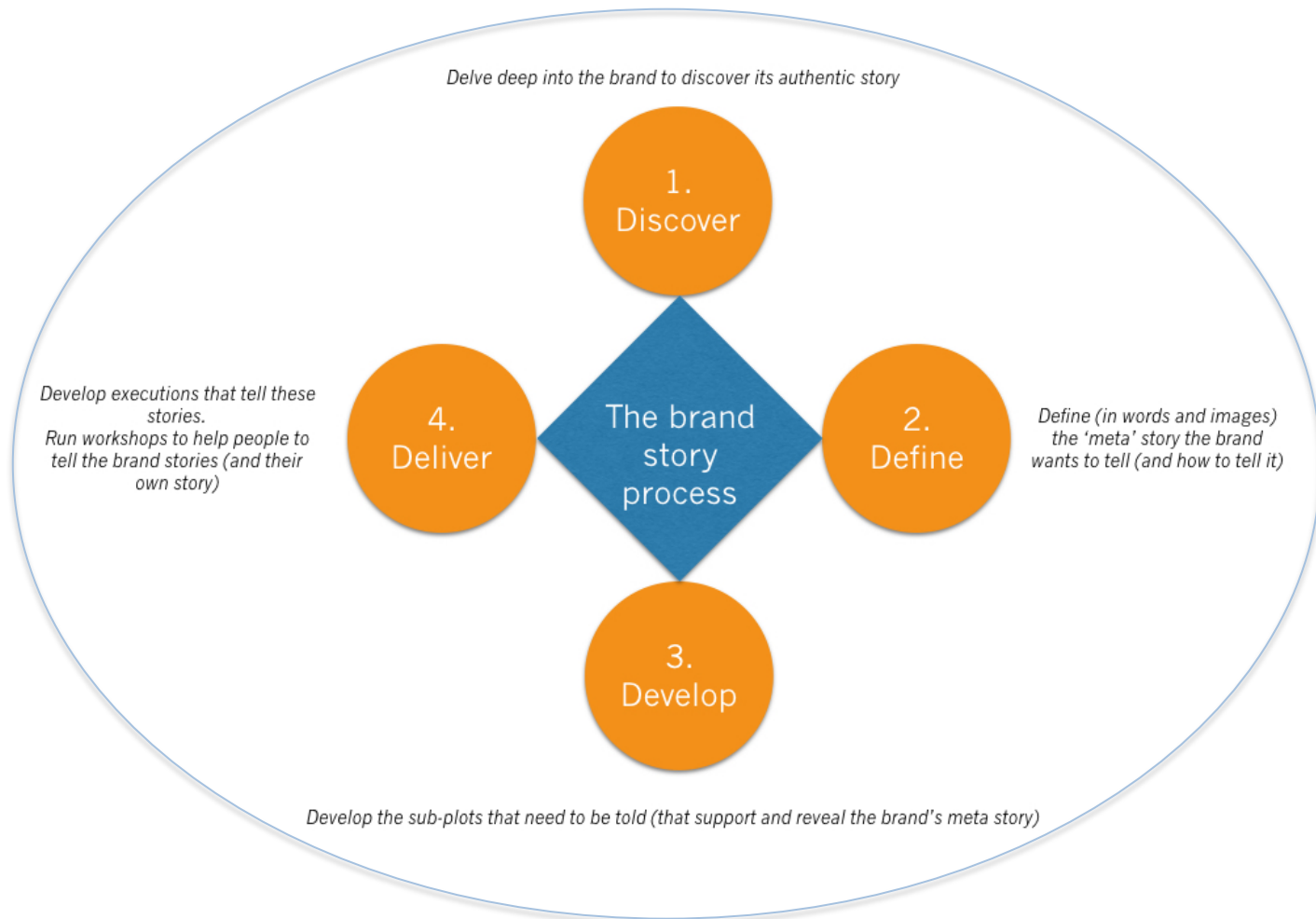


# Defining your brand story

- A new planning tool



*Storytelling is innate. It's been the most powerful tool for communication for thousands of years (just look at how every religion and culture was spread). But how much is your brand utilising the power of storytelling? In this 'always-on' era where there is an insatiable hunger for content are you delivering consistently against your brand truth? One of the problems with existing brand planning tools is the gulf between the espoused 'brand essence' and the executions delivered. The beauty of developing the brand story is there is a seamless connection from 'theory' into 'execution'. For more insight into the process please contact me at [paul\\_arnold@me.com](mailto:paul_arnold@me.com)*