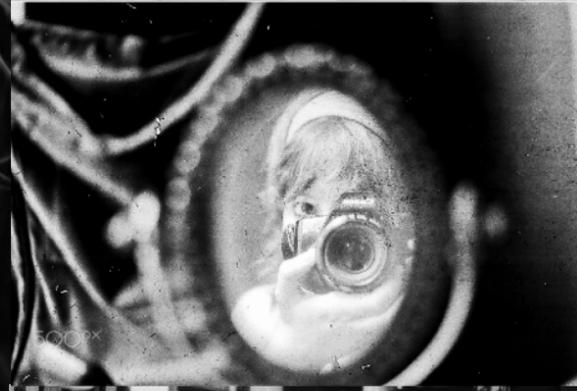
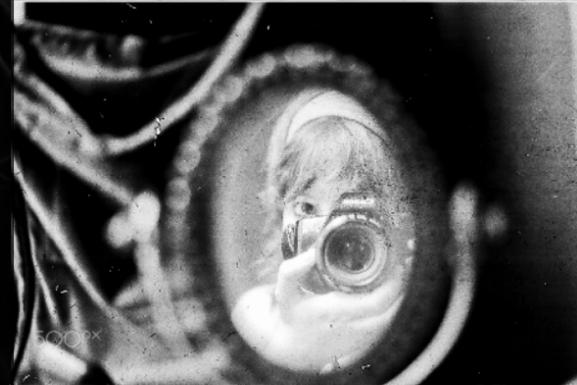
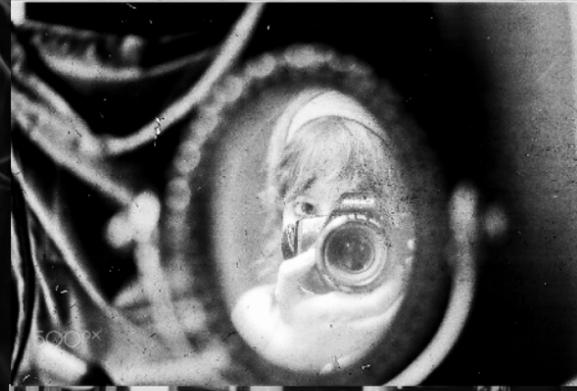


stories,,

THE INSPIRATION BOUTIQUE







*focused on
storydoing in
Europe.*



Why do you get out of bed every morning?

Are you creating an inspirational story?

Are you inspiring people to change things?

What's your real story?

We empower brands to go for their real story
so that everyone and everything
around them feel inspired to be part
of it, sparking new and exciting ones.



01

We lead a strategic and creative **kick off workshop session** to understand your need - a (re) branding, a strategic and creative (re) positioning, a (re) launch, a campaign, an event, a presentation, whatever - and to explain to you “**why stories,,@?**” and **how we help you to change things.** Then, we **research and analyse your story so far:** your past milestones, your present environment, and its future trends.

*learn about
your story so far*

find your purpose that moves your audience

We find the **common purpose** (why) **between your brand** (why it exists and which change it might make in the world), **your need** (why are you in stories,,) **and your audiences** (what they are looking for right now).

More than a shared purpose, it is a **real purpose** because it's why your team wakes up every morning and goes to work, and it is what your audience is talking about, involving people **emotionally** and generating **conversation** between your brand and your **real target**. (*)

02

() sometimes, during the storydoing process, we may discover that your target so far is not your ideal one, because there isn't a purpose that connects you both; thus we suggest a new future target for you.*

SHAPE YOUR STORY (TO INSPIRE NEW ONES)

03

Once we have your real purpose, we **shape the (real) story** for your brand, your product, your presentation, your campaign, your event, whatever, **based on the Golden Circle strategy** (*), in other words, the story that starts **involving your real audience**, and then continues to **engage** them and **to inspire new and exciting ones**, keeping your story alive.

Our **storydoing delivery** includes the **purpose-driven copywriting** and **real photos** (**) to use anywhere you want.

(*) A strategy created by Simon Sinek and explained in his book "Start with why" (**) A tailor-made photo shoot for your brand about your team, products, targets and environment.

*This is the
storydoing
principle:*

**build
the story
that
makes history,
or as we say,
do story.**

branding

Brand identity and strategic and creative positioning for corporate, startup and personal brands

We find, through *storydoing*, the essence and the true place of the brand in the world of today and tomorrow.

We create a narrative that fosters perennial dialog with the audience, provokes action and sparks new and exciting stories.

PRE SE NTA TION

**Inspiring presentations in on and offline formats:
.key .ppt .mov .com**

We create presentations - keynote, powerpoint, videos and websites - that involve the audience from the first minute, and build their story.

Through the practice of storydoing, we propose a script that interacts with the audience from start to finish; we collaborate on the construction of relevant content; and we create an impactful visual design for an unforgettable experience.

stories **content**

Brand stories that connect with people.

We create stories that connect with the public emotionally, be it for the launch of a product or service, and online or offline campaign, a brand activation, an event, or be it for a website or simply a social network post, a fashion collection or show, etc.

Any other idea?

Share your idea with us, and we will do our best to make your story real, and to get you here:



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find your purpose
DO YOUR STORY
inspire new ones