

StoryBrand Examples

Brand
Messaging
Framework



StoryBrand Examples



airbnb

Hero:

The traveler or the guest looking for **unique and personalized** accommodation experiences.

Problem:

The lack of **affordable and authentic** accommodation options that can provide a sense of belonging and a local experience while traveling.

Guide:

Airbnb positions itself as the guide for the hero, offering a platform that **connects travelers with local hosts** who can provide unique and personalized accommodation experiences.

Plan:

The plan is for the hero to **create an Airbnb account, search for available accommodations** in their desired location, and communicate with potential hosts to book a stay.

CTA (Call to Action):

The call to action for the hero is to sign up for an Airbnb account, **explore the available listings, and book a stay** that aligns with their preferences and needs.

Success:

The success Airbnb promises is the ability for the hero to **find affordable and authentic accommodation options that offer a sense of belonging, local insights, and a unique travel experience.**

Transformation:

By using Airbnb, the hero can **transform their travel experience from a generic, impersonal stay to a personalized and authentic encounter with the local culture and community.**

This transformation allows the hero to feel more connected, explore new perspectives, and create lasting memories.

TAG LINE:

"Belong Anywhere"

Brand Pyramid Framework



Hero:

The individual **seeking innovative technology solutions** and **exceptional user experiences**.

Problem:

The **complexity and frustration associated with technology**, as well as the lack of seamless integration and intuitive design in digital devices and software.

Guide:

Apple positions itself as the guide for the hero, offering user-friendly and beautifully designed products that **simplify technology and empower individuals to unleash their creativity and productivity**.

Plan:

Explore Apple's ecosystem of devices, software, and services, **choosing the ones that align with their needs and preferences**. They can then seamlessly integrate these products into their daily life for enhanced efficiency, connectivity, and enjoyment.

CTA (Call to Action):

Visit an Apple store or Apple's website, **discover the range of products and services available, and make a purchase** or engage with Apple's offerings to enhance their digital experience.

Success:

To have access to innovative technology that is intuitive, reliable, and seamlessly integrated. This **empowers them to accomplish their goals, express their creativity**, and enjoy a fluid and enjoyable user experience.

Transformation:

The hero can transform their relationship with technology from one of frustration and complexity to one of simplicity, creativity, and seamless integration. This **transformation allows them to unlock their full potential, harness the power of technology effortlessly**, and achieve new levels of productivity and self-expression.

Tag line

Think different

Brand Pyramid Framework



Coca-Cola

Hero:

The consumer, who seeks **moments of refreshment, happiness, and connection.**

Problem:

The **monotony and mundane moments in life**, lacking excitement, joy, and a sense of togetherness.

Guide:

Coca-Cola positions itself as the guide for the hero, **offering a refreshing beverage that can uplift spirits, bring people together**, and create moments of happiness and connection.

Plan:

The plan is for the hero to choose and **enjoy a Coca-Cola beverage**, either alone or with others, to experience a refreshing and enjoyable break from the everyday routine.

CTA (Call to Action):

The call to action for the hero is to **grab a Coca-Cola from a nearby store, restaurant, or vending machine** and savor the taste of happiness and togetherness.

Success:

The success Coca-Cola promises is the ability for the hero to **find moments of joy, refreshment, and connection** through the experience of consuming a Coca-Cola beverage. These moments can uplift their mood, create memories, and enhance their overall well-being.

Transformation:

By indulging in Coca-Cola, the hero can transform **ordinary moments into extraordinary ones filled with happiness, camaraderie, and shared experiences.**

This transformation allows them to break free from the mundane, celebrate life's little pleasures, and foster connections with others.

Tag line:

Open Happiness

Brand Pyramid Framework



Hero:

The **individual seeking knowledge, information, and solutions** in an increasingly digital world.

Problem:

The overwhelming amount of information available online, **the difficulty in finding relevant and reliable content**, and the need for efficient tools to navigate the digital landscape.

Guide:

Google positions itself as the guide for the hero, offering a **powerful search engine and a suite of digital tools** that help users find information, connect with others, and solve problems effectively.

Plan:

The plan is for the hero to **utilize Google's search engine and various services to access the information and resources they need**. They can also leverage Google's productivity tools for personal and professional tasks.

CTA (Call to Action):

The call to action for the hero is to **visit Google's website, utilize the search engine, explore Google's services and applications**, and take advantage of the various tools.

Success:

The success is **the ability for the hero to efficiently find the information they seek, connect with others, and accomplish their goals** using Google's tools. This empowers them to be more productive, informed, and effective.

Transformation:

The hero can transform their digital experience from **one of confusion and information overload to one of clarity, efficiency, and empowerment**.

This transformation allows them to navigate the digital landscape with confidence, unlock their full potential, and harness the power of information to achieve their desired outcomes.

Tag line:

Do the right thing.

Brand Pyramid Framework



Hero:

The hero is **the individual seeking connection, community, and a platform for self-expression** in the digital world.

Problem:

The problem the hero faces is **the lack of meaningful connections, isolation, and the need for a platform to share their stories, ideas, and experiences with others.**

Guide:

Facebook positions itself as the guide for the hero, offering a social networking platform **that connects individuals, fosters communities, and provides tools for self-expression and communication.**

Plan:

The plan Facebook proposes is for the hero **to create a Facebook account, connect with friends and family, join relevant groups and communities, and share their thoughts, photos, and videos to engage with others.**

CTA (Call to Action):

The call to action for the hero is **to sign up for a Facebook account, build their online presence, connect with others, and actively participate in the social network to foster meaningful relationships and self-expression.**

Success:

The success Facebook promises is the ability for the hero **to build and nurture a network of friends, find like-minded communities, share their stories and ideas, and stay connected with loved ones.** This fosters a sense of belonging, enables meaningful interactions, and enhances the overall social experience.

Transformation:

The hero can **transform their online presence from a passive observer to an active participant in a vibrant digital community.** This transformation allows them to bridge distances, find support, share their voice, and create lasting connections that enrich their lives.

Tag line:

It's time to build.

Brand Pyramid Framework



Hero:

The individual with a desire for athletic excellence, personal growth, and a commitment to a healthy lifestyle.

Problem:

The problem the hero faces is the lack of motivation, guidance, and access to quality athletic gear and resources to achieve their fitness goals.

Guide:

Nike positions itself as the guide for the hero, offering a range of athletic products, innovative technologies, and motivational content that inspire and empower individuals to unleash their full athletic potential.

Plan:

The plan is to explore Nike's product offerings, choose the right gear for their sport or fitness activities, engage in training programs, and participate in a community of athletes for support and inspiration.

CTA (Call to Action):

The call to action for the hero is to visit Nike's stores or website, select the appropriate athletic gear, join training programs or events, and actively engage with Nike's community to enhance their athletic journey.

Success:

The success Nike promises is the ability for the hero to achieve their athletic goals, improve their performance, and lead a healthy, active lifestyle with the help of Nike's products, resources, and community.

This success leads to a sense of accomplishment, confidence, and overall well-being.

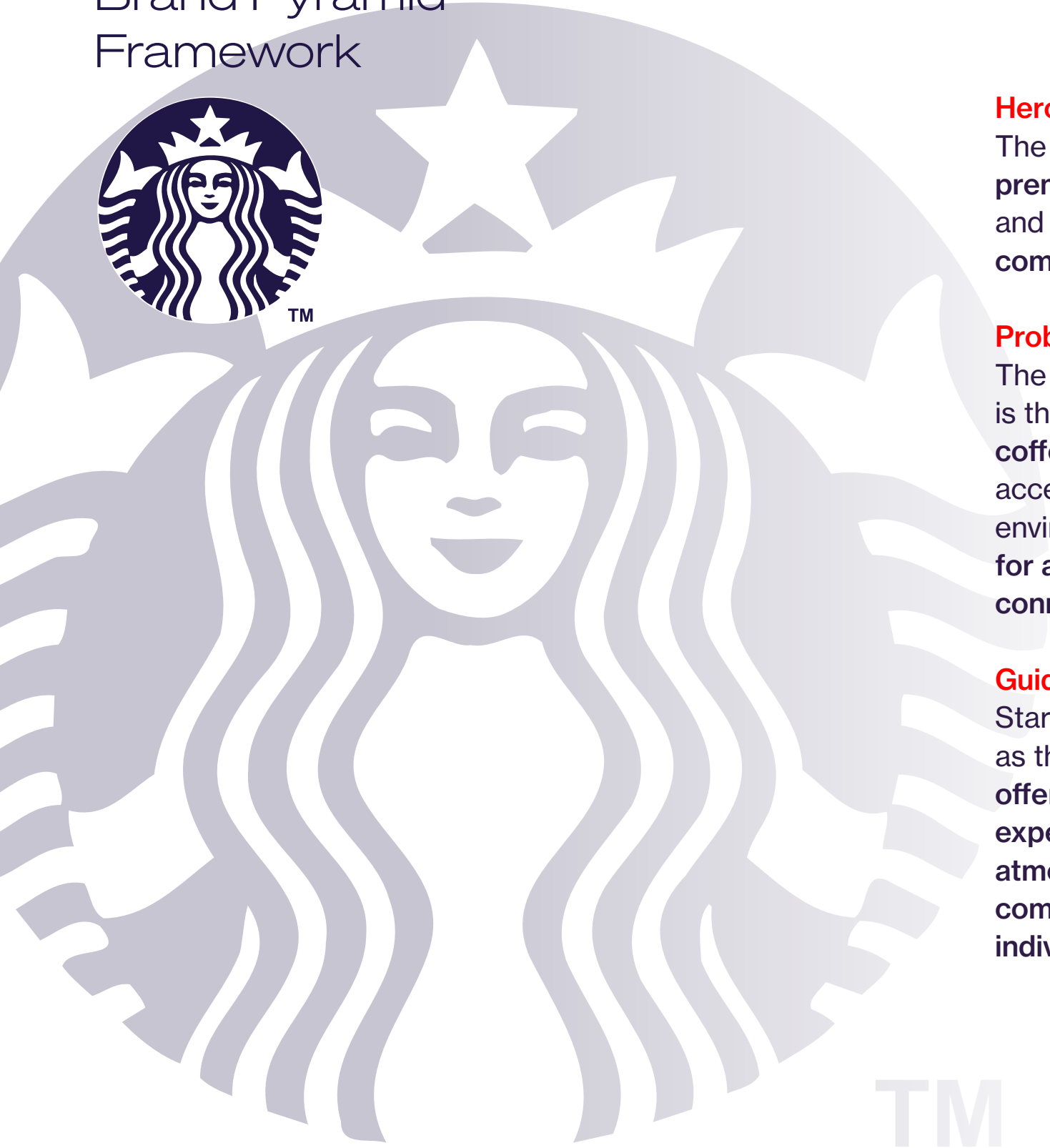
Transformation:

By embracing Nike's offerings, the hero can transform their athletic journey from one of uncertainty and stagnation to one of inspiration, progress, and excellence. This transformation allows them to push their limits, break barriers, and become the best version of themselves athletically.

Tag line:

Just Do It

Brand Pyramid Framework



Hero:
The coffee lover who seeks a premium coffee experience and a place of comfort and community.

Problem:
The problem the hero faces is the lack of high-quality coffee options, limited access to a welcoming environment, and a desire for a sense of belonging and connection.

Guide:
Starbucks positions itself as the guide for the hero, offering a premium coffee experience, a welcoming atmosphere, and a community of like-minded individuals.

Plan:
The plan is for the hero to visit a Starbucks store, explore the menu of handcrafted beverages and food options, choose their preferred items, and enjoy the comforting environment and friendly service.

CTA (Call to Action):
The call to action for the hero is to visit the nearest Starbucks location, order their favorite beverage or try something new, and engage with the Starbucks community.

Success:
The success Starbucks promises is the ability for the hero to enjoy exceptional, handcrafted coffee and food, experience a welcoming and comfortable environment, and connect with others who share their love for coffee.

This success fosters a sense of satisfaction, relaxation, and belonging.

Transformation:
By embracing the Starbucks experience, the hero can transform their coffee routine from a simple caffeine fix to a cherished ritual that brings joy, comfort, and a sense of community.

This transformation allows them to savor each moment, appreciate the artistry of coffee, and create meaningful connections with others.

Tag line:
Inspiring Moments, One Cup at a Time.

Brand Pyramid Framework



Hero:

The hero is the environmentally-conscious individual who seeks sustainable transportation options and innovative technology.

Problem:

The problem the hero faces is the reliance on fossil fuel-powered vehicles, the negative impact on the environment, and the need for clean and efficient transportation solutions.

Guide:

Tesla positions itself as the guide for the hero, offering electric vehicles that are both environmentally friendly and technologically advanced.

Plan:

The plan is for the hero to explore Tesla's lineup of electric vehicles, learn about their benefits, schedule a test drive, and consider making a switch to sustainable transportation.

CTA (Call to Action):

The call to action for the hero is to visit a Tesla showroom, schedule a test drive, gather information about Tesla's electric vehicles, and take steps towards transitioning to a sustainable transportation solution.

Success:

The success Tesla promises is the ability for the hero to drive an electric vehicle that produces zero emissions, reduces their carbon footprint, and offers cutting-edge technology and performance.

This success contributes to a cleaner environment, reduced dependence on fossil fuels, and a futuristic driving experience.

Transformation:

By embracing Tesla's electric vehicles, the hero can transform their transportation habits from environmentally harmful to sustainable and responsible.

This transformation allows them to contribute to a greener future, enjoy the benefits of innovative technology, and inspire others to make conscious choices for the planet.

Tag line:

The Future is Sustainable.

Brand Pyramid Framework

Virgin

Hero:

The hero is the traveler seeking a premium, innovative, and customer-centric airline experience.

Problem:

The problem the hero faces is the lack of exceptional service, comfort, and unique offerings in the airline industry, as well as the frustration of navigating through complex travel processes.

Guide:

Virgin Atlantic positions itself as the guide for the hero, offering a distinctive, customer-focused, and innovative airline experience that sets it apart from traditional carriers.

Plan:

The plan is for the hero to choose Virgin Atlantic for their air travel needs, explore the range of services and amenities offered, and enjoy a seamless and memorable journey from booking to arrival.

CTA (Call to Action):

The call to action for the hero is to visit Virgin Atlantic's website, book a flight, explore additional services such as on-board amenities and loyalty programs, and experience the exceptional service of Virgin Atlantic.

Success:

The success Virgin Atlantic promises is the ability for the hero to have a premium travel experience characterized by exceptional service, comfort, entertainment, and innovative offerings.

This success leads to a sense of satisfaction, relaxation, and a desire to choose Virgin Atlantic for future travel needs.

Transformation:

By embracing Virgin Atlantic as their preferred airline, the hero can transform their travel experience from mundane and stressful to extraordinary and enjoyable.

This transformation allows them to feel valued, experience the best in airline service, and create lasting memories of their journeys.

Tag line:

Everyone can take on The world

Brand Pyramid Framework



Hero:

The hero is the **safety-conscious individual who prioritizes the well-being of themselves and their loved ones.**

Problem:

The problem the hero faces is **the concern for road safety, the need for reliable and secure transportation, and the desire for a vehicle that protects and cares for its occupants.**

Guide:

Volvo positions itself as the guide for the hero, offering a **range of vehicles known for their exceptional safety features, advanced technologies, and commitment to protecting people.**

Plan:

The plan is for the hero to **explore Volvo's vehicle lineup, learn about their safety innovations, and choose a Volvo model that aligns with their values and safety needs.**

CTA (Call to Action):

The call to action for the hero is to **visit a Volvo dealership, test drive a Volvo vehicle, consult with knowledgeable staff, and take steps towards owning a Volvo that prioritizes safety.**

Success:

The success Volvo promises is the ability for the hero to **drive a vehicle that provides top-tier safety features, advanced technologies, and a comfortable driving experience.** This success leads to peace of mind, confidence on the road, and the assurance that their loved ones are protected.

Transformation:

By embracing Volvo as their vehicle of choice, the hero can **transform their driving experience from one of uncertainty and worry to one of security, safety, and peace of mind.** This transformation allows them to prioritize the well-being of themselves and their passengers, fostering a sense of trust and confidence in their journeys.

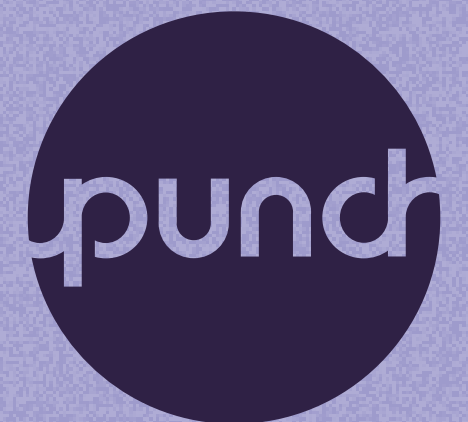
Tag line:

For Life

The Blueprint For Brand Consistency And Ultimately Digital Marketing Success

Employ Brand consistency,
Build Customer Trust,
Maximize your ROI and
Drive Sales

**Download
Workbook**



brandsthatpunch.com/brandworkbook