



DESIGNING STORY IN A DIGITAL WORLD: Creative Brief

Now that you are familiar with the brand story (Brand Brief) and user story (Insight Brief), the next step is to define the product story. To tell a compelling story about a product to potential users, you must first establish the story that needs to be told and identify the kind of content your audience will respond to. **Complete before Wednesday, Day 3.**

Think about what matters to your brand (think about its core values) and to your users. How will these two pieces of insight impact your new product strategy?

STORY

What is the new product story you want to tell? *Note, one simple framework for the new product story is the following: Situation (what the potential user currently faces) + Complication (what is their challenge or obstacle) + Outcome (what is the solution to that allows them to become the hero of their own story – by means of the new product).*

STEP ONE: Write down the **situation** (what the potential user currently faces)

STEP TWO: Write down the **complication** (what challenge is the user facing)

STEP THREE: Write down the **outcome** (how can they achieve their goal – by means of the new product)

STEP FOUR: Write down the **title** of this story.

STORYBOARD

This storyboard is intended to help you envision the 30 second spot flow of the video for your new product. Briefly outline the story elements (e.g., the opening hook, 3 main messages, and call to action). Feel free to use some visuals with some bullets. Storyboarding will help you organize key story elements in a way that will be most impactful for your audience.

