

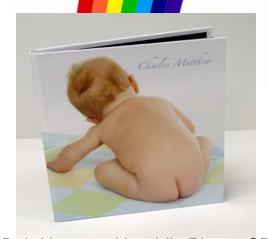
Storytelling as the New Business Concept

Rob Comeau Chair



Glenn Omura Speaker





Bob Hanson, Harold's Photo, SD

Monday, March 2, 2009 1:30 p.m. – 2:30 p.m. Sales & Marketing D43



Gaby Mullinex, Fullerton Photographics, CA



What Do We Sell?





Emotive Strategy

Value Added Services



Value Added Products





Platform Concept

	Technology	Product	Brand	Concept
Example	CCD	iPod	Special K	Web 2.0
Re-usable, transferable core	Image capturer	Accessible file storage	Healthy flake	Interactive community
Delivers essential functional need	Imaging	Playback	Healthy	Communi- cation
Complementors ease of entry	Memory cards	iTunes, accessories	Snack s bars	Apps, ads
Open architecture (allows Integration to/w core)	Numerous configurations	Auto adapter?	Good with multiple ingredients	Infinite





Platform Concept

	Technology	Product	Brand	Concept
Example	CCD	iPod	Special	Photo story
Re-usable, transferable core	Image capturer	Accessible file storage	Healthy flake	Images
Delivers essential functional need	Imaging	Playback	Healthy	Family history
Complementors ease of entry	Memory cards	iTunes, accessories	Snack bars	Books, video, cards, portraits
Open architecture (allows Integration to/w core)	Numerous configurations	Auto adapter?	Good with multiple ingredient	Micro-blogging



Re-usable Core: Transcendance

- A platform must have a transcendant identity or functionality or property that is applicable over multiple product categories
- E.g., GE brand has quality, reliability, and engineering excellence in toasters, train engines, MRIs, nuclear power plants, jet engines
- People have stories



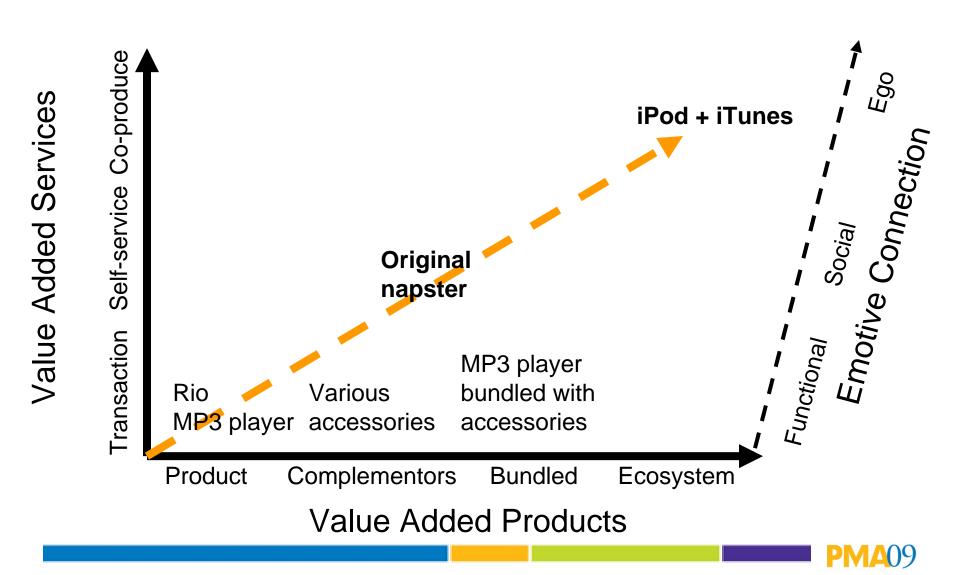
Storytelling Examples Online

- Storycorps
 - http://www.storycorps.net/listen/
- Photobus
 - http://www.photobus.co.uk/index.php?id=6
- Flickr
 - Photo storytelling
 - Flickr + viovio
- Tell me a story
 - http://www.photostoryproject.org/stories/usapage1.ht
 ml
- Your Life, Your Story
 - http://memorypress.familylearn.com/



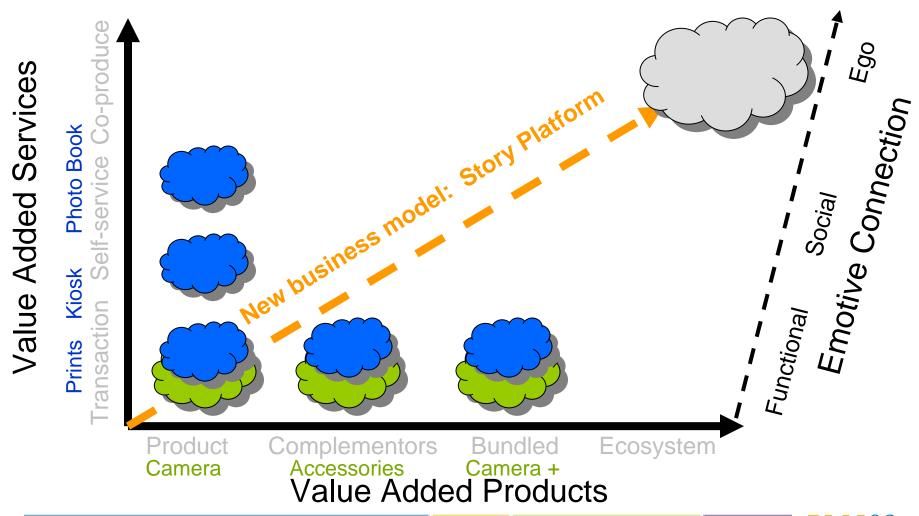


Product Emotive Strategy





Retailers' Emotive Strategy





Story Platform Ecology

Story + Platform + Ecology

Barbie Chevy Volt iPhone



Story Products/Services

- Domino's customer-designed, named pizzas
 - http://creativityonline.com/work/view?seed=cH9wvmeN
- Storybooks with your child's pics and name
 - http://www.flattenme.com/us/
- Kleenex picture boxes
 - http://www.mykleenextissue.com/store/





Fullerton Photographics

Everyone Loves Our Photo Gifts! Mugs, Bags & Tiles

Books & Cards





Calendars & Collages

Alternative Print Products **D14 Photo Gifting**Sunday, DIMA
Gaby Mullinax
Phil Gresham



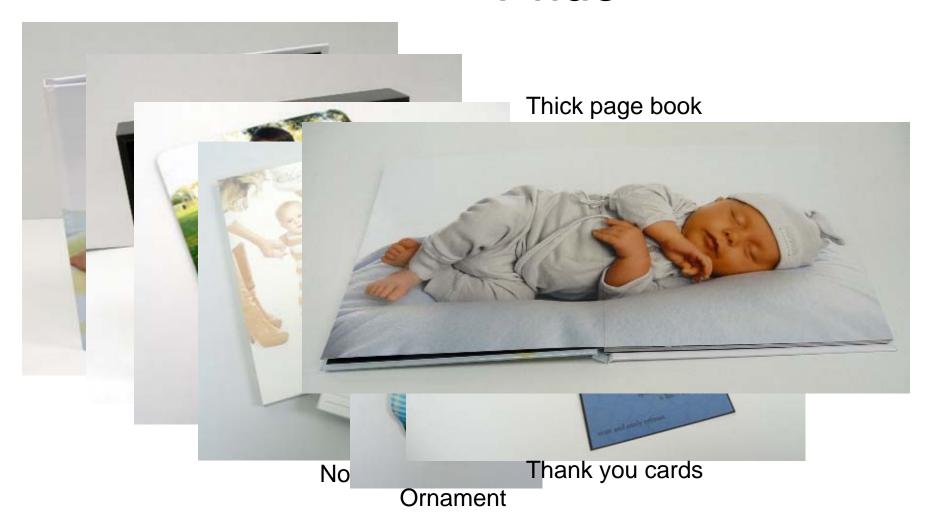


Fullerton Photo Stories



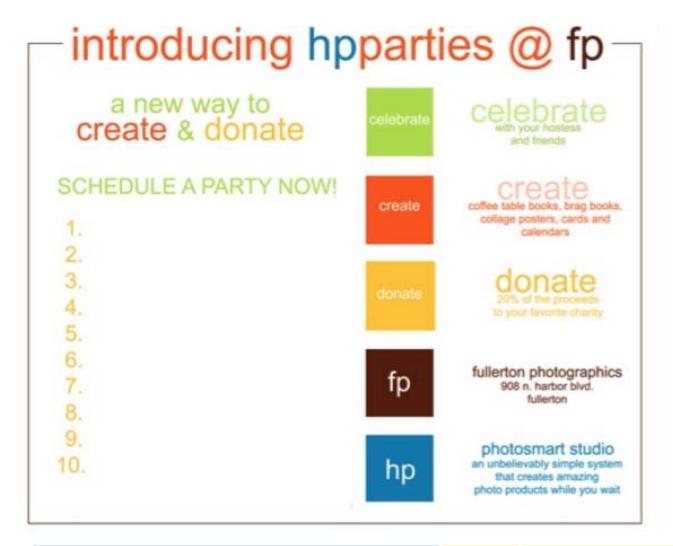


Bob Hanson's (Harold's Photo) Pride





Fullerton Markets Stories



Alternative Print Products **D14 Photo Gifting**Sunday, DIMA
Gaby Mullinax
Phil Gresham



Fullerton Photo Targeting Teens

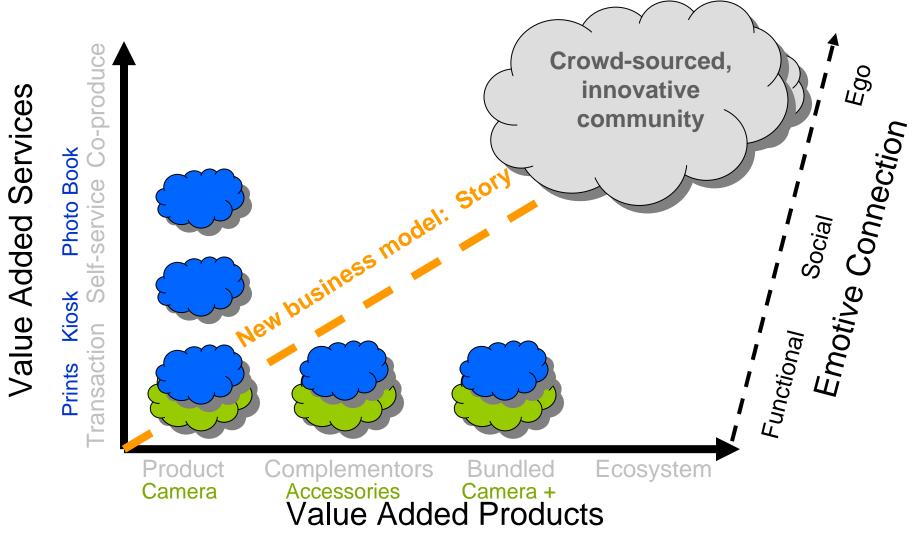


Alternative Print Products **D14 Photo Gifting**Sunday, DIMA
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Retailers' Emotive Strategy





Techniques to Build Your Community

- User review section
- Alternative product/services
- Associates program to allow users to collect 100% of the markup
- Encourage users to develop new product ideas
- Offer THEMES



What are "Stories" in Our Industry?

- Calendar-driven
 - (birthdays, Christmas, graduation...)
- Event-driven
 - (promotions, retirements, ...)
- Lifestyle-driven
 - (vacation, hobbies, sports, family reunion, child's accomplishment)

Stores need to provide a template for the event, i.e., the kind of situations that consumers should look for, take a pic of, drop into the template, and you create the product.

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Social Psychology of Storytelling

- Storytelling bridges social and cultural norms and institutions
- Storyteller is both narrator and character, bonding audience to the teller
- Storytelling invites others to listen and tell their own stories
- Storytelling starts with the storyteller as part of the audience
- The new storyteller shifts from passivity and receptiveness to active experience telling
- Storytelling can create authority





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