Signature Stories

...and the 3 Biggest Mistakes We Make in Telling Them!

Kevin Hamilton, SCA VP for Communications
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Social media icons: Twitter, YouTube, Facebook, WordPress.
Signature Stories
Content is King
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Andy Goodman

Storytelling as Best Practice

By Andy Goodman
Andy Goodman

- Nature of Our Challenge
- Creation
- Emblematic Success
- Values
- Striving to Improve
- Where Are We Going?
A Stitch in Time
‘S No Kidding
‘S No Kidding
David Aaker
David Aaker

- Narrative
- Intrigue
- Authenticity
- Conflict
- Details
- Surprise
- Empathy
Lifebuoy Cleans Up

Something big happened today... Andy turned 5!

Every year 2 million children die before the age of 5 due to infections like diarrhea and pneumonia. The simple act of hand washing with soap can prevent many of these deaths. Help Lifebuoy teach kids this life saving habit. Help save lives.

Join us at www.facebook.com/lifebuoyfb
Definitely NOT Blending In
The Naturals
Too Much Information
Too Much Information

- All the information you could share.
- What they really need to know.
Don't tell me the moon is shining; show me the glint of light on the broken glass.

~ Anton Chekhov
The Wrong Protagonist
The Wrong Protagonist
Rece Davis
Thank You!

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