



STORYNOMICS: Story-Driven Marketing in a Post-Advertising World

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Overview

Throughout history, marketing has focused on creating as much exposure to their ads as possible. They have interrupted audiences with annoying ads, and some have potentially begun to craft a brand narrative to help them sell. Yet this is all ineffective compared to story-driven marketing. A story has clear elements such as a protagonist with conflicts to overcome. It creates a natural cadence of positive and negative events which emotionally hooks audiences into needing to see how the story is resolved. Will the main character achieve their desire!? This book discusses what are the crucial elements of a story, and how to intentionally craft a marketing strategy that utilizes them to create an emotional connection with a customer.

Chapter 1. Advertising, A Story of Addiction

For centuries, companies have used the same approach to reach customers: they identified the news and entertainment stories that their customers enjoyed most, then interrupted them with ads. As consumers become annoyed and pay to avoid these ads, marketers must scramble to find new ways to reach customers.

Chapter 2. Marketing, A Story of Deception

In a world of immediate information flow, exaggerated, underperforming claims backfire. Consumers compare their experience with marketing promises, and then mock underperforming brands with scathing reviews, public tweets, and Facebook posts. Decades of false promises have trained consumers to distrust ads. It is rapidly losing effect, and, when aimed at millennials, is virtually useless. Historically, marketers have driven sales via 2 methods:

- **Rational Communication** utilizes rhetoric that imitates science by presenting evidence and drawing a conclusion. However, rhetoric slants its argument by laying out only the evidence that supports its claim, while ignoring contradictory

points. For example, when business-to-business (B2B) marketers print up a checklist of features, the consumer knows the company self-selected them.

- **Emotional Communication** is the art of persuasion by touching people's basic instincts and triggering the 2 primary emotions: pleasure & pain.

Instead of these tired old approaches, a well-told *story* captures our attention, holds us in suspense, and pays off with a meaningful emotional experience. (Click [here](#) to view our summary of *Building a Storybrand*.)

Chapter 3. The Evolution of Story

Storified communication is more than just another selling technique – it is the key to capturing, engaging, and rewarding customer attention. When marketers storify their messages, consumers listen. And in the age of distraction, attention is the most valuable asset.

Change grabs attention. When conditions are secure, we flow with the business of life. But come change, we're suddenly either under threat or surprised by good luck. The subconscious survival systems kick into gear, chief among them the story-making mechanism.

The mind storifies the surprising event. It compares prior similar happenings with its current experience, so it knows what to do. Evolution has taught the mind to focus on meaningful, dynamic changes which affect our lives as binaries of positive/negative value changes which pump the lifeblood of story.

Stories implant patterns of behaviors to emulate, which the subconscious takes as if they were actual experiences! To "storify" thought, our mind evolved 8 powerful faculties which, when used in concert, connect our scattered impressions of people, places, and things into coherent assemblages we call "reality":

1. **Self-Awareness:** The power to distinguish one's subjective, core self from its objective, external self and observe the outer self as a separate personality.

