Mac.

**Where should I live?**





**Who should I vote for?**





**Just to illustrate further**



**Remember  
Ratatouille?**

**So the questions now is...**

**How do I make this knowledge  
work for my brand?**

# 3 questions behind storytelling in the age of the Internet



**Question #1**  
**What is your story?**

**How does it relate to the  
narratives and myths of our  
society?**

**Who are the people you are  
telling the story to?**

**What is the conflict that makes  
your story exciting?**



## **Question #2**

**How are you going to tell it?**

**Apple and Google  
have great PR?**

**Coke was the king of  
advertising and is the  
future king of social  
media?**

## **Question #3**

**How are we going to measure  
the power of stories?**



**If messages are  
measured by mentions,  
how are you going to  
measure the impact of  
your brand story?**

**Thank you very much.**