

50 GREAT BRAND STORIES: 2013



MATTHEW TURNER

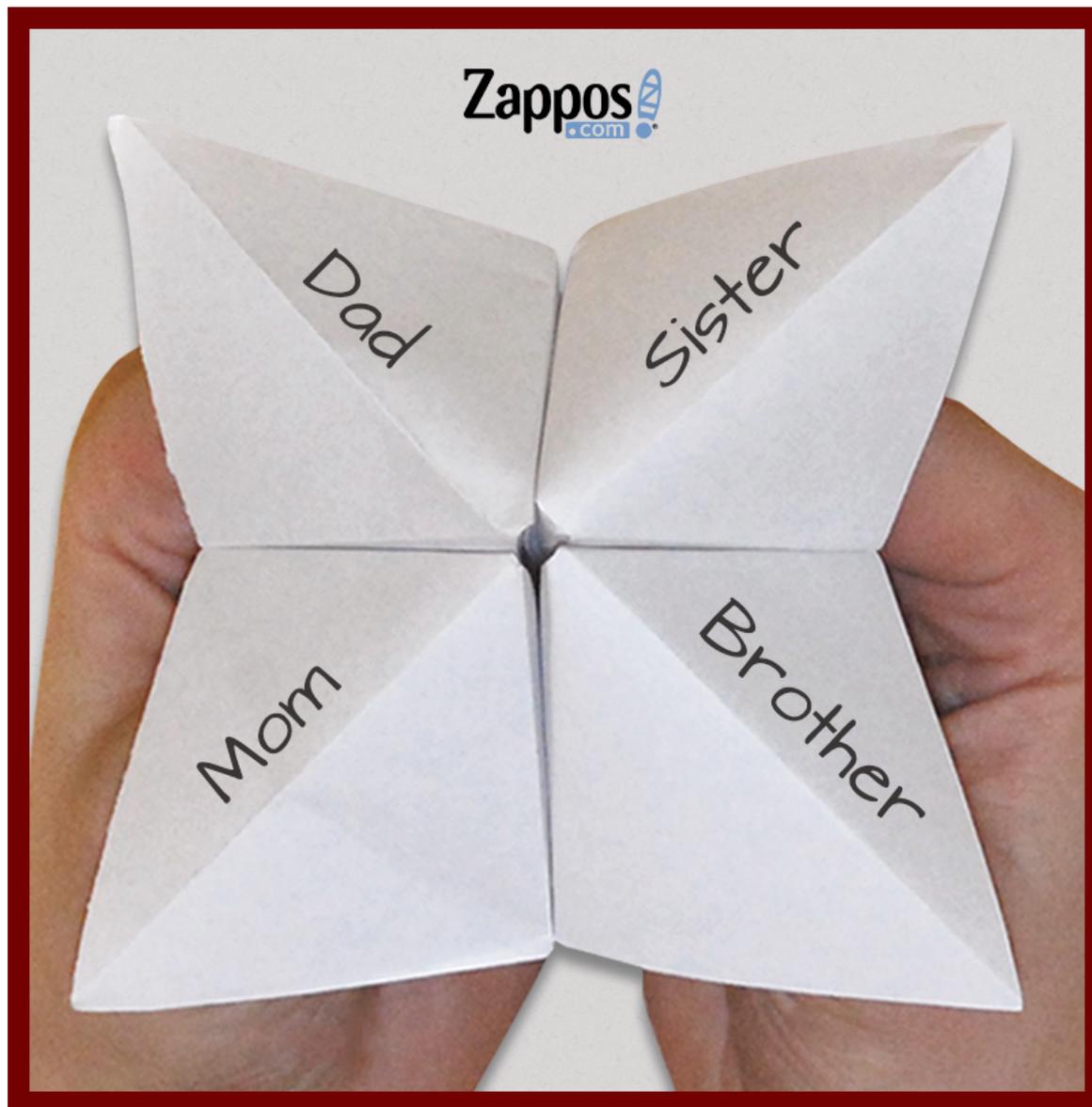
50 GREAT BRAND STORIES: 2013

At the beginning of 2013 I released a series of Blog Posts counting down my favourite Brand Stories from around the globe. This list includes the big, the up-and-coming, the savvy, the traditional, and absolutely everything in between. I've brought it all together into an Ebook so you have these great examples available in one handy location.

The aim of this list of great companies is to inspire you, show you how effective storytelling can be, and introduce you to some of my favourite brands around. There are many more that could have made this list, but these chosen few did so because they're doing something remarkable: be it through video, engaging with their customers, impressive websites, or an array of other features that you'll soon uncover.

Welcome to the [50 Great Brand Stories Ebook: 2013 Edition](#). I hope the following individuals, businesses, and go-getting brands show you the benefits of storytelling and how excited you should be about your own tale.

This is all in aid of **The Storytelling Starter Kit**, so if you have any questions or would like to reach out, please contact me at: matt@turndogmillionaire.com



50 / ZAPPOS

What better way to start a list like this than with Zappos, which let's face it had to make the final cut.

Yes, Zappos are one of the leading companies when it comes to culture and sharing what they do, and the story on offer is superb. It may be a little overused and some are sick and tired of this brand popping up everywhere, but few can deny what they represent.

They say it perfectly themselves: CUSTOMER SERVICE ISN'T JUST A DEPARTMENT.

They live to take you on a journey and their story is no different. It's all housed on a single website that showcases the entire Zappos mantra in a few short minutes.

This is a true example of what a 21st century brand can achieve, and something we can all learn from. They certainly set down a marker to strive toward.



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49

FARADAY BIKES

I came across Faraday Bikes on Kickstarter and fell in love with their story and concept. The video is a delight and showcases what the brand is all about. It may not be the cheapest product on Kickstarter, but this it's sure to land on the radar of all commuting enthusiasts.

Everything about this brand is simple and elegant, two traits I adore. They could certainly do more with their story, and if they did they'd be a great deal higher up this list. Hopefully this is merely the beginning.

It aligns though, and when it comes to a compelling story this is what you desire.

The true selling point is the video, which demonstrates the power of this medium. It's inviting, informative, and captures your emotions.

Bike lover or not, this story is worth following.



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48 / GREEN & BLACKS

Who doesn't love chocolate, and who doesn't love chocolate with a great story behind it?

Even better than the taste is the simple nature of this tale. It offers minimal information and a host of delicious (and may I add, tempting) images that represent the brand perfectly.

It may not be the flashiest of stories, but it's quaint and lovely and just had to make the list of great storytelling brands.

Whether it's where the products come from - great stories about the farmers and traders - or how they make it all chocolate-ly and lovely - which is sure to kick your taste buds into gear - you can practically taste and smell the delicious offerings.

This is a very tempting tale that achieves a great deal without having to do too much.



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47 / NIKE

They're one of the largest companies in the world so it shouldn't be surprising that a grand story comes with it. I'm a big fan of this heritage page. Again, it doesn't sparkle or stand out a great deal, but it offers just enough information to immerse you into the brand.

The website, overall, showcases Nike in a good light and takes you on a journey through their brand, endorsers, and how they've become one of the world's premier brands. A great example once again.

If you didn't already know, you soon will after reading this: [Sport and Nike are like yin and yang.](#)

They've been involved in many sporting events which makes their story immense. It's not always about you, sometimes it's the world around you and the world that you're involved in. Nike associate the two very well indeed.



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Mmm... Mmm...
★ **Change** ★



46 / KROCHET KIDS

Buy a hat. Change a life: that in itself tells a rather wonderful tale. I'm a huge fan of the growing trend of socially caring companies, and brands like Krochet Kids are leading the way.

Their story showcases who they are, what they hope to achieve, and how they're making a difference TODAY.

Brands like these are giving back and making a success of it. It makes for an unbelievable story and a great journey to be part of.

The Story page on their website is somewhat bland, but the website as a whole shows the grander picture.

This is a company built on a few particular values and they're damn proud of it. Rightly so, too.

You have to love the sunglasses-wearing-prom picture, also. Looking funky, gentleman.



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45 / CUSTOM INK

Some companies look like a great place to work, don't you agree? Custom Ink is most certainly one of these.

I love their simple story as the team behind the scenes guide you through the last decade and more. It showcases how it began, the couch that spurred it, and how invoices once looked.

A few minutes on this page makes you feel part of the journey, and it's easy to see why people speak so highly of them.

Their industry is rather crowded with a great deal of competition, thus making storytelling even more important.

They describe themselves as a company with a heart and it's hard to argue otherwise after going through this story.

Tip your caps, guys - or should I say customised T-Shirts.



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44 / SUPERJAM

I was lucky enough to interview SuperJam founder, Fraser Doherty as part of The Successful Mistake, and I immediately knew his was a story to follow. He began his venture at a mere 14 years of age, and I'm afraid this site doesn't quite capture his incredible tale.

Still, it showcases a few great sides, and it's easy to see how SuperJam has gone from strength to strength in recent years. Take note of this young entrepreneur. He has a rather bright future ahead of him.

As it stands, the main piece of the puzzle is the video following Fraser around his kitchen. I hope this story develops one day because it would be great to see how he took his Grandmother's recipe and turned it into what it is today.

A real feel good story that's hard to hate, and will more than likely make you hungry for some toast.



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43 / GRAETERS

My American home is Cincinnati having spent eight summers working in its outskirts. There are several local businesses that I love, but I think Graeters holds the grandest piece of my heart.

On far too many occasions I've delved into their tasty delight, and when I took the time to uncover their story online, I was pleasantly met by a bevy of information.

This is a local business with heritage at its heart, and the way they share everything with the folk who care is great.

The history and process of making this delicious concoction is fascinating, and the story is elegantly shared throughout.

So much can be achieved from so little, and this is a perfect example of what can be done if you go back to the beginning and are transparent with who you are and how you live your day.



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42 / INTERFLORA

This flower company has been running for 90 years. That's rather a lot of flowers!

They lovingly share their story - from then-to-now - on their site, and the way they capture each generation is superb.

Through images and cool facts and figures, they pull you into their world. Flowers are a rather everyday purchase, and some will see little value in a story like this.

It's for this reason why it's so important.

Once you spend a few minutes on site you uncover how valuable and reputable they are. As with Custom Ink, this is a crowded market, but why go anywhere else when you can deal with a brand such as this.

The layout, the pictures, the journey through years gone by... yes, this is a story I can get on board with.



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41 / RED BULL

As arguably the most exciting and exhilarating company in the world, Red Bull share their story in style. Their Brand Story comes in the form of the ultimate press page - complete with videos and images and books-worth of content.

They're so involved in various sports and industries that this is one of the most enjoyable ways to learn more about a company. If you want to research stories in general, this is probably a good place to begin.

Videos, interviews, images, music...the list is large

Not everyone can pull off a story like Red Bull can, but the way they lay things out, the way they associate themselves with other industries, and the style they portray at ALL times, certainly can be replicated.

If you want to share an exciting tale this is the case study to devour!



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40 / TRADER JOES

If you like life a little quirky, look no further than Trader Joe's. The story they share is very simple but fits perfectly with the brand on offer.

It's a quick, fun, little read that tells you everything you need to know about where they are where they've come from.

I especially like the timeline which offers a lovely insight into the key going-ons over the last fifty-years. This is pretty darn simple, but it's effective and stays true to who they are.

This demonstrates that you don't need a complex web page with impressive graphics or features galore.

It's simple but it works with what they're trying to achieve. If you always focus on the true nature of the story and do something only you can, good things will happen - fancy or not.



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39 / JONES SODA

Having worked for a summer camp in Kentucky for eight summers there's little more I enjoy than sitting on a porch as the sun goes down with a Jones Soda in hand.

The story in this instance doesn't come via a video or well designed site, rather how they showcase their product. Each label doesn't only carry the Jones Soda brand, but a picture from customers and fans alike.

Some are beautiful, others fun, and a few are plain crazy and weird. What it does is create a

huge amount of character that people love and follow. I think the company could showcase this better on their site, but the story is pretty darn good regardless.

Involve your audience and great things happen. Jones Soda proves this. Trust me, people know of them as much for the labels as the drink itself.



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38 / GRAZE

When I first saw the Graze advert appear on TV I took notice. It caught my attention as an interesting idea, but the execution was brilliant. It's difficult to share an interesting story in a few short seconds, but this Graze commercial hits the nail on the healthy and organic head.

The story on the website is very short and simple, but the video is the true selling point. It isn't often a TV Advert works as a means of sharing a story, but on this occasion it does.

However, although the video is great, it can never tell the entire tale.

I'd like to see more, and if you look on their site I'm sure you'll understand my point of view. The style is great, and the foundations are set, but more could be achieved with a little more digging.



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37 / BEN & JERRY'S

There are certain brands that stand out and are well known for a particular style and method. Ben & Jerry's most certainly fit into this category, and no matter how you come across them, they offer a certain... 'quality'.

It's important, then, that whatever story Ben & Jerry's shares aligns with who they are and what they do. In my humble opinion they achieve this in abundance.

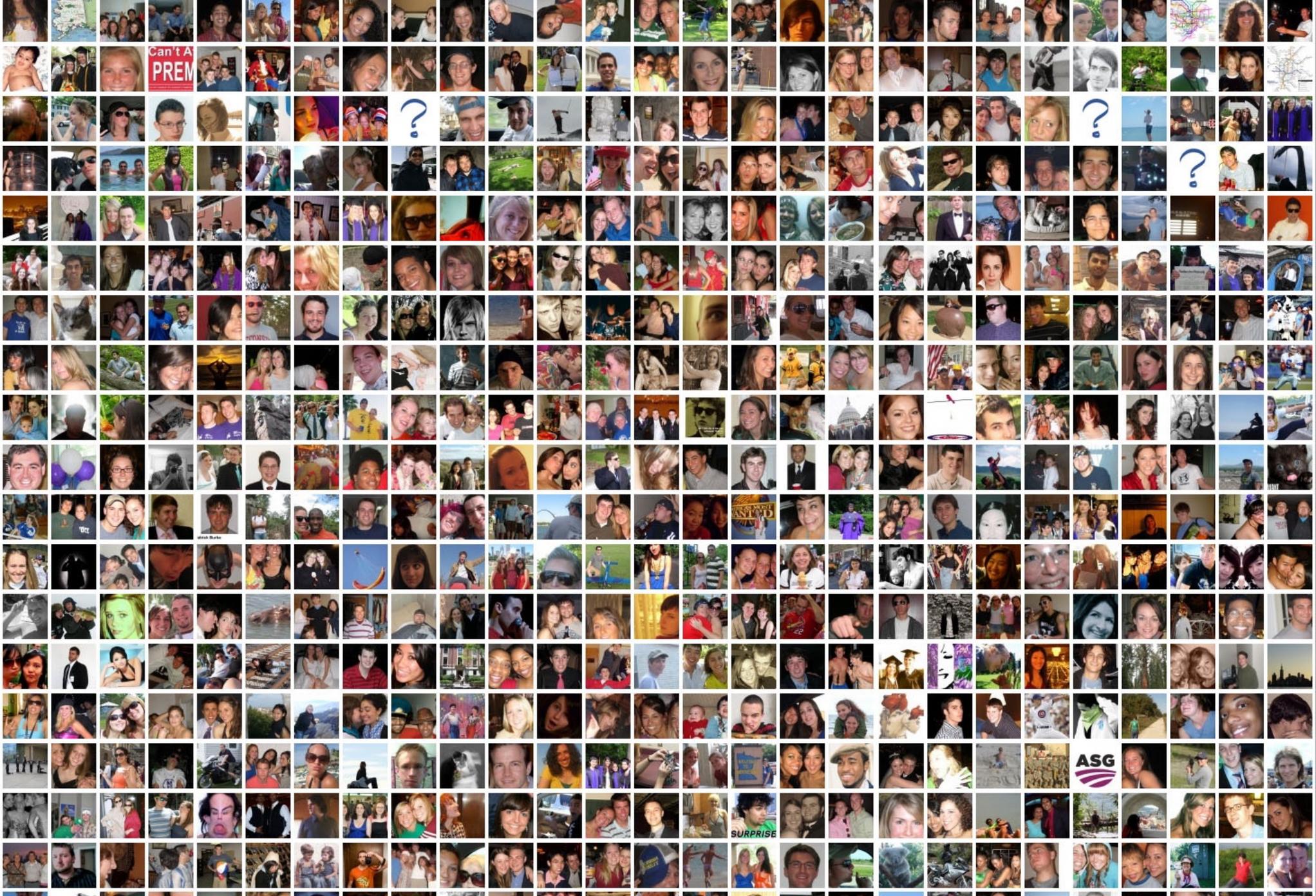
It's fun, quirky, lively, and carries everything that you would expect from the Ben & Jerry's brand.

The style...the wording...the overall essence...it works in a way that only they can execute.

The cartoon feel is fun and quirky and full of energy. The colours are immense and the font is playful. They want you to eat through your eyes, and although it's still fairly simple and minimal, they share a great deal regardless.



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36 / FACEBOOK

As one of the largest and most unpredictable brand's on the planet, Facebook certainly has a story worth sharing.

I wasn't expecting a great deal to be honest, but I was surprised at how good it was. As I'm sure you can imagine it's set via a Facebook Timeline, which is a great way to showcase a story in a simple and effective manner - for any brand.

They use videos to good effect with contributions from fans, and it all comes together to form a wonderful tale, which let's face it, is a

generational one. I know the Social Network was a popular movie, but it doesn't follow the true journey. This does.

Who knows where Facebook will be in ten years time. It's interesting to see where they've come in the last ten, though, and it helps you love them fully or hate them completely. Which camp are you in?



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35 / COCA COLA

Some brands are so big they're always going to be scrutinised and given a hard time. Coca Cola are one of these, but their story is top-notch. You can't deny this!

The Coca Cola Journey website offers EVERYTHING you could ever need, which is probably why it's so low down on this list. It's so big that it's easy to get lost, and to be honest, it becomes a little empty and lifeless.

It is a grand story though, and the animated video is great (although an update is probably in

order). With such a vast history it's difficult not to lose yourself in this timeline. I certainly suggest an hour or so searching the archives and recalling a few childhood memories.

The old adverts that delve into the past, the numerous stories from years gone by, and the nostalgia is brilliant. Coke fan or not, it's hard to hate.



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34 / LITOGRAPHS

My love for this brand is fairly new having discovered it toward the backend of 2012. I immediately fell head over heels for it, and the video on Kickstarter is enough for Litographs to make this list.

This is a brand that cares about quality and it shines through via their great video. It also follows the get-one/give-one model, providing books for each poster sold.

There's still much to share from this company, and I hope the story is updated and improved

upon shortly. It's a fantastic journey regardless, even though the full tale has yet to be unearthed.

Books play an important role in life, and most people have a special place in their heart for a good novel. Litographs takes this to the next level by providing the book in poster and t-shirt form.

The behind the scenes insight is damn fun, too. Seriously, check this up-and-coming brand out.



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33 / BUDWEISER

If you're a fan of TV Adverts like myself, Budweiser is a company you no-doubt like. Every year they seem to create at least one example of AMAZING, and their story surrounds these great efforts.

Like the Coca Cola Journey website, this too is large, but it somehow keeps the brand together in a much more effective manner.

It's an epic story told on epic levels, therefore it's easy to get lost, but they manage to keep you on track at all times. Very impressive.

Whether you enjoy their beverages or not (I can't say I do) it's a story worth following. Again, like Coca Cola, there are lots of adverts that takes you back in time, provides humour, and the odd WOW moment here and there.

Grand and beyond what most of us can achieve, but inspiring nevertheless.



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Improving children's lives one book at a time
Africa, Asia & South America

32 / THE BOOK BUS

What an amazing organisation this is, and although it's a quick and simple story, it captures everything it needs to in brilliant fashion.

Everything about this is charming and lovely, and when you stop to think about what it aims to achieve, it evokes some true emotion.

Such an important part of any story is to get those involved feeling something, and The Book Bus does this in an instant.

The tale alone is inspiring, so rather than trying to make it flashy and impressive, they get to the point and let you see what it is they do. This, in my opinion, is important.

Less is often more, and for The Book Bus they don't need much to prove their point. The elegance is in the tale. Don't waste time on anything else.



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31 / MAMAHUHU COLUMBIA

As much as I like videos, I love it when a brand can showcase who they are with a few simple images and text. Mamahuhu (try and say that fast) achieves this with a page of pictures and around 150 words.

They show you how their shoes are made and introduce you to the people behind them. When dealing with this brand you know immediately that you're not getting any old shoe or bag, but something that has been carefully crafted especially for you.

Like I say, so much is achieved here with very little indeed. It's quaint and I love it. Good job, guys, good job.

In my opinion this is one of the better examples of a minimalistic approach. Simple but powerful all the same. Much can be achieved with the right approach and this example proves it.



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OPEN TO THE WORLD
SINCE 1909

30 / SELFRIDGES

You won't find many brands as rich in history as Selfridges, and the way they showcase this is superb.

It's a simple timeline, but boy does it capture the ages and where the company has come from. The pictures are a delight and you can practically smell the sophistication as you travel along its slideshow.

If you want to see what London was like in the twenties, and see chic and glamour at its finest, look no further.

It would be easy for a company with more than 150 years of heritage to go over board and share too much.

The slideshow prevents this and ensures everything remains on point. It's so damn classy it's difficult to hate.



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29 / WARBY PARKER

This is an annoying spot because I would love to place this brand higher. I really love what Warby Parker are doing, and I think they've built something rather special.

However, the story they share is rather...plain.

It offers nice information and it shows you what they do, but it doesn't represent the true nature of the brand - in my opinion. If it did this story would be much higher because they're doing great work.

Still, they provide some fine details about how they do what they do in comparison to others, and how they help people during this process.

Most importantly of all they give a pair of glasses to someone in need every time a purchase is made. Oh, and the name of the company is inspired by that of Jack Kerouac, which is pretty darn cool.



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28 / CADBURY

This is another brand rich in English history who share their story in a way only they can.

Cadbury's has a particular style of brand that shines bright the moment you land on this page. It takes you on a journey throughout the ages and offers a variety of images and information.

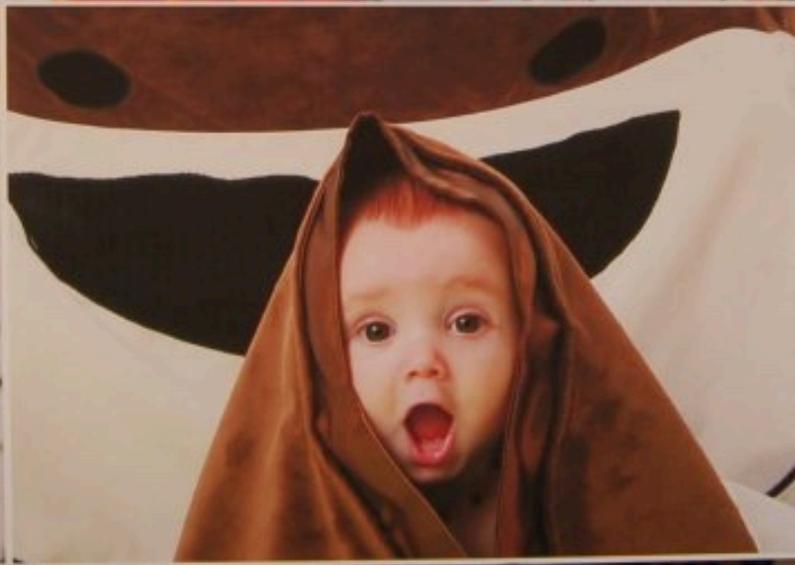
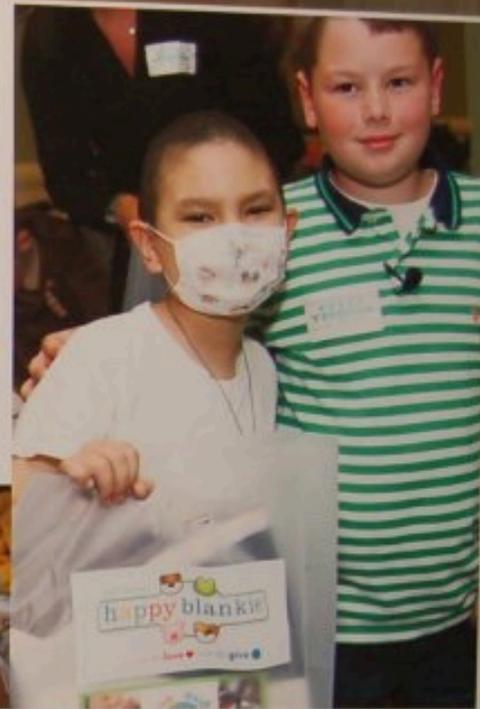
However, it only offers a certain amount, hiding much of the content behind links and images. This gives YOU the power, allowing you to choose how much or how little you'd like to know.

In a world with a million distractions a story needs to get to the point. This method allows Cadbury to do so, all the while delving deeper where they deem fit.

I also love how they embrace the idea of social sharing, offering buttons throughout that links to Twitter et al. With 200 years of history you could literally spend hours lost in this world - which I may or may not have done.



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27 / EVERYTHING HAPPY

This is a charming and inspiring story that I hope you'll spend some time digesting. It's a brand built on goodness, and the page - in fact, the entire website - is plain whimsical.

I feel it could go deeper and immerse you more, but it does offer an instant impact.

It's another example of a 'buy one, give one' business model, but this one goes deeper than most - the entire idea developed by a seven-year-old boy with a remarkable dream. Like I say, a very inspiring tale.

Through a couple of boyish videos you meet this young lad with a vision most of us could only imagine having, and discover what Everything Happy is all about.

This is a feel good story that leaves you all joyful on the inside. It's great to see businesses like this grow and take on the world, and I can't wait to see where their story takes them.



GET SOCIAL

When Irish eyes
are shining.



GEMVARA

26 / GEMVERA

Gemvera are not your typical jewelers and that's exactly why they're on this list. They do a great job sharing their story through the eyes of their customers, which let's face it is one of the best ways to do so.

Jewelry is a personal purchase that literally alters the lives of people around the globe.

Gemvera understands this and allows their most loyal followers to demonstrate how much this company cares.

In essence this is a simple testimonial page, but it's executed in a far grander style. There are dozens of examples that shares a tale greater than the brand ever could.

It offers engagements and anniversaries and birthdays and more.

In my opinion this is a very clever way of inviting people in and keeping their attention.



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25 / ADDIDAS

Some stories are quite frankly 'cool', and the one Adidas shares is just that. The visuals and graphics are sublime and showcase Adidas in their truest light. They're a huge organisation with a great deal to share, but they don't just share it, they do so in style.

It's full of depth, colour, graphics, and jazzed-up craziness that keeps the reader entertained and happy. This isn't my favourite way to evoke emotion, but entertaining the socks off of someone is a good way to achieve it.

Being creative is never a bad thing in my opinion. If you have something unique to share, why not do it in a manner that no one else is - or can?

This is what the Addidas Shoe does, and it certainly leaves an impact. Again, this is another company with a rich history. To simply share everything would be a mistake. Sharing all the main bits, though, that's a good approach to have.



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24 / JOHNNY CUPCAKES

When I first came across Jonny Cupcakes I thought about Jimmy John Sandwiches, another brand I love.

Some businesses are born to be fun and quirky and Johnny Cupcakes is most definitely one of these.

This story takes you on a year-by-year journey with lots of images and cool tidbits. What's missing is video, but overall it's a cool and aligned brand story, which is most certainly the goal..

In my opinion this is a great example of a brand living up to its industry. Cupcakes are fun, but they're also everywhere. For people to take notice of a new option, a certain aura needs to be portrayed.

Johnny and his crew do this in a funky manner. Much to learn and enjoy from this story - especially those who are quirky and creative.



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23 / POM WONDERFUL

I often use this example because it's one of the best I've come across that utilises images in an evocative manner.

This short and sweet story unearths the brand in detail, but the luscious images play the central character as words and detail are mere extras that you can choose to ignore.

It effortlessly works with the rest of the brand, and if you didn't read a single word you'd still discover everything you need to know about Pom Wonderful.

It's rich, vibrant, and full of emotion. This is what Brand Stories are all about. They're about making you feel something and leave you drooling.

I don't know about you, but it left me yearning for their product, which says something as I'm not a huge Pomegranate fan.



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22 / BURT'S BEES

I remember doing a project on Burt's Bees at university and falling in love with the brand back then.

The story they share is far from breathtaking, but it aligns nicely with the brand they've spent years crafting.

Burt's Bees has a superb culture and their story is interesting and detailed, if not a little boring and static. Saying that, I couldn't imagine them sharing their story in an interactive manner. It just wouldn't suit what they do. Sometimes you must

hold back in order to remain true to your core. For Burt's Bees I think this is the case.

Regardless, this story reaches out and demands notice. By the end of it you feel like you know the founders, why it had to begin, and what they've been through over the years.

The result is a customer base of loyal advocates. This is what we're all striving for, right?



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Shoes for Tomorrow

21 / TOMS

Toms...the Godfather of the 'one-for-one' model!

I'm not sure if they're the first, in fact I'd say they most certainly aren't, but they are one of the most recognised brands for doing it. What I love most about the Toms story is how linked it is with Blake Mycoskie, and again, although this story is far from 'flash', it does showcase what they do in superb fashion.

Many are fed up of this story as it does appear everywhere, but it's one I often reference. When it comes to crafting a tale around something that

matters, Toms are one of the finest examples. Whether you own their shoes or not, it's hard to do anything but love what they represent.

It is a little long winded and static, and for this I'm left underwhelmed and slightly disappointed.

I feel there's more to learn, and hopefully one day we'll discover it all.



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20 / ASTON MARTIN

I'm not much of a car-guy but I've always desired an Aston Martin. There's something about the brand (most likely because of James Bond) that draws me in. It just so happens the story is cool as heck, which helps on this particular occasion.

It's a classy, professional approach that showcases who they are, what they're about, and why you spend years dreaming about owning one. It's a great example of capturing the heart and producing a desirable NEED, when all you should feel is a want.

What I love above everything else is the simplicity of it all. The slideshow is nothing special, and it takes up no space at all, but a truly remarkable tale is told.

Little text, old, classy images, and a style that's very 'Aston'. This strips down the brand and offers only what you need. Get ready to drool a little and want/need one.



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19 / CLIF BAR

So much is achieved on this one page that it makes me do a double take and analyse how they've done it.

It's very simple, extremely playful, and offers much reward with little output. Seriously, look for yourself and consider how they've managed it.

You learn who Clif Bar are, where they've come from, what makes them, them, and how they intend on taking over the world with a variety of medias. Usually this takes a complex page, but not on this occasion.

A good story creates impact with little effort. This is a fine example of exactly that.

It's beautifully branded and excellently executed. This is a story fit for a budget, so if you want to leave an impact but with no fancy effects, look no further than Clif Bar.

This is sure to inspire those searching for an affordable means to Discover, Create & Share.



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18 / SMILE SQUARED

When I came across Smile Squared I was left in awe. I don't think the story is set out in an amazing manner, but the story itself more than makes up for it.

The video...the images...the concept... it pulls you in and makes you FEEL something.

Teeth are a part of life many of us take for granted, but around the world there are young children who don't have access to the right tools. It's easy to forget this. I certainly did.

I may ramble on about evoking emotions, but it's so important in storytelling. Execution can often be overlooked so long as you discover and share the story in a unique and meaningful way.

Not every story has a great foundation like Smile Squared, but most have something to work with. They found the bare emotions of their story and the results are superb. Can you do the same?



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1972

Dana Gleason was among the founders of Erehwon Mountain Supply in Chicago. He was also on the road working as a rep, and was part of a group who started importing European Mountain climbing equipment, which would eventually emerge as the outdoor industry as we know it.

1974

Dana and Laura move to Deadwood, SD to be closer to the mountains and open a store called Mountain Man. They sell other gear but this is where Dana hones his repair and customization skills, but quickly finds out there are not enough people to support the shop's niche product.

1975

Dana Gleason moves to Bozeman, MT. Within a week in between shuffling his life in between Deadwood and Bozeman, in a fury of creativity, Dana builds five different packs he had been tinkering around with in the last days of his shop in Deadwood.



1972

Dana moves to Madison, WI to help run a store called Happy Trails. There he meets and marries his wife Laura.



1975

The packs created during those last days in Deadwood would eventually become the Terraplane, Day, Flip, Rock, and a Hip Sack. Dana calls his new company Kletterwerks. The

1977

Kletterwerks out of their side of old E location on point, the community

17 / KLETTERWERKS

This is one of the best timelines I've ever come across.

It's clean, to-the-point, and mixes text and images effectively - all the while maintaining a nice easy flowing feel.

This might seem easy to achieve, but it isn't

What I enjoy the most is how they began at the beginning, which may sound redundant, but many people start at the present - when stats and figures are usually more impressive.

The beginning is raw and when instability is rife. People shy away from sharing this, but they shouldn't. Kletterwerks haven't and the result is fantastic.

Timelines force you to be sparing with your words and images, which leaves little room for rambling on and on and on... This is usually a good thing.

Simple, but effective.



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fairsharemusic.com
you download we donate™

16

FAIRSHARE MUSIC

As a music fan I was excited to come across Fair Share Music, for not only do they provide a cool service, they offer a super sweet story.

There's quite a bit of information, and although there's a little too much text for my liking, the way it's set out is very user friendly.

It demonstrates how you can bring a lot of ideas together in a nice, neat package. There's still a great deal to come from this business, but I'm excited so far.

Some stories have a lot to share, and often this is unavoidable. If you have something great to offer, make sure you offer it.

You don't have to have page after page of text though, and Fairshare Music show how to achieve this. I love the boxes and layout and how it makes the journey digestible.

Execution at its finest.



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15 / MARS DORIAN

Mars Dorian is a funky little dude, and not only does he have a great blog offering lots of content, he shares his story in a manner only he can.

In some ways his story is like many bloggers/consultants/freelancers, but Mars takes his skill-set and produces a unique tale. This is what storytelling is all about. It's about producing something only you can and reaching the people who care.

Some will HATE Mars' style, but this is fine. Those who like him, LOVE him.

In my opinion there's no better way for him to showcase his designs than what he does right here.

It's chaotic and messy and lovely all the same. I suppose the lesson to take from this example is be your self and love what you do.



GET SOCIAL



14 / INNOCENT DRINKS

Innocent is fast becoming one of the UK's strongest brands, and it's their story that's helped them go from small-town hero to national assassin.

I'd like a little more image/video as part of their tale, but they capture who they are perfectly. It's simple, effective, and aligns with everything else they do.

The tale of Richard Reed is like many entrepreneurial stories - rife with ups and downs galore.

I was actually expecting more focus on Richard, and I'm a little disappointed that he doesn't play a larger role.

Instead it's the brand that takes centre stage, which is fine, but the founder on this occasion could be more prominent.

Still, it's uniquely quirky and totally innocent. Also, it's another example of fine simplicity.



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13 / TWO DEGREES FOOD

This is another stellar example of achieving a great deal with very little input.

The video says everything to be honest, but they back it up with great information. Often a story is graded on how it affects us, and I dare say this will affect quite a few people. To be honest, I don't know how it can't

The world is full of companies doing the 'right thing' these days, or at least full of people with good intentions and saying the right words.

This video demonstrates a brand doing as well as talking, and it's great to see them walk-the-walk - which is a big theme within the video, too.

As you know by now I'm a big fan of visuals - especially via video. It needs to have a big impact though, and this example does.

Again, it's rather simple but has an immense impact regardless. Top stuff!



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12 / GO PRO

There are a few stories on this list that have made it through their video alone. This is one of them.

GoPro is an exciting brand so it shouldn't be surprising that their video is unapologetically extreme.

It begins rather personal and offers a great insight into the people and brand, but then it transitions into an epic ride that showcases what they're all about. This is a great way to approach a video in my opinion.

It's seven minutes long and tells the whole tale.

You get the backstory and core emotions, but it's backed up with how the product works and why people love it so much.

This defines their culture and story. It defines their brand and who they are. You need nothing more than the video because it says everything it needs to.



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11

MINNETONKA MOCCASIN

This is another amazing video, only this time it's teamed with a great timeline that seamlessly takes you on a memorable journey.

I love storytelling as much as I do because it takes a relatively small seed and sparks it to life. I could buy shoes from a local store or anywhere online, but I want to shop here and become part of their story because it moves me.

It's evocative and personal. It creates a desire within me that most brands don't.

By combining behind-the-scene insight with real world examples, you have an inviting story that people feel part of.

We all need shoes and there are many options out there, but this is the kind of brand that develops a cult status through its style and culture. This isn't achieved overnight and without care, though.

It takes a lot of work and a fine tale.



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10 / IAN SCHON

I came across Ian and his amazing skills via Kickstarter, and as soon as I saw his video I knew it was one I would follow closely - he was extremely successful by the way.

Ian lives a simple life of crafting cool projects, but his video - and story in general - immerses you deep into his world. It's hard to make pens interesting but he achieves it with utter ease.

I dare you not to love this video. Go on, I dare you!

In many ways it's incomplete and his story has only just begun, but the video more than makes up for any undoing.

It's one of the most quaint and evocative ones I've come across, and in a few short minutes you feel connected with Ian, his tools, and the pens he so lovingly crafts.

Like I say, I dare you not to love this.



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09

DOLLAR SHAVE CLUB

I know, I know, I'm a sucker for good videos. I can't help it, I love the moving-picture world, especially when it moves ME.

The Dollar Shave Club shows us that it doesn't always have to be artistic or full of effects, sometimes pure hilarity is enough.

A large part of any story is standing out. We're faced with many each day, so having a unique element or two helps.

On this occasion it's humour, but there are no rules as to what evokes a response. The Dollar Shave Club certainly does this with a rather crude, rough, and outrageously perfect video.

Shaving isn't exciting. It's also saturated with a few huge corporate giants. They faced a tough task but have gathered a legion of loyal supporters with a great story. This is the power of the tale, folks.



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08 / IMOGEN + WILLIE

There isn't much else to say other than WOW.

The Imogen + Willie video isn't your usual video, rather a documentary fit for the cinema screen (or maybe a 1970's Drive-In).

It's lovely and simple and everything in between, and although many brands couldn't do justice to this approach, many others could.

I'd like to see the text below the video broken up with images and other videos, but it's a heck of a tale that evokes real feeling.

Head into the past, work your way to the present, and be part of their future. This is a brand that invites you in and wants to know more about you.

Give in and do what they ask. Trust me, you won't be disappointed.

This is pretty close to perfection!



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07 / SHARPIE

Having worked at a Summer Camp for several summers I know how amazing Sharpies can be - and how certain people literally treat them like ink-filled deities.

I love their timeline story, and although it's one of the simplest I've come across, and although it starts at the present instead of the beginning, it's perfectly 'Sharpie' and hard to resist.

It would be easy to add new features and provide a professional style, but they've stayed true to

their brand, which is playful, colourful, and vibrant.

It's low-fi and rough around the edges, but you get the feeling that someone has actually created this entire thing with a Sharpie.

Part of the story is who you are and what your product does. Don't hide from it, embrace it!



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06 / FREE WATERS

This is a very cool page that lays out the entire mission of FreeWaters in style. This is another company doing good in the world, but the style in which they share their tale is fantastic.

It really has a nice edge to it, don't you think?

Everything about this story works and is layered in a rather apt manner. It's detailed without being overbearing, fun yet serious. This is the kind of story you find by accident, spend a long time journeying through, and become hooked in an instant.

It also provides YOU with the power. The page itself says more than enough, but there's plenty more to uncover should you desire.

It uses its Blog to good effect, sharing new stories all of the time and making it organic and constantly growing and developing. This isn't where the story ends. This is only where it is right now.



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05 / MAILCHIMP

Mailchimp provides a much needed fun-side to email, which let's face it is rather bland and horrible most days.

Everything about this brand is fun and exciting, so it's only right that their story has a little bite and is layered and presented in a clean and crisp manner.

I love how they use their team members and introduce them in such a playful manner. It offers a human side that adds ease and familiarity.

Overall they're very transparent with what they do, showcasing their annual report that provides both information and reason to follow. Don't expect an accountant's version, however, rather a fun and sleek one.

Yes, this is a company that knows how to tell a story. Not bad for one that sends emails for a living.



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04 / OUT OF PRINT CLOTHING

When I first discovered Out Of Print Clothing I immediately liked what I saw. Their mission is cool, their products are sweet, and the way they share their story through that of others is great.

I love little more than when businesses connect with their customers and create a relationship that urges the user to spread the love - and more importantly, makes them want to. Out Of Print Clothing achieve this and more, and it's for this reason that they appear so high.

They give their most loyal patrons reason to send images and stories and undying love.

This provides a much clearer insight than a message from the CEO or founder ever could. It's clear in an instant that the people who purchase Out Of Print goodies love what they receive.

It develops a great culture and one hell of a story. Using thy customer to tell a tale is a good direction to take.



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03 / ROMA BOOTS

Another brand that's worked their way into my heart via one hell of a video is Roma Boots. Boy do I love this!

In a similar manner to that of Imogen + Willie, this is a video that goes beyond the usual standard. It's evocative on many levels and takes you back to the source, providing a great story that represents what they do and who they are.

There's so much more that this story could achieve, and I certainly hope Roma Boots takes it

to the next level, but the ethos and culture is clear to see.

This is a perfect example of simple elegance at work. There's no need to overcomplicate things, and Roma Boots don't. They capture who they are quickly and leave you gaping in awe.

I would like a little more from the text below the video, but I suppose this is part of its charm.



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A photograph of a Spanx store entrance. The word "SPANX" is written in large, black, illuminated letters with white dots inside, mounted on a red wall. Below the sign, a glass entrance leads into a brightly lit store. Inside, a large circular chandelier hangs from the ceiling, and a sign on the wall reads "Wow! the first SPANX store ever!".

SPANX

02 / SPANX

Some Brand Stories are closely linked to their Founder - Spanx is one of these.

Sara, the founder, is Spanx, and Spanx...Sara.

I'm a sucker for a story that links the owner in such a way. I love to hear about the initial struggles, how they overcame the odds, and how they're striving and pushing on to bigger things. Sara Blakey fits this mould and hers is an inspiring journey to be part of.

The style in which it's portrayed also happens to be genius.

The mix of real Sara and cartoon Sara is nice, and the opportunity to delve further with videos and excerpts is refreshing. This is a large story that could easily be overwhelming, but it's presented in digestible way.

I have little to complain about this one.



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01 / BUFFALO TRACE

And so we make it to the number one spot, which is held, rather appropriately, by a bourbon brand.

I happen to like bourbon, and one of my favourite blends is Buffalo Trace. It also happens to be a bloody great story, but they don't only share it, they do so brilliantly.

What a journey they take you on: videos, animations, to-the-point text, and images that help you taste the loveliness.

The series of videos is excellent and educational at the same time. You get the full tour without leaving your computer, which is a great way to gather people's attention.

This is all achieved within a small space too, making the entire journey easy to follow and easier to love.

This is my number one and rightly so. Great job Buffalo, great job.



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NOW IT'S YOUR TURN

There you go, 2013's edition of [50 Great Brand Stories](#). My plan is to update this list each year, including new stories that I come across during my own journey. Each day I uncover a new brand or individual sharing their story in a unique and evocative way. My aim is to share them with you as often as possible.

You too will come across amazing stories on a daily basis if you remain open to the idea, so stay eager-eyed and let the amazing stories around you enter your world.

On that note I will thank you and leave you and let you unearth your own tale. If you have any questions please get in touch at: matt@turndogmillionaire.com. Also, if you have a story worth sharing, please let me know. I'd love to hear it, watch it, or be part of it if I can.

Be sure to visit me at TurndogMillionaire.com where storytelling and the arts associated with it are discussed on a daily basis. I look forward to getting to know you better as time passes us by.

Oh, and I should apologise if any of the discussed stories have changed. These brands are go-getters, which tends to mean they update their world often

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