



STORY TELLING

IS OUTDATED



STORY MAKING

IS THE FUTURE



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Imagine a singer singing at a rock concert.

He's crooning for the audience.

He sings all his hit numbers.

When it's over, everybody goes home.

End of story.



But, imagine if he asks his audience:

- To sing along with him
- To name songs they want him to sing

There's NO end to the story. It keeps growing.

People are going to speak about it for years.



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See the difference between the two?

The first is Storytelling – ‘You’ to ‘Them’

The second is Storymaking – ‘Them’ to ‘Them’

It’s collaborative and inclusive.



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Storytelling is a one-way street.

But, storymaking involves everybody.

Let's look at some examples of storymaking. →



4. Nick Kyrgios

He's never won a grand slam in tennis.

People think he's a spoilt brat.

He's outspoken and too loud.
Perhaps a bit brash.

But, he's a showman. Often, he plays for the crowd.

He loves to entertain.



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In 2019, at a tennis game in Washington, he asked a fan where he should serve on match point.

And won it too!



Pic credits: ATP Tour



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That's fan engagement.

It makes fans involved in the game.

And creates lasting memories for them.



2. Crowdfunding projects

They are famous because people are invested in its success.

It doesn't take a lot of money to invest.

But, it is enough to keep them interested.

So, they keep checking in from time to time about its progress.



Kickstarter and **Indiegogo** are popular crowdfunding platforms.

Smartwatch maker **Pebble** raised \$10 million on Kickstarter in 2012.

In 2015, it raised another \$15 million through equity crowdfunding.



3. Vote for features

SaaS companies ask their customers to vote for their preferred features.

It helps:

- Create features based on data
- Reduce development costs
- Reduce churn rate
- Enhance customer involvement



4. LEGO Ideas

LEGO encourages users to submit ideas for new Lego sets.

An idea with over 10,000 votes is reviewed by LEGO.

Voters get to work with LEGO on their ideas to make it a reality. They earn royalties on sales.



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The **Beatles Yellow Submarine** set emerged from a user-submitted idea.



Picture credit: [Shakespeare Birthplace Trust](#)



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5. Starbucks White Cup

Starbucks noticed customers doodling on the standard white cups.

So, it launched #WhiteCupContest asking people to submit their creative ideas.

The winner?

An art student from Pittsburgh.

And Starbucks customers.



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Starbucks created a limited-edition reusable cup with her design.

Customers even got a 10-cent discount for every purchase with it.



Pic credits: Starbucks Stories



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Quick recap:

- Storytelling is one-way. But, storymaking is inclusive.
- Storymaking creates memories.
- Brands who use storymaking:
 - Nick Kyrgios
 - Kickstarter, Indigogo
 - SaaS companies ask for features
 - LEGO Ideas
 - Starbucks' #WhiteCupChallenge



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