



CANVA SKETCHES, STORYTELLING TOOLS, IDEA PRESENTATION

Presented by **Olatomide A.**

Why Story telling?

Storytelling is the oldest communication tool known to humans.

Long before people could write or design logos, they told stories around fires, in songs, in conversations.

Stories helped people remember, connect, and take action.

Why Story telling?

In branding and marketing, storytelling is powerful because:

- Facts inform. Stories influence.
- People buy feelings, not features.
- Humans remember stories, not information.

A brand without a story is just another option.

A brand with a story becomes an experience.



Applications of story telling

- **Branding & Brand Positioning** – Storytelling helps a brand explain who they are, what they stand for, and why they exist.

People don't remember logos they remember stories and meaning.



Application of story telling

- **Marketing & Advertising** – Stories make marketing messages emotional and memorable.
- **Content Creation** (Social media, YouTube, Blog, TikTok) –
- **Sales & Pitching Ideas** –
- **Teaching & Knowledge Transfer**



Say hello to iPod.
1,000 songs in your pocket.

Share a
Coke with...



#ShareaCoke

Storytelling Tools

Storytelling & Structure Tools (for shaping ideas)

- Notion / Google Docs – Script writing and story planning.
- Milanote – Visual organization of ideas, moodboards, storyboards.



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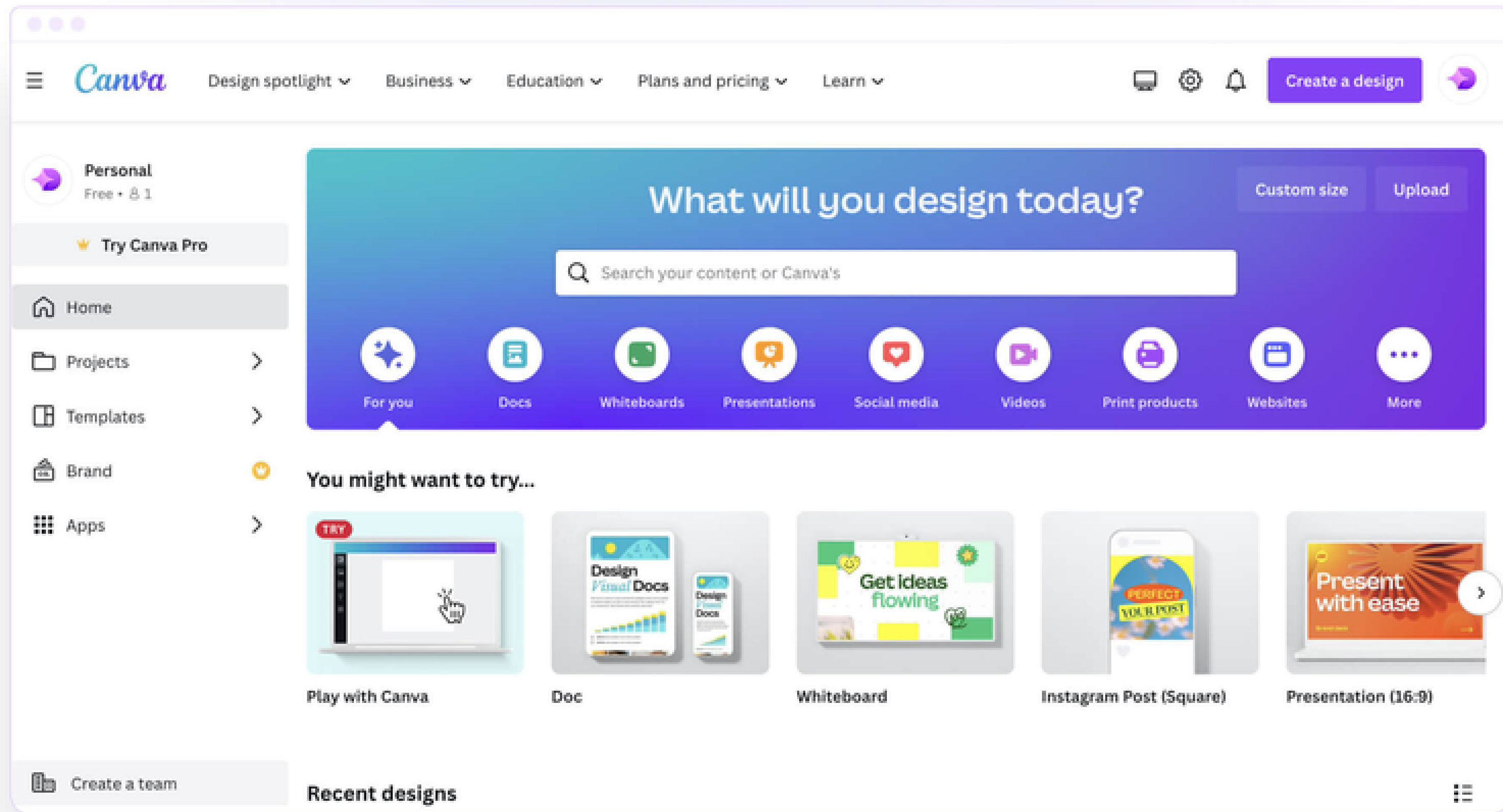
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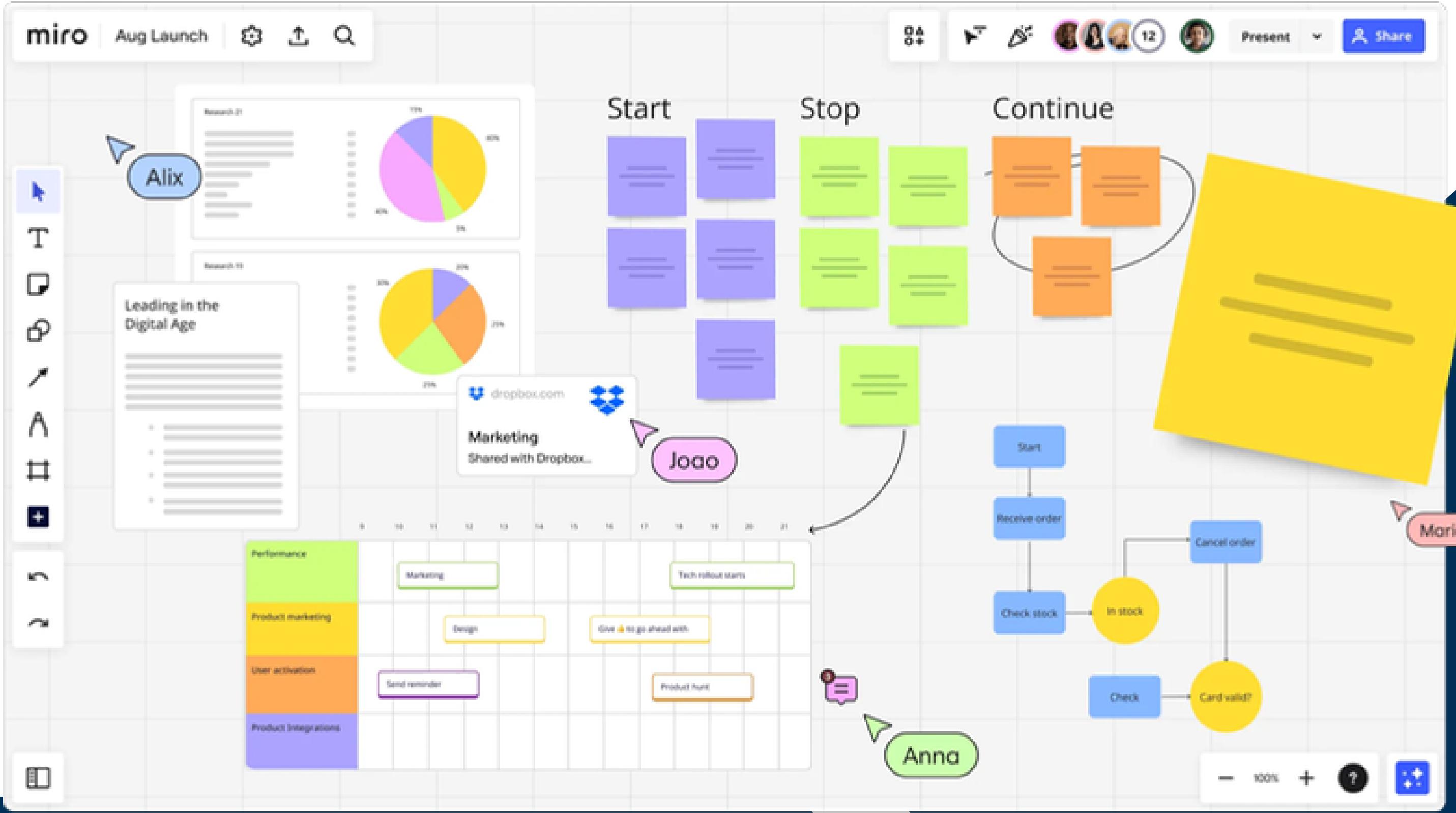
Storytelling Tools

Presentation & Idea Pitching Tools

- Canva Presentations
- Pitch.com
- Google slides
- etc...







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Import theme

Storytelling Framework

Framework

- **3-Act Framework** – Beginning → Conflict → Resolution. Best for pitches
- **Hero's Journey Framework** – For inspirational or transformational stories.



Questions & Answers

- Share 1–3 key takeaways from today's class
- Questions



Exercise

- Will be shared on the group

