



Alexandre Duarte - STORYTELLING



Don't you
have nothing
more interesting
to do?

SEX

DRUGS

~~SEX~~

too exhausting

~~DRUGS~~

too expensive

~~ROCK'N'ROLL~~

too extinct

TIME

Today, everything is very fast.



Waiting hurts.

A photograph of a neon sign in a dark room. The sign is made of white neon tubing and displays the text "SOMETIMES I THINK SOMETIMES I DON'T" in a sans-serif font, arranged in four lines. The sign is mounted on a wall, and its reflection is visible on the floor. The room is dark, with the light from the sign illuminating the surrounding area.

SOMETIMES
I THINK
SOMETIMES
I DON'T

Intermittence.



Disposable.

now

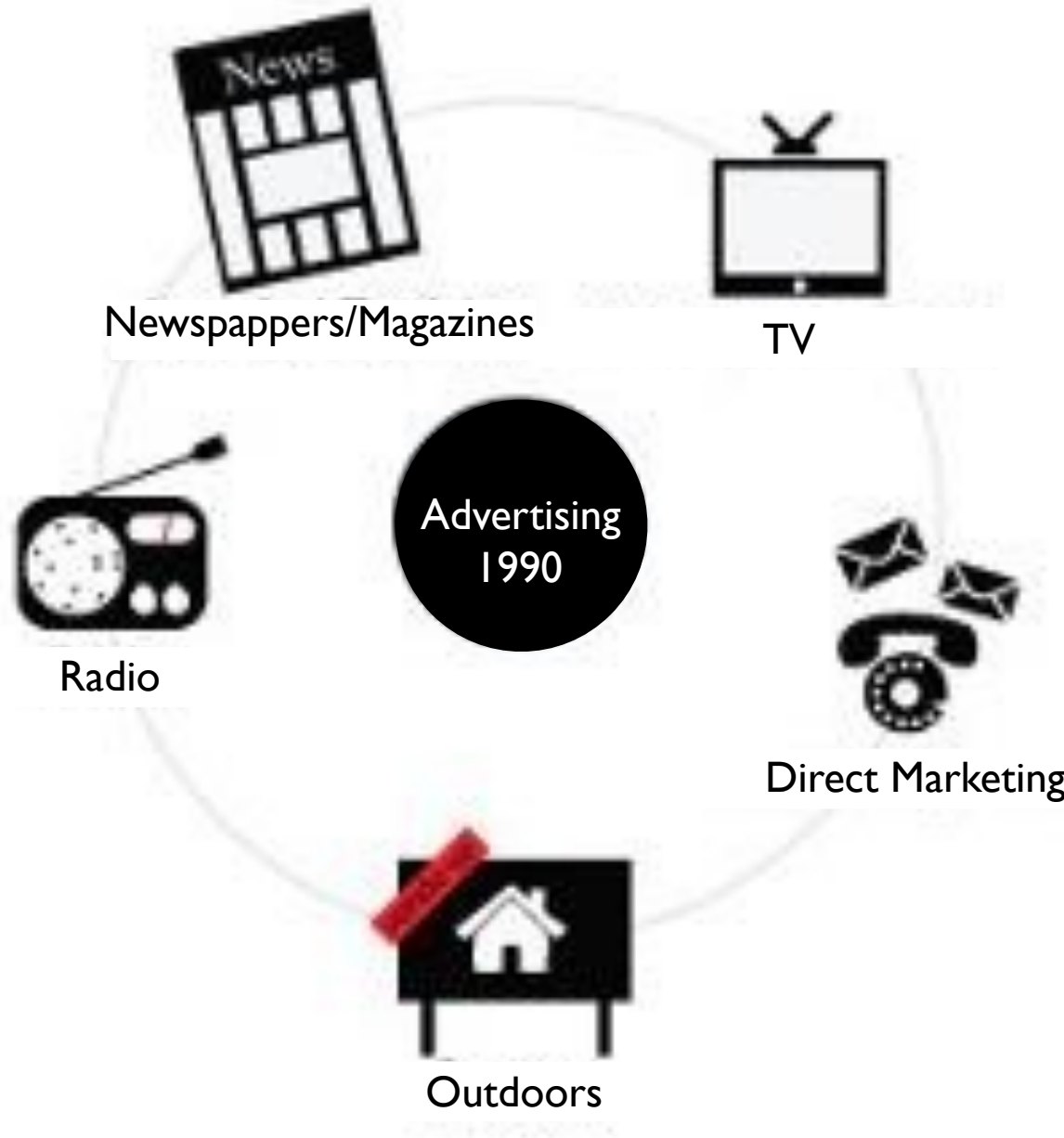
make the most of now

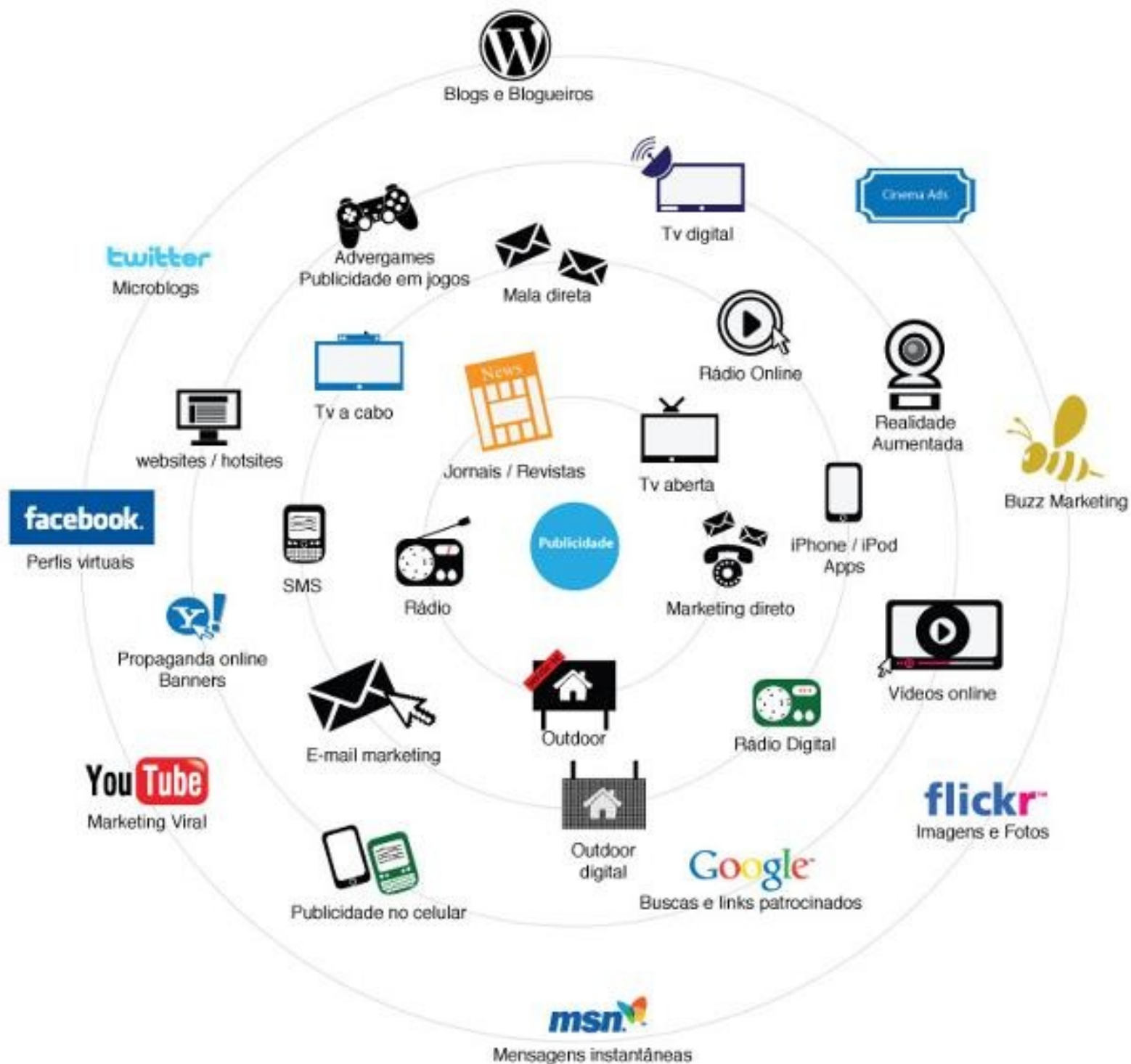
Urgency.

The world
has changed.



THE WORLD IS YOURS





twitter

facebook

Social Marketing Management

BUDDY MEDIA
shoutlet
hootsuite
Spredfast
hearsay
offerpop
NORTH SOCIAL

Social Publishing Platforms

SYNCAPE
vitrue
involver
Flowtown
Socialware
SPROUT SOCIAL
Social Amp

Social Promotion Platforms

Seismic
Strutta
votigo
extole
Fanzilla
Zuberance
BzzAgent
CalmSea

Social Advertising Platforms

TBG
Lexity
spruce MEDIA
Adaptly
Clickable
BLING MEDIA
epic social
SOCIALYZE
nanigans
taykey
Ybrant Digital
Kenshoo
Marin
Efficient Frontier

URL Shorteners

bitly
tiny arrows
TinyURL.com

Analytics

awe.sm
bluefin
kontagent
Campalyst
mixpanel
OMNITURE
webtrends

Social Brand Engagement

socialvibe
mylikes
adly
local response
appsavvy
DYNAMIC SIGNAL
sharethrough

Stream Platforms

UberMedia
TweeDeck
twhirl
Aol Lifestream...

Content Curation

hunch
buzzfeed
memolane
summyfy
Storify

Social Commerce Platforms

Payment
Moontoast
live gamer
dotbox
muncom
Moloko
FLUID
shop igniter
VendorShop
milyoni

Twitter Apps

twitpic
StockTwits
wefollow
Listorious
tweetmeme
Cadmus
flicxup!
twitvid

Facebook Apps

LIKESTER
BranchOut
snapto
smule
booshaka
causes

Facebook Gaming

playfish
zynga
MetroGames
Playdom
socialpoint
DIGITAL
WILDNEEDLEGAMES

Social Ad Networks

OneRiot
rockyou
B C P O S S
LIFESTREET
radium
media6degrees

Social Data

GNIP
DATASIFT
RapLeaf

Social Search & Browsing

TOPSY
wink
Aardvark
StumbleUpon
greplin
spokeo
WHOIS TALKIN

Social Intelligence

PostRank
Trendrr
ATTENTIVITY
actionly
bottlenose
colligent
synthesio
sysomos
brandprotect
backtype
NETBASE
ALTERNAN

Social Scoring

KLOUT
empireavenue
PeerIndex

Social TV

PHILO
GetGlue
clipsync
SnappyTV
INTO-NOW
tunerfish

Social/Mobile Apps & Games

ngmoco
woze
twix
loopit
h15
toyah

Social Networks - Other

Linked in
plaxo
Path
orkut
Google+
myYearbook
TAGGED
my
friendster
gaia
HABBO
renren
friend.ly

Social Shopping

Giantnerd
Swipely
SUPPLY
Zaarly
Zapli
LOCKERZ
ikaboodle

Content Sharing (Reviews/Q&A/Docs)

topix
yelp
Angies list
Quora
Scribd
fotopedia
slideshare
DocShare

Social Referral

ShopSocially
socialfeed
Scofriends
TurnTo
curebit

Photo Sharing

SmugMug
photobucket
ZangZing
flickr
Picasa

Social Business Software

pasenger
lithium
jive
telligent
External (Customer) Facing
Ingage
Satisfaction
LeverageSoftware
Pluck
KickApps
mZinga
Assistly
Internal (Employee) Facing
huddle
cubetree
acquia
IGLOO
yammer
TWiki
moxie
Socialtext
Srmble
SOCIALCAST

Blogging Platforms

tumblr
posterous
Blogger
WordPress
Squarespace
Joomla!
JUX

Community Platforms

YU KU
GROU.PS
BuddyPress
mixxt
Groupitz



Plug-ins/Widgets

bynt
ShareThis
clearspring
Mass Relevance
Bazaarvoice
gigya
spinback
janrain
conduit
meebo
PowerReviews
Givex In Live
Badgeville
widgetbox

Traditional Publishers

DAILY CANDY
abc
Glam Media
THE WALL STREET JOURNAL
HEARST corporation
Aol. CONDÉ NAST
The New York Times

1. Google™
2. Google™
3. Google™
4. Google™
5. Google™
6. Google™

1. 
2. 
3. 
4. 
5. 
6. 

1. **amazon.com**

2. **amazon.com**

3. **amazon.com**

4. **amazon.com**

5. **amazon.com**

6. **amazon.com**

1. ™

2. ™

3. ™

4. ™

5. ™

6. ™

1. flickr^{GAMMA}TM

2. flickr^{GAMMA}TM

3. flickr^{GAMMA}TM

4. flickr^{GAMMA}TM

5. flickr^{GAMMA}TM

6. flickr^{GAMMA}TM

1.



2.



3.



4.



5.



6.



FedEx[®]

Express



Our target


***“smells”* an ad**

miles away



And **trys** to avoid it
at all costs.

Why?



The best things
in life aren't things

Because he has **much more**
interesting things to do.

Advertising isn't

competing with

the real world



**The world is a place
infinitely interesting.**



And that reality
makes advertising
seems very
uninteresting.

People
Don't have time
for advertising.

Each individual

is **too busy**

thinking of himself.



Too concerned
with **what is has to do**
and in what he wants
to “waste time”
with advertising.

MAE-TEK

Universal Remote Control

For European Market



7 IN 1

URC-E701

Operate All Brands

Including: Aiwa, Goldstar,
GEC, Hitachi, ITT-Nokia,
Kenwood, Mitsubishi, NEC,
Nordmende, Panasonic,
Philips, Philco, Pioneer,
Quelle, Rank, SABA,
Samsung, Sanyo, Schneider,
Sharp, Siemens, Thomson,
Zenith, etc.

See back!



Replace Lost or Broken
Remote Controls

Too busy
to seek and
create fun and
good
experiencies,
picking and
choosing the
best content
for their lives.

It has
more to do,
than time
to deliver it.

The selection criteria are
increasingly “tight”



Constantly
searching for things
where to spend
his money.



- Paris Hilton -



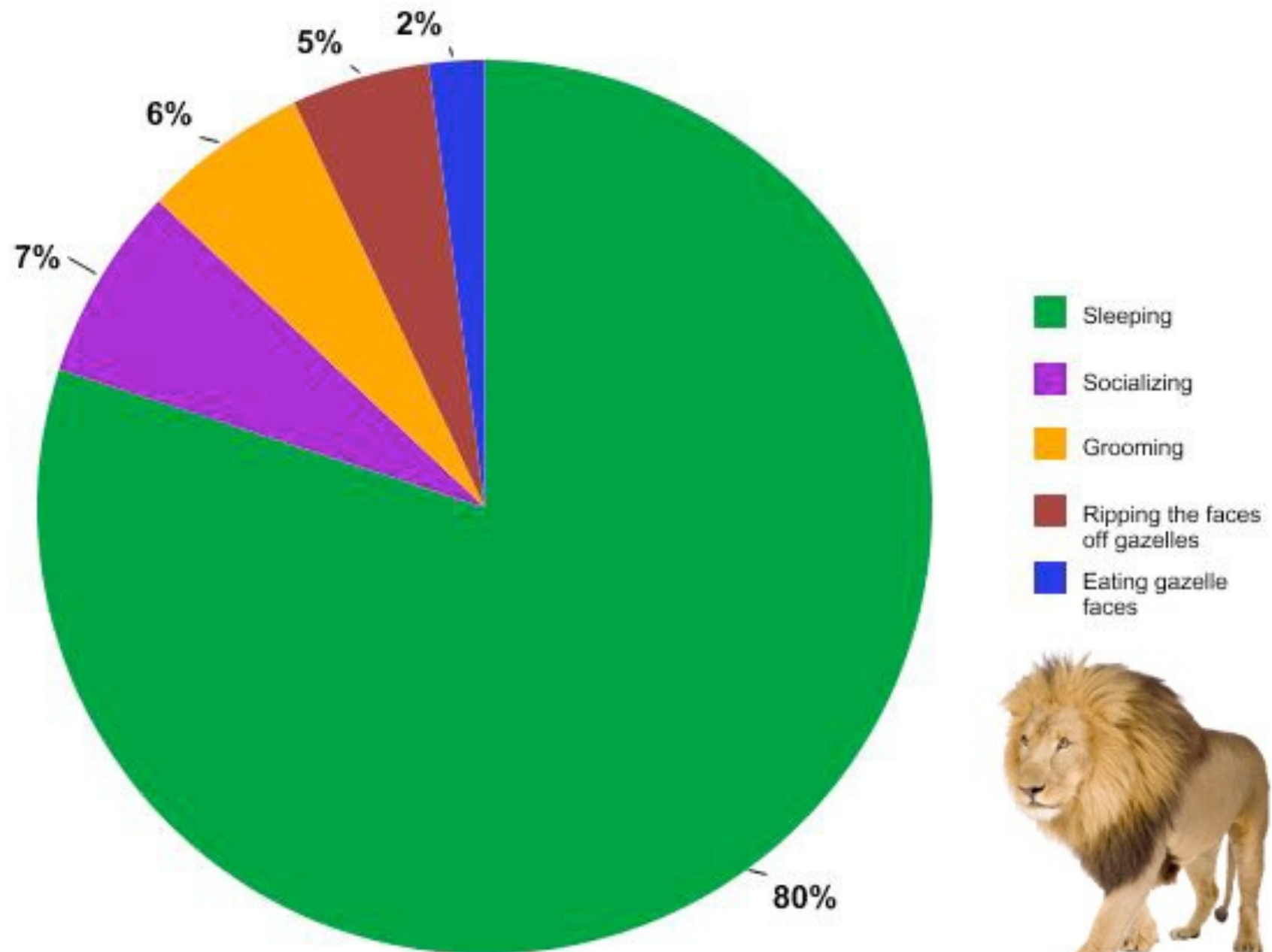
Frantically
**searching for things
where to use their time.**

Time
has become
our precious
thing.

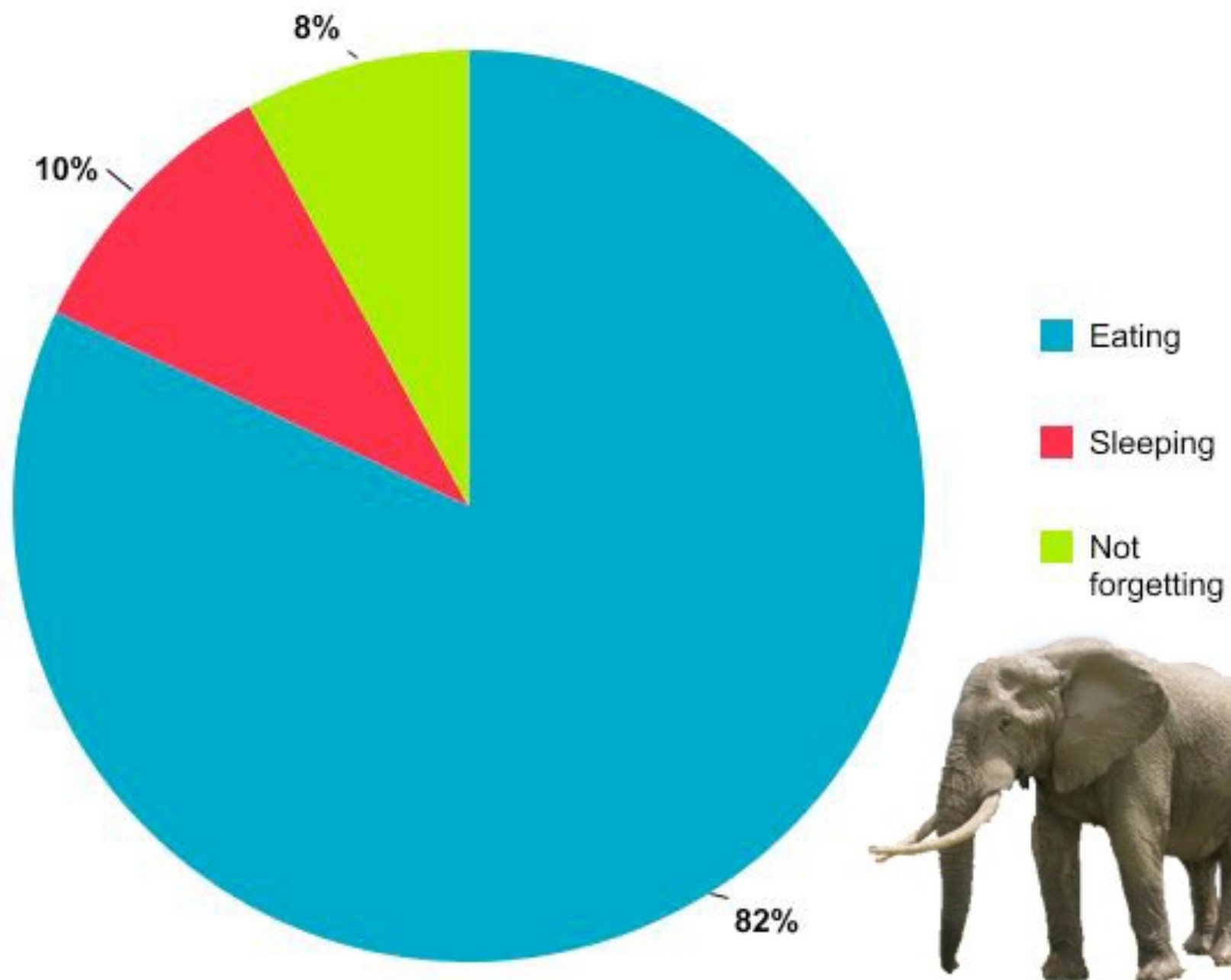
**THIS DAY
WILL
NEVER
HAPPEN
AGAIN**

(INSERT DATE HERE)

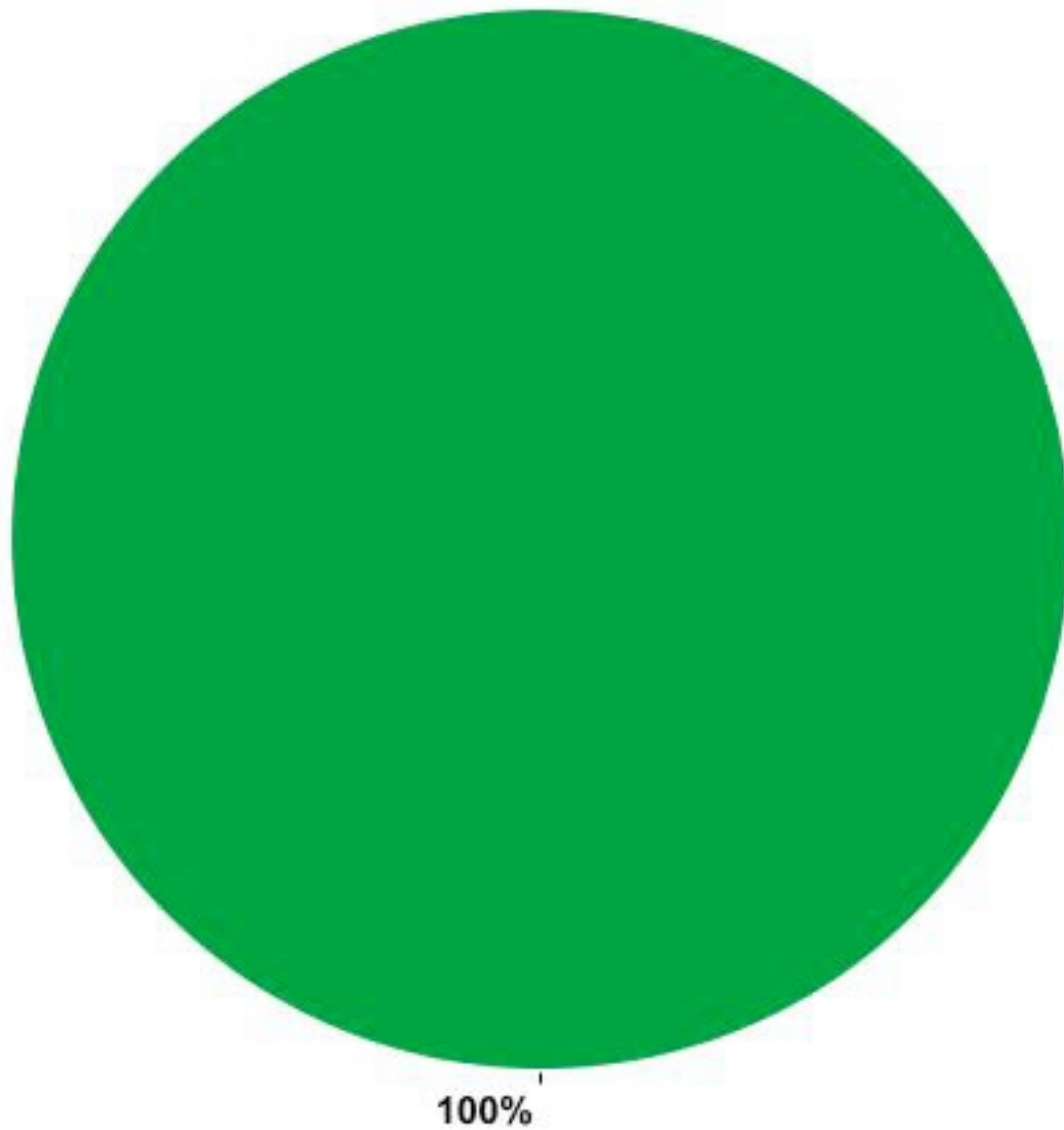
How Lions Spend A Typical Day



How Elephants Spend A Typical Day



How Pandas Spend A Typical Day



■ Being
adorable



Don't you
have nothing
more interesting
to do?

A person wearing a black hoodie and a black mask is sitting on the ground in front of a red brick wall. They are holding a large white rectangular object, possibly a newspaper or a sign, in front of their face. The text "What's the big deal?" is written on the white object. A white cup is on the ground in front of them.

**What's the
big deal?**

Create ideas

with witch people

wants to spend time.

Why?

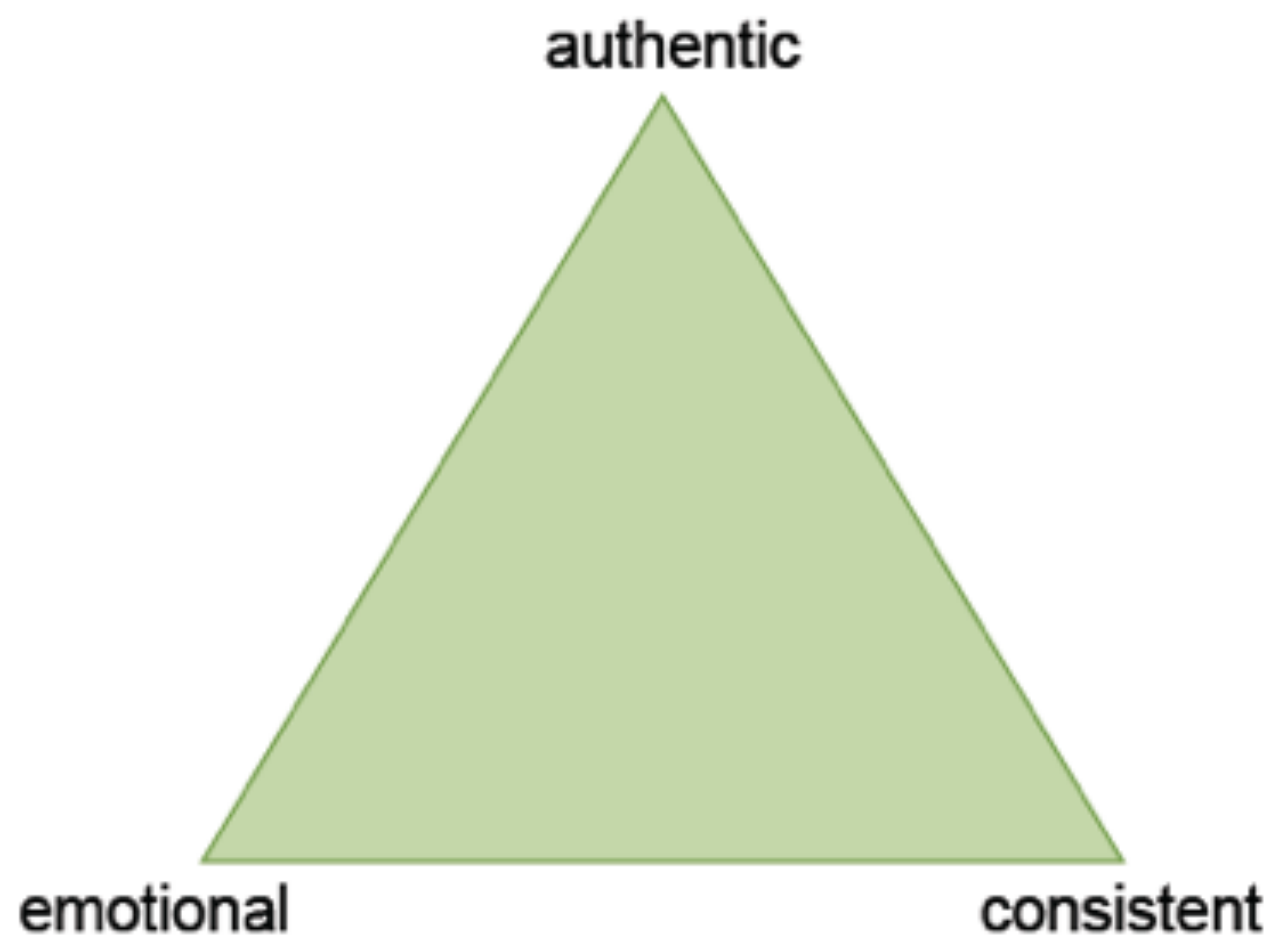
The better the idea,

the longer the time

people will devote.

That's where
storytelling enters.

So, how to define
the power
of a brand story?



~~"This is what we do"~~ → "This is why we're important in your life."

To answer that,
brands needs
to aks

5 questions:

#1. Does my story
have human emotion?

#2. Does my story
reveals a brand truth?

#3. Does my story
has a great insight?

#4. Does my story makes
people relate to it?

#5. Does my story
start people?

Marketing
is not a battle
of products

Marketing
is a battle of
perceptions

Create stories

With witch people

wants to spend time.

The Conventional Approach

The marketing of many products and services follows a strategy of four steps:

1st. The company develops a new product / service.

2nd. Research the market and ensures a significant advantage.

3rd. Hire an advertising agency for a campaign.

4th. With time and a lot of media pressure,
it makes the product a powerful brand.

**These four steps represented
icons from the annals of business history.**

In theory: nothing wrong.

But in practice there is a weakest link:

win the **battle of the mind.**

In a word: **engagement.**

People were created to be loved
 Things were created to be used.

The reason why the world is in CHAOS
 is because things are being loved,
 and people are being used.

Human
Involvement













There is nothing
more memorable
than a good story.

Lost Generation



That's all Folks!

Thank you.