

*a story always
has a purpose*

**our purpose is
to inspire *(real)*
stories**

stories,

THE INSPIRATION BOUTIQUE



All stories,, photos are real-life shots

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.

*this is the
storydoing
principle:*

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



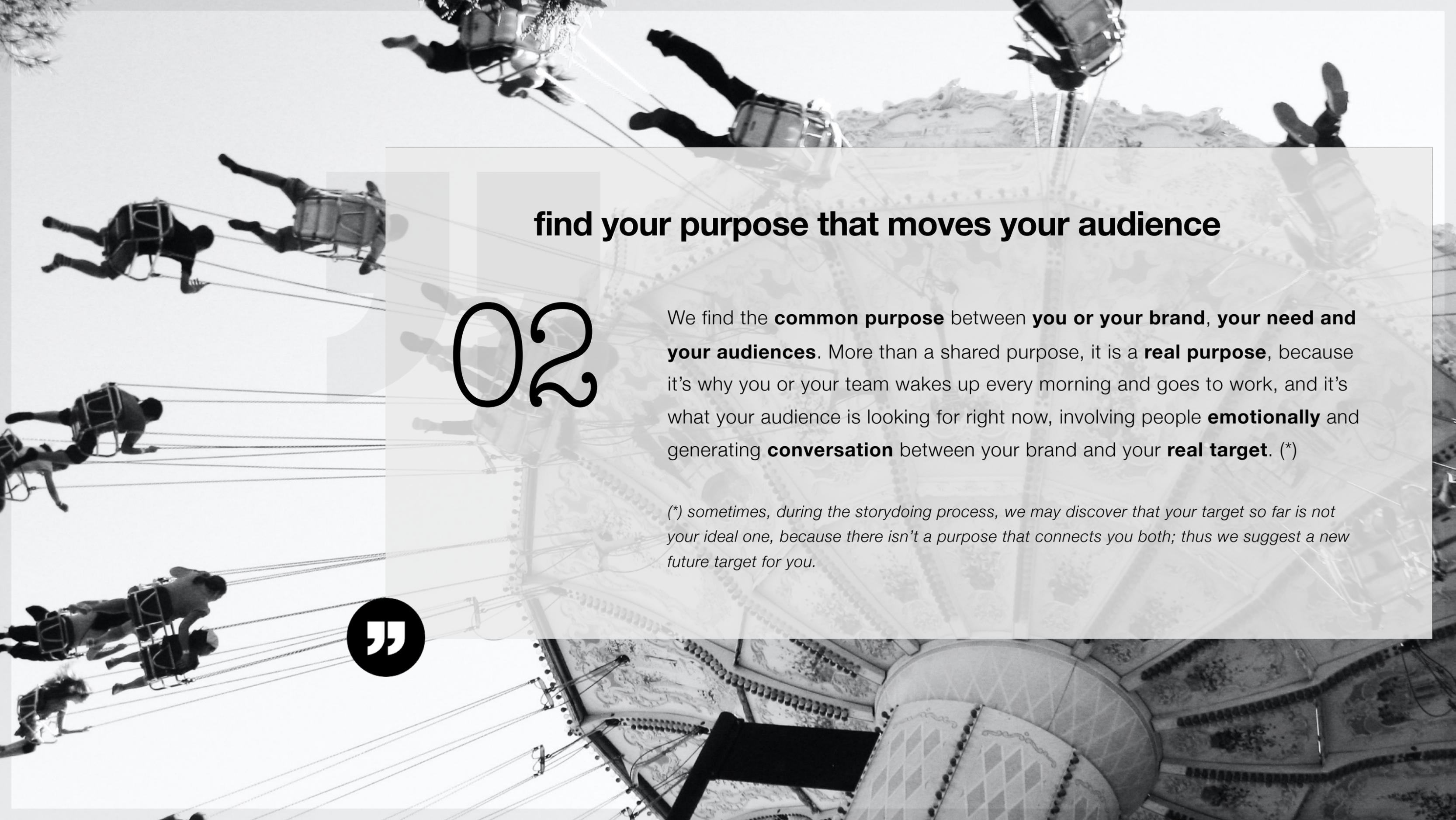


*learn about
your story so far*

01

We lead a strategic n' creative **kick off workshop session** to **understand everything about your need**: to position a brand; to influence a purchase decision; to present an idea; to realise a dream, whatever. Then, we **research and analyse your story so far** (your past milestones and your present environment) **and its future trends.**

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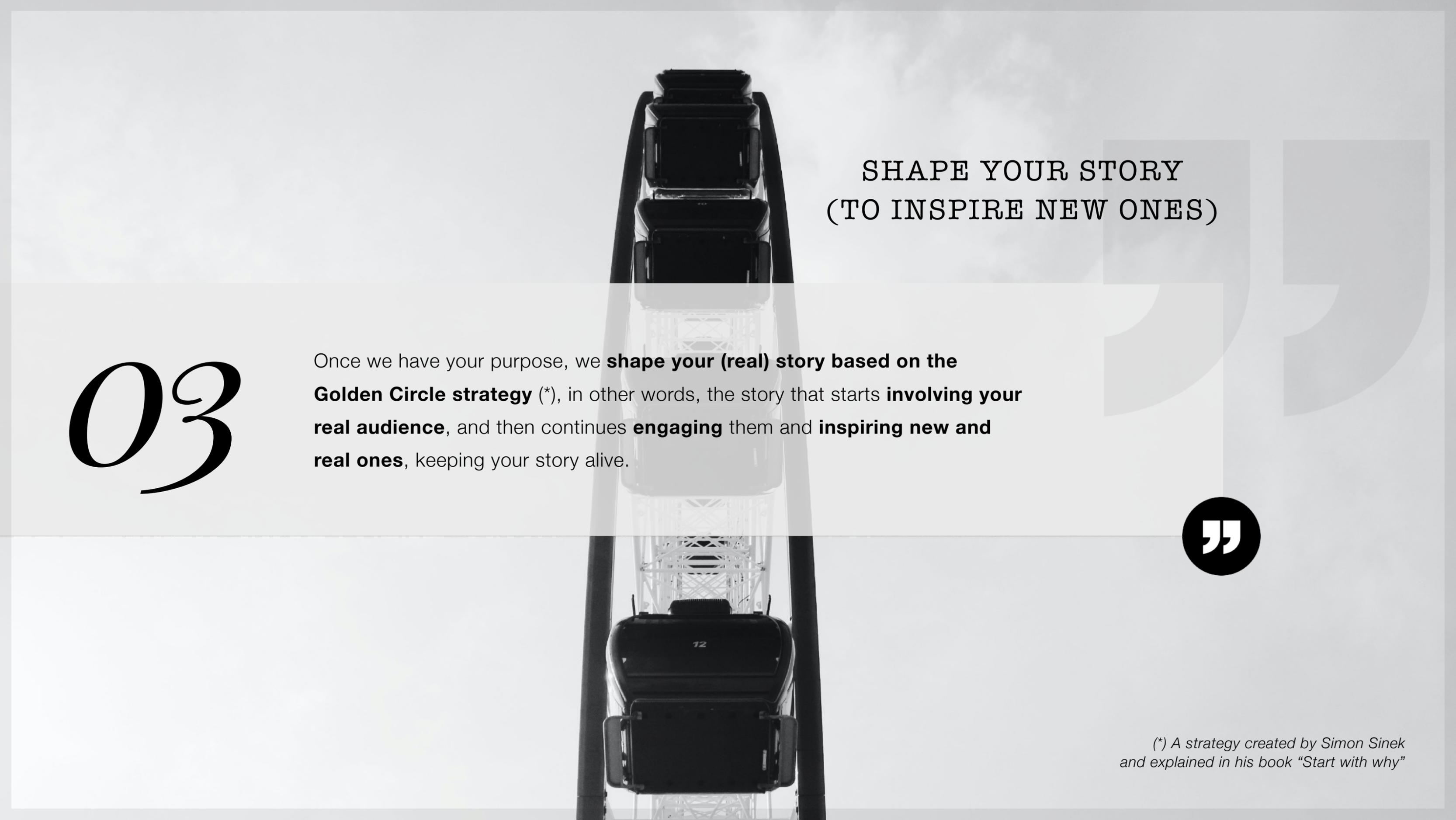
find your purpose that moves your audience

02

We find the **common purpose** between **you or your brand, your need and your audiences**. More than a shared purpose, it is a **real purpose**, because it's why you or your team wakes up every morning and goes to work, and it's what your audience is looking for right now, involving people **emotionally** and generating **conversation** between your brand and your **real target**. (*)

() 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 purpose, we **shape your (real) story based on the Golden Circle strategy** (*), in other words, the story that starts **involving your real audience**, and then continues **engaging** them and **inspiring new and real ones**, keeping your story alive.



(A strategy created by Simon Sinek and explained in his book "Start with why"*

*our
storydoing
delivery includes
the purpose-driven
creative strategy
and real photos (**)*

**focused
on 3 pillars:**

(**) A tailor-made photo shoot for your brand about your team, products, targets and environment.

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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