

## Narrate

an occasional newsletter for professionals in  
Marketing Communications

### An Introduction – Narrating Your Success



The challenge and the fun of creating engaging brand stories can be fun and challenging or simply challenging! I know this as I talk to your peers on a daily basis. You know it because you live the challenge!

In 2013, more than ever before, we are under pressure to deliver results and we work in an environment where initiatives successes and failures very public.

The best storytellers will thrive as will those that are able to adapt their stories on the fly, using real time media to be relevant to existing and future customers.

This inaugural bi-monthly newsletter 'Narrate,' is targeted at strategic planners, and aims to inform, inspire and occasionally entertain. We'll provide examples of great strategic ideas, process (not too much of this) and perspectives that might help you be successful with your agency partners, internal and external. The links nearby give some insights and approaches that were suggested as a means to stay ahead of the pack.

Content will evolve based on your feedback on what you find helpful – any thoughts welcomed!

Sincerely,  
Stuart

Articles and commentary that might be of interest...

[The brand new year: Key trends](#)

[Global: Top 6 Marketing Communications Trends in 2013](#)

[What changes we will see in marketing communications in 2013?](#)

[A model for always-on digital marketing](#)

[Advertisers should act more like newsrooms](#)

[How to create personalized experiences without being creepy](#)

[It's all about the story. The science behind narrative success](#)

[Marketing communications – Meaning and its process](#)

[The truly strategic marketing communication campaign](#)

[How to motivate your customers to take action](#)

[Wife puts up nasty billboard to get revenge on cheating husband](#)