

THREE QUESTIONS YOUR STORY MUST ANSWER



WHO IS THIS STORY ABOUT?



WHAT IS THE CENTRAL POINT?



WHAT IS AT STAKE?

BRING YOUR BRAND STORY TO LIFE!



Voo livre • Bagagem social

CORAÇÃO VALENTE



Panel 1: The flight attendant, Tereza, calls the doctor, Adriano, regarding the patient's transport. Credit: Thea...

Panel 2: Adriano informs the flight attendant that the patient is waiting for the ambulance. Credit: Thea...



Panel 4: Adriano explains to Tereza that the patient is waiting for the ambulance. Credit: Thea...

Panel 5: Tereza agrees to the patient's transport. Credit: Thea...



Panel 7: Tereza confirms the patient's transport. Credit: Thea...

Panel 8: Adriano expresses his relief. Credit: Thea...

Em parceria com o Ministério da Saúde, a TAM spolia o transporte de emergência desde 2009. É a companhia aérea que mais se dedica nesse em 2013 e vem mantendo os resultados. A ação faz parte do Programa Transporte Social, que integra a estratégia de responsabilidade social da TAM. A seguir, a mesma história que se viveu na parceria com o Ministério da Saúde. TAM Airlines has been supporting the transport of emergency patients since 2009. It is the airline that stands out most in 2013 and continues to maintain these results. The action is part of the Social Transportation Program, included in TAM Airlines' social responsibility strategy. Focus: About your brand's history.



Panel 9: Tereza arrives at the hospital with the patient. Credit: Thea...

Panel 10: Adriano instructs Tereza on the patient's care. Credit: Thea...



Panel 12: Tereza provides care for the patient. Credit: Thea...

Panel 13: Adriano expresses his satisfaction. Credit: Thea...



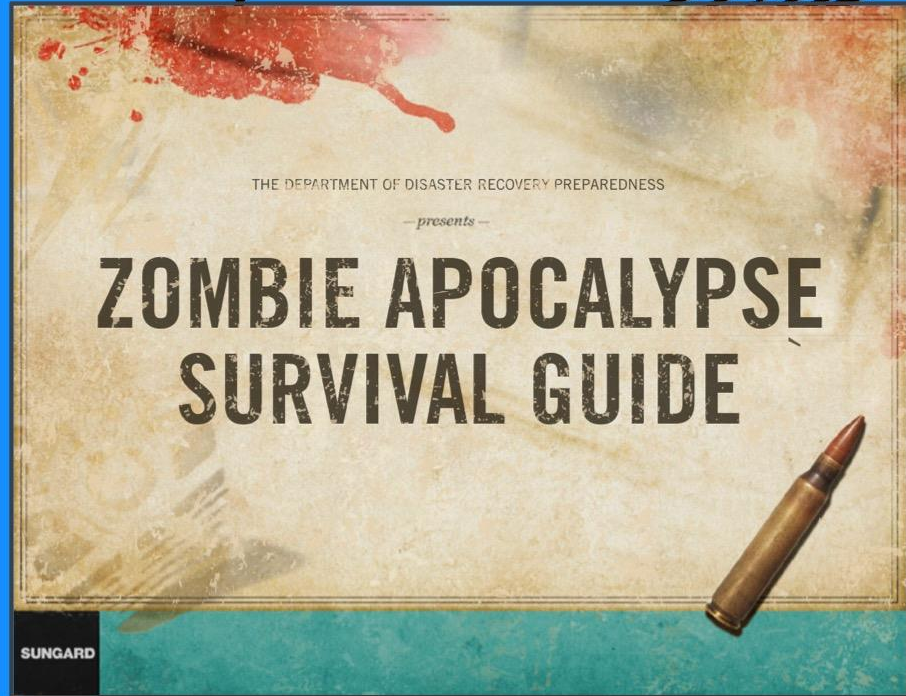
Panel 15: Tereza says goodbye to the patient. Credit: Thea...

Panel 16: Adriano reflects on the patient's recovery. Credit: Thea...

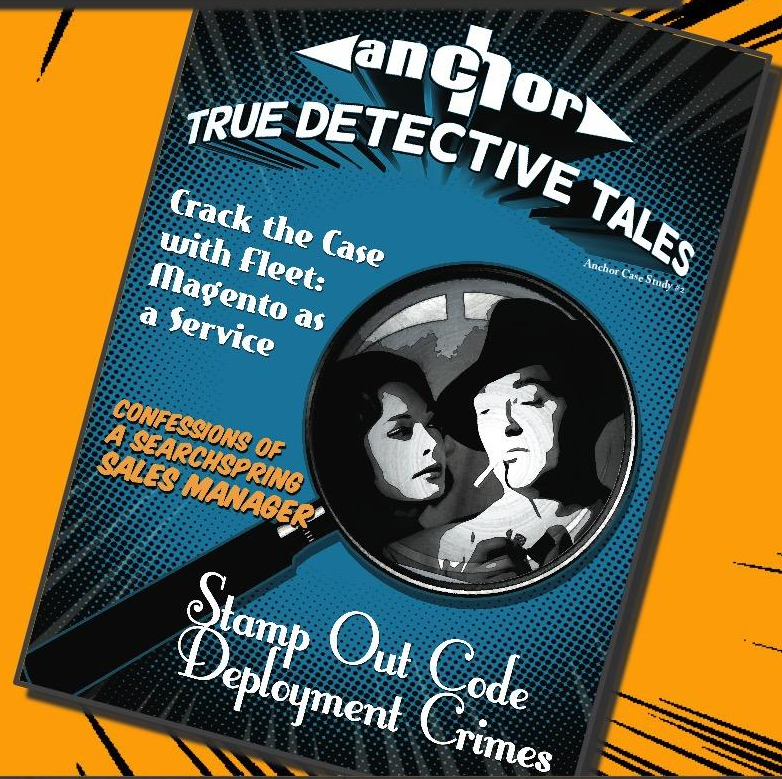
Panel 17: Adriano reflects on the patient's recovery. Credit: Thea...

ANALOGIES CAN TURN BORING CONTENT INTO BRAIN FOOD

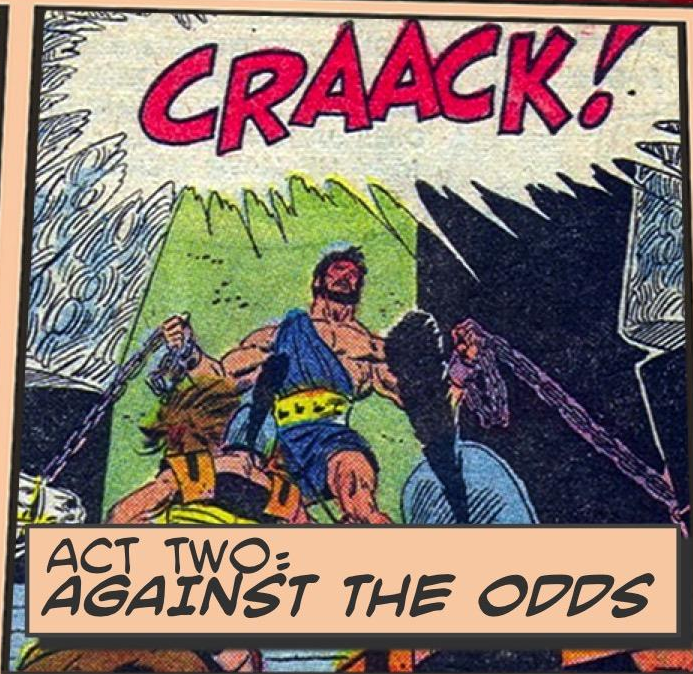
SUNGARD[®]
Availability Services



EVERY CASE STUDY SHOULD BE AN UNMISSABLE TALE!



MOST STORIES ARE TOLD IN THREE ACTS

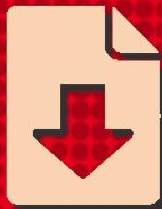


A CUSTOMER MAY TOUCH A BRAND IN MANY WAYS

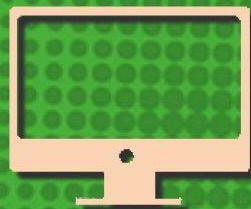
SOCIAL MEDIA



WHITE PAPERS & EBOOKS



WEBSITES



CALL CENTRES



EMAIL



AND MANY MORE...

THE CUSTOMER JOURNEY ALSO HAS THREE ACTS



ACT 1:
AWARENESS



ACT 2:
RESEARCH



ACT 3:
DECISION

WUTHERING HEIGHTS

ceeded to murderous violence. I experienced pleasure in being able to exasperate him; the sense of pleasure was my instinct of self-preservation, so I fairly broke down and if ever I come into his hands again he is welcomed with a signal revenge.

"Yesterday, you know, Mr. Earnshaw should have been at the funeral. He kept himself sober for the purpose, tolerably sober; not going to bed mad at six o'clock, getting up drunk at twelve. Consequently he rode out on suicidal low spirits, as fit for the church as for a court and instead, he sat down by the fire and swallowed a tumblerful of brandy by tumblerfuls.

"Heathcliff—I shudder to name him when a
ger in the l

YOUR BRAND IS ONE CHAPTER IN A MUCH LONGER TALE!

MICHELIN UNDERSTOOD ITS PLACE IN THE CUSTOMER STORY



SCENE 1

TWITTER

SCENE 2

BLOG POST

SCENE 3

NEWS ARTICLE

SCENE 4

BROCHURE

SCENE 5

MICROSITE

SCENE 6

SALES CALL

EACH INTERACTION IS A SCENE WITHIN A LONGER STORY

YOU'RE THE HERO OF THE STORY!
CHOOSE FROM 42 POSSIBLE ENDINGS.
**JOURNEY UNDER
THE SEA**
BY K.A. MONTGOMERY



ILLUSTRATED BY PAUL GRAYSON

YOU'RE THE HERO OF THE STORY!
CHOOSE FROM 40 POSSIBLE ENDINGS.
**BY BALLOON
TO THE SAHARA**
BY G. FERMAN



ILLUSTRATED BY PAUL GRAYSON

YOU'RE THE HERO OF THE STORY!
CHOOSE FROM 40 POSSIBLE ENDINGS.
**SPACE
AND BEYOND**
BY K.A. MONTGOMERY



ILLUSTRATED BY PAUL GRAYSON

YOU'RE THE HERO OF THE STORY!
CHOOSE FROM 40 POSSIBLE ENDINGS.
**THE MYSTERY OF
CHIMNEY ROCK**
BY EDWARD PICKARD



ILLUSTRATED BY PAUL GRAYSON

YOU'RE THE
CHOOSE FROM
**YOU
NAME**
BY ED



ILLUSTRATED BY PAUL GRAYSON

CHOOSE YOUR OWN ADVENTURE 8
YOU'RE THE SEAN OF THE STORY!
CHOOSE FROM 37 POSSIBLE ENDINGS.
**DEADWOOD
CITY**

CHOOSE YOUR OWN ADVENTURE 9
YOU'RE THE DETECTIVE
AND IT'S YOUR FIRST MURDER CASE!
**WHO KILLED
HARLOWE
THROMBEY?**

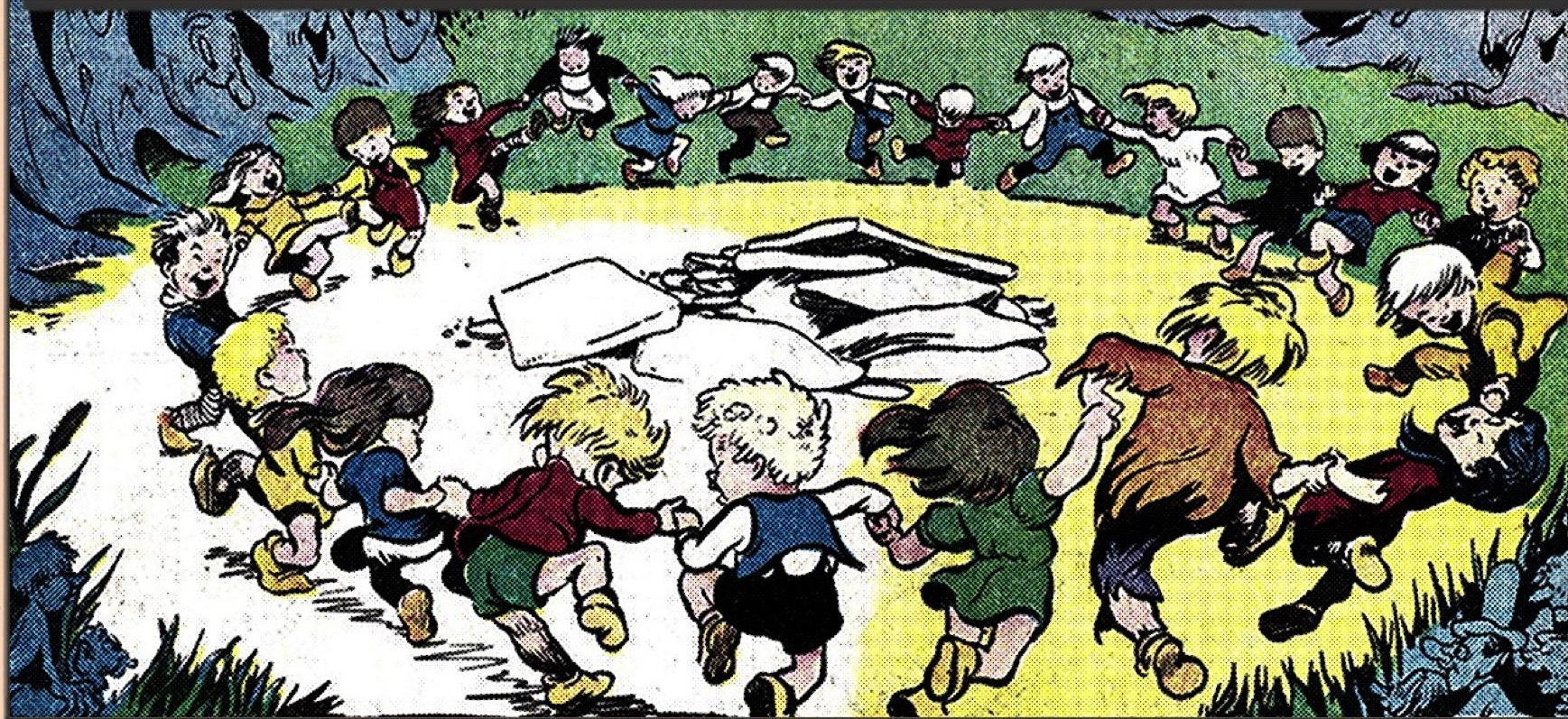
CHOOSE YOUR OWN ADVENTURE 10
YOU'RE THE STORY THE STORY
CHOOSE FROM 36 POSSIBLE ENDINGS.
**THE LOST JEWELS
OF NABOOT**

CHOOSE YOUR OWN ADVENTURE 11
YOU'RE THE SEAN OF THE STORY!
CHOOSE FROM 34 POSSIBLE ENDINGS.
**MYSTERY OF
THE MAYA**

CHOOSE YOUR OWN
YOU'RE THE
STORY CHOOSE FROM
**IN
UFO**
BY ED

BUT CUSTOMERS WILL CHOOSE THEIR OWN PATH...

YOUR JOB IS ENSURING EACH STORY HAS A HAPPY ENDING!



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