

# The story substance

 By [Wayne Flemming](#)

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People are confronted daily with a slew of messages resulting in content fatigue. Added to this is a mass amount of remarketing tactics based on search and content consumption behaviour, which adds to this content overload. Now, in a world where every brand is fighting for attention, how will brands stand out?



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## Authentically unique brand story

The answer is simple. The authentically unique brand story.

Nike, has demonstrated effortlessly, how a brand becomes humane through a story by being compassionate and benevolent. Their recent Caster Semenya brand film perfectly introduces a Nike narrative and then allows her unique story to carry through the narrative. The film is so effective in striking emotional chords and connecting with the zeitgeist, that Nike is instantly experienced as more in touch with culture than with economics.



#OrchidsandOnions: Nike's Caster Semenya ad just does it

Brendan Seery 18 Sep 2018



With Serena Williams and Colin Kaepernick spearheading their new campaign, it has received widespread acclaim for not only pushing controversial and culturally relevant topics but being brave enough to back those topics through their brand. They took a stance...boldly!



Nike's courageous new ad campaign mixing racial politics with sport will be vindicated

Keith Rathbone 6 Sep 2018



## Understanding the human truth

Understanding the “human truth” remains a differentiator in marketing, as consumers will support a brand that truly understands who they are. With storytelling being embraced and used to pave the way of the future of content creation, empathy allows us to connect with the hearts and minds of consumers. According to Nielsen, the Middle East and Africa is the second highest region in the world where 63% of online consumers have the propensity to buy from socially responsible brands.

The focus of building a brand through content should have a duality. Firstly on crafting a purpose-lead creative story - built on an authentic narrative, and then secondly moving customers through a funnel of discovery rather than just securing a sale. This will deliver brand recognition and actionable impact.

The significant difference? While sales are still influenced by price, it is predominantly driven by the human connection that exists between the consumer and the brand. This is why a story is so important. Because the path to the mind (action) is through the heart (emotion). And this, is the substance of a story.

My team aims to do more than just tell a story, we live it. Inviting people to connect with a brand and live through it with their own experiences. As Beth Comstock said,

“ *“When you tell enough of the right story, the commerce will follow.”* ”

How do you feel?

### ABOUT WAYNE FLEMMING

With solid experience in the industry, Wayne Flemming is a business visionary and IMC content creator who describes himself as a "marketing fanatic". His bold thinking is supported by his strong strategy and leadership skills, and he is also a storyteller at heart. As a changemaker, he thrives on disrupting the marketplace which is why he started BrandTruth in 2016 with co-founder Zubeida Goolam - crafting digital and content campaigns that both inspire and drive critical engagement.

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