# Product Storytelling \*

Christopher Murphy

Craft NI, Orbit No. 1 · 20 February, 2020

\* Your Product's Story Is the Story of You

### Once upon a time...



"Whether they're physical or digital, how you describe your products matters. Crafting stories, to paint a picture of your products in potential customers' minds, builds deeper and richer connections."

# Storytelling, especially online, is essential.

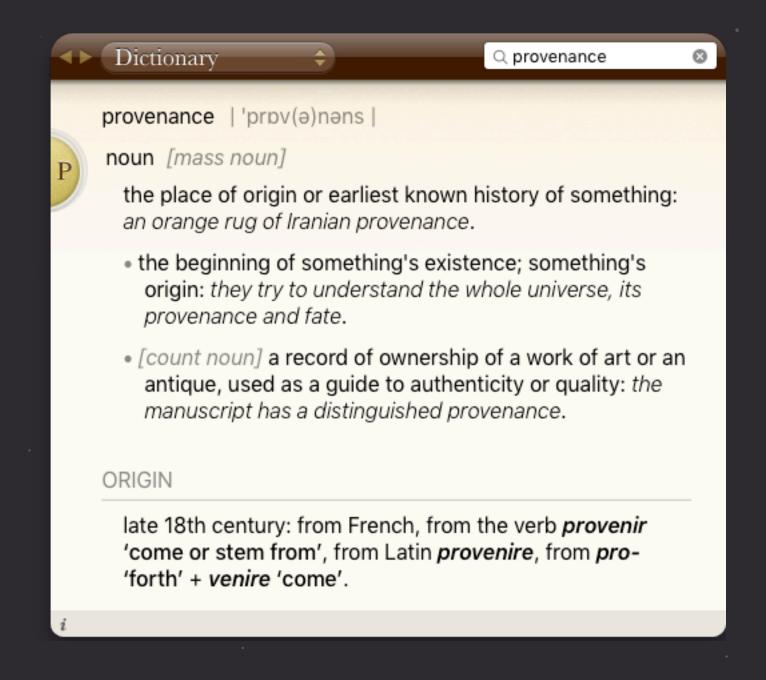
"In a world saturated with mass market products, often created in conditions that aren't ethical, customers are crying out for authentic stories. There is a hunger for brands with stories and a deeply held conviction."

#### Share your products' backstory...

- Customers are hungry for meaning, provenance and backstory.
- They're eager to look behind the curtain and see process.
- They want to see the story behind your products.

#### The Often-Hidden Details Matter

- Tell your customers:
  - who made the product;
  - how it's made;
  - what it's manufactured from; and
  - why it was made.



In an era of cheaply manufactured goods, customers are eager to know the provenance of your product.

#### Housekeeping

- Toilets
- Fire (Save yourself!)
- Phones Silent

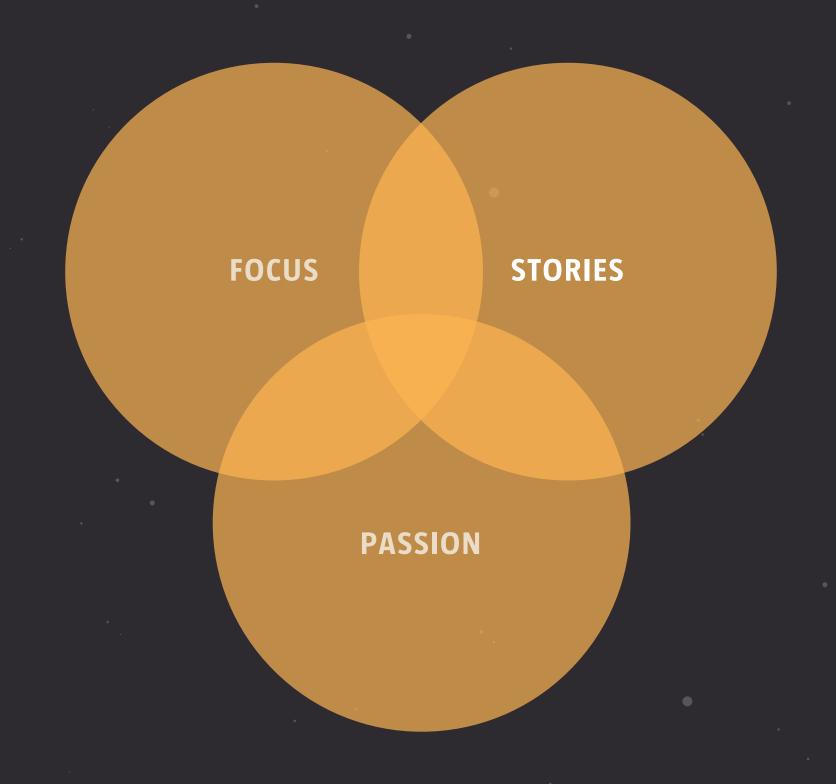
#### Twitter

@fehler



"No man ever steps in the same river twice, for it's not the same river and he's not the same man."

—Heraclitus



### Orbit Programme

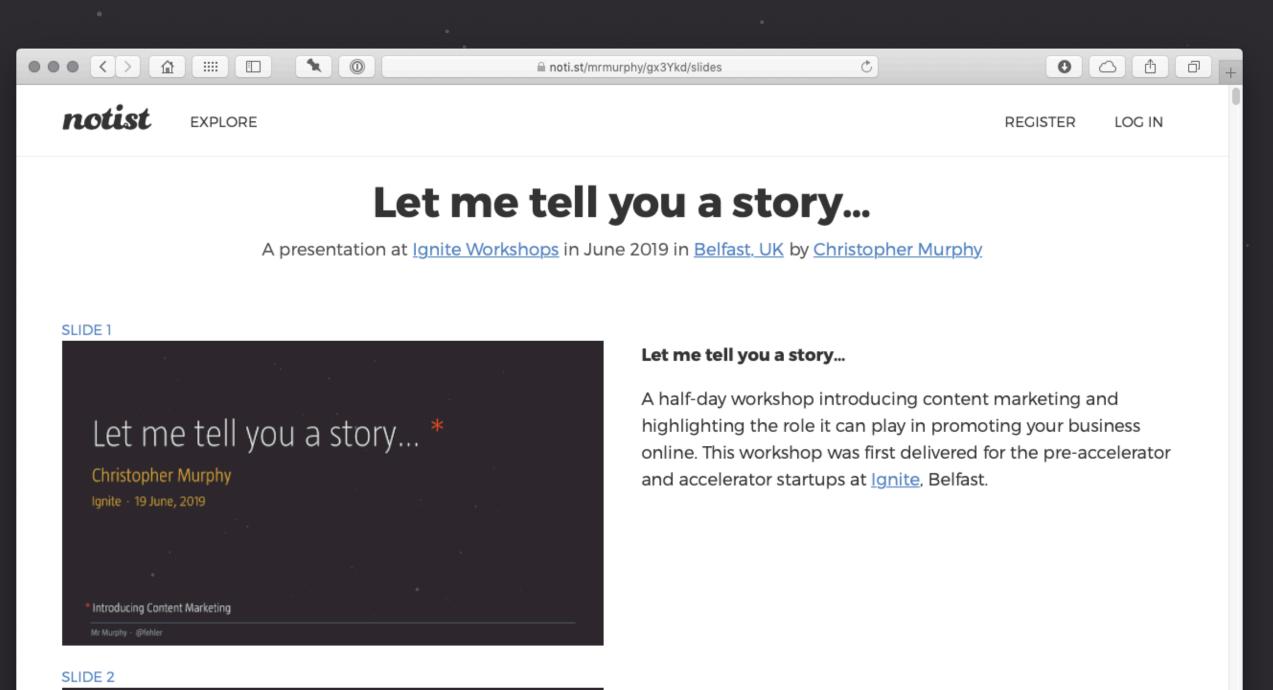








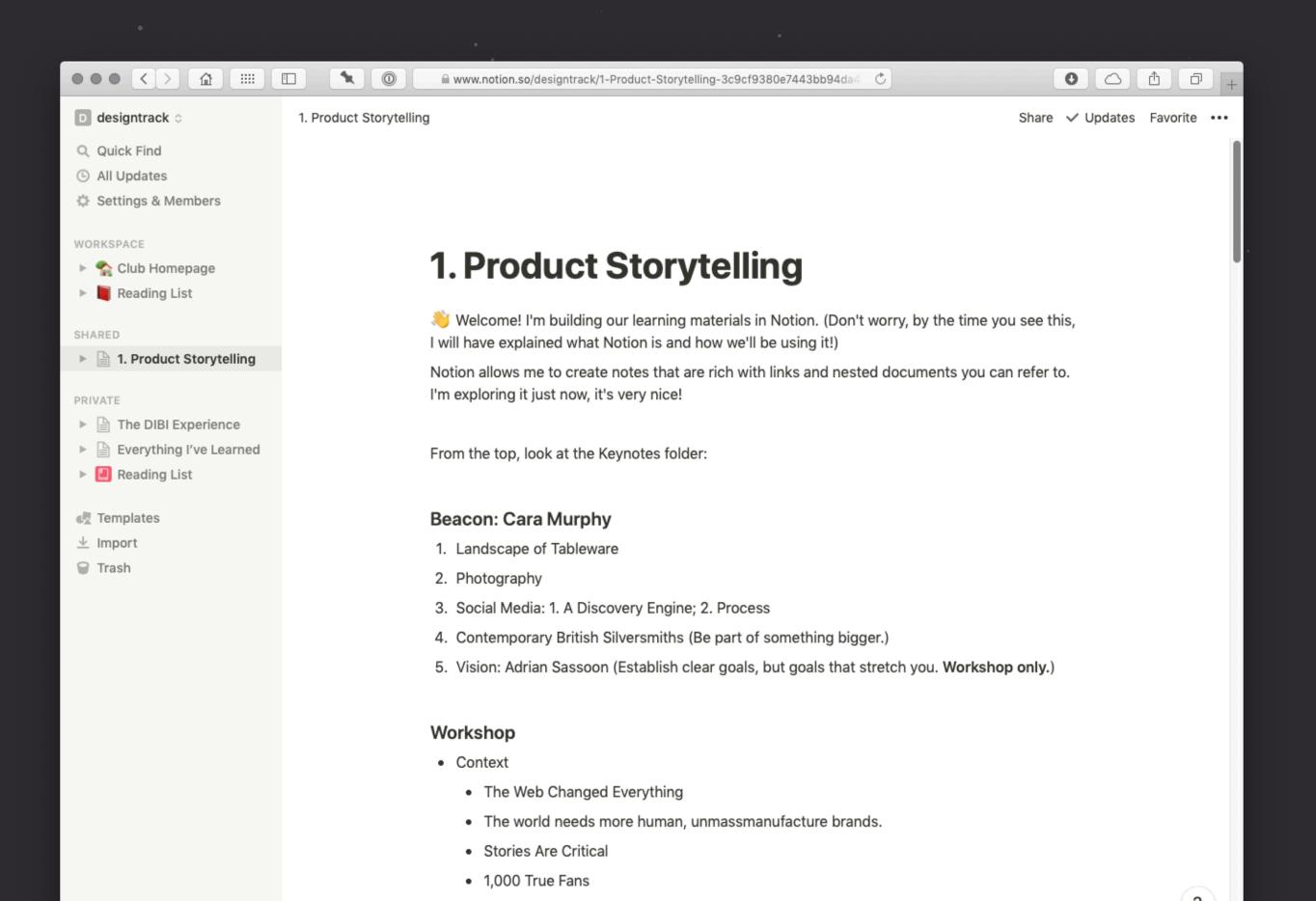
#### Offline + Online

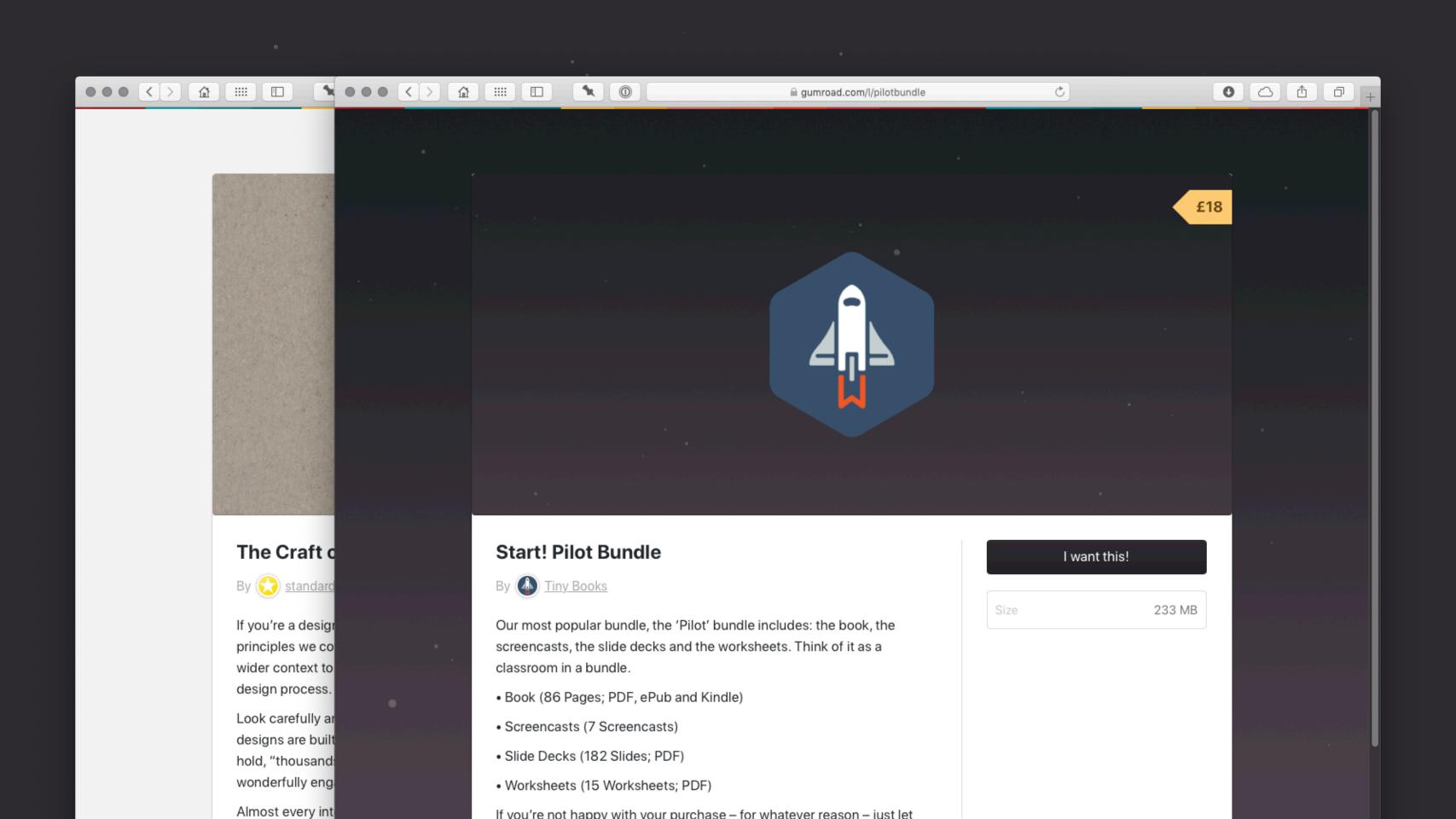




#### Follow me on Twitter...

I'm @fehler on Twitter. If you've got questions, ping me and I'll do my best to answer them. My DMs are open.





#### What I'll be covering...

- 1. Who are you? (What's your story?)
- 2. Start With Why Who
- 3. Product DNA
- 4. Building a Brand Dictionary

1. Who are you? (What's your story?)

#### Introductions

• Me → You; You → Me

Me \rightarrow You \*

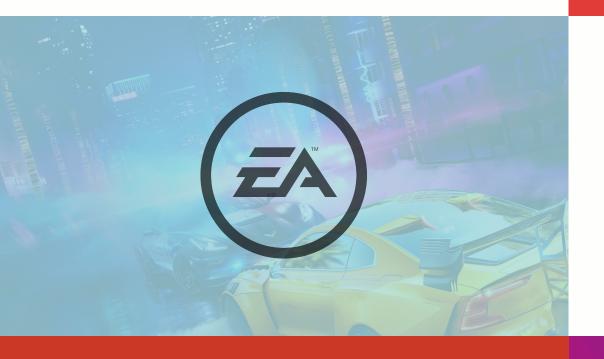
\* So you know I'm speaking from real world experience.

## Selected Clients





WIRED



Booking.com



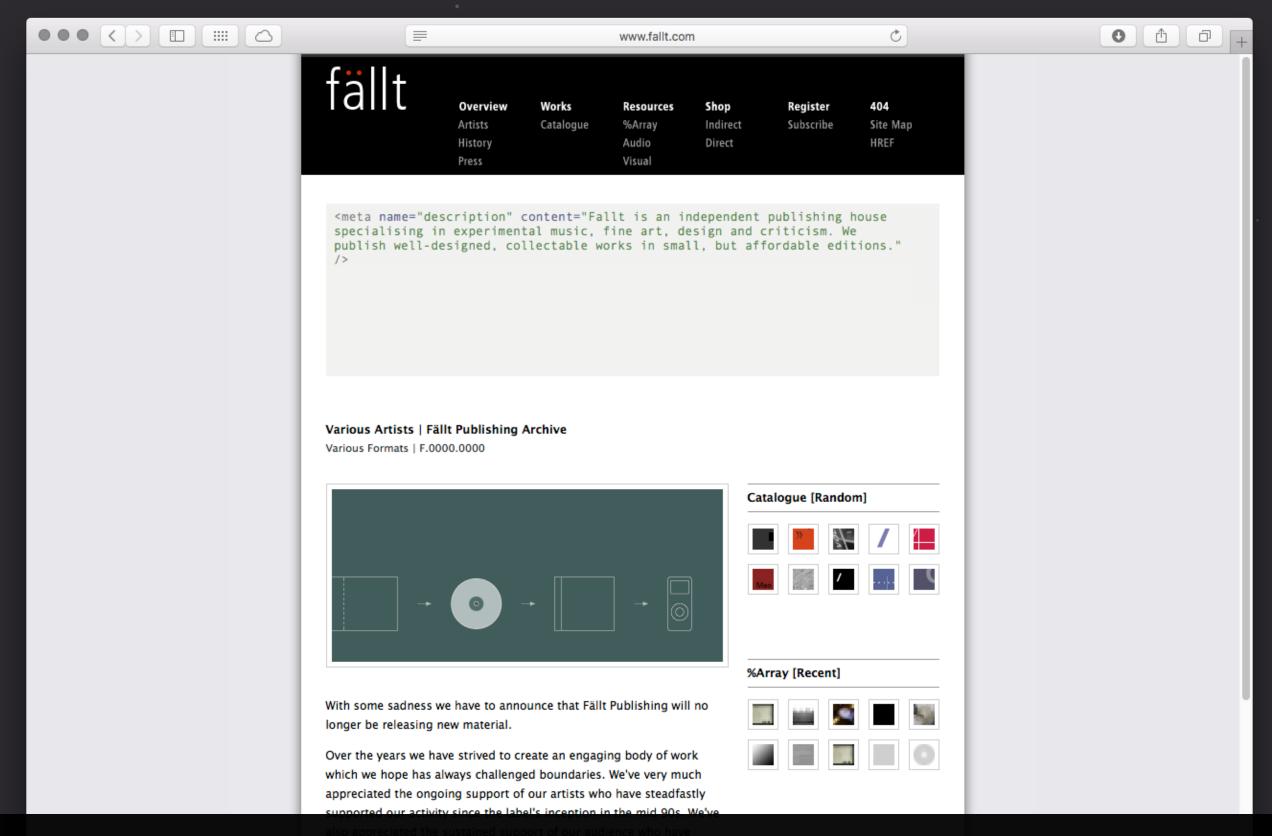


ВВС



# Selected Projects





F Ilt: An independent record label with international distributors. (And a lot of storytelling.)

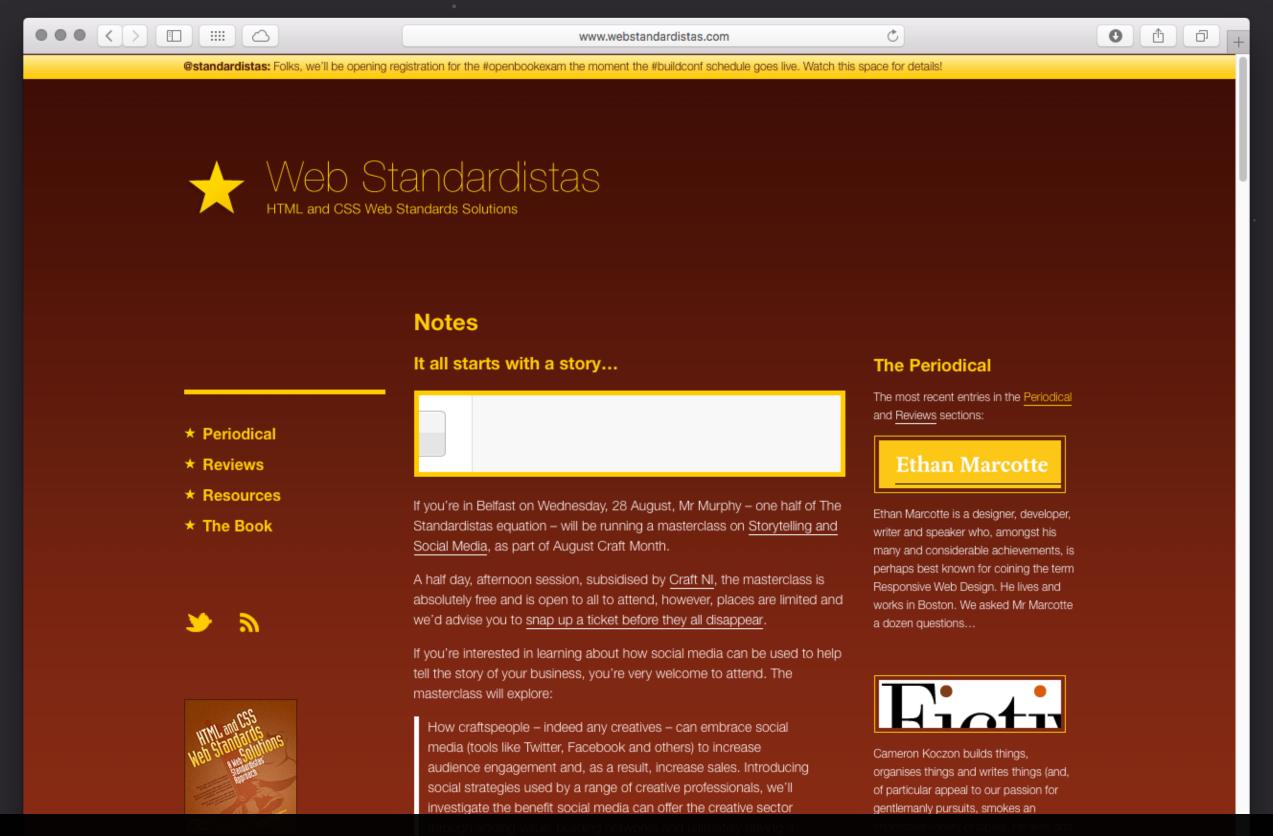
<meta name="description" content="Fallt is an independent publishing house
specialising in experimental music, fine art, design and criticism. We
publish well-designed, collectable works in small, but affordable editions."
/>

Various Artists | Fällt Publishing Archive

Various Formats | F.0000.0000

Catalogue [Random]

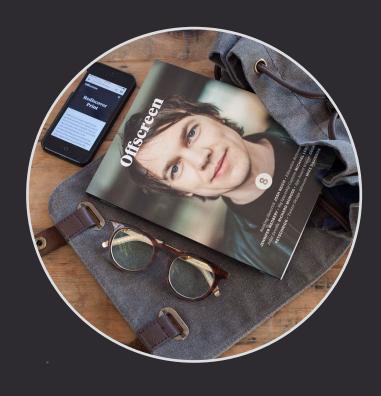
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The Standardistas: A speaking partnership that took me all over the world.







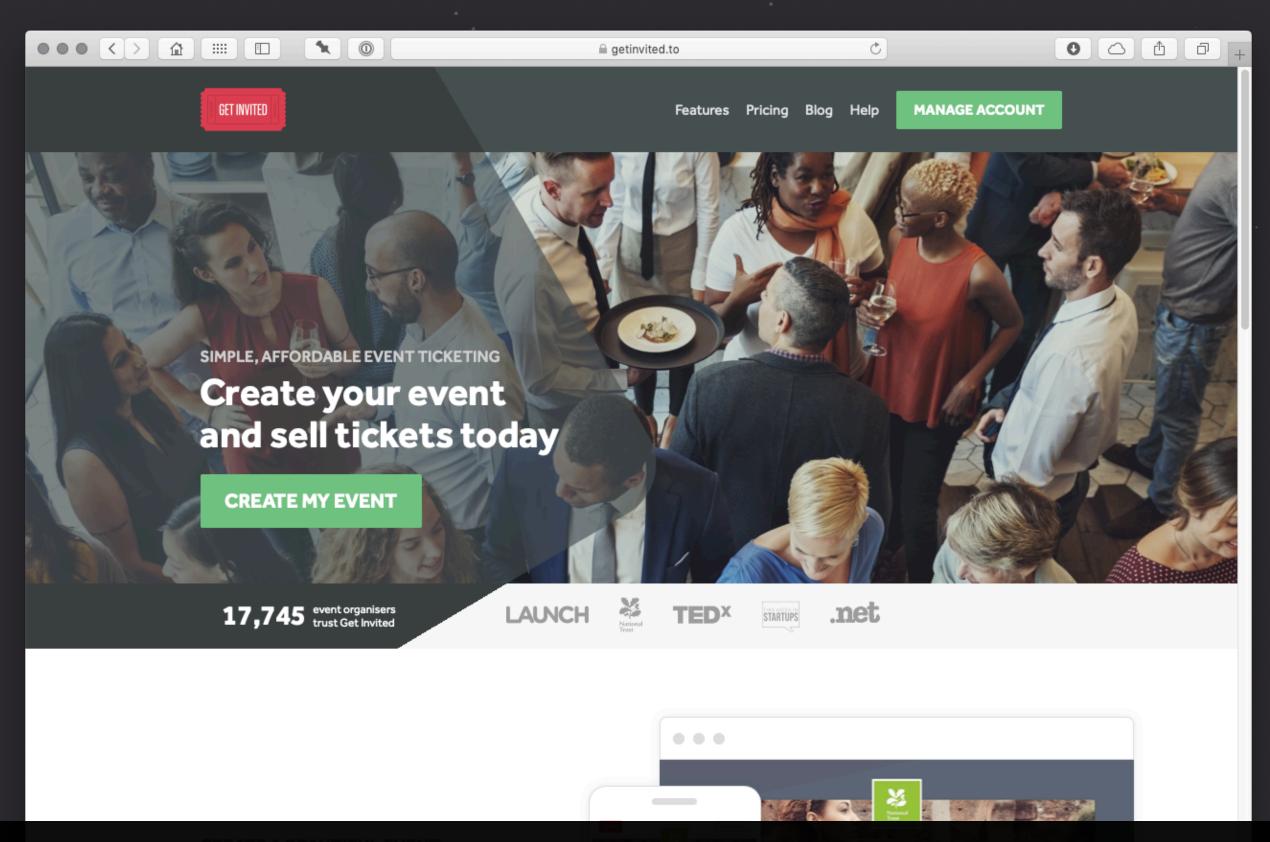
Offscreen



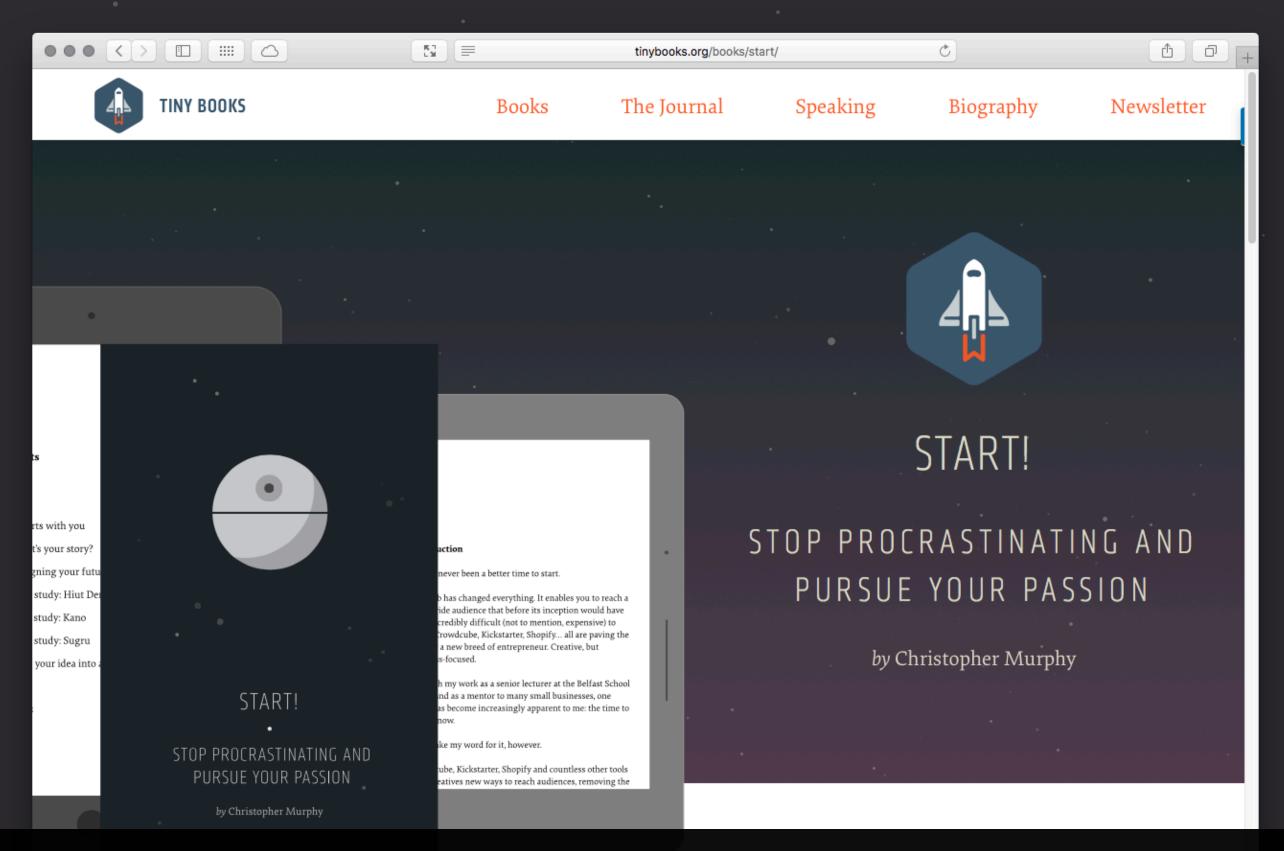
The Manual



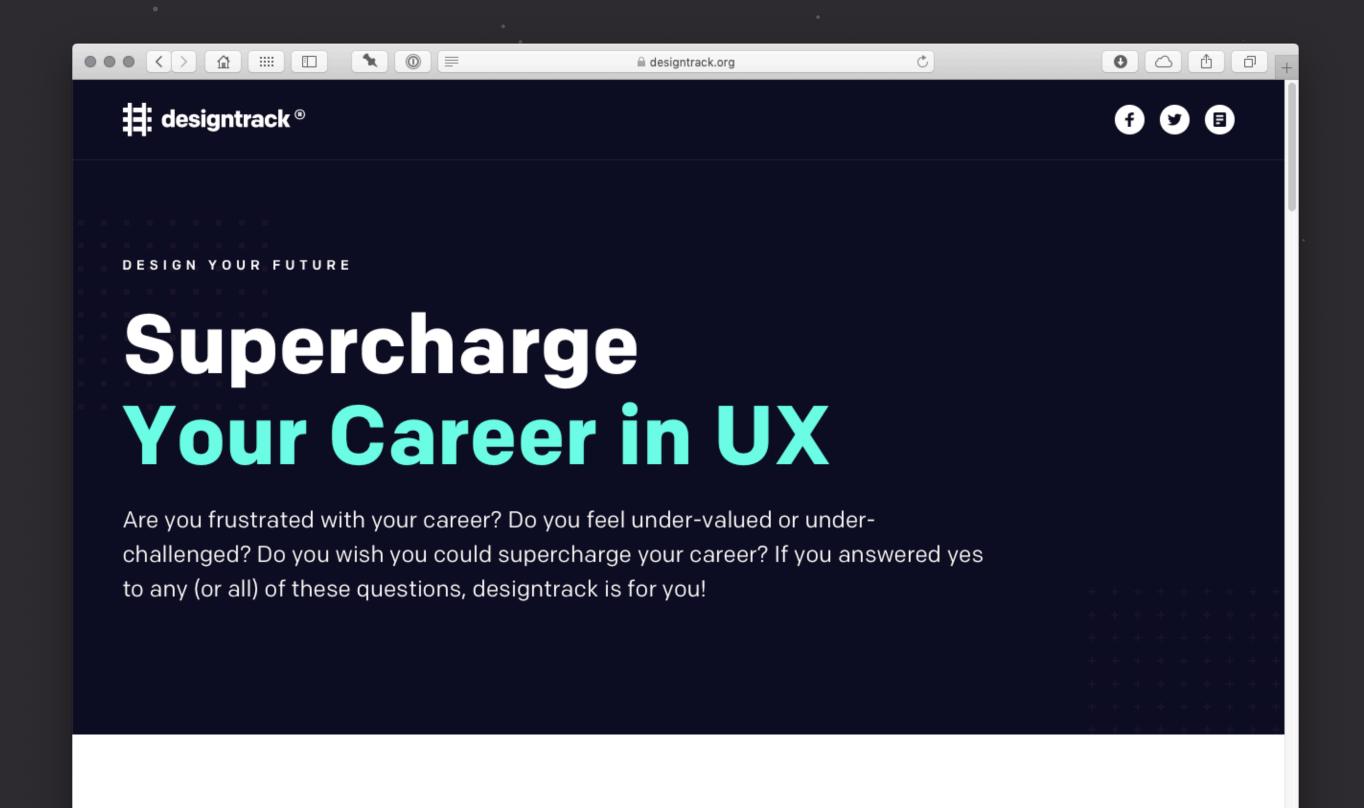
Lagom



Get Invited: I co-founded the startup that did the ticketing for this event.



Tiny Books: A publishing company (that was a giant mistake).

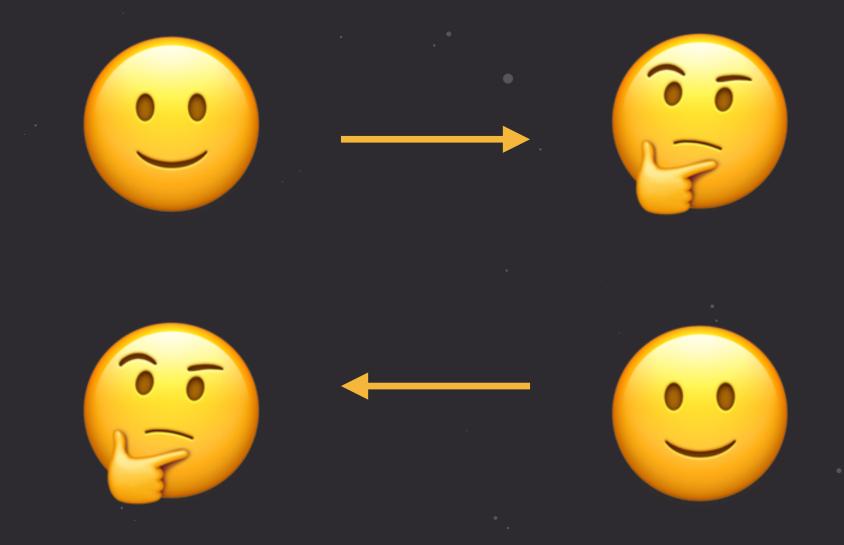


Exercise: Just who are you, exactly?

You -> Me: A wee show and tell... \*

\* ...with a twist.

#### Exercise: Just who are you, exactly?



#### Listen to each other.

• In a few minutes, you'll 'be the other person'.

### Over to you... \*

- 1. Tell your partner who you are and what you do.
- 2. If money were no object, what would you do with your life?

<sup>\*</sup> Working in pairs. Five minutes.

#### Show and Tell

• Be the other person. Tell us what do they do? (And what would they like to do?)

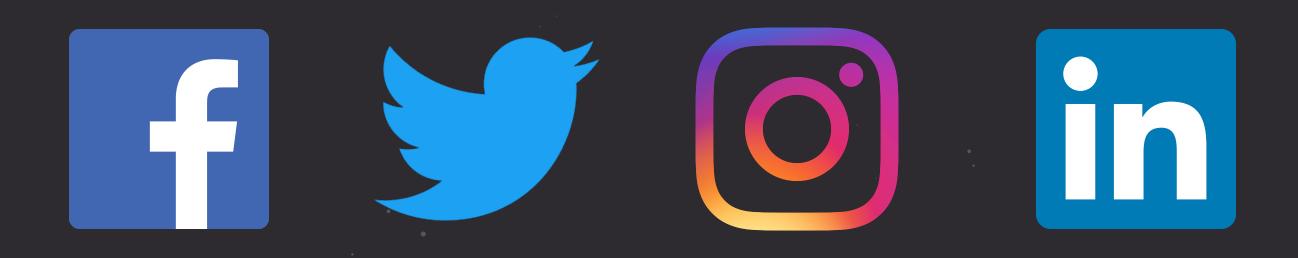
## Your story may be unclear...

• If it is, you have to fix that.

Exercise: Twitter Bio (For you or for your business, product or service.)

#### Twitter Bios \*

\* This exercise isn't about Twitter per se, it's about the distillation of your brand messaging. But...



\* ...who uses these platforms?

"I use social media as a networking tool and 'discovery engine'.

It enables me to connect to makers, collectors and galleries,
allowing me to find out about exhibitions, competitions and awards.

Twitter is filled with opportunity."

—Cara Murphy

## Individuals

"New York Times Bestselling Author, Lettering Artist, Over-Sharer, Parent of Small People."

—@jessicahische

"Artist. Arrived at the intersection of design and technology.

Couldn't find a parking space. Went home."

—@brendandawes

"Craftsman, goldsmith, researcher, passionate about metals, in love with gold."

—@giovannicorvaja

## Businesses

"Do One Thing Well. Our town is making jeans again."
—@hiutdenim

"The make-your-own technology company — get kits and ideas at: http://kano.me"

—@teamkano

"The world's first mouldable glue that sets strong, by turning into a durable, flexible silicone rubber."

—@sugru

\* Old: "...the mouldable glue that makes fixing and making easy and fun."

Exercise: Twitter Bio (For you or for your business, product or service.)

## Over to you... \*

- 1. Write a short Twitter bio: 160 characters, 1–2 sentences.
- 2. Focus on the story of you (or your product).

\* Working solo. Five minutes.

Exercise: Twitter Bio (For you or for your business, product or service.)

#### Show and Tell

• I'll help you over the break if needs be.

This isn't easy. It takes time.

## Cara Murphy





"Acclaimed contemporary Irish silversmith, Murphy's tableware creates a silver landscape for the dining table."

—@silverlandscape

# Christopher Murphy

"A designer, writer and speaker based in Belfast: building brands, sharing stories and pursuing purpose."

—@fehler



"A recovering tweed-clad designer, writer and speaker; I help small, purpose-focused businesses launch and thrive."

—@fehler



"A designer, writer, speaker and — above all — a teacher; I mentor purpose-driven businesses, helping them to conquer the world." — @fehler



"A designer, writer and speaker. I'm an educator, but I'm still on my own learning journey. I'd love you to join me."

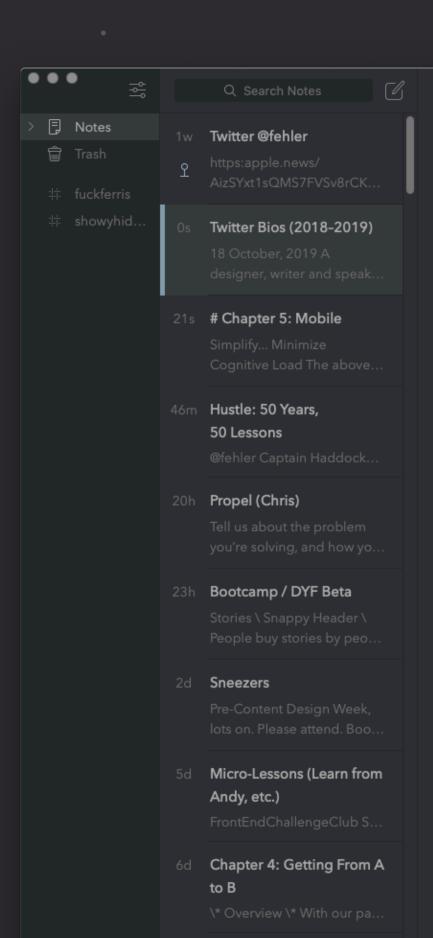
—@fehler



"A designer, writer and speaker. I'm an educator, but I'm still on my own learning journey. Design × Business × Life" —@fehler



# This Is an Organic Process



#### нь **Twitter Bios (2018-2019)**

\*18 October, 2019\*

A designer, writer and speaker. I'm an educator, but I'm still on my own learning journey. Design × Business × Life

\*[Current]\*

\*14 July, 2019\*

A designer, writer and speaker. I'm an educator, but I'm still on my own learning journey. I'd love you to join me. A dozen tweets a week: no more, no less.

\*11 May, 2019\*

A designer, writer and speaker. I'm an educator, but I'm still on my own learning journey. I'd love you to join me.

\*4 August, 2018\*

A designer, writer and - above all - teacher; I mentor purpose-driven businesses, helping them to conquer the world.

\*28 June, 2018\*

A tweed-clad, bewhiskered designer, writer and speaker; I mentor purpose-driven businesses, helping them to launch and thrive.

\*26 June, 2018\*

#### н Twitter Bios (2018-2019)

\*18 October, 2019\*

A designer, writer and speaker. I'm an educator, but I'm still on my own learning journey. Design × Business × Life

\*[Current]\*

\*14 July, 2019\*

A designer, writer and speaker. I'm an educator, but I'm still on my own learning journey. I'd love you to join me. A dozen tweets a week: no more, no less.

# Consistency is Key



Christopher Murphy •

@fehler

Writer, speaker, educator. Your ideas need you to get started! Get my new book 'Start!' - tinybooks.org/books/start and turn them into a reality.

- Belfast
- tinybooks.org/newsletter
- ::: Joined January 2007

Tweets 19.5K

Following 651

5,166

Followers

3,69

Likes

Tweets

Tweets & replies

Μe



Pinned Tweet



Christopher Murphy @ @fehler · 7 Ja Stop looking at what other people are there and build from that. The grass is



225

Christopher Murphy Retweeted



UX Jobs Board @UXJobsBoard · 17h How to Choose a UX Course: dld.bz/f

@Gringomoses @fehler @libwella #ux

Q Search







#### fehler

**Edit Profile** 

000

O posts

**187** followers

24 following

Christopher Murphy Writer, speaker, educator. Your ideas need you to get started! Get my new book 'Start!' and turn them into a reality. tinybooks.org



# Christopher Murphy fehler

Writer, speaker, educator. Your ideas need you to get started! Get my new book 'Start!' – http://tinybooks.org/books/start – and turn them into a reality.

#### curriculum

In an effort to share best practice and develop the highest quality educational content possible, I'm opening up the process of developing a new BDes (Hons) Interaction Design course, which I'm dev...

HTML

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#### books

I'm a terrible procrastiworker (thank you Jessica). I'll put things off forever if I can, in favour of working on pleasant distractions. In an effort to confront this problem, I'm undertaking an ex...





### You Carry This Elevator Pitch Everywhere

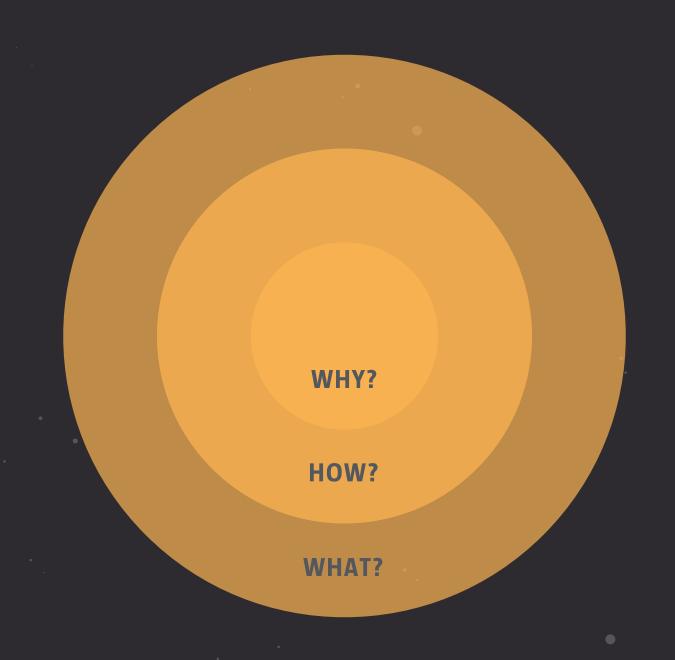
### Networking Events

• This short statement acts as a conversation starter.

"A landscape of silver tableware... that sounds really interesting. What is it that you do, exactly?"

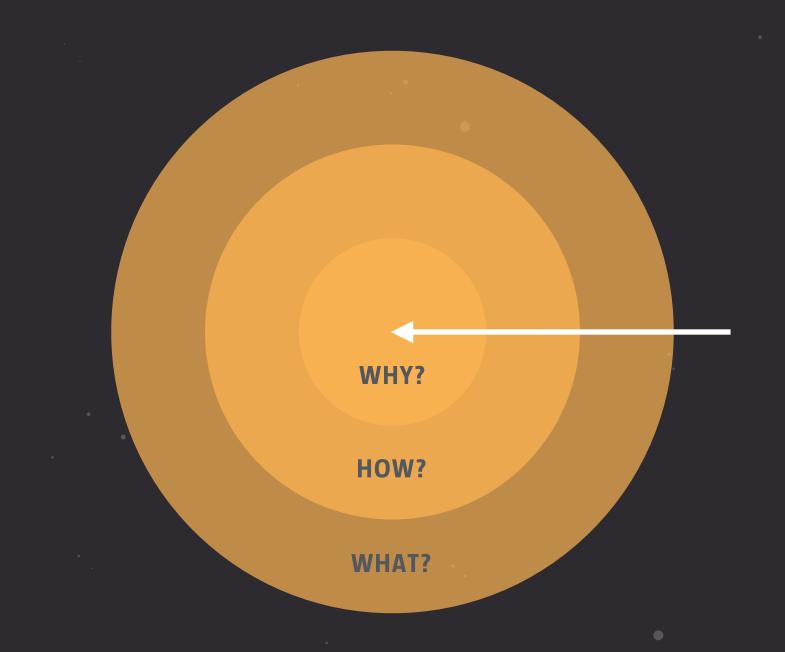
### 2. Start With Why Who

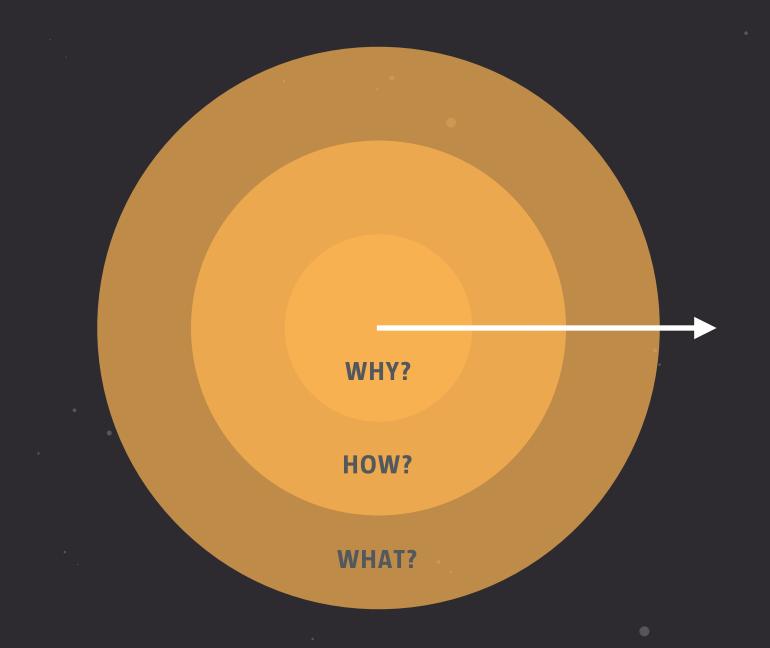
## First Up: Start With Why



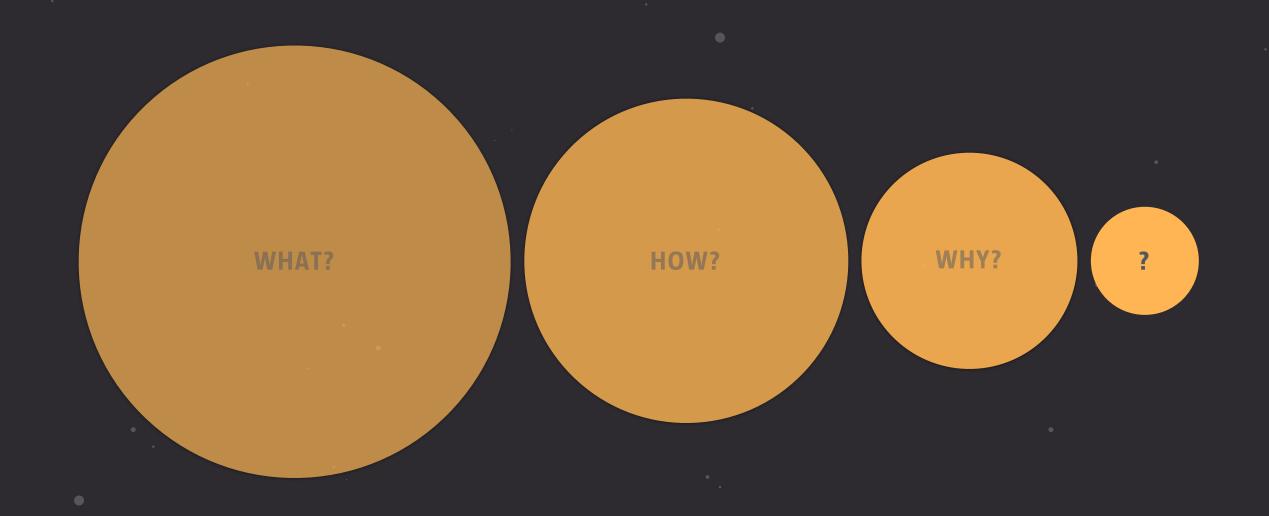
"People don't buy what you do; they buy why you do it. And what you do simply proves what you believe."

—Simon Sinek







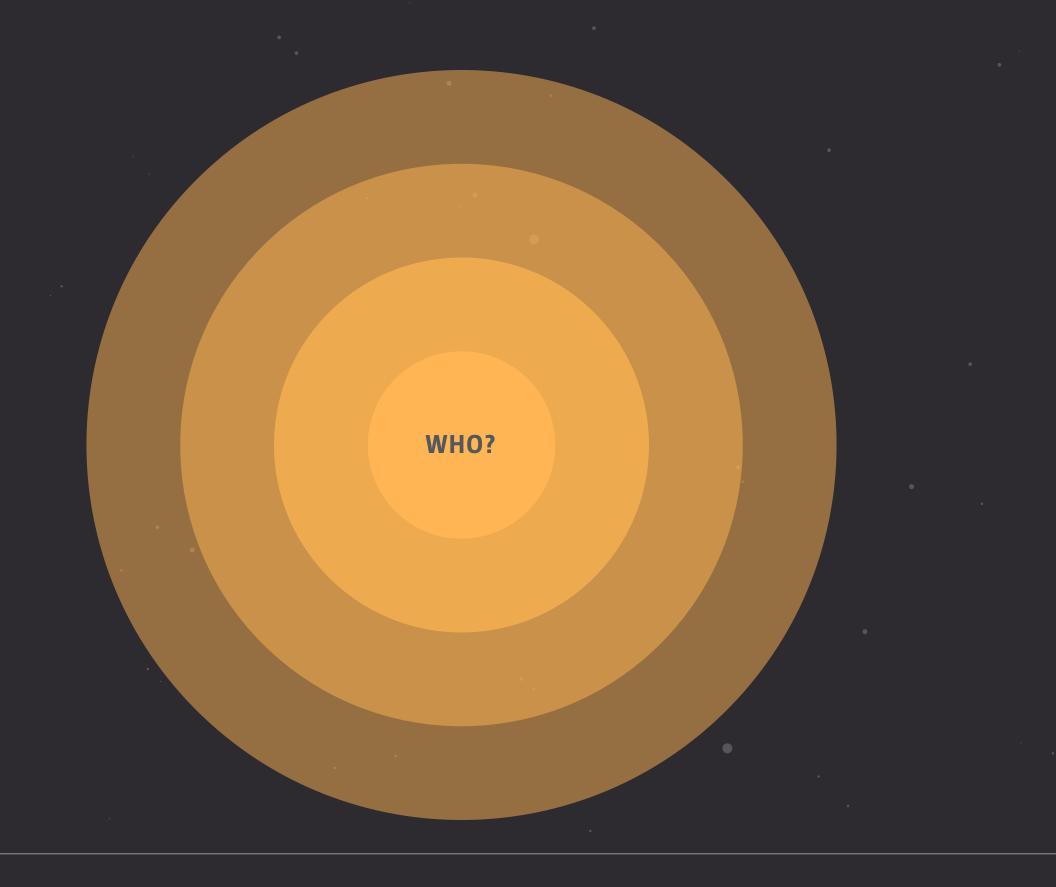


### Everything Starts With a Who \*

\* The who drives the why.

### Sinek's Whys

- Steve Jobs: Reinventing Personal Computing
- Martin Luther King: Changing the World
- The Wright Brothers: Pursuing a Deep Desire to Fly



"At the heart of every successful story lies a **who**. That **who** seeps into every aspect of the work created, it drives the **why**, the **how** and the **what**. I believe around every **who** there's the potential for a good story."

### What's your who?

- What do you stand for?
- What are your future goals, what are your ambitions?
- What are you communicating?
- Who is your audience?
- What is that audience looking for?

This message needs to be amplified.

### Establishing Brand Values\*

\* You don't need to be a conglomerate to be a brand. There are many 'brands of one'.

"I believe a business built around core values has more chance of success, because it ties back to its founders' deep sense of purpose."

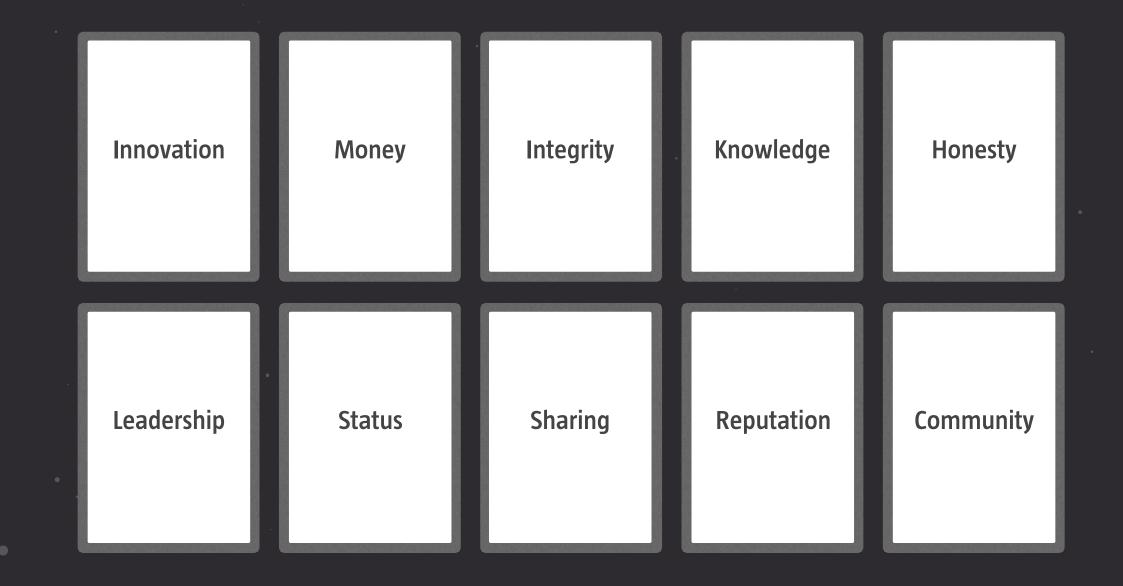
—Start!

# # designtrack

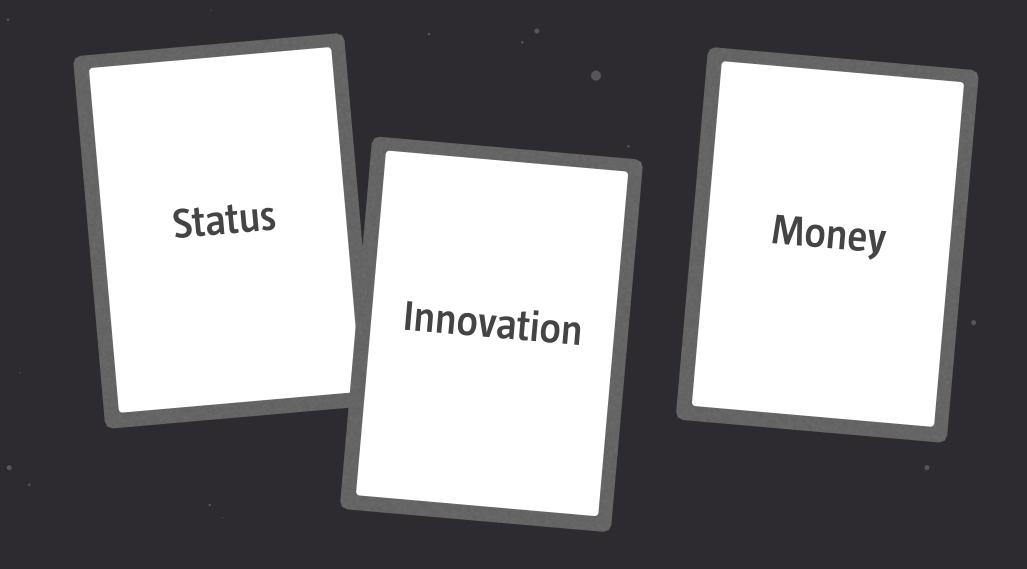
To revolutionise design education putting it into the hands of everyone, everywhere, regardless of £££s.

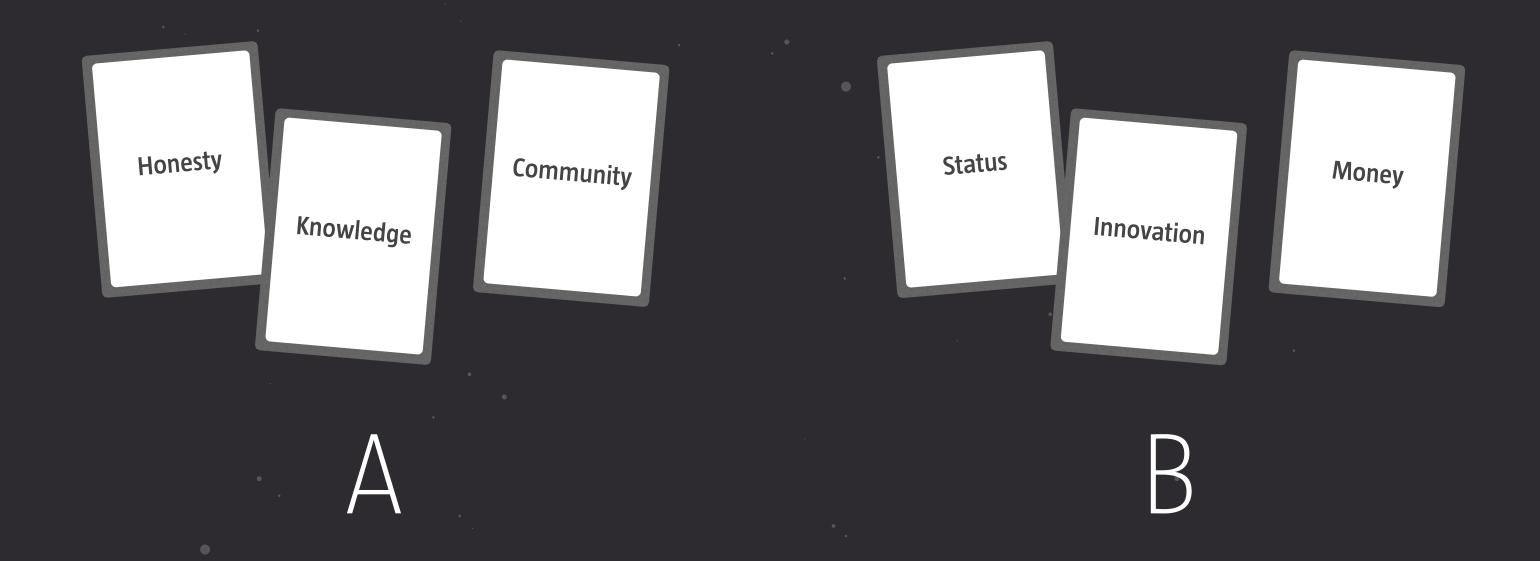


### What are your values?

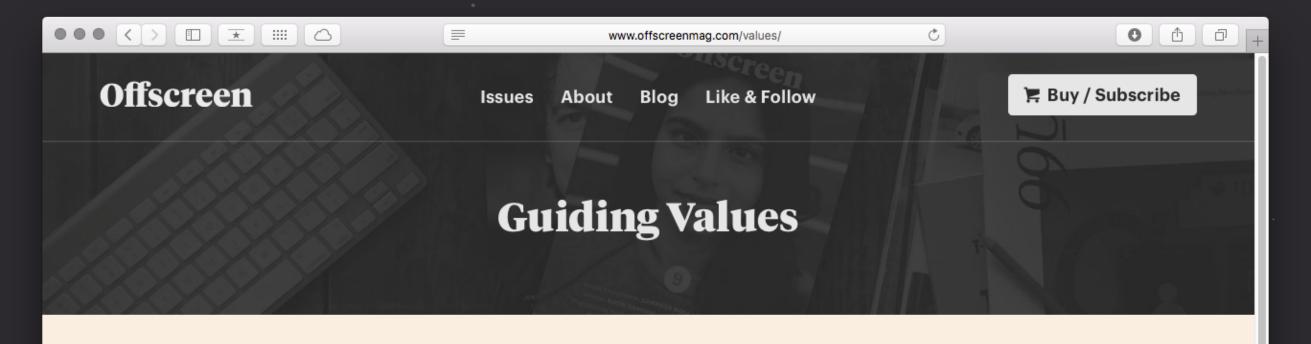








### Values are everywhere...



Background

**Stockists** 

FAQ

Reviews

**Values** 

**Patrons** 

Contact

#### Humanity empowers technology

We believe that humanity, not technology, is what truly drives innovation. We are devoted to bringing to the forefront the human stories that are at the heart of every new technology in order to promote empathy as a core value within the tech community.

#### Diversity and inclusiveness at heart

We publish Offscreen in the spirit of inclusiveness. We strive for a diverse group of contributors and readers alike, but also realise that we can always do more to better represent the diversity of our community. (More on this <a href="here">here</a>.)

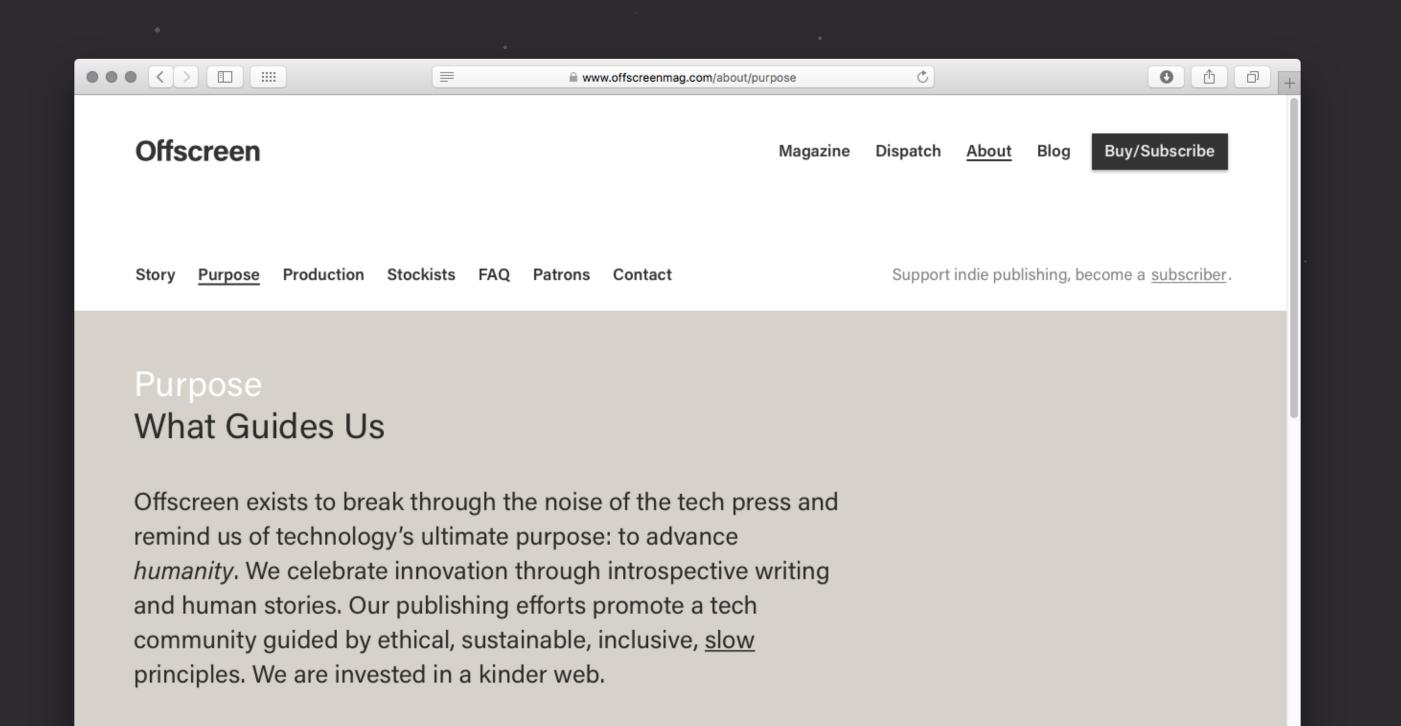
#### Our readers are paramount

First and foremost, we serve our readers who pay our bills and make Offscreen a sustainable business. Every decision is made with the interests of our loyal readership (and their ongoing support) in mind.

#### Promoting environmental sustainability

#### Unswerving editorial independence

#### Print is a complementary medium



Humanity empowers technology

Diversity and inclusiveness at heart

Putting our readers first

First and foremost, we serve our readers who

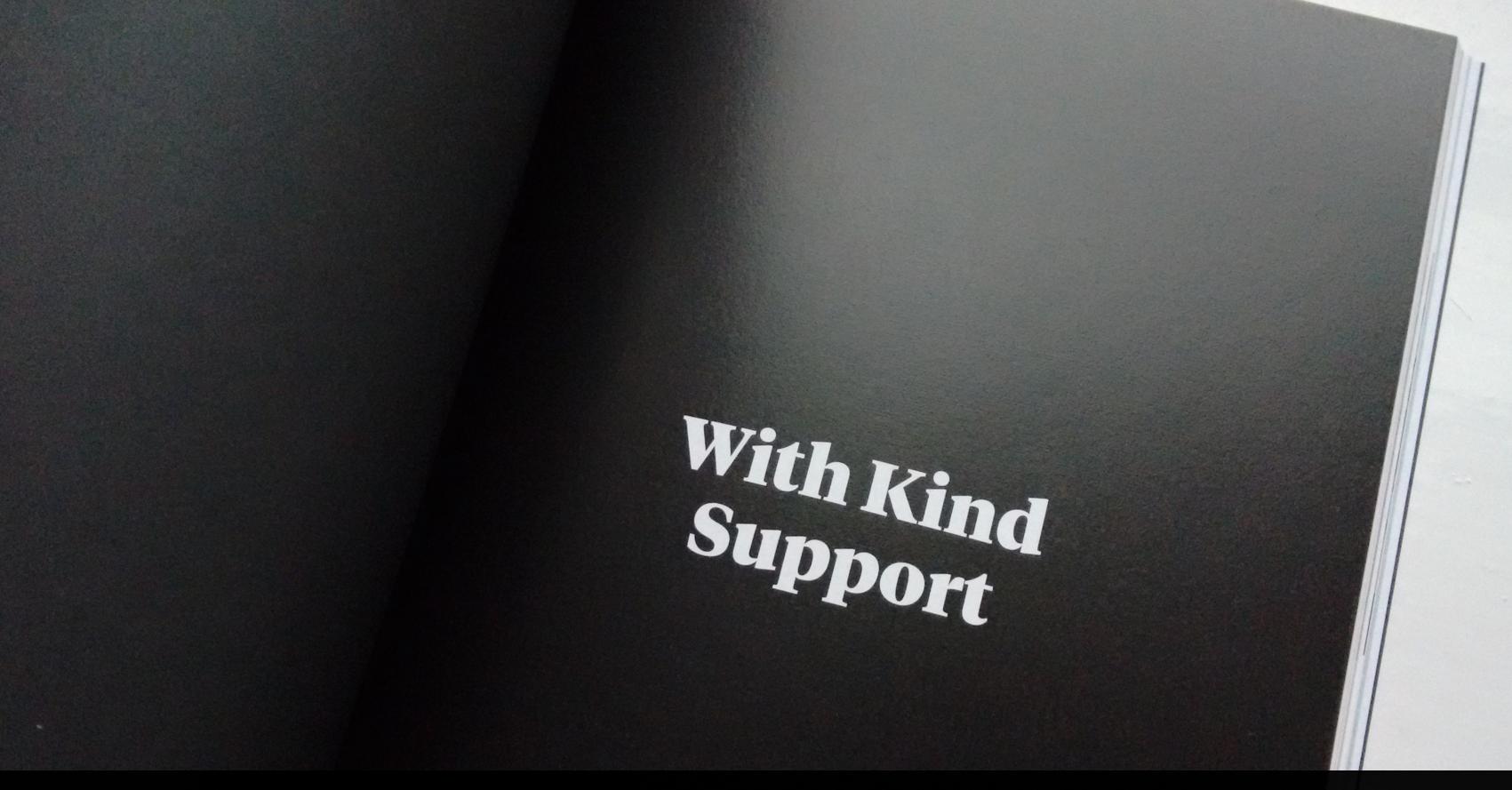
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# Putting our readers first

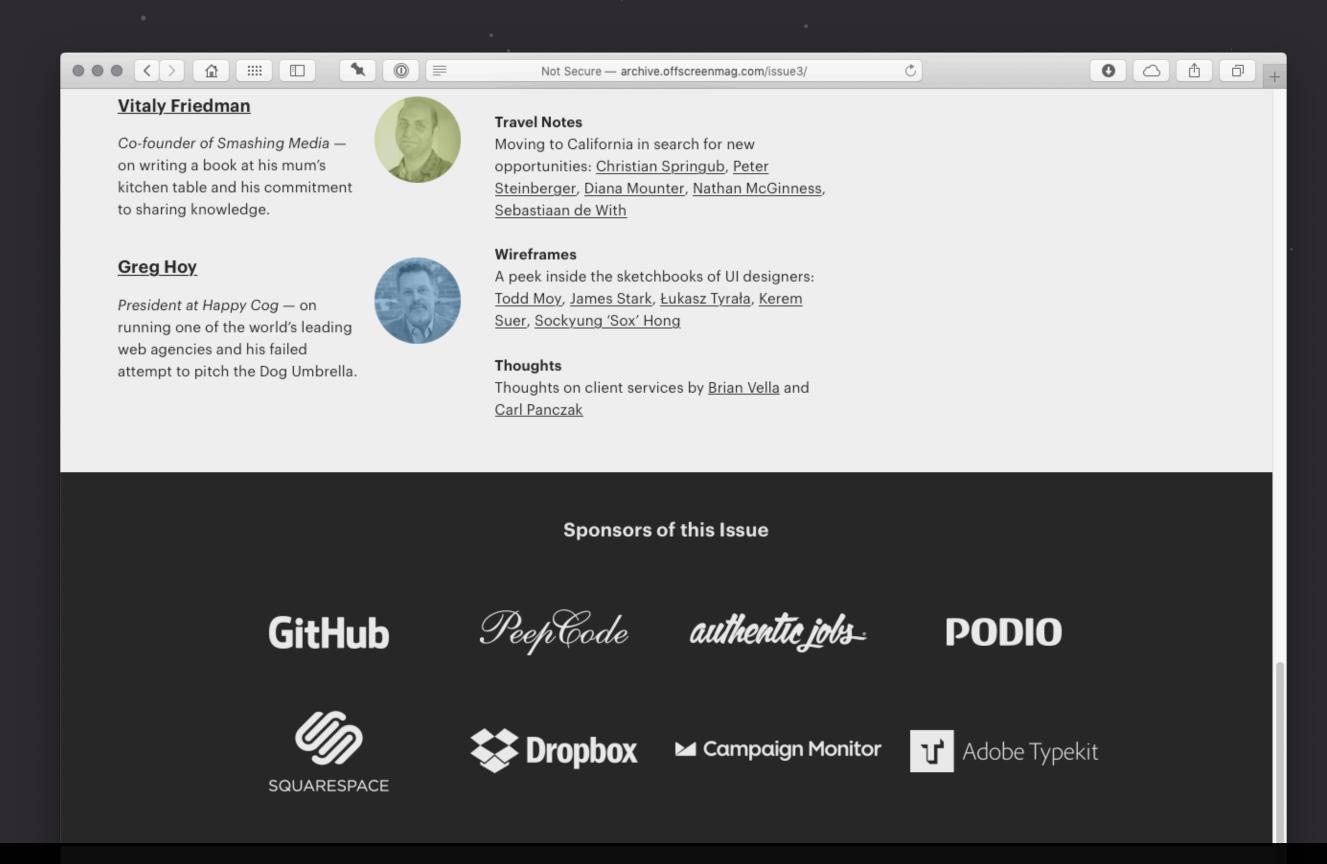
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First and foremost, we serve our readers who pay our bills and make Offscreen a sustainable publishing business. Every decision is made with the interests of our loyal readership (and their ongoing support) in mind.



"Not a week goes by without receiving an email about the way I present sponsors in the magazine." Kai Brach, Editor, Offscreen





Exercise: Core Values

#### Over to you...

- 1. List three values that are important to you.
- 2. List three unimportant values that are at the opposite side of the spectrum.

- Achievement
- Aesthetics
- Ambition
- Challenge
- Collaboration
- Community
- Competition
- Control
- Independence

- Influence
- Innovation
- Integrity
- Knowledge
- Leadership
- Location
- Management
- Money
- Pressure

- Progression
- Recognition
- Reputation
- Risk
- Routine
- Stability
- Sustainability
- Variety

Exercise: Core Values

#### Show and Tell

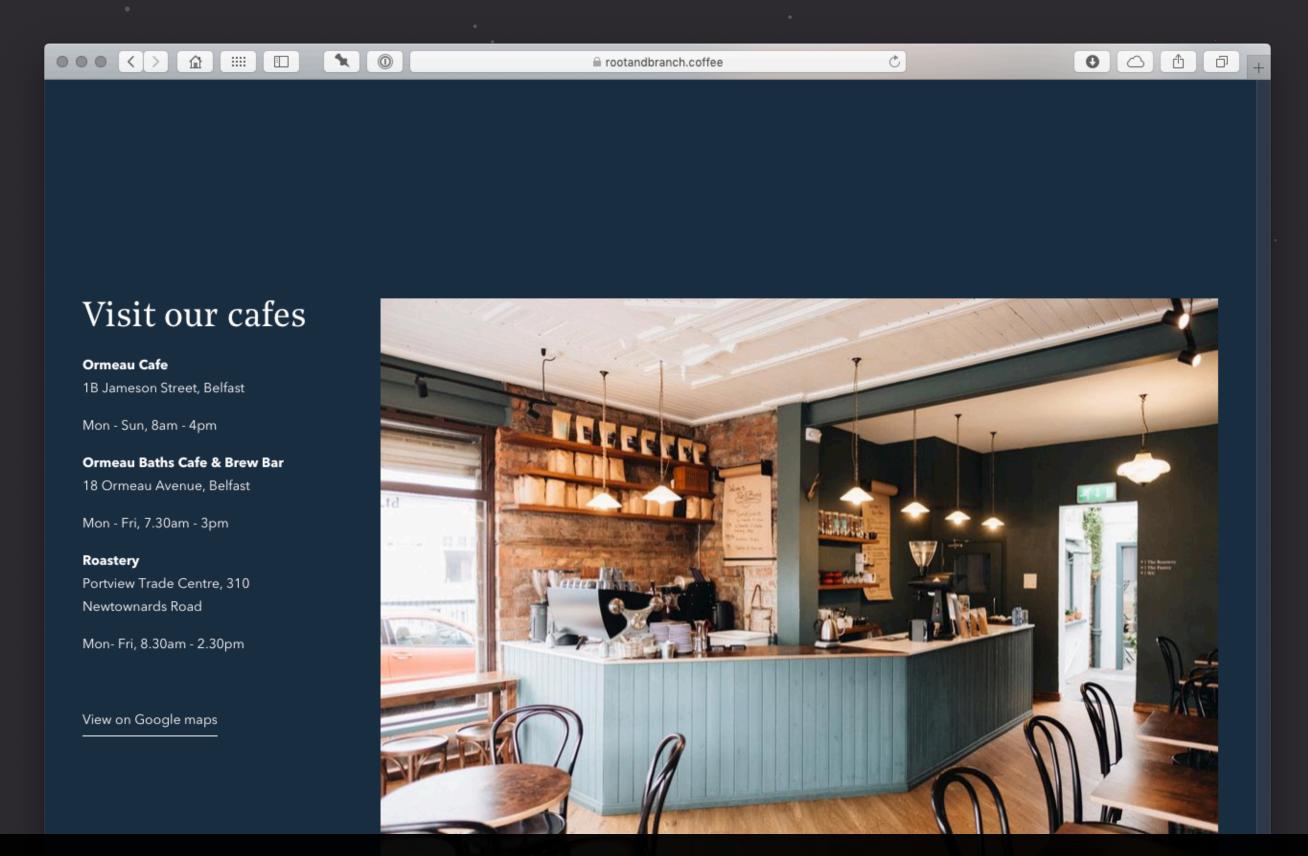
#### The Path To Success...

- Identify Goals
- Acquire Skills Required to Realise Those Goals
- Build Strategically, Build SMART \*

\* SMART: Specific, Measurable, Achievable, Realistic, Time-bound

#### A Wee Break \*

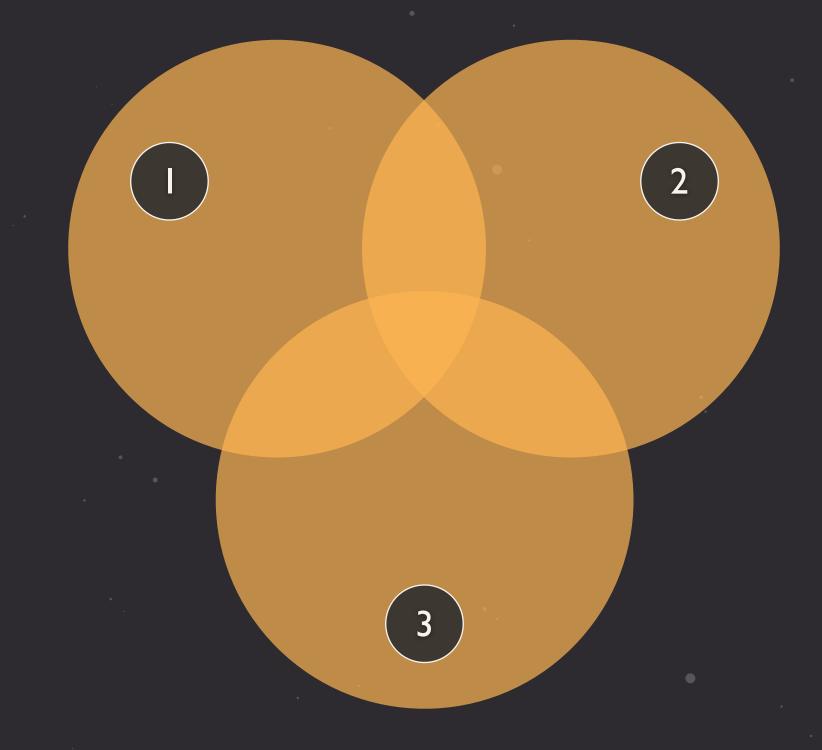
\* There are toilets downstairs.

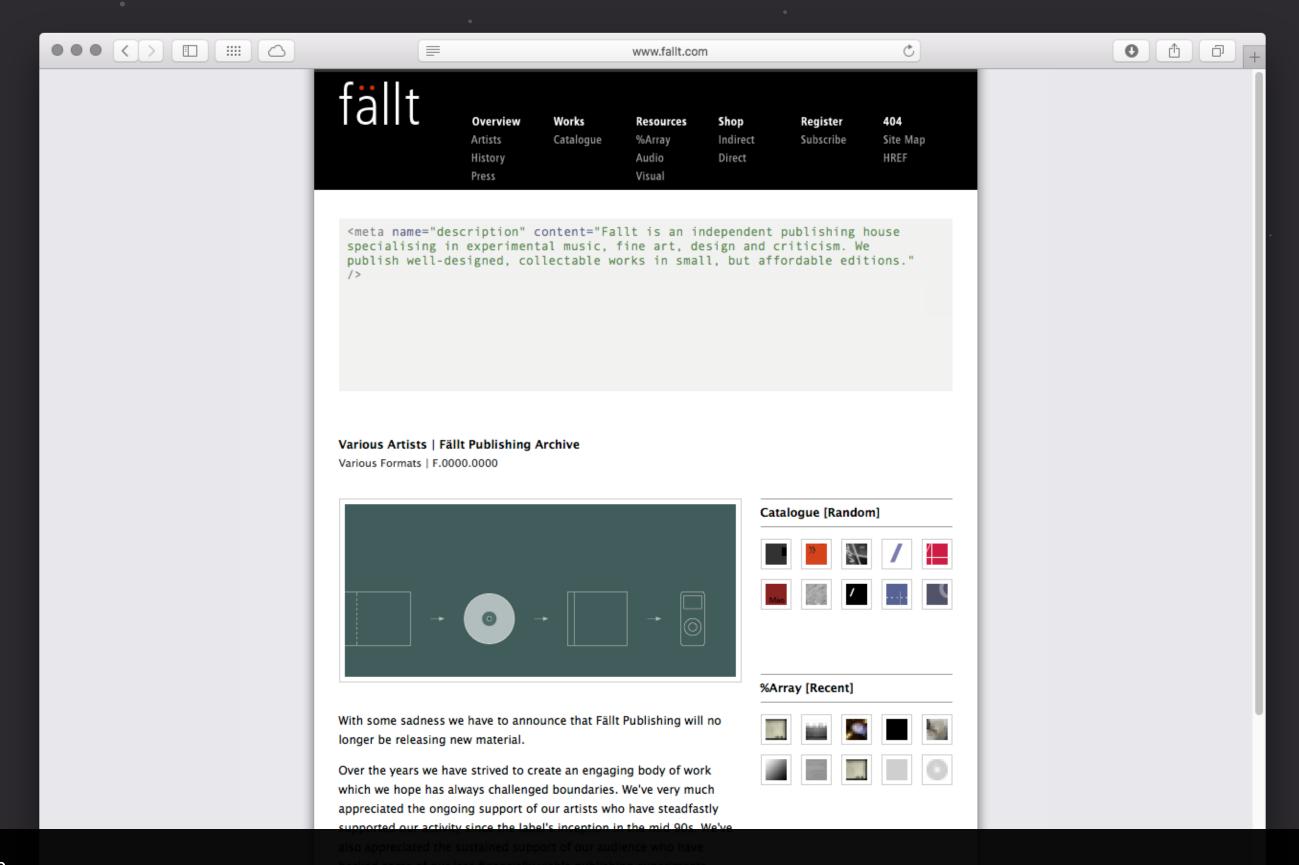


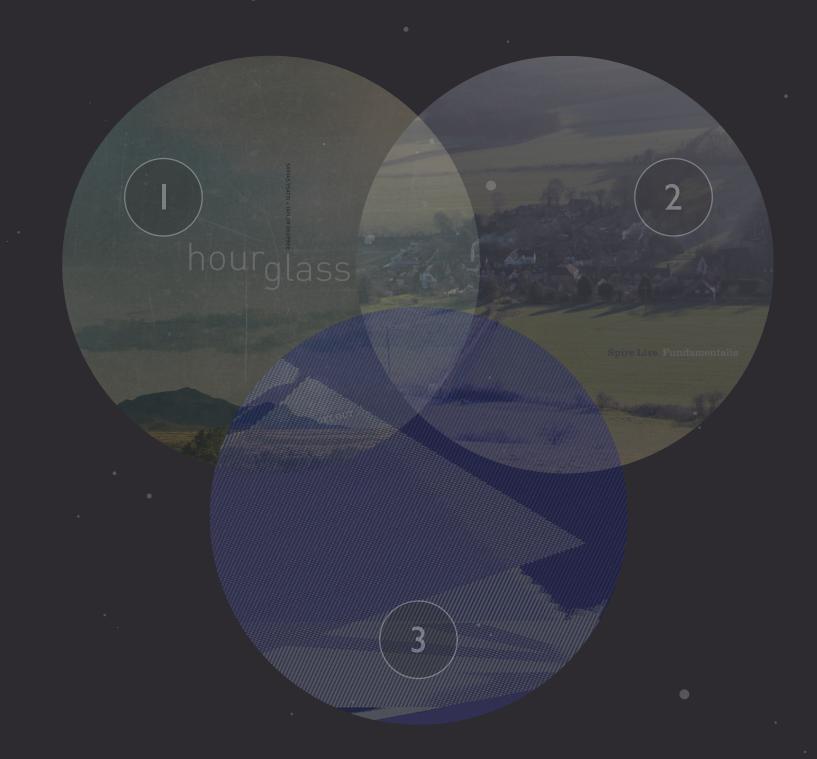
Tea and Coffee: 20 Minutes'ish (Root and Branch, downstairs). I'm here for questions and advice.

## 3. Product DNA

# We All Have Heroes



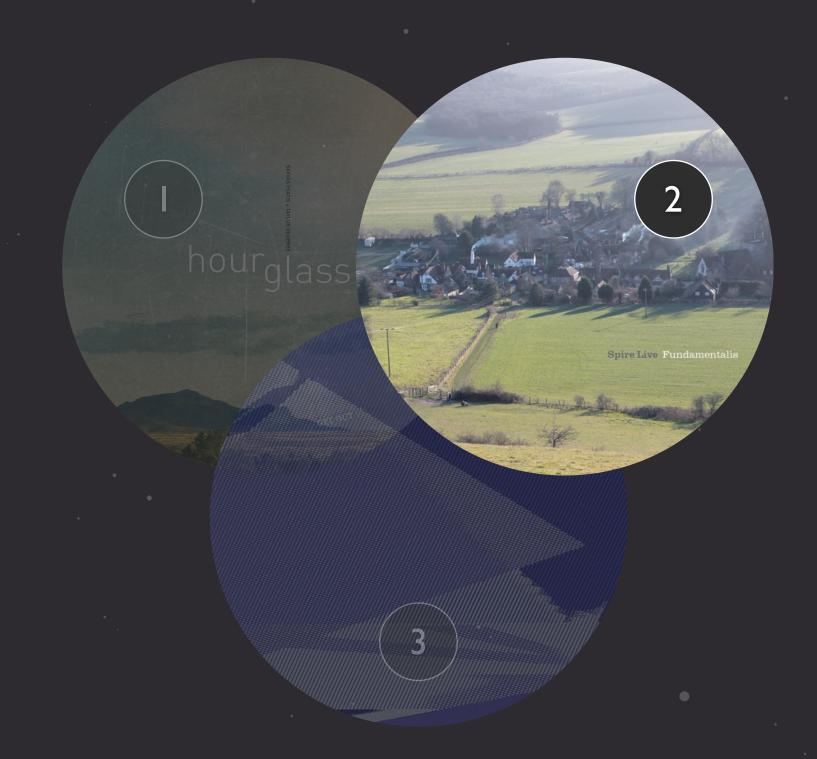




- ( ) Editions
- Non-Audio
- (3) MP3s



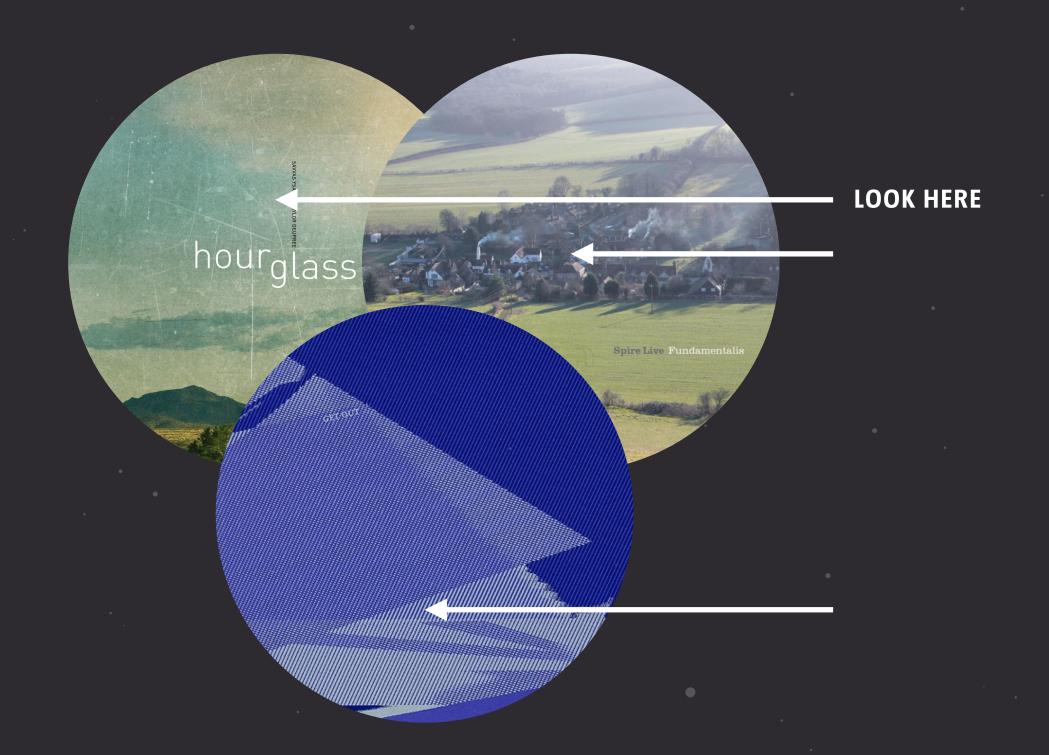
- (i) Editions
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- (3) MP39



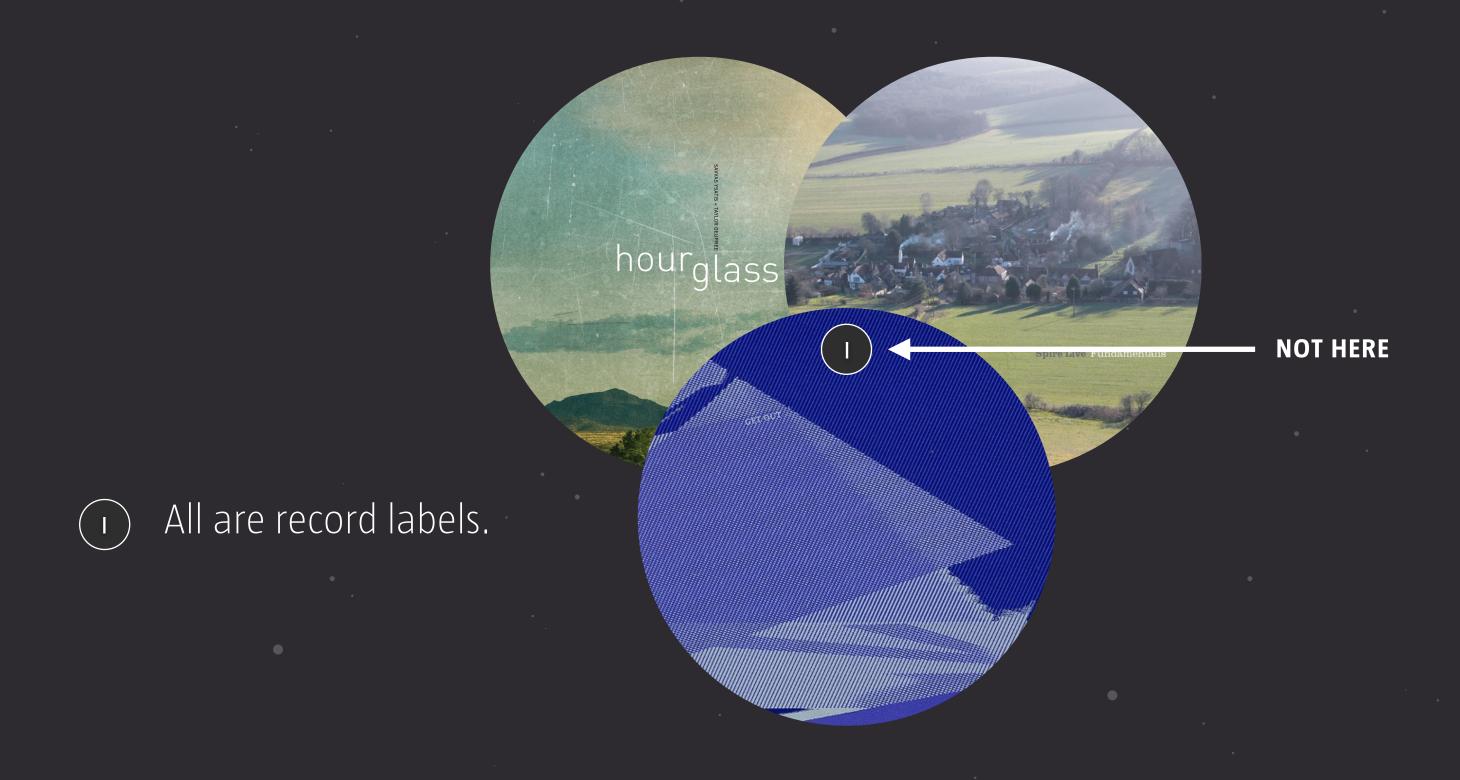
- ( ) Editions
- 2 Non-Audio
- (3) MP39



- (ı) Editions
- Non-Audio
- (3) MP3s

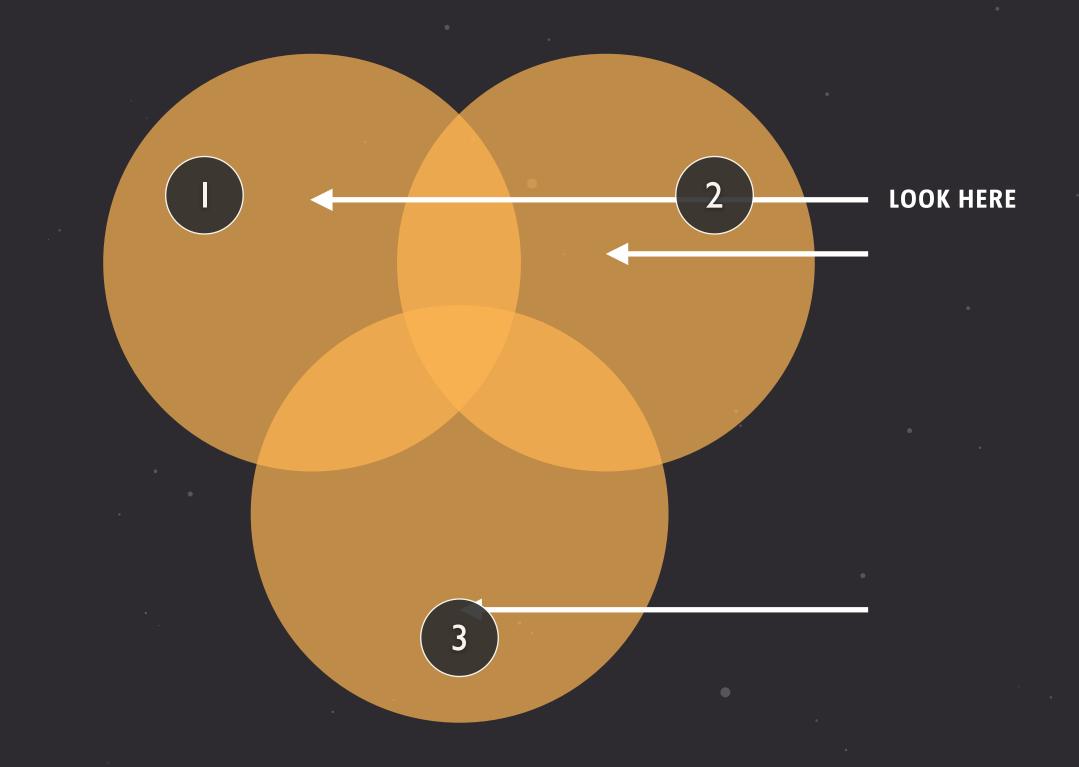


- (i) Editions
- 2 Non-Audio
- (3) MP3s





- Performant
- 2 Waterproofed
- Sustainable



- **2** ?
- (3)  $\overline{?}$

Exercise: Product DNA

## Over to you... \*

- Identify three heroes.
- Pinpoint what you can learn from each.

\* Working solo. Ten minutes. (Google on your phones will help.)

#### Show and Tell

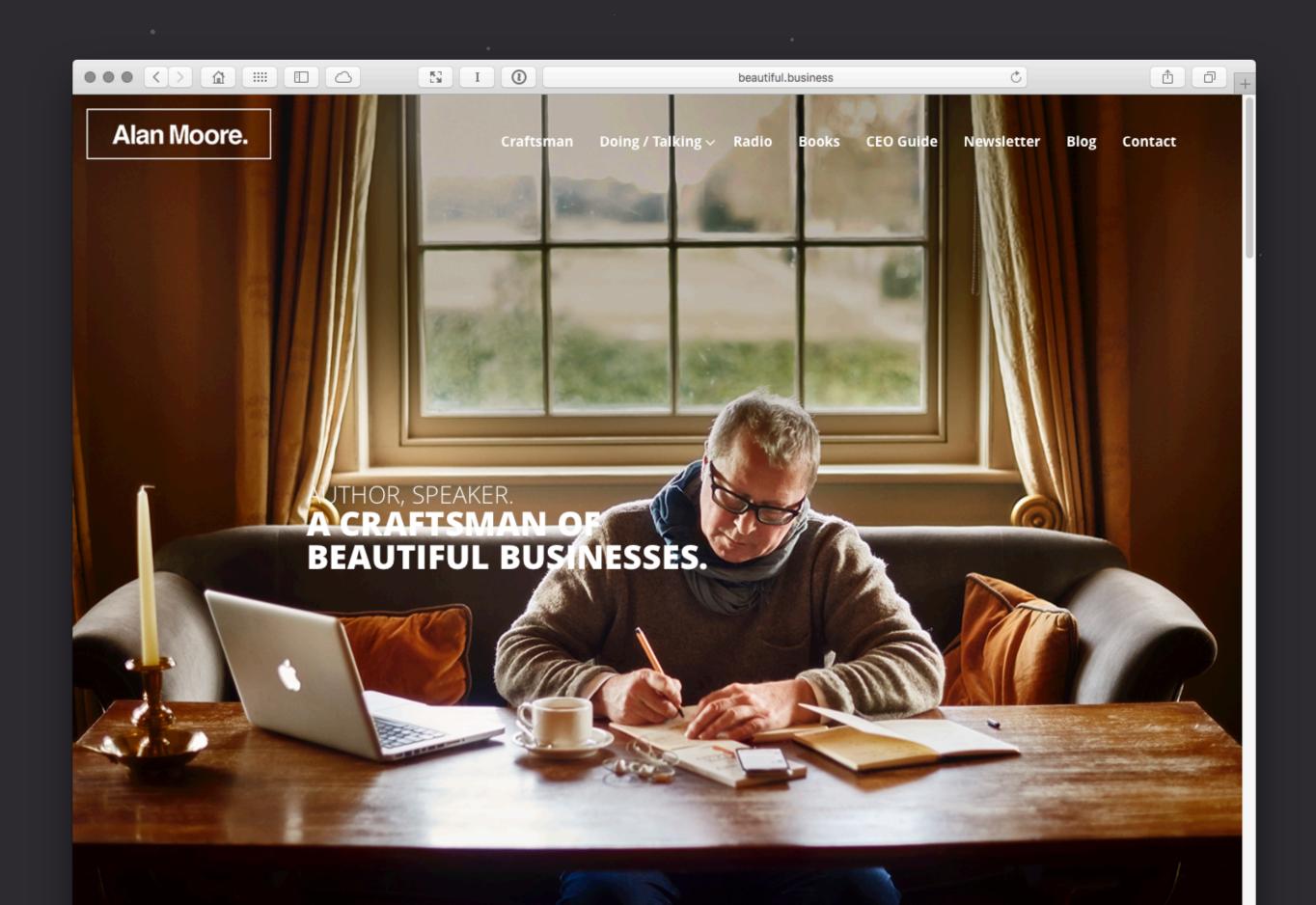
• Just a handful.

# Product DNA → Content Audit

# Dr Who

### Product DNA (Again, because my career is evolving.)

- Alan Moore
- Mark Shayler
- Seth Godin



# Primary /nav

- Craftsman
- Doing / Talking
- Radio
- Books
- CEO Guide \*

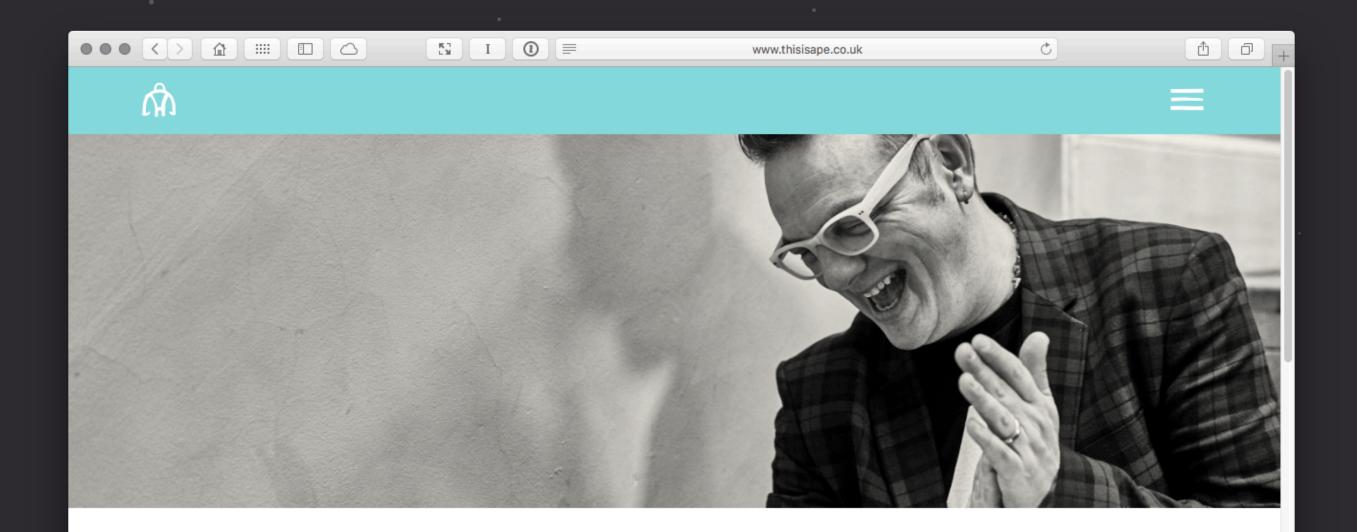
- Newsletter
- Blog
- Contact

#### Voice and Tone

- Moore speaks from the 'I'.
- The sense is that he is talking to you directly.
- Gravitas. (This is important.)

"Through my years helping companies craft innovative businesses, if there's one thing I've learned, it's that beautiful businesses are the future. [...] My life's mission is to help businesses discover their own unique beauty."

—Alan Moore



#### **Sustainable Innovation**

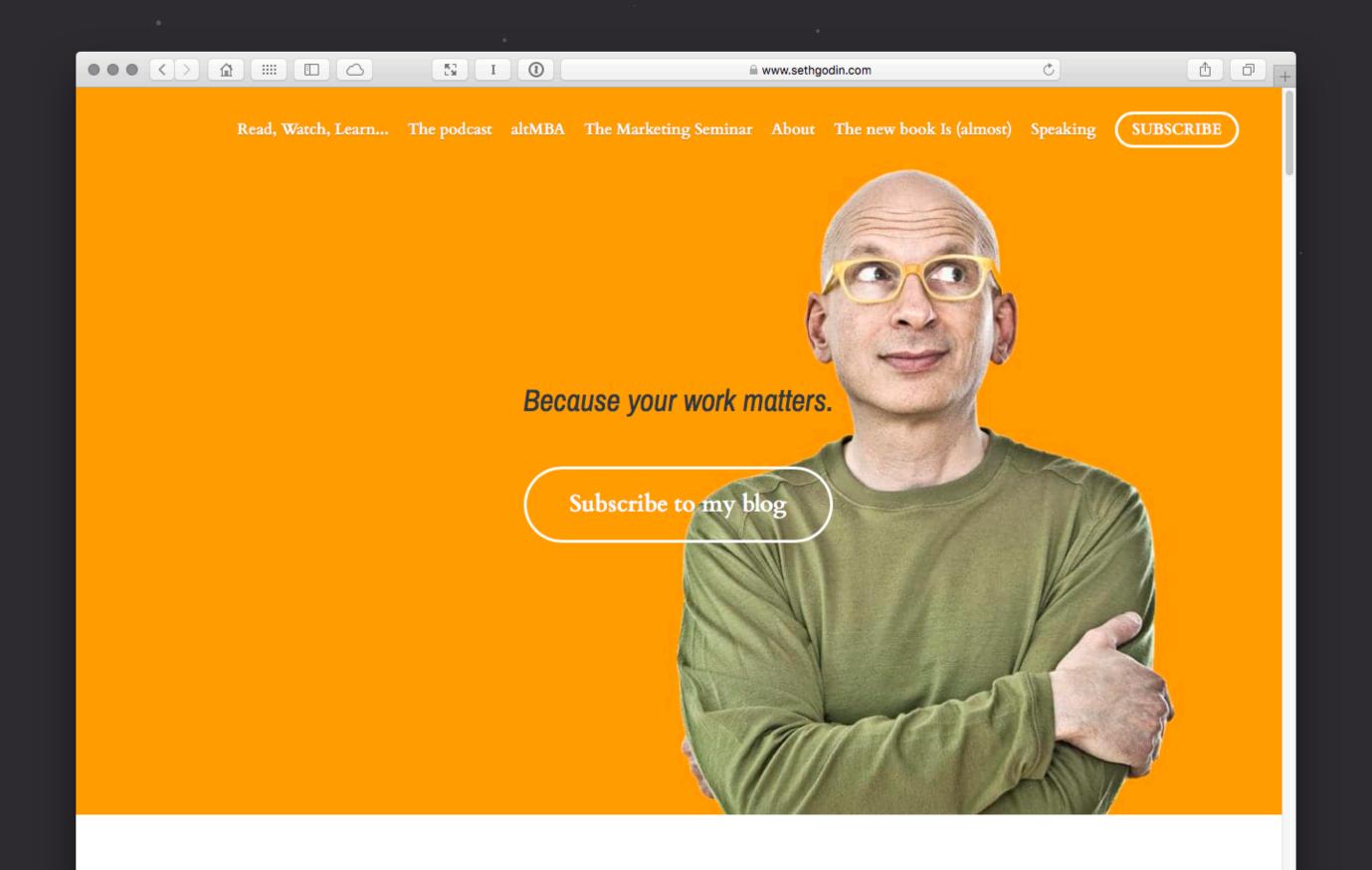
We help big companies think small and small companies think big. We believe that you can do the things that you do better. We believe that you can do better things. We work with companies to help develop new business models, new products and services, and new sustainable brand stories. We help you grow through innovation. We have saved our clients over £125 million, launched new products, increased sales by over 6,000%, increased retail footfall by 300%, and hopefully made the world a better place. We measure ourselves on the impact that we make.

We do three things:

1 Disruptive Innovation. We keep you relevant by helping you innovate in today's market. The trap many companies fall into is developing products for yesterday's

"We help big companies think small and small companies think big. We believe that you can do the things that you do better. We believe that you can do better things."

—Mark Shayler



#### READ WATCH LEARN

"Seth Godin is an author, entrepreneur and most of all, a teacher."

—Seth Godin

Exercise: Product DNA

### Over to you... \*

- Analyse your three heroes.
  - How's their site structured?
  - What kind of language are they using?
  - What's their positioning?

\* Working solo. Ten minutes. (Google on your phones will help.)

#### Show and Tell

• Just a handful.

# 4. Building a Brand Dictionary

# Brand Dictionary

 A brand dictionary helps you to clearly and consistently communicate your brand. "The smart fortwo is the ideal choice for urban mobility.

It is quite simply more manoeuvrable, more agile, safer and more environmentally friendly."

—smart



"The A-Class: a radical piece of automotive engineering designed to breathe new life into the compact segment."

—Mercedes



#### smart

Agile
Expressive
Dynamic
Fun
Friendly

## Mercedes

Precision
Luxury
Stylish
Engineered
Efficient

# Your Brand

?

?

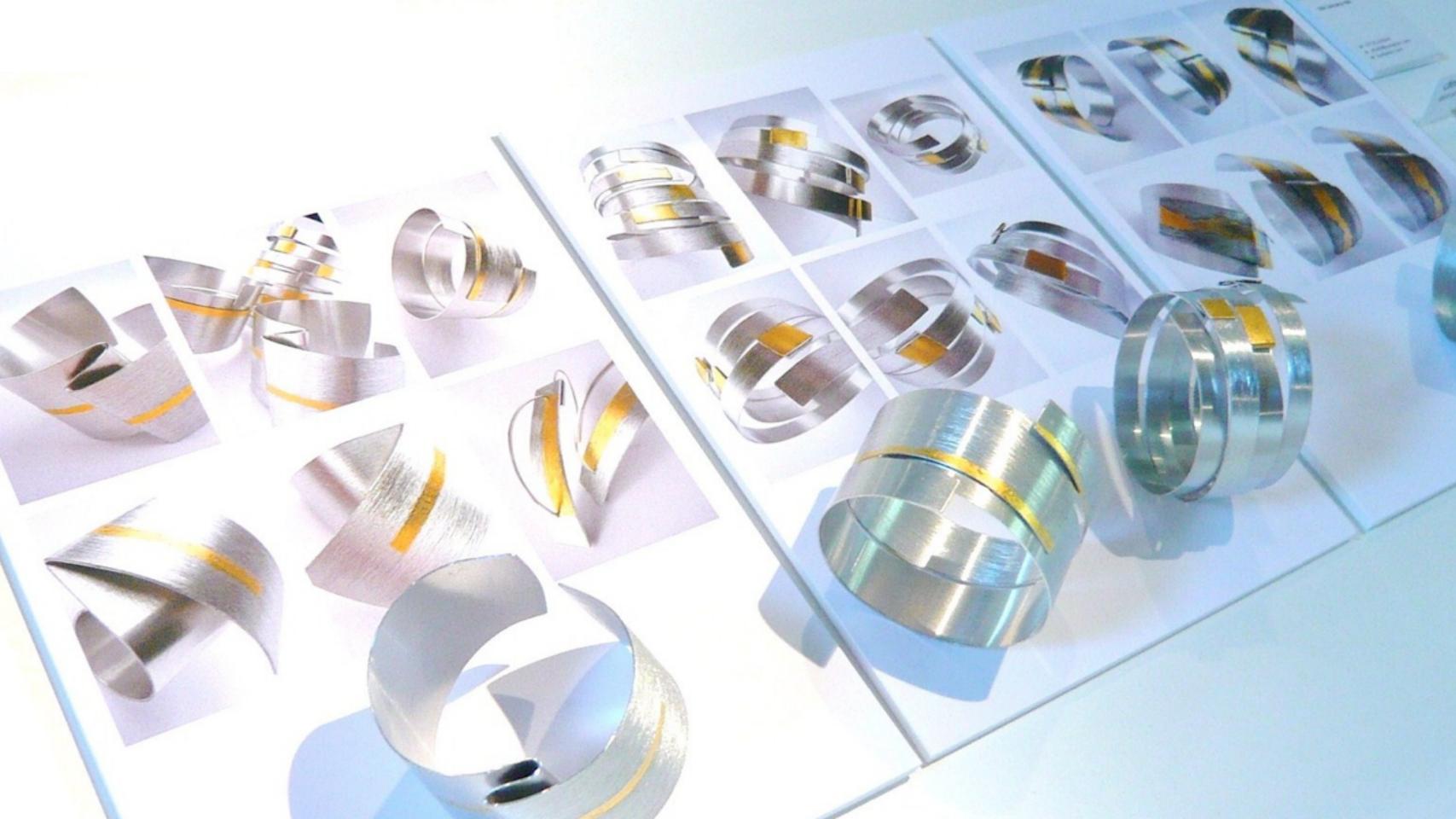


# What's your...

- Remarkable
- Simple
- Beautiful
- ...?

# Here's how I would approach it.

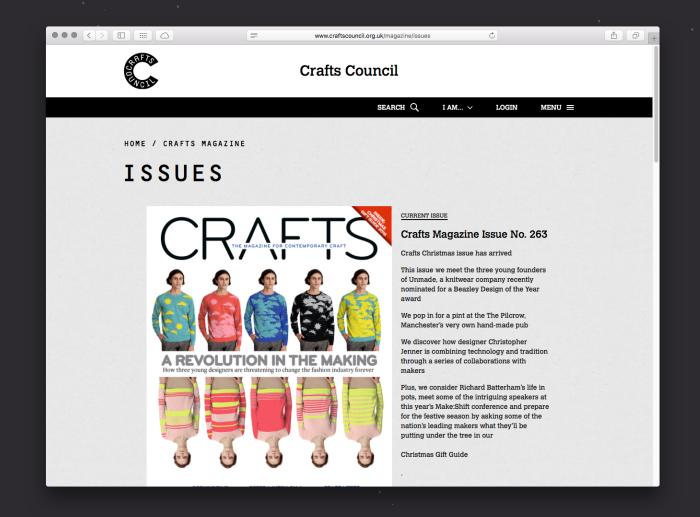
## Meet Elin Johnston

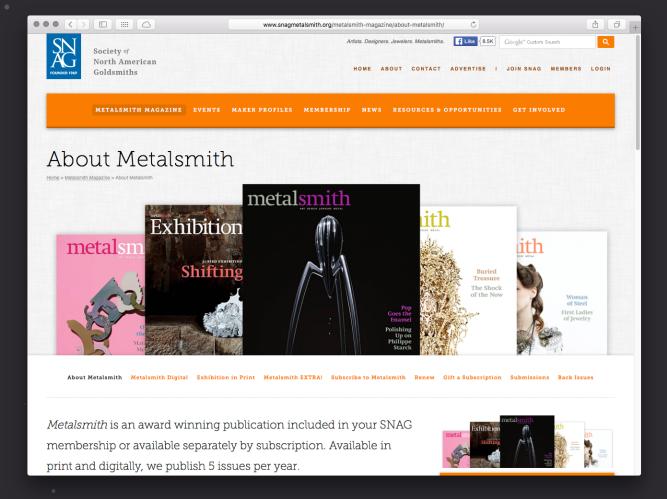




# Present Positioning

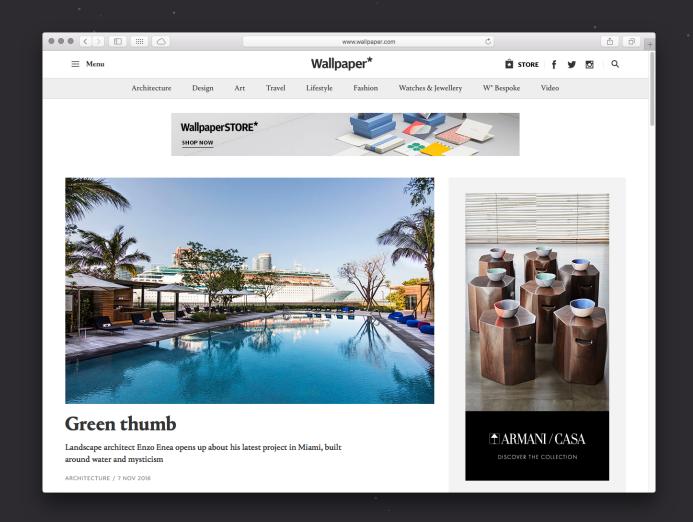


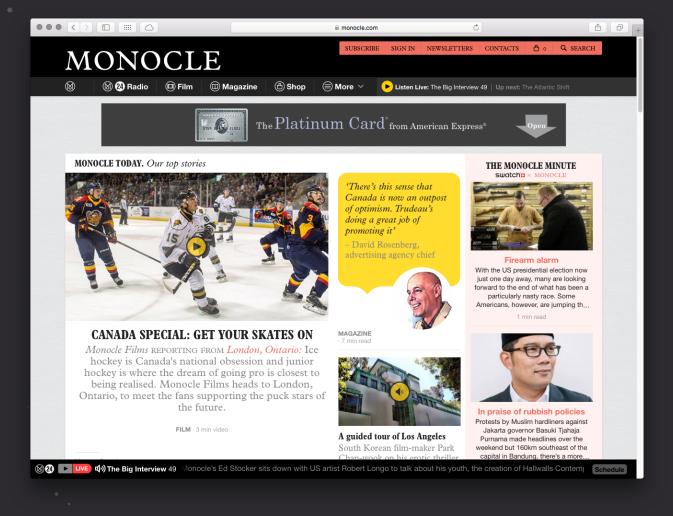




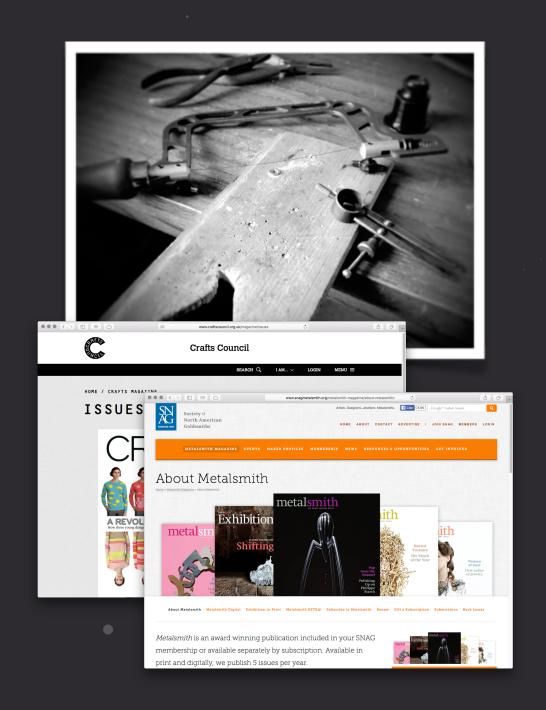
### Future Positioning



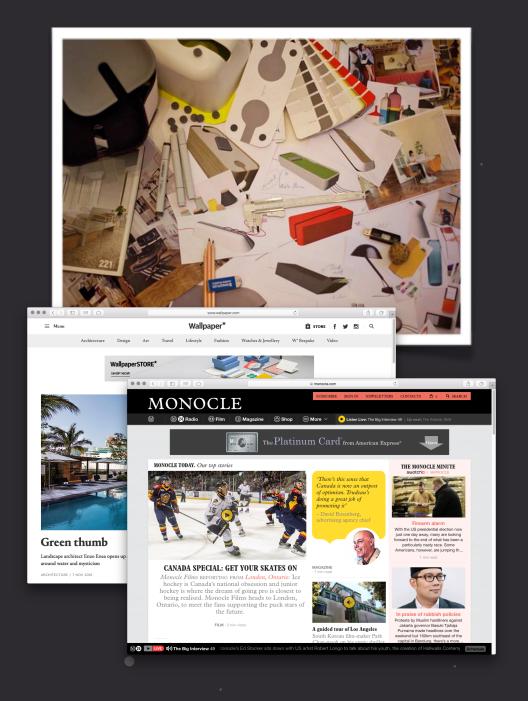




#### Old -> New







# Elin's Brand Dictionary

0 0 Elin Johnston - Meeting 3.md File Path ▼: ~/Dropbox/University of Ulster/BDes (Hons) Inter.... Brand Dictionary/Elin Johnston - Meeting 3.md Elin Johnston - Meeting 3 \_\_\_\_\_\_ At this meeting, we're really focusing in on positioning. In advance of Elin's meeting with she needs to think about how her brand might be positioned using social media. To assist with this, and to help focus the direction we're travelling in, I've started to look at other, similar products, teasing out the kind of language used and exploring where the product sits. In terms of product positioning this sits 100% within the design end of 10 the spectrum, it's definitely not craft. We're thinking Wallpaper\* or Monocle, not Crafts or Metalsmith magazine. 11 12 13 Brand Dictionary 14 15 I'd suggest taking a look at the type of language used on competitors' 16 pages, using it to shape Elin's brand (this might also suggest a brand name). This language exercise might also be used to shape any future AdWords campaigns, if appropriate. 17 18 ###Words 19 20 ▼ + Elegant 21 + Beautiful + Functional 22 + Aesthetics 23 + A Design Philosophy 24 + Consistent 25

→ Modernist

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28
      + Sculptural
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#### Phrases

- ...modern industrial materials...
- ...essential objects that enrich lives...
- ...modern day living...
- ...contemporary design pieces...
- •

Exercise: Brand Dictionary

Over to you...



Exercise: Brand Dictionary

## What language fits?

Exercise: Brand Dictionary

#### Show and Tell

"Everything around you that you call life was made up by people that were no smarter than you: and you can change it; you can influence it; you can build your own things that other people can use. Once you learn that, you'll never be the same again."

—Steve Jobs

#### Questions and Answers

• Ask me anything.