

Course : Brand Content and Storytelling: optimizing your brand strategy

Practical course - 1d - 7h00 - Ref. STT

Price : 890 CHF E.T.

★★★★★ 5 / 5

This training course will introduce you to the multiple possibilities of storytelling to create and reinforce customer loyalty and stimulate interest in your brand. You'll learn what's at stake strategically and how to present your brand as an effective communication tool.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding the challenges of storytelling
- ✓ Avoiding the pitfalls of storytelling
- ✓ Identify the brand's history and values
- ✓ Choosing a narrative framework
- ✓ Writing and developing your storytelling
- ✓ Adapting your style to the media

Intended audience

Marketing managers, communications managers, product managers, marketing project managers and anyone in charge of brand communications.

Prerequisites

Experience in strategic marketing desirable.

Practical details

Hands-on work

Writing workshops.

Course schedule

PARTICIPANTS

Marketing managers, communications managers, product managers, marketing project managers and anyone in charge of brand communications.

PREREQUISITES

Experience in strategic marketing desirable.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

1 The challenges of storytelling

- Storytelling: narrative as a communication tool.
- The origins of storytelling: concept, history, key examples.
- The fields of application of storytelling: politics, the individual, business.
- A propitious context: the advent of Web 2.0, the economic crisis.
- The growing use of emotions in advertising and marketing.
- Understand the limits of storytelling: lies and lack of authenticity, personification, negative emotions...

Case study

Understand and discuss a few case studies in storytelling.

2 Different types of stories

- Identify different types of stories.
- The function of identifying with the brand's values and personality.
- Properties of narrative: temporality, intentionality, meaning, identification capacity, transformative capacity.
- Define storytelling style according to identified issues.

Hands-on work

Determine the type of story you want to tell.

3 Putting storytelling into practice

- Identify the brand's origins, history and values.
- Build a narrative outline.
- Play with the story and its twists and turns using an actancial model.
- Identify and profile the players.
- Setting storytelling in motion.

Hands-on work

Storyboard the brand's story.

4 Storytelling

- Define tone, style and play with emotions.
- Involve your audience in the story.
- Addressing the five senses: VAKOG (Visual, Auditory, Kinesthetic, Olfactory, Gustatory)
- Capture the unusual and play on originality.
- Adapt your writing to the specificities of the chosen medium.

Hands-on work

Write the attack and fall of the brand's storytelling.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Dates and locations

REMOTE CLASS

2026 : 22 June, 2 Nov.