



Pirate X Skills

STORYTELLING

THE SECRET ENGINE OF GROWTH

PIRATE X SKILLS

BEN SUFIANI

FOUNDER SINCE 2008

GROWTH MARKETER

HOST OF PIRATE SKILLS



PIRATE X SKILLS

SURYANSHU RAI

**CO-FOUNDER OF
BLACK AND CODE
VISUAL EFFECTS**



TODAY'S JOURNEY

- WHY: STORYTELLING
- HOW: THE HEROES JOURNEY
- WHAT: STORY BASED CONTENT





SILDES & VIDEO

**get.pirateskills.com/
storytelling**

BEN SUFIANI

+49-1522-6389102

BEN@PIRATESKILLS.COM

PIRATE X SKILLS

#PIRATESKILLS

**TAKE PICTURES
SHARE THE STREAM**

Pirate X Skills

WHY STORYTELLING

WHY

- THE DAWN OF THE POST-ADVERTISING ERA
- WHY DOES STORYTELLING WORK?
- MILLENNIALS BROKE MY BUSINESS MODEL
- BRANDS THAT DO
- THE WAY AHEAD

Pirate X Skills

**I MISTRUST YOU
WITH MY LIFE
OR
THE DAWN OF POST-
ADVERTISING ERA**

THE POST-ADVERTISING ERA

- **THE END IS NEAR**
- **CONSUMERS ARE ESCAPING AD-IMPRISONED MEDIA.
THE ONLY VOICES THEY WILL LISTEN TO ARE VOICES
THAT THEY CARE ABOUT.**
- **THE UN-SOCIAL SOCIAL NETWORKS**
- **~~MARKETING - ADVERTISING - CONSUMER~~
COMMUNICATION.**

PIRATE X SKILLS

A HISTORY LESSON

HISTORY OF ADVERTISING

- INDUSTRY MEETS PUBLISHER
- THE LOVECHILD CALLED
“INTERRUPTION”
- TIME TO GO NATIONWIDE

PIRATE X SKILLS

- **IVORY SOAP WAS THE FIRST TO HAVE A NATIONWIDE CAMPAIGN WITH A WHOPPING \$11.000 AD BUY**
- **BY 1897, THIS FIGURE TOPPED \$300.000 AND GOT IVORY SOAP A 20% NATIONAL MARKET SHARE.**



TV IS THE NEW BLACK

- INSTANT HIT WHEN INTRODUCED IN 1940
- INHERITS THE INTERRUPT MODEL
- 50 MILLION HOUSEHOLDS A NIGHT
- LEADING RESOURCE FOR BRANDS
- DRAWING PARALLELS

BEGINNING OF AN END

- **1950: 4 MINUTES/HOUR.**
- **1970: 8 MINUTES/HOUR**
- **RISE OF THE INTERNET**
- **2011: 20 MINUTES/HOUR (UP TO)**
- **2015 WSJ FINDINGS**

HAVING YOUR CAKE AND FEELING MISERABLE ABOUT IT

Pirate X Skills



**CONSUMER REVOLT
ESCAPE ROUTES
FRAGMENTATION**

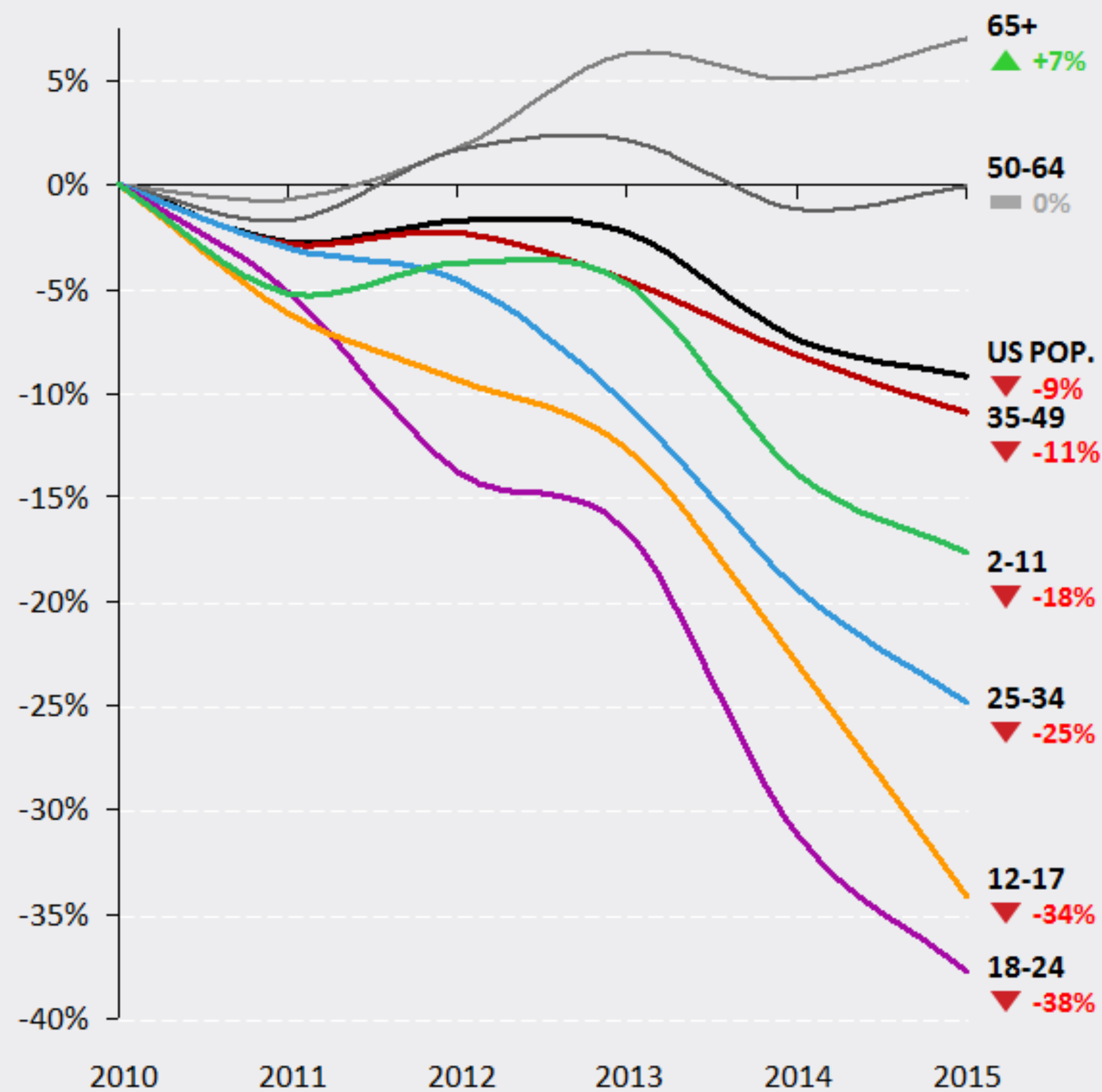
LAYER 1: CONSUMER REVOLT

REJECTION OF TRADITIONAL INTERRUPTION

THE FALL OF TV

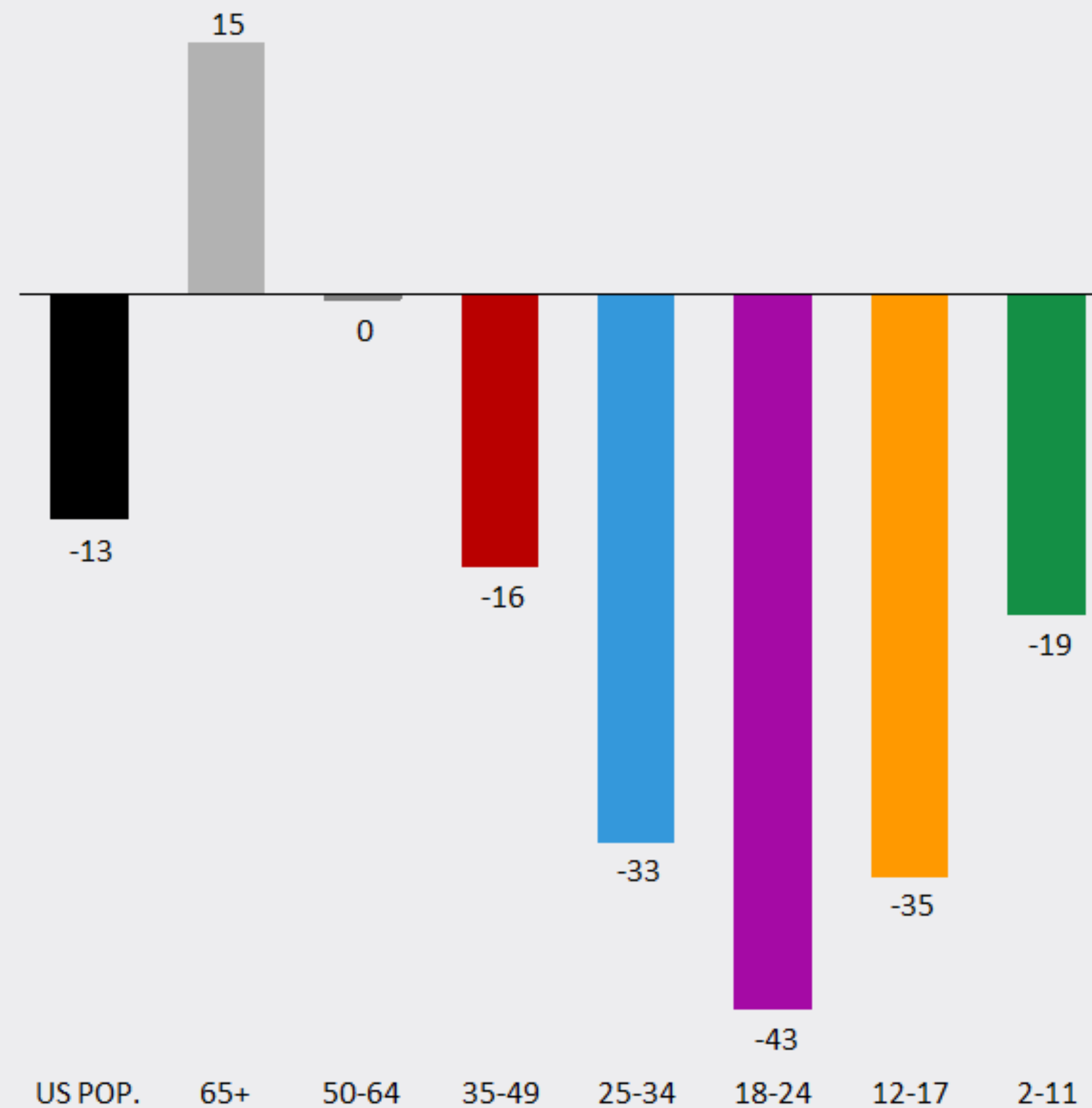
Change in Time Spent Watching Traditional TV by Age Group

(Live + VOD + DVR, Based on Q4s, US only)



Change in Hours Spent Watching Traditional TV per Month by Age Group

(Live + VOD + DVR, Q4 2015 v Q4 2010, US only)

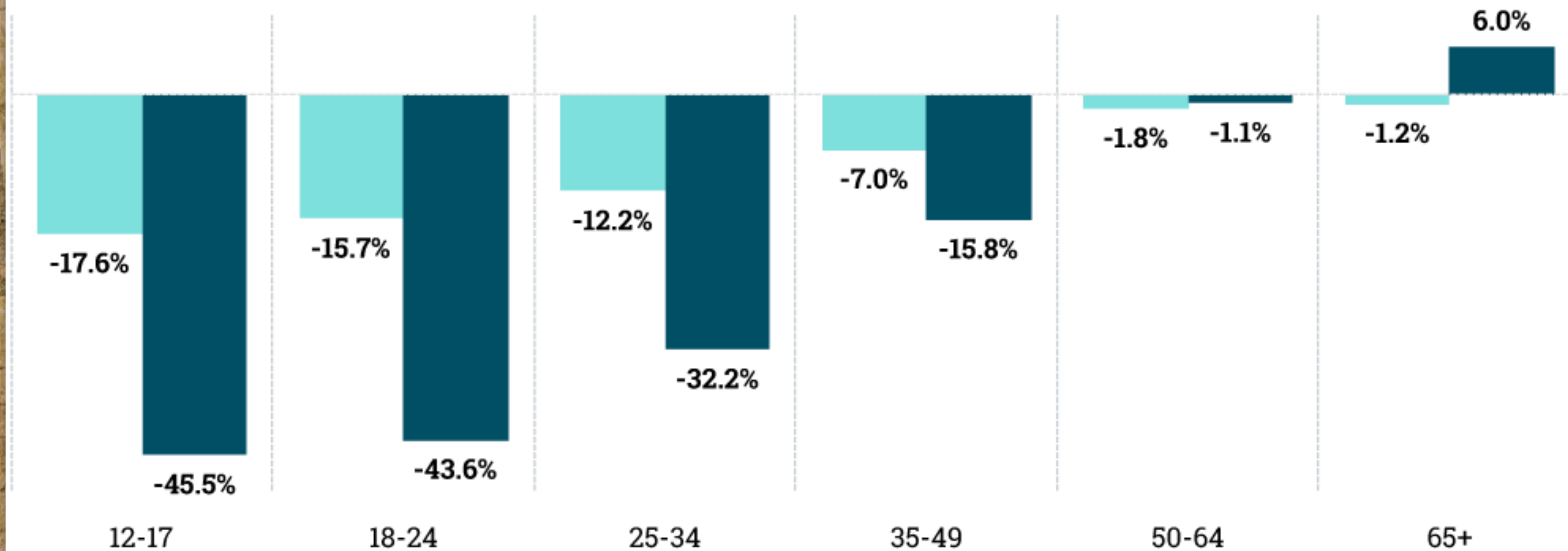


THE FALL OF TV

Traditional TV Viewing Trends, by Age Group in Q2 2017



■ % change in weekly hours, year-over-year
■ % change in weekly hours over 5 years



Published on MarketingCharts.com in December 2017 | Data Source: MarketingCharts.com analysis of Nielsen data

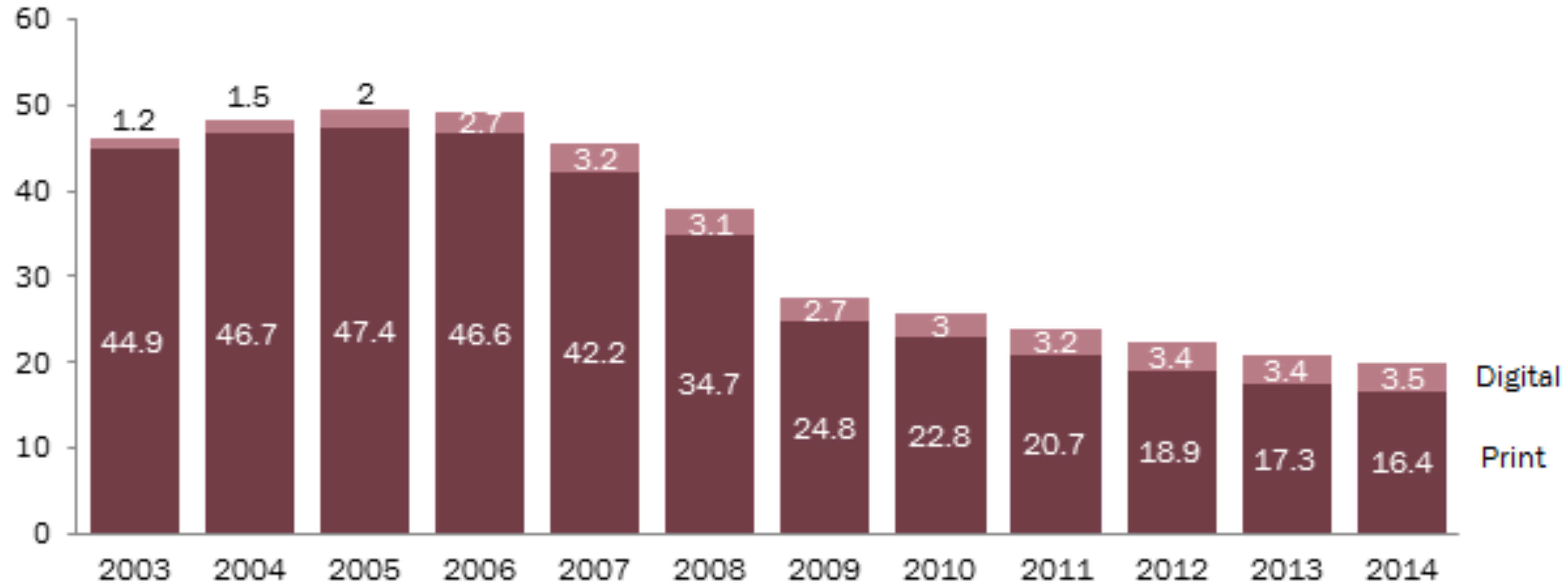
*Traditional TV refers to all live + DVR/time-shifted TV viewing during the quarter for the total population

In Q2 2017, live viewing averaged 24:26 per week for the 2+ population and DVR/time-shifted TV 3:18 per week.

THE FALL OF PRINT

Newspaper Ad Revenue from Digital and Print

Annual revenue in billions of U.S. dollars



Source: Newspaper Association of America (through 2013), BIA/Kelsey (2014)

PEW RESEARCH CENTER

THE FALL OF TRADITIONAL MEDIA

Key annual audience trends, 2017 vs. 2016



Newspapers

↓ **11%**

daily circulation



Network TV

↓ **7%**

evening news combined
average audience




Digital-native news

↓ **5%**

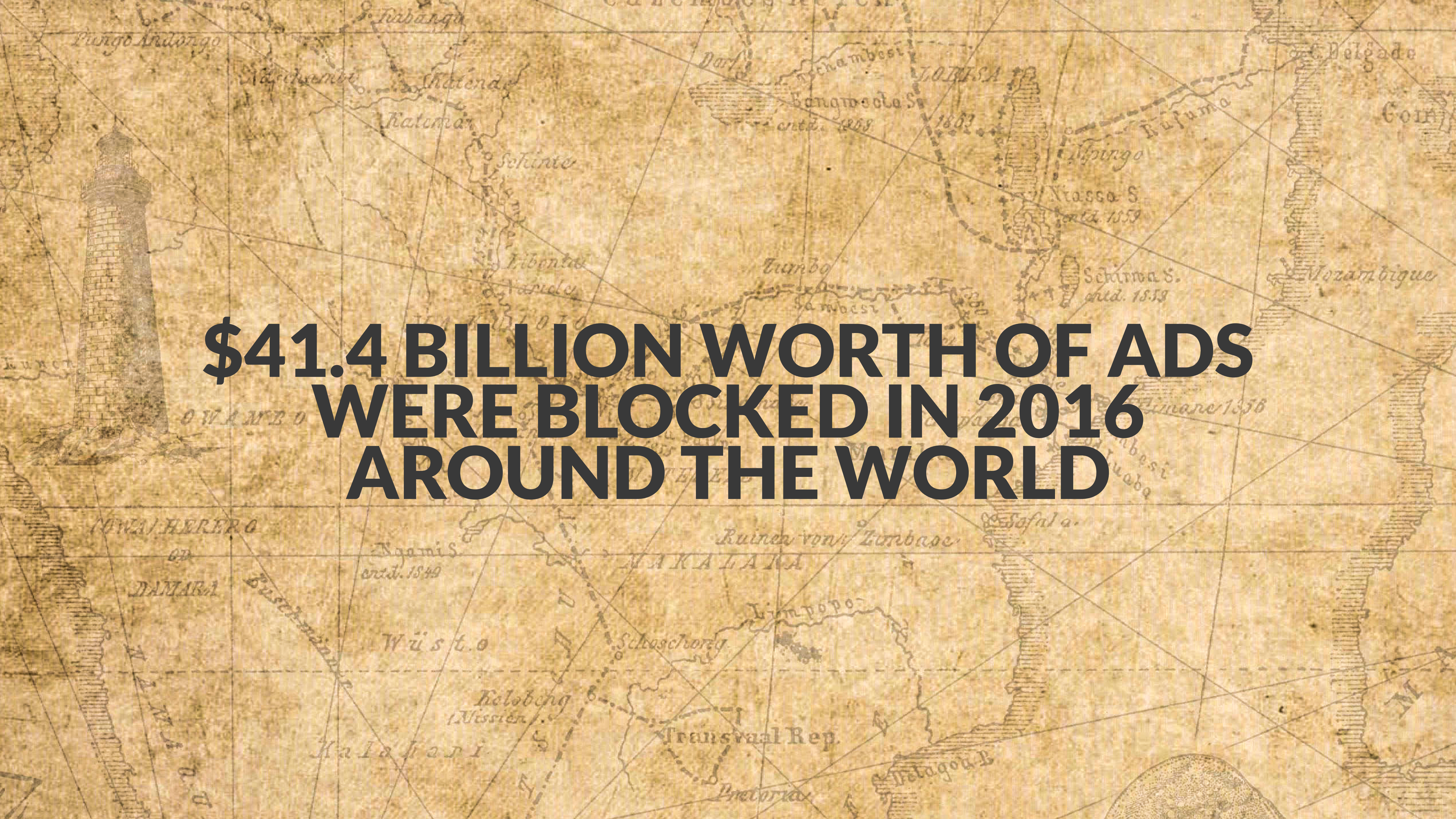
average monthly
unique visitors

Sources: Pew Research Center analysis of Alliance for Audited Media data; comScore TV Essentials®, 2016 and 2017, U.S.; comScore Media Metrix Multi-platform, unique visitors, October-December 2016 and 2017.

Pew Research Center 

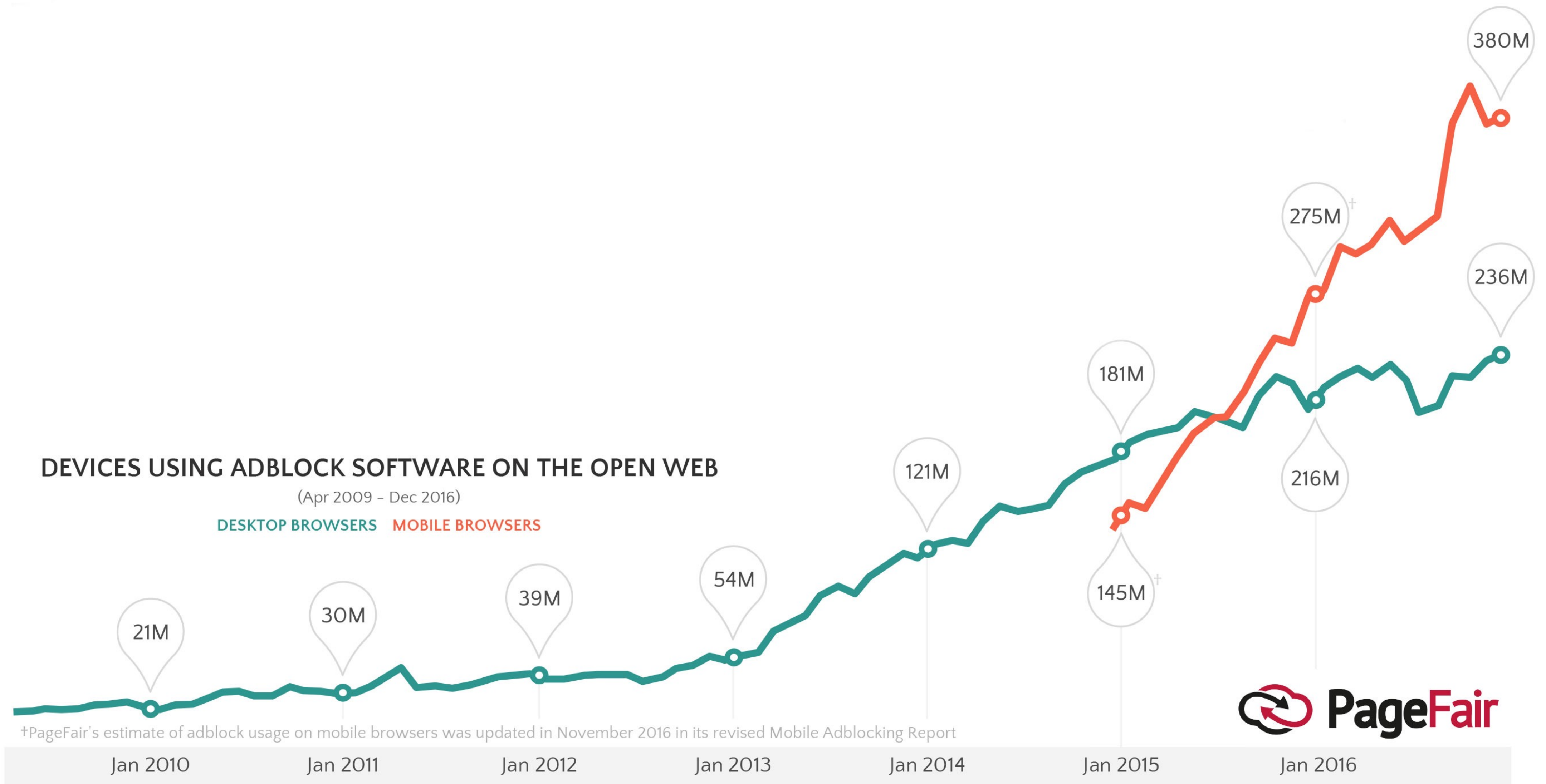
PIRATE X SKILLS

REJECTION OF DIGITAL INTERRUPTION

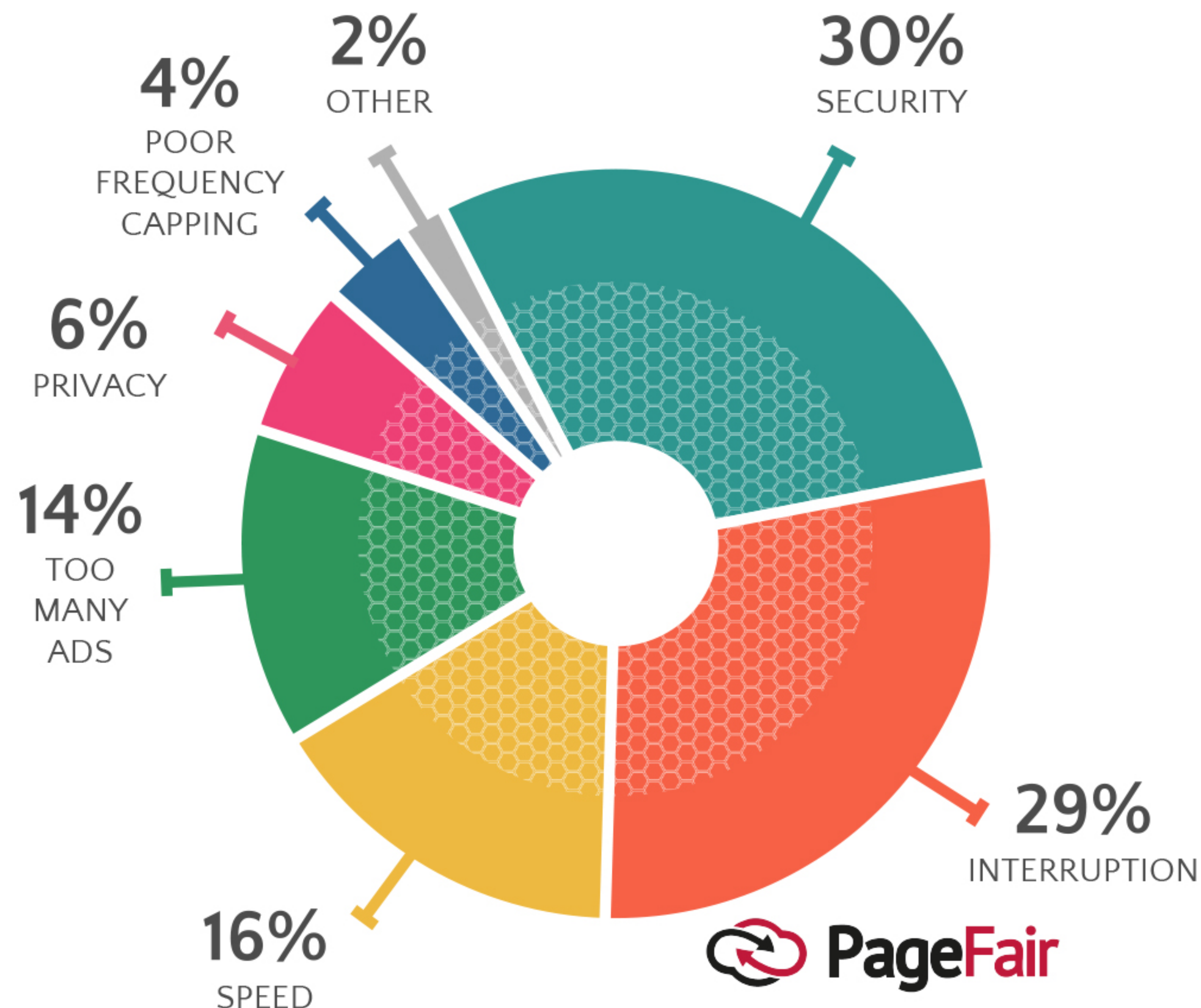
A historical map of Southern Africa, showing various regions and territories. On the left side, there is a detailed illustration of a lighthouse. The map includes labels for various locations such as Pungo Andongo, Namibia, Herero, Damara, Namaqualand, and Transvaal Rep. The text is overlaid in the center of the map.

**\$41.4 BILLION WORTH OF ADS
WERE BLOCKED IN 2016
AROUND THE WORLD**

AD BLOCK USAGE



ALMOST A THIRD OF GERMAN USERS USE AD BLOCKERS



MOTIVATION BEHIND ADBLOCK USAGE

Top Ad Markets (ad spend)

Adblock penetration per online capita, %

PageFair

	Desktop	Mobile	Overall
U. States	18%	1%	18%
China	1%	13%	13%
U. Kingdom	16%	1%	16%
Japan	3%	-	3%
Germany	29%	1%	29%
Australia	20%	2%	20%
Canada	24%	-	25%
France	11%	1%	11%
Brazil	6%	1%	6%
South Korea	4%	-	4%
Russia	6%	3%	6%
Italy	17%	1%	17%
Netherlands	17%	2%	17%
Spain	19%	-	19%
Mexico	8%	-	9%
Sweden	27%	-	27%
Indonesia	8%	58%	58%
Denmark	25%	2%	25%
India	1%	28%	28%
Argentina	14%	-	14%
Finland	23%	-	23%

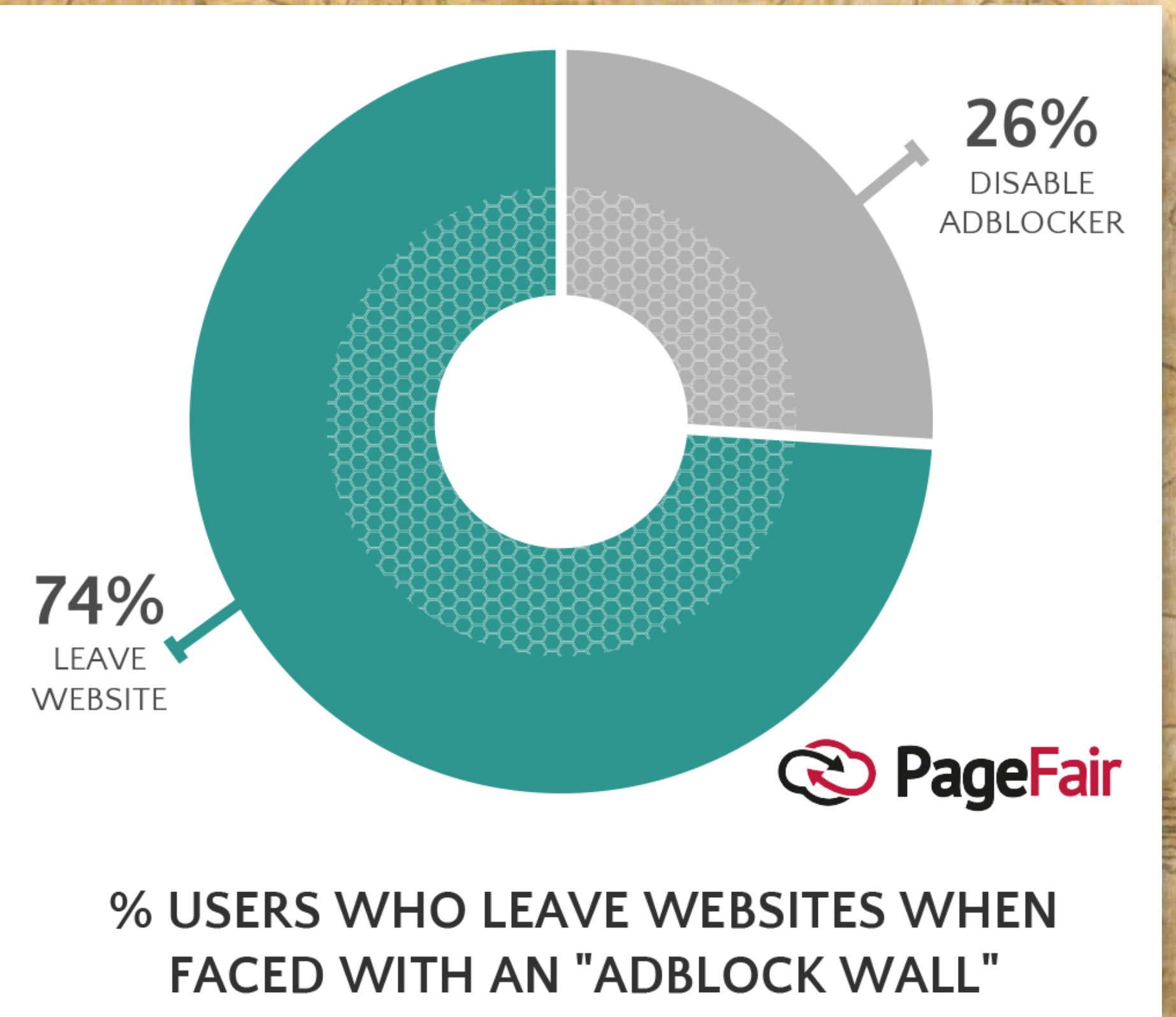
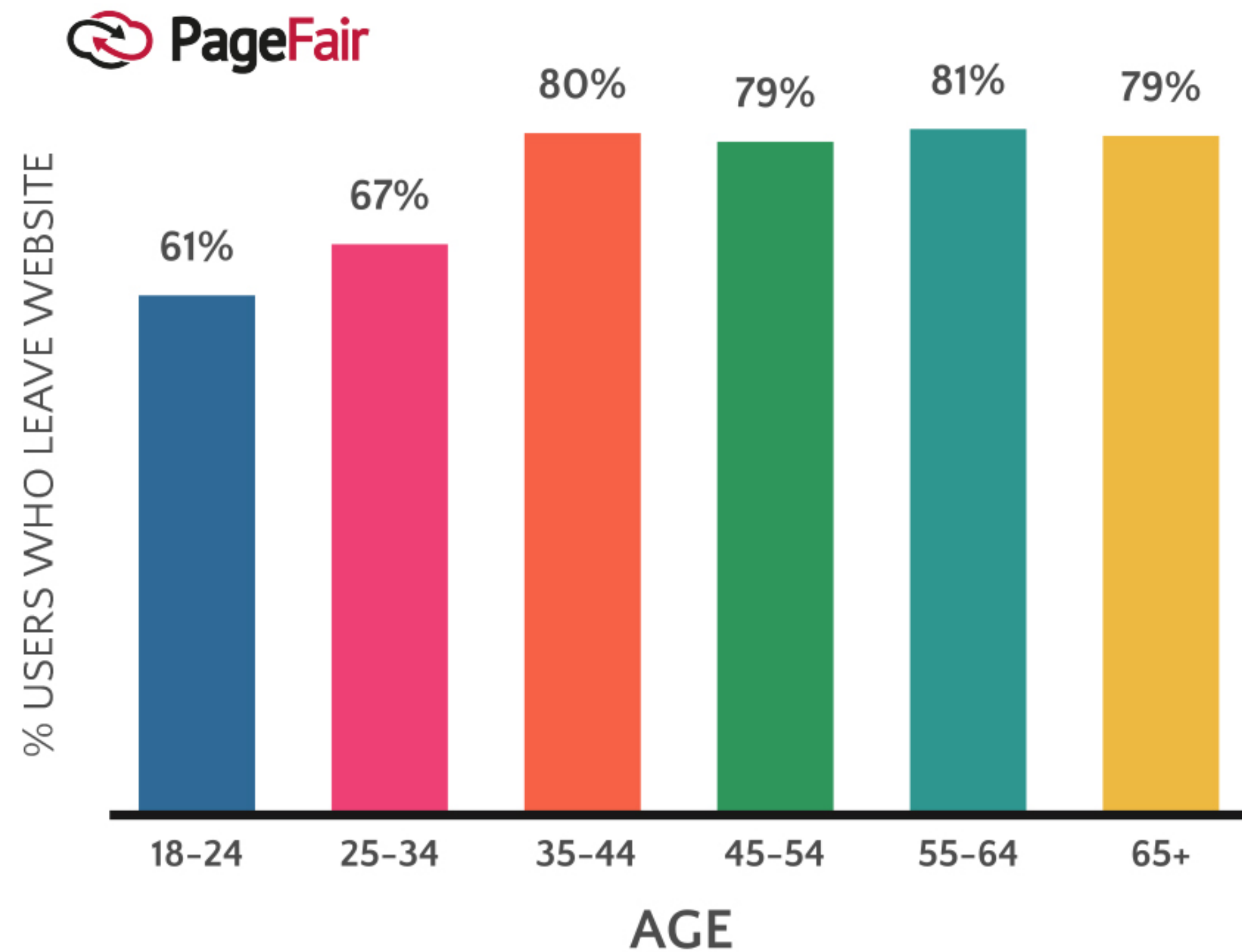
A detailed historical map of Southern Africa, showing various territories and geographical features. The map is rendered in a sepia tone with fine lines and text. On the left side, there is a small, detailed illustration of a lighthouse with a spiral staircase leading up to it. The map includes labels for various regions such as 'LORISA', 'Mozambique', 'Transvaal Rep.', and 'DAMARA'. It also shows rivers, mountains, and coastal areas. The text 'AD BLOCK USERS MOST LIKELY TO HAVE AT LEAST A BACHELOR'S DEGREE' is overlaid in the center in a bold, black, sans-serif font.

**AD BLOCK USERS MOST LIKELY
TO HAVE AT LEAST A
BACHELOR'S DEGREE**

The background is a detailed historical map of Southern Africa, likely from the late 19th century. It shows various regions such as 'Natal', 'Cape Colony', 'Orange Free State', 'Transvaal Rep.', and 'Nederlandsch-Indische Archipel'. Numerous place names are visible, including 'Durban', 'Cape Town', 'Pretoria', 'Natal', 'Cape Colony', 'Orange Free State', 'Nederlandsch-Indische Archipel', 'Natal', 'Cape Colony', 'Orange Free State', 'Nederlandsch-Indische Archipel'. A prominent lighthouse illustration is located on the left side of the map. The text 'AD BLOCK USERS SURF ON THEIR TERMS' is overlaid in the center in a large, bold, black font.

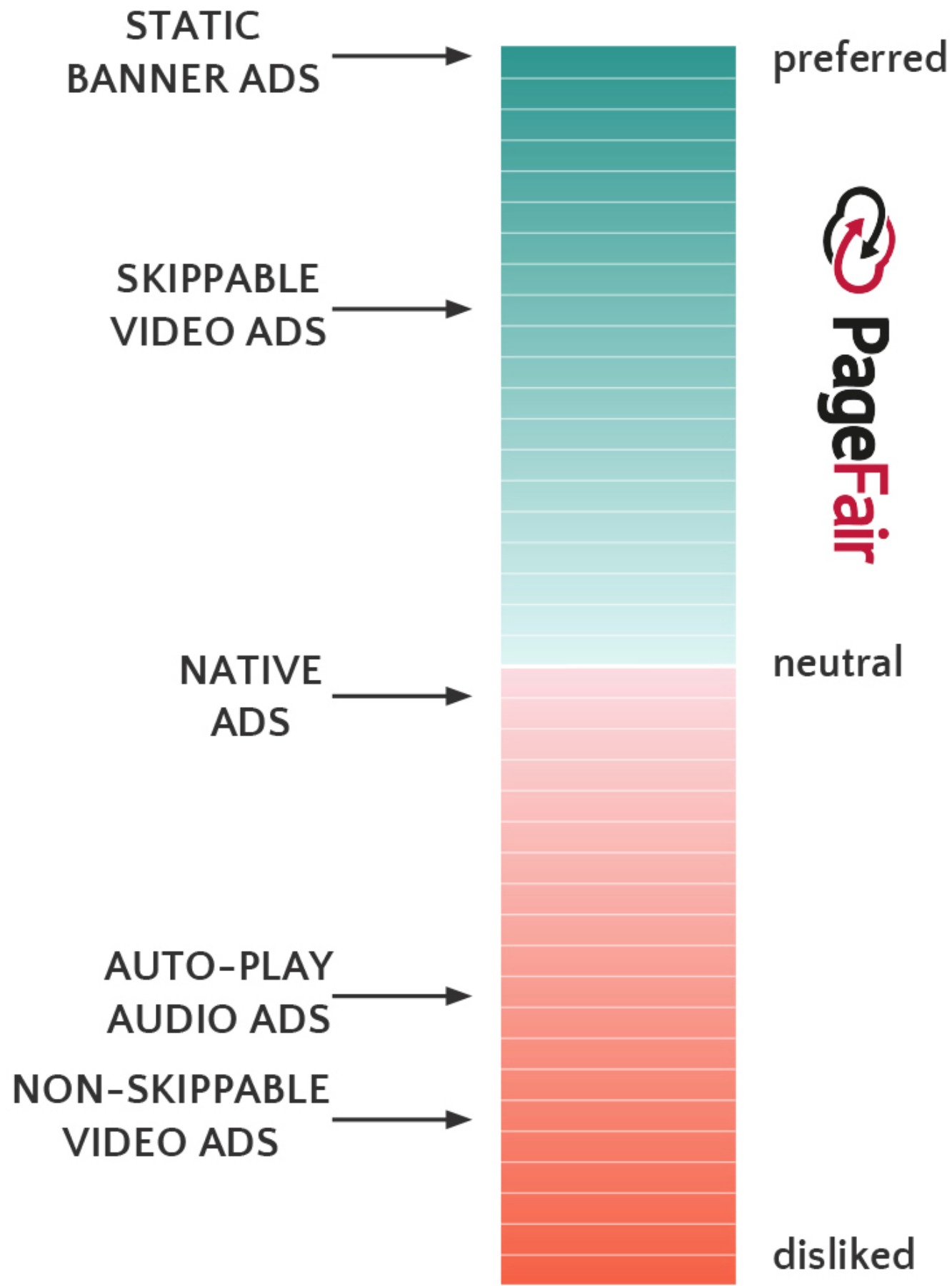
AD BLOCK USERS SURF ON THEIR TERMS

% USERS WHO LEAVE WEBSITES WHEN FACED WITH AN "ADBLOCK WALL"



A historical map of Southern Africa, showing regions like LORISA, NAKALALA, and Transvaal Rep. A lighthouse is illustrated on the left side. The text "I WON'T SEE IT, YOU CAN'T MAKE ME" is overlaid in the center in a large, bold, black font. The map includes various geographical features, rivers, and place names in German, such as "Ruinen von Zimbabue", "Schoschorog", and "Kolonien". The map is aged and has a yellowish-brown tone.

HOW ADBLOCK USERS FEEL ABOUT AD FORMATS



Respondents selected their most preferred and disliked ad formats. Each format's score was incremented for each preferred vote and decremented for each disliked vote, thus producing an overall score for that ad format.

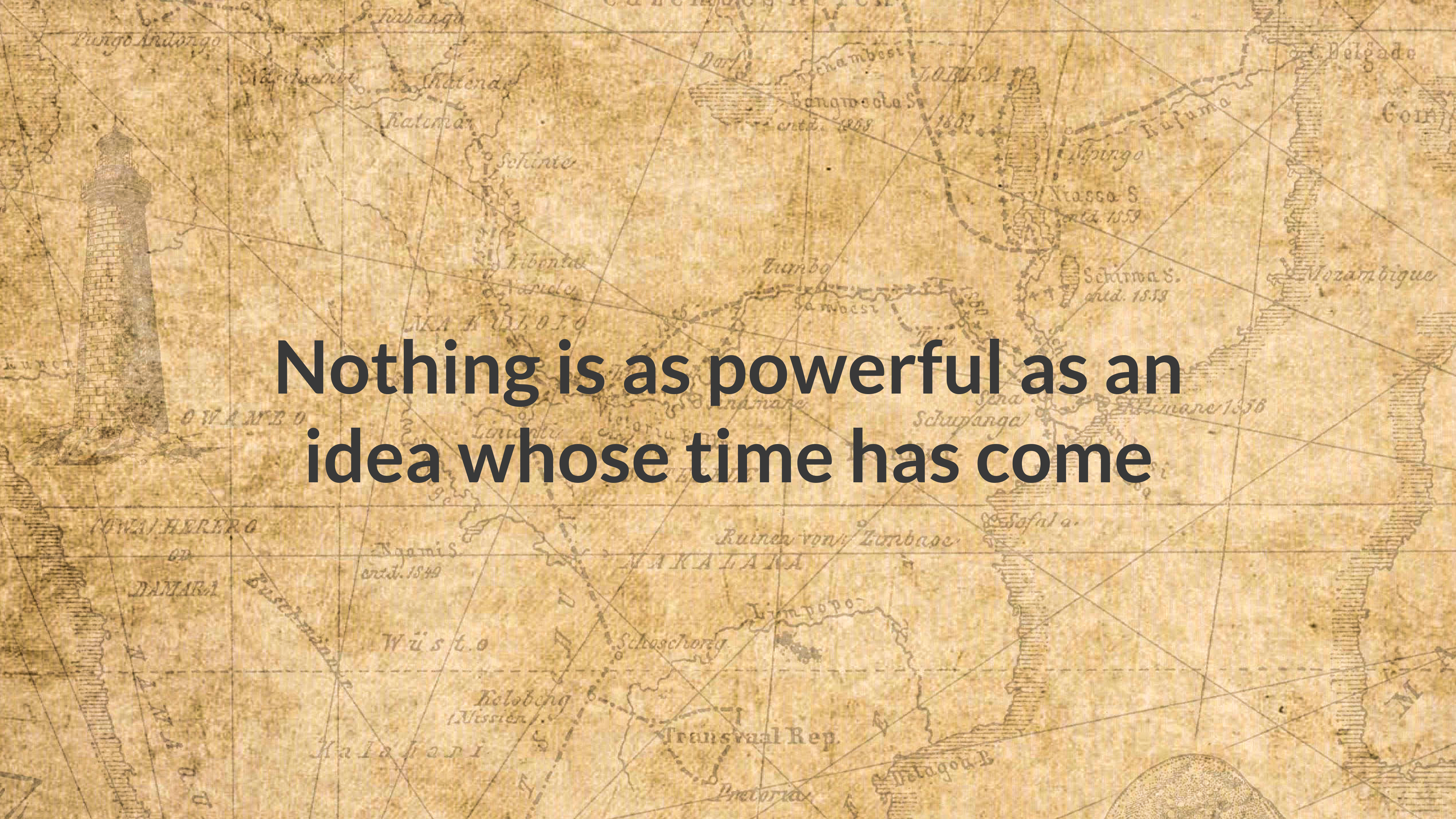


THE VERDICT IS OUT

PIRATE X SKILLS

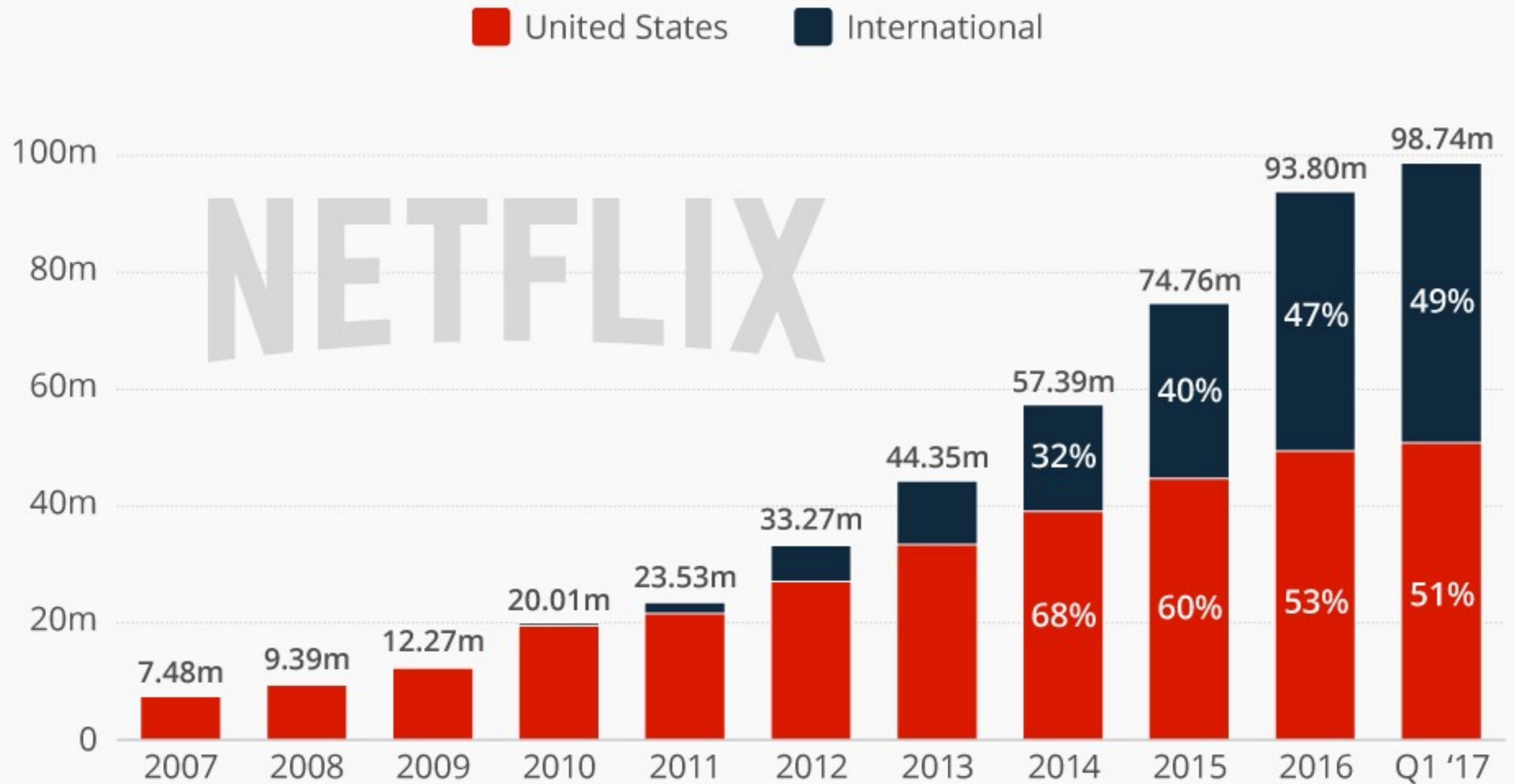
LAYER 2: ESCAPE ROUTES



A historical map of Southern Africa, likely from the late 19th century, showing various territories and geographical features. The map includes labels for regions like 'NORVAHERERO', 'DAMARA', 'NAMAQUALAND', 'LORISA', 'MORAMBIGUE', 'TRANSVAAL REP.', and 'KALAHARI'. It also shows rivers such as the 'Zambezi' and 'Orange', and various towns and settlements. A lighthouse is illustrated on the left side of the map. The text 'Nothing is as powerful as an idea whose time has come' is overlaid in the center of the map.

Nothing is as powerful as an
idea whose time has come

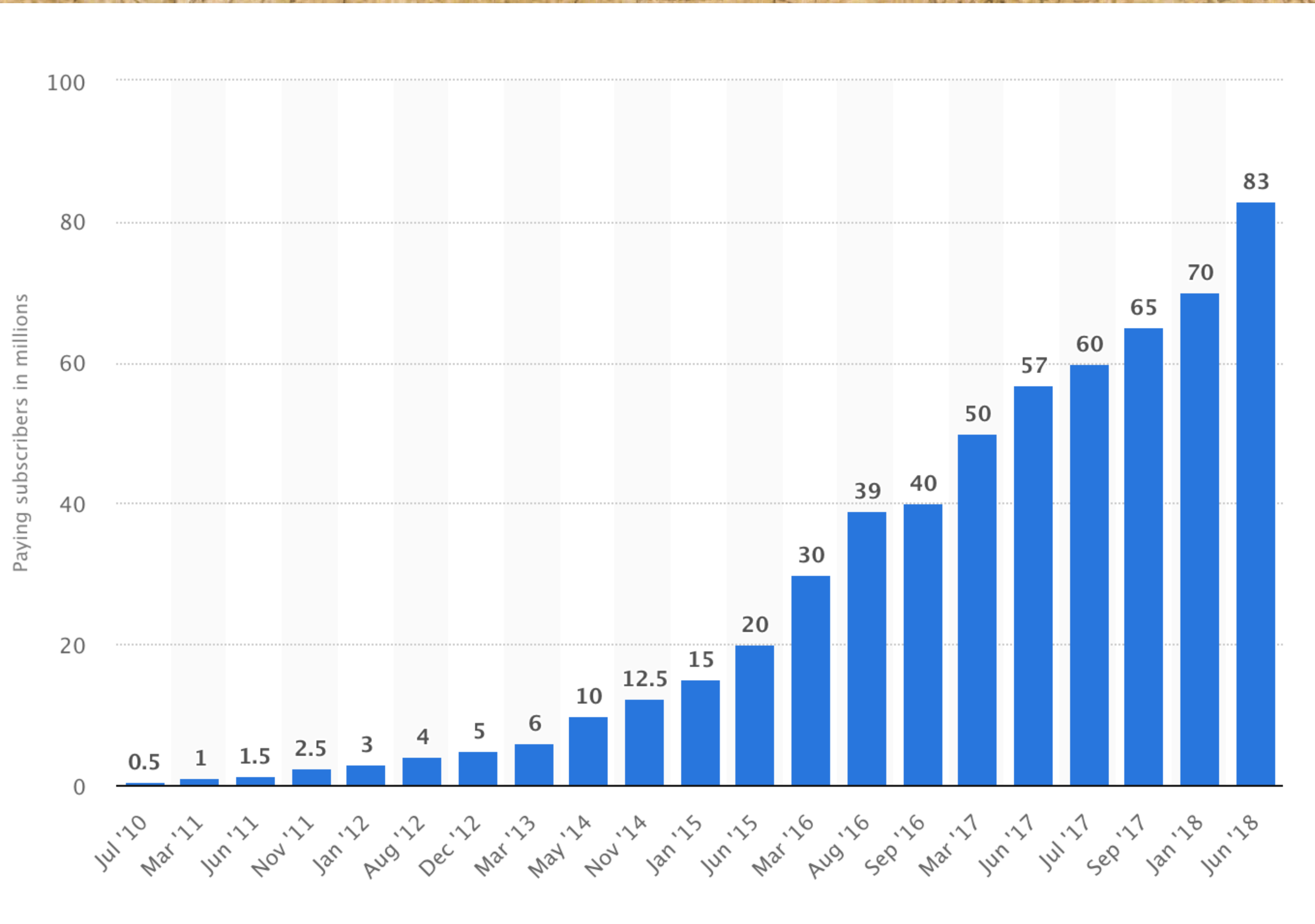
NETFLIX SUBSCRIPTIONS IN MILLIONS




A vintage, sepia-toned map of Southern Africa, showing various regions and towns. On the left side, there is a detailed illustration of a lighthouse. The map includes labels for regions like 'LORISA', 'Mozambique', 'Transvaal Rep.', and 'Kalahari', as well as towns such as 'Pretoria', 'Schaschorag', and 'Kolonberg'. The text 'NETFLIX USERS ARE UNPLUGGING FROM THE MATRIX FOR 116 MILLION HOURS A DAY IN US ALONE' is overlaid in large, bold, black capital letters across the center of the map.

**NETFLIX USERS ARE
UNPLUGGING FROM THE
MATRIX FOR 116 MILLION
HOURS A DAY IN US ALONE**


SPOTIFY SUBSCRIPTIONS IN MILLIONS



**FOR THE FIRST TIME IN 2012,
SUBSCRIPTION CROSSED
ADVERTISING AS MAIN
REVENUE SOURCE FOR NYT**



Instagram







The New York Times
Sponsored

**Independent journalism
needs your support.**

Subscribe to The Times
for \$9.99 a month.

The New York Times

Learn More



124 likes

Help Times journalists break the next big story. Subscribe today.

View all 5 comments



The New York Times ✓
about a week ago



On the ground in 170 countries. Bringing you the full story. The New York Times.

Now 50% Off for One Year

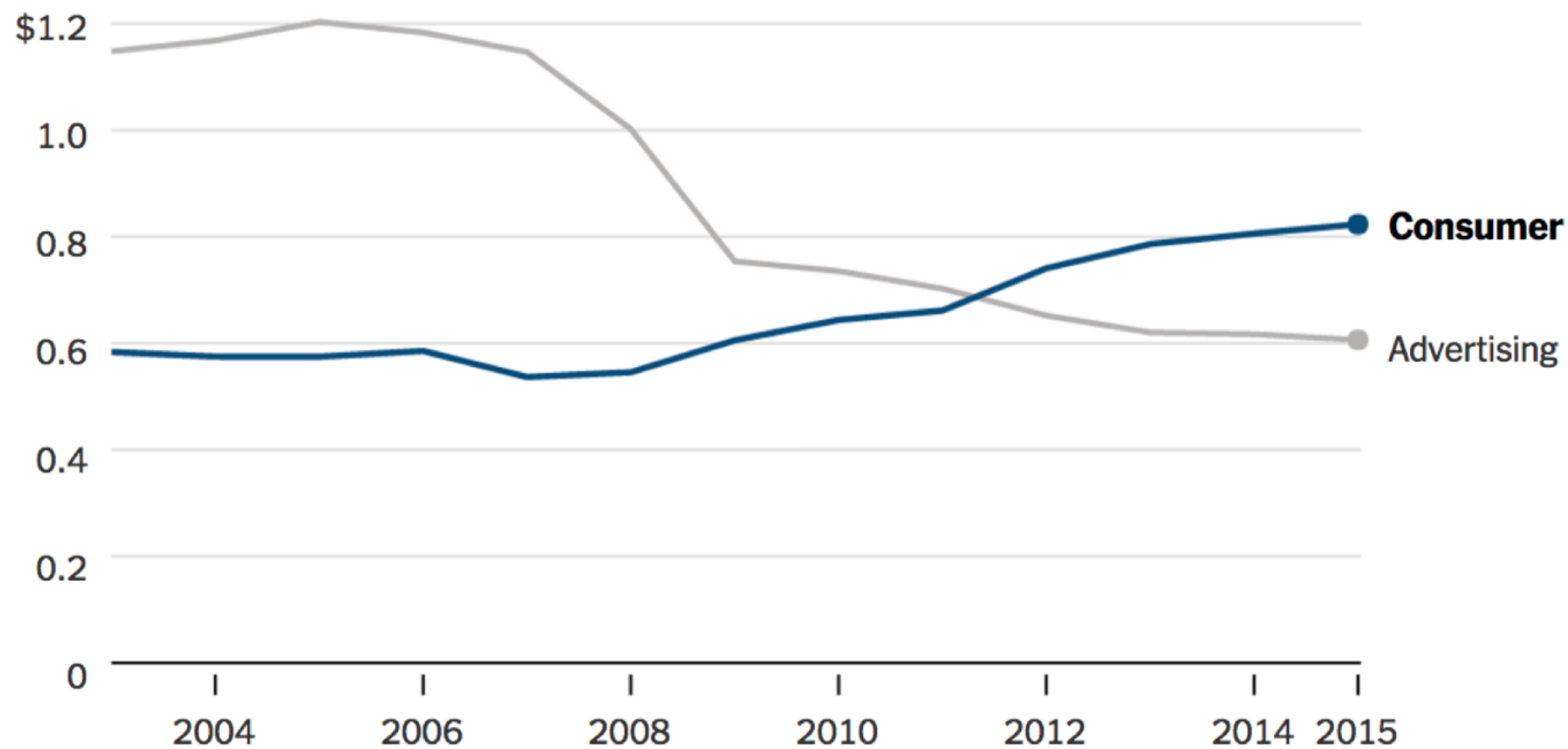
The New York Times

Follow the facts.
Save on the subscription of your choice.
WWW.NYTIMES.COM

👍 96 💬 16 ➦ Share

NYT REVENUE MIX

New York Times revenue, in billions



A historical map of Southern Africa, showing various regions and territories. On the left side, there is a detailed illustration of a lighthouse. The map includes labels for various locations such as Pungo Andongo, Katembo, Schinto, Libonta, Tumbo, Schirma S., Mozambique, Safala, Ruinen von Tumbao, Limpopo, Schoschorog, Kolobeng (Mission), Transvaal Rep., Pretoria, Delagoa B., Kala-hari, Wüst., Ngami S., and DAMARA. The text "WSJ GAINED 300.000 DIGITAL SUBSCRIBERS IN 2017" is overlaid in the center in a large, bold, black font.

**WSJ GAINED 300.000
DIGITAL SUBSCRIBERS
IN 2017**

A historical map of Southern Africa, showing various regions and territories. On the left side, there is a detailed illustration of a lighthouse. The map includes labels for various locations such as Pungo Andongo, Namibia, Katemba, Schinto, Libentia, Tumbo, Tolo, Schirra S., and Transvaal Rep. The text is overlaid on the map, centered horizontally.

<https://medium.com/the-graph/rise-of-subscriptions-and-the-fall-of-advertising-d5e4d8800a49>



PIRATE  **SKILLS**

ITS JUST STARTING

- **AMAZON PRIME, HBO GO, SKY TICKET**
- **APPLE MUSIC, GOOGLE PLAY MUSIC**
- **AT&T - TIME WARNER**
- **DISNEY - 20TH CENTURY FOX**

LAYER 3: FRAGMENTATION

THE CORE ISSUE

THE LINEAR APPROACH TO ADVERTISING:

- **IDENTIFY WHAT YOUR TARGET AUDIENCE LIKES**
- **INTERRUPT IT AND INTRODUCE YOUR BRAND**
- **REPEAT**
- **INCREASED BRAND AWARENESS = INCREASED SALES**

THE CORE ISSUE

- **DIGITAL REVOLUTION HAS BROKEN ALL MODELS**
- **DISINTERMEDIATION (AMAZON, UBER)**
- **GOOGLE AND FACEBOOK**

PIRATE X SKILLS

**The bastard child of
fragmentation is noise**

PIRATE X SKILLS

MEANING GAP

MARKETER

Agencies

OmnicomGroup
WPP
PUBLICIS
IPG
Interpublic Group
HAVAS
AEGIS
MDC PARTNERS
AKQA
LBI
ROSETTA
epsilon
icrossing
Innovation
INTERACTIVE
MERKLE
camelot
at&t interactive
yodle
ReachLocal
WebVisible

Agency Trading Desks

Accuen
The Trading Desk
XAXIS
m!c
VIVAKi
CADREON
RUN
adnetik
acoordantmedia
VAROKVEDA

Creative Optimization

iteracent
TUMRI
adroit
struq
flashtalking
MIXPO
snapads
adacado
promote
STEELHOUSE
DYNAC
spongecell
CERONA
AdReady
richrelevance
ADISE

Retargeting

dotomi
criteo
iellApart
Simplifi
Chango
Fetchback
buysight
crosspixelmedia
ReTargeter
AdRoll
myThings
MAGNE+IC
medioFORGE

Ad Servers

doubleclick
atlas
Mediaplex
mediamind
pictela
adform
pointroll
BLOOM
DIGITAL
PLATFORMS
FLITO

Verification / Privacy

DoubleVerify
adsafe
ADXPOSE
ADMETRY
The Media Trust
TRUSTe
privacychoice
EVIDON

DSPs

MediaMath
invite media
TURN
DataXu
EfficientFrontier
TRIGGIT
thetradedesk
AdBryez.com
BRANDSCREEN
ad2

Media Planning and Attribution

MarketShare
COGNITIVE
MATCH
NETWORK
INSIGHTS
MFACTOR
visual
C3 Metrics
convertro
Encore
ThinkVine
COVARIO
ADCHEMY
MARKETING
EVOLUTION
Korrelate

Tag Mgmt

TagMan
enliven
TEALIUM

Measurement and Analytics

OMNITURE
unica
tracksimple
webtrends
nielsen
vizu
comScore
MOAT
blscience
aprimo

Exchanges

doubleclick
by Google
right media
ADECN
OpenX
adjug
casalex
adBrite
OPERA
software
mobclix

DMPs and Data Aggregators

bluekai [x+1]
ak
exelate
quxntcast
brilig
bizo
LOTAME
JovianDATA
krux
Red Aril
RapLeaf
proximic
PEERgg
AlmondNet
LeGolas
icoma

Data Suppliers

Experian
ACXIOM
datalogix
BUDVA
TARGUS
Simfy
eBureau
NETEZZA
where1
bluecava
infogroup
IX
Viz
CATALINE
Symphony
IRI Group

Ad Networks

Horizontal

YAHOO!
Tribal Fusion
cpix
ADTAGRITY.COM
SOLVE media
SAY: TREMOR
TubeMogul
moebo
adconion

Microsoft Media Network
audience
Casale
ValueClick
Undertone
Brand.net
AT&T
Adworks
AdDynamix
traffic
marketplace
video / Rich Media
videology
YuMe
BBE
BrightRoll
spotxchange
BREAK
MEDIA
Scout24
SpotXchange
Media

Vertical / Custom

cravora
LONGBOARD MEDIA
NetShelter
martini media
IDG Tech Network
Ideas People
ToneFuse
Glam
SOJERN
InflectionPointMedia
Sporgeit
Gorilla
RGM ALLIANCE
GourmetAds
Jumpstart
QMedia
InflectionPointMedia

Targeted Networks / AMPs

NetSeer
media6degrees
specificmedia
choicestream
lucidmedia
rezone
socialvibe
adaramedia
rocketfuel
Audience
Science
collective
interclick

Performance

epic
MATOMY
VANTAGE MEDIA
VIBRANT
adknowledge
MARCHEX
Kontera
moxy media
neverblue
LinkShare
ADTERRACTIVE
Datran Media
hydra
Tattoo Media
The Useful
MediaTrust

Mobile

admob
majiva
Jumptap
transpara
pontiflex
millennial media
greystripe
InMobi
Quattro
rhythm

Media Mgmt Systems and Operations

DDS
media
telmar
centro
operative
theorem
MEDIASPARK
facilitate
TRAFFIQ
Solbright
ADS
AdPro

Sharing Data / Social Tools

facebook
ShareThis
AddThis
tynt
gigya

SSPs

Admeld
rubicon
PubMatic
ReviNet
LIFT

Publisher Tools

Yieldex
fatTail
Shorttail
Lift
DailyMe
yieldbot
isocket
BuzzFeed
scout analytics
daylife
Mochila
daylife
PerfectMarket
PARSELY
METAMARKETS
Jump
Time

Ad Servers

doubleclick
247
apt
LiveIntent
ADTECH
ZEDO
OpenX
Adjugate
adzerk
ai Match

PUBLISHER

CONSUMER

MARKETER

PUBLISHER

CONSUMER

WINTER
IS
HERE!



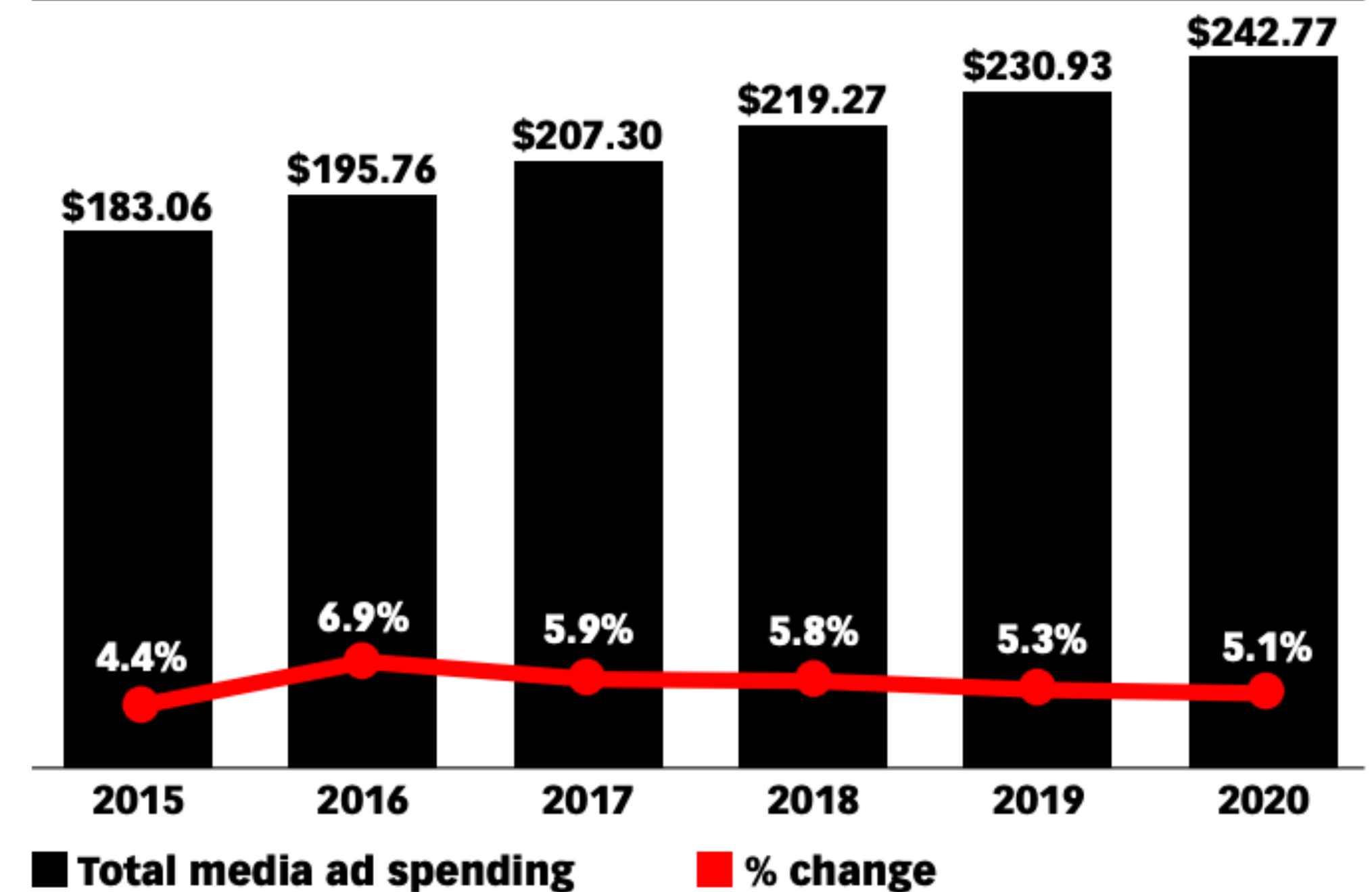
EVER INCREASING MEDIA SPEND

BY 2020, TOTAL MEDIA AD SPEND IS GOING TO REACH \$724.06 BILLION. THAT IS ALMOST \$80 BILLION MORE THAN THIS YEAR.

MOST OF THIS MONEY WILL BE SPENT INTERRUPTING CUSTOMERS, TO THE DETRIMENT OF THE BRANDS.

US TOTAL MEDIA AD SPENDING

US Total Media Ad Spending, 2015-2020
billions and % change



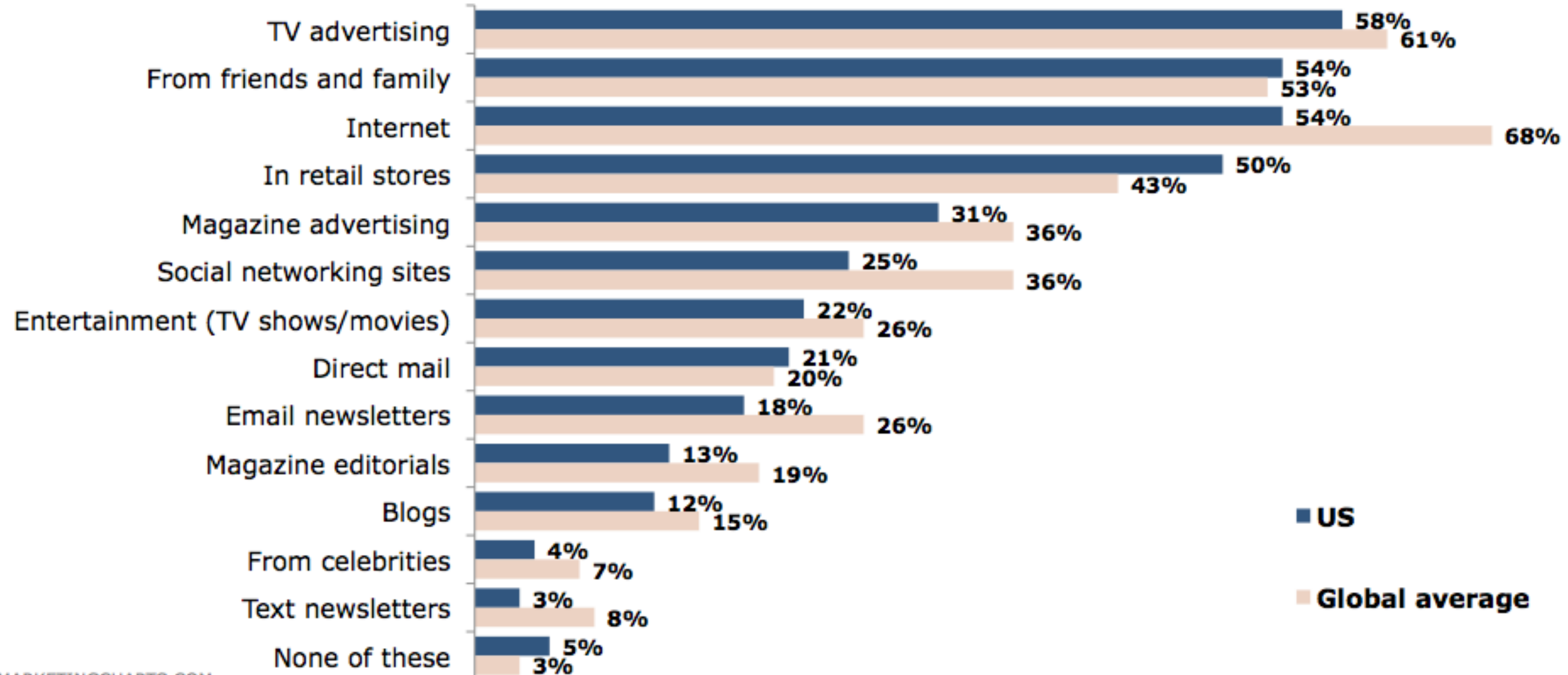
Note: includes digital (desktop/laptop, mobile and other internet-connected devices), directories, magazines, newspapers, out-of-home, radio and TV
Source: eMarketer, Sep 2016

REACH: A FRAGMENT(ATION) OF YOUR IMAGINATION

How Consumers Find Out About New Brands and Products

% of respondents

July 2013



PIRATE  **SKILLS**

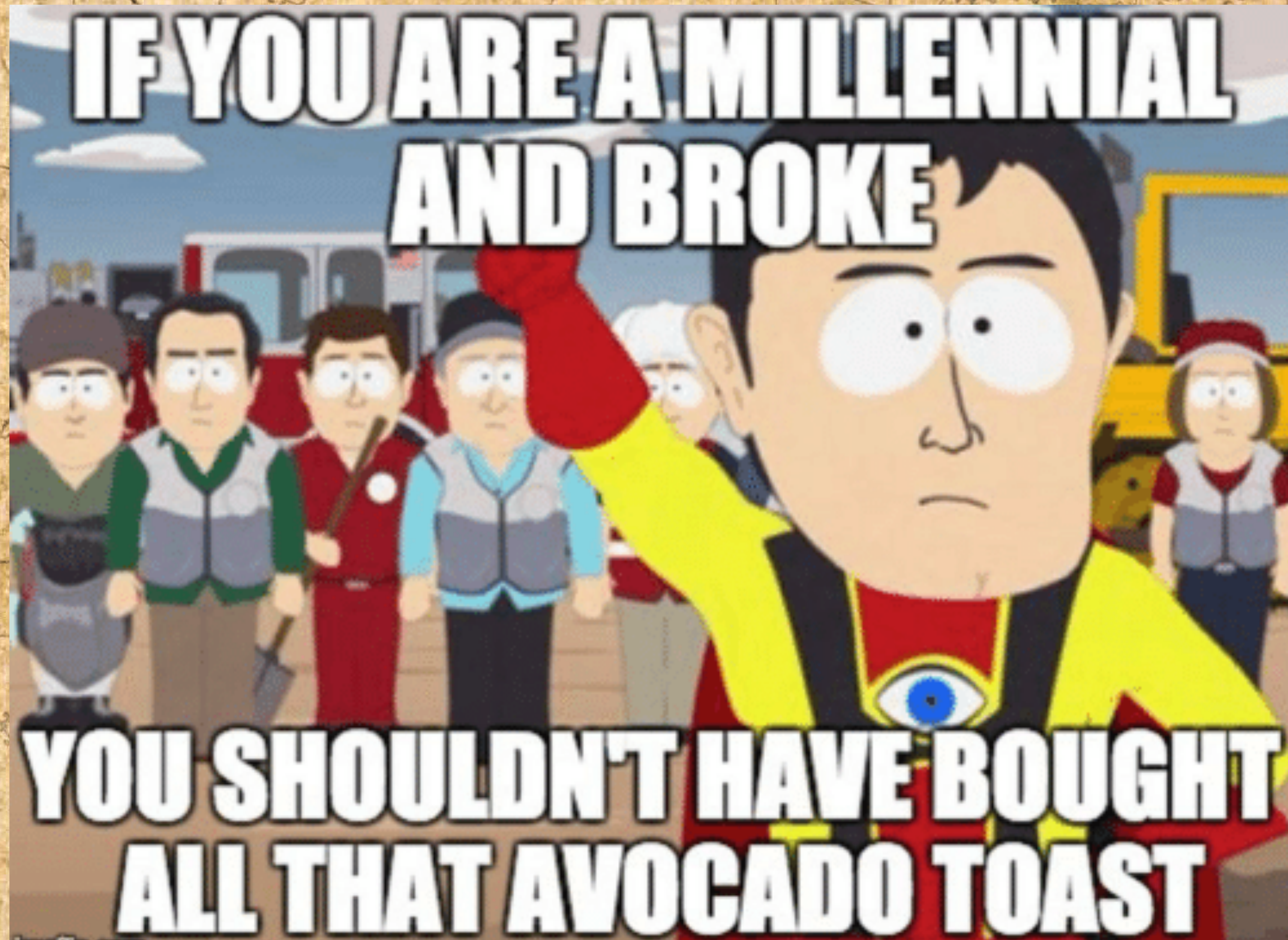
WHY DOES STORYTELLING WORK? OR FROM JESUS TO JOBS

PIRATE X SKILLS

- **IT IS NOT A TREND. IT IS THE CORE OF GOOD ADVERTISING/ CONSUMER COMMUNICATION**
- **THE EVOLUTIONARY REASONS: SOLUTION CATALOGUE**
- **FAIRYTALES AND MORALS**
- **WRAPS THE CLARITY OF A RATIONAL MESSAGE INSIDE AN EMOTIONAL PACKAGE**

PIRATE  **SKILLS**

THE MILLENNIALS BROKE MY BUSINESS MODEL: THE “AVOCADO TOAST” REVOLUTION



MILLIONAIRE TO MILLENNIALS: STOP BUYING AVOCADO TOAST IF YOU WANT TO BUY A HOME



PIRATE X Skills

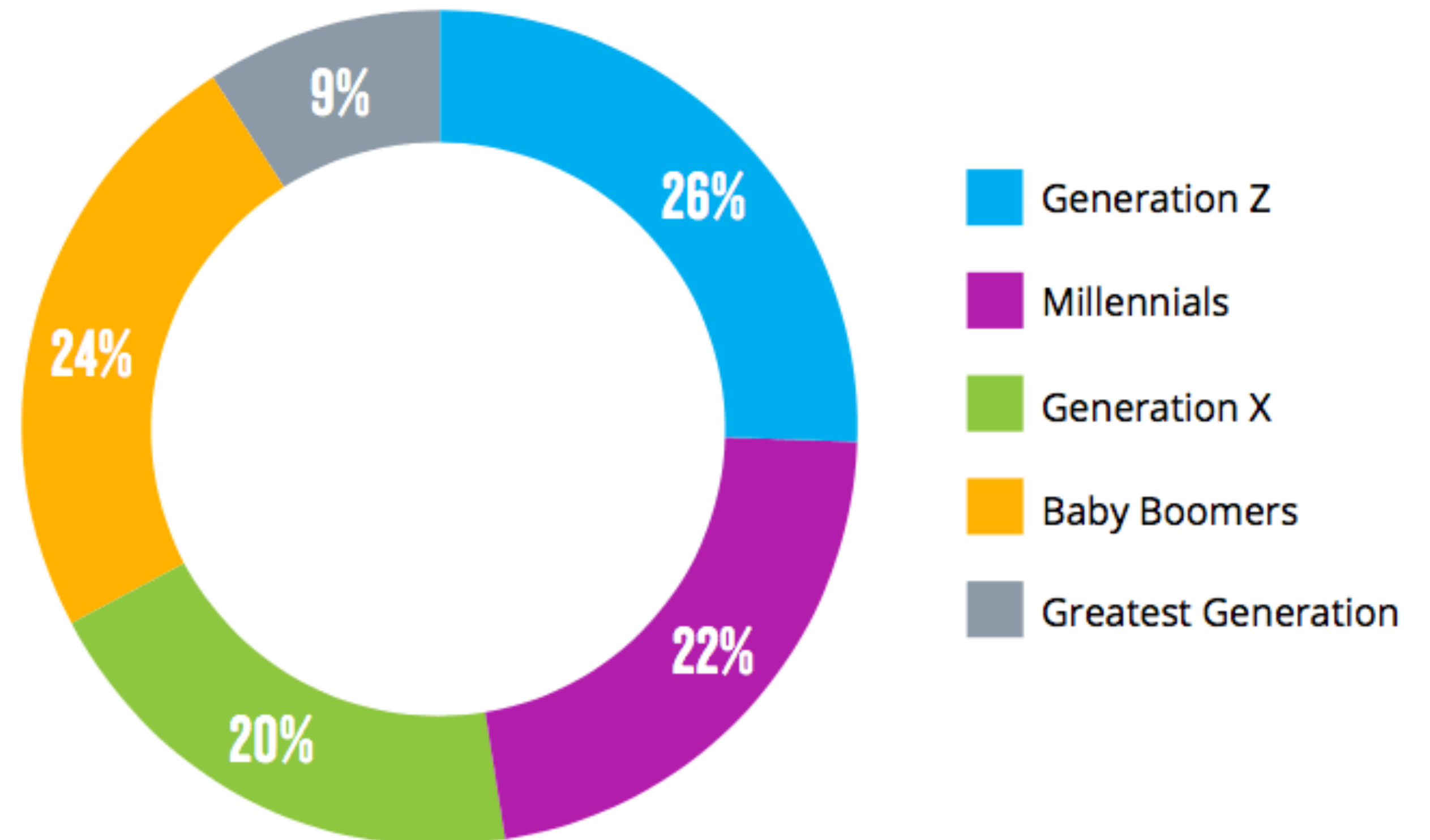
- **MILLENNIALS: BORN BETWEEN 1980 AND 1994
(AGES 24 TO 38 IN 2018)**
- **GEN Z: BORN BETWEEN 1995 AND 2012 (AGES 6
TO 23 IN 2018)**

PIRATE X SKILLS

WHY ARE THEY IMPORTANT?

- ALMOST 50% OF THE WORLD POPULATION
- GEN Z: 32% OF WORLD POPULATION BY 2020
- IN 2018 OVERTOOK MILLENNIALS IN SPENDING
- 70% OF FAMILY'S SPENDING IS GUIDED BY THEM

GENERATIONAL COMPOSITION



PIRATE X SKILLS

WHO ARE THEY?

- DO YOU KNOW THEM?

- ARE THEY LAZY AND ENTITLED?



PIRATE X SKILLS

WHO ARE THEY?

- THEY ARE ONE OF THE MOST TECHNICALLY SOPHISTICATED, CREATIVE AND UNIQUE INDIVIDUALS TO WALK(*) THIS PLANET



PIRATE X SKILLS

WHO ARE THEY?

- **TEND TOWARDS ALTRUISM. THEY ARE MUCH MORE CARING AND GIVING AND THEY TEND TO SAVE MORE.**
- **GEN Z ARE MUCH LESS INCLINED TO SEE THEMSELVES AS “ABOUT FUN” OR TO DO ANYTHING VERY RISKY. THEY ARE ALREADY AND ACTUALLY WORRIED ABOUT THE FUTURE.**



PIRATE X SKILLS

WHO ARE THEY?

- **MILLENNIALS ARE DEFINED 9/11, BY GROWING IN A WORLD SWINGING BETWEEN CRISIS AND OPPORTUNITY. THEY SAW THE BIRTH AND EVOLUTION OF MOBILE PHONES, OF AMAZON, GOOGLE AND FACEBOOK**
- **GEN Z WAS BORN INTO COMPLETE SOCIAL AND ENVIRONMENTAL DYSFUNCTION. THEY HAVE NOT KNOWN THE WORLD WITHOUT PERPETUAL DIGITAL ACCESS**



GENERAL ATTITUDES

- **SHORT ATTENTION SPAN. EXPERIENCE DRIVEN.**
- **WILL NOT FORGIVE POOR EXECUTION**
- **PREFER IN STORE**
- **TURN TO MAGAZINES AND NEWSPAPERS FOR TRUSTED INFORMATION**
- **3 VOICE COMMANDS A DAY**

BRAND EXPECTATIONS

- **BRAND VALUES SHOULD REFLECT THEIR OWN**
- **TRANSPARENT - SECURE**
- **AUTHENTIC**
- **WANT BRANDS TO TAKE ACTION, BE INCLUSIVE AND DO GOOD IN THE WORLD**

Pirate X Skills

SOCIAL MEDIA ATTITUDE

- **QUALITY NOT
QUANTITY.**
- **AWARE OF NEGATIVE
EFFECTS**



ATTITUDE TOWARDS ADVERTISING

- **DON'T WANT TO BE HANDLED. THEY ARE UNFORGIVING WHEN BRANDS DON'T FOLLOW THE RULES.**
- **WANT CONVERSATION AND RELEVANCE. OVER 50% OF GEN Z SOCIAL MEDIA USERS HAVE PURCHASED ITEMS THEY FIRST SAW IN A PAID SOCIAL AD.**
- **47 PERCENT APPRECIATE RELEVANT ADS AND 44 PERCENT EXPECT ADS TO BE RELEVANT TO THEM.**
- **2 TIMES AS LIKELY TO CONVERT ON MOBILE**

Pirate X Skills



McDonald's
@McDonaldsCorp



Black Friday **** Need copy and link****

6:00 AM - Nov 24, 2017

1,476 22,851 72,463



Wendy's
@Wendys



When the tweets are as broken as the ice cream machine. twitter.com/McDonaldsCorp/...

4:59 PM - Nov 24, 2017

8,441 287,069 766,309



Salah Abbas @SalahAb42923754

24 Nov

Replying to @Wendys

whos running this savage page?



Wendy's
@Wendys



Three dogs in a trench coat pretending to be human.

5:33 PM - Nov 24, 2017

12 96 1,491

boredpanda.com

PIRATE X SKILLS

BRANDS THAT DO

EVOLUTION OF THE BRAND

- **TRADEMARK BRANDING: GUARANTOR OF QUALITY**
- **RATIONAL BRANDING: PRODUCT DIFFERENTIATION**
- **EMOTIONAL BRANDING: BRAND BONDING**
- **CULTURAL BRANDING: CULTURAL RELEVANCE**
- **BRANDS THAT DO: CREATE VALUE AND BE USEFUL**

PIRATE X SKILLS

Recognise that not everyone
is going to love what you do,
but do something

2018 Edelman Earned Brand



Edelman
Act With Certainty

BRANDS TAKE A STAND

#EarnedBrand

October 2018

https://www.edelman.com/sites/g/files/aatuss191/files/2018-10/2018_Edelman_Earned_Brand_Global_Report.pdf

Pirate X Skills

1 in 2

people are
belief-driven buyers

They choose, switch, avoid or boycott a brand based on its stand on societal issues

Of belief-driven buyers,

67%

bought a brand for the first time

because of its position on a controversial issue

65%

will not buy

a brand because it stayed silent on an issue it had an obligation to address

**NOT ONLY WILL
YOUR POSITION ON
AN ISSUE GET YOU
CLIENTS BUT ALSO
INACTION WILL
HURT YOU.**

**STAYING SILENT IS
NO LONGER AN
OPTION**

white



PIRATE X SKILLS

**YOUR STAND IS AS
IMPORTANT AS
YOUR PRODUCT**

Product Features

44%

Net of:

Purchase	22%
Consider in future	23%
Learn more online	17%

Brand's Stand

43%

Net of:

Purchase	22%
Consider in future	21%
Learn more online	19%

PIRATE X SKILLS

**AND MORE SO IF
YOU WANT A
REFERRAL**

Pirate X Skills

Percent who express intent to advocate for the brand after viewing a product or brand communication

Product Features

26%

Net of:

Talk to friends or family	19%
Post online, like or reply to the brand	12%

Brand's Stand

32%

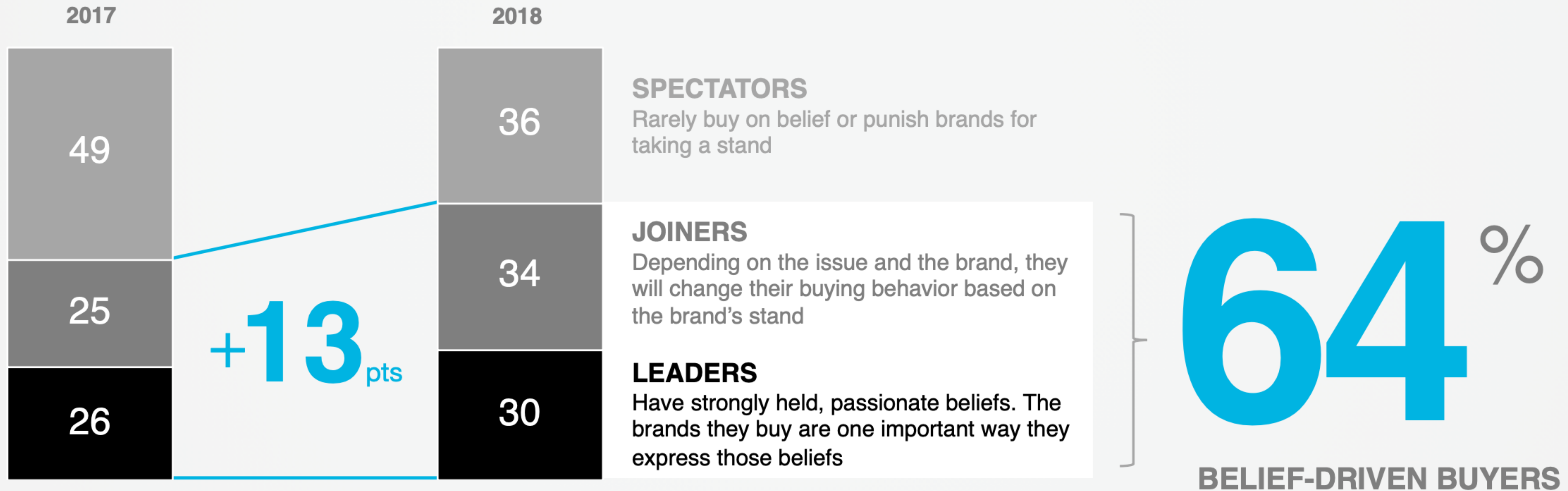
Net of:

Talk to friends or family	24%
Post online, like or reply to the brand	15%

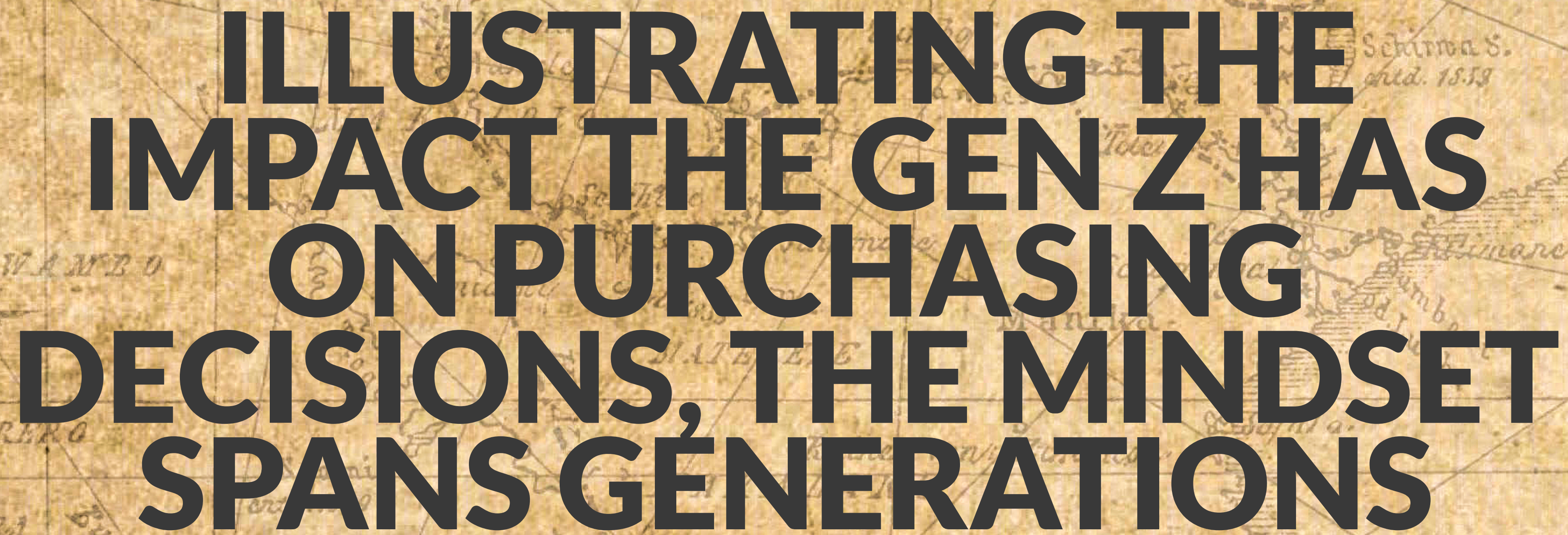
PIRATE X SKILLS

**THE TREND IS
ONLY GETTING
STRONGER**

PIRATE X SKILLS



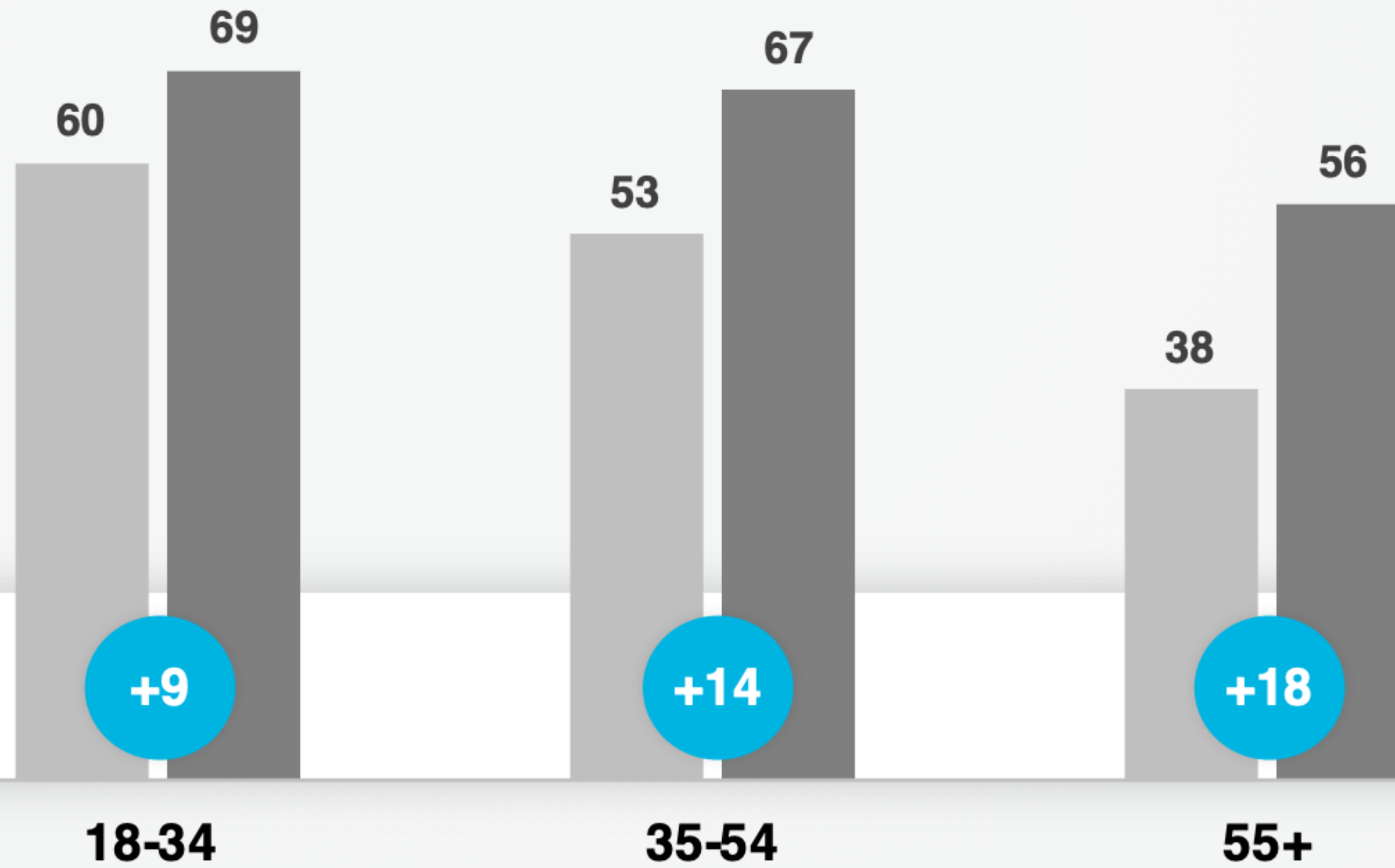
Pirate X Skills



**ILLUSTRATING THE
IMPACT THE GEN Z HAS
ON PURCHASING
DECISIONS, THE MINDSET
SPANS GENERATIONS**

Pirate X Skills

Majority at All Ages



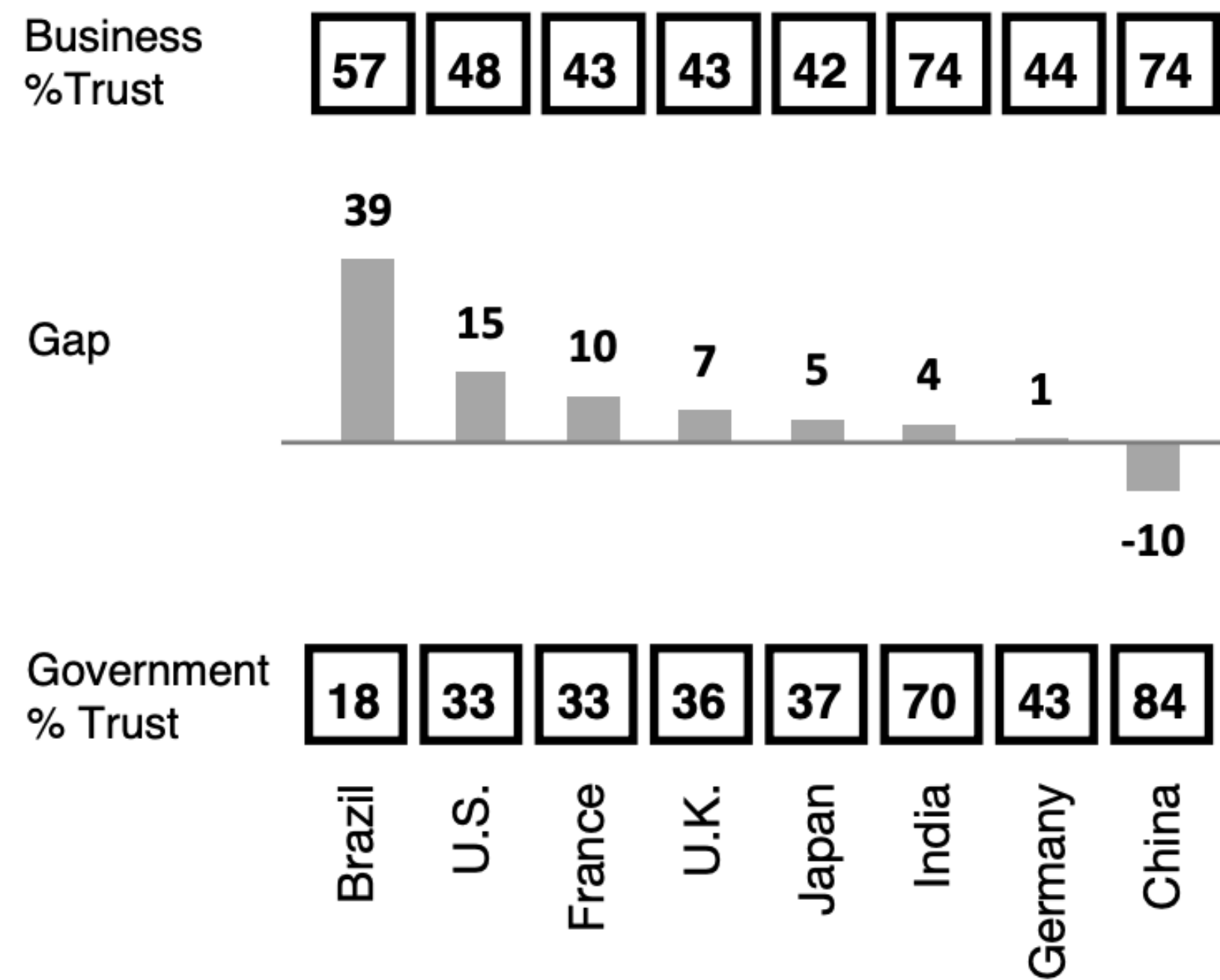
Pirate X Skills

THE EXPECTATION AND TRUST IN THE ABILITIES OF BRANDS

PIRATE X SKILLS

Business more trusted than government

Gap in trust, business vs. government



Business expected to take initiative on change

64%

say that **CEOs should take the lead on change** rather than waiting for government to impose it

46%

Brands have

better ideas

for solving our
country's problems
than government

53%

Brands can

do more

to solve social
ills than government

PIRATE  **SKILLS**

**ENGAGE
DON'T
INTERRUPT**

PIRATE X SKILLS

1. Tell a Compelling Story

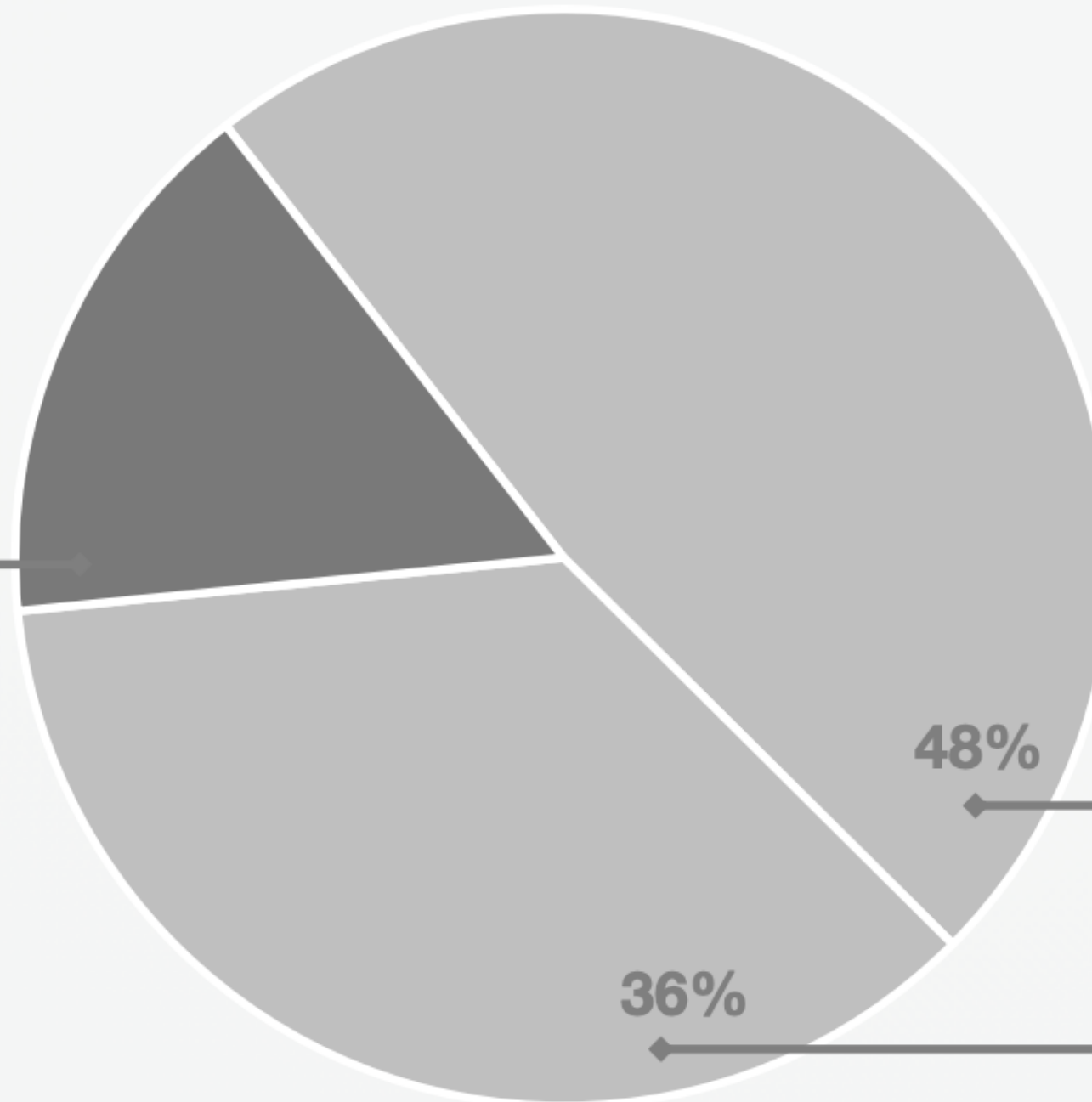
Interruption Does Not Break Through

Percent who describe their attention as having been interrupted or engaged by the brand communication they noticed

16%

Interrupted
their attention

I could not easily ignore or avoid paying attention to it



84%

Engaged
their attention

I noticed it and decided it was worth paying attention to

Someone pointed it out to me, or it was a natural part of a conversation I was having

PIRATE X SKILLS

**HOW DO YOU
JUSTIFY SELLING
A £2 T-SHIRT?**

**HOW DO YOU SELL
DRESSES FOR AS LITTLE
AS £5 WHEN THE
MINIMUM WAGE WAS
£7.83.**

Pirate X Skills


**WILL MY T-SHIRT
END UP IN A
LANDFILL?**

**HOW MUCH MARINE
POLLUTION DID THIS
DRESS CAUSE BEFORE
REACHING ME?**


**WERE PEOPLE
WHO MADE MY
CLOTHES PAID
FAIRLY?**

PIRATE X SKILLS

CASE STUDY: NIKE

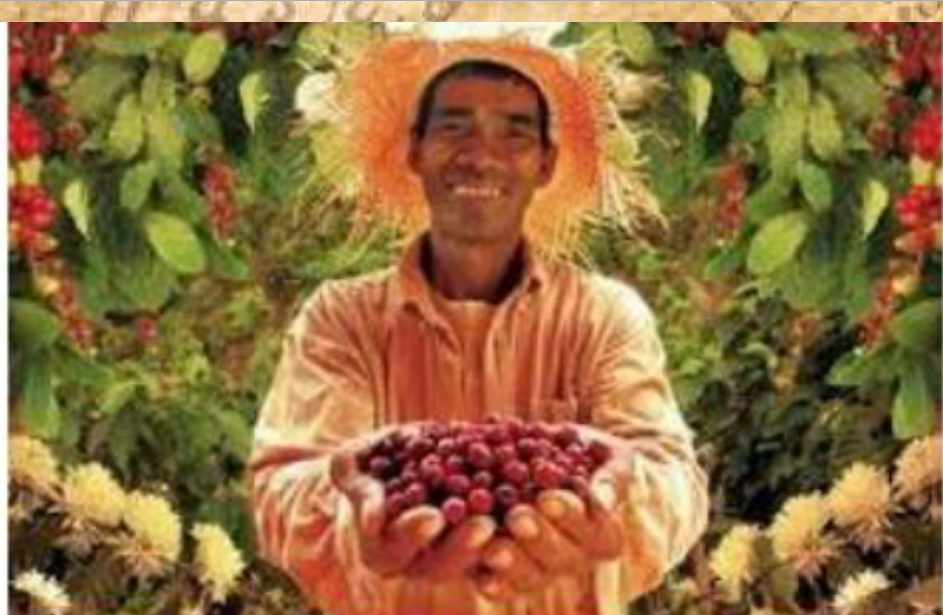
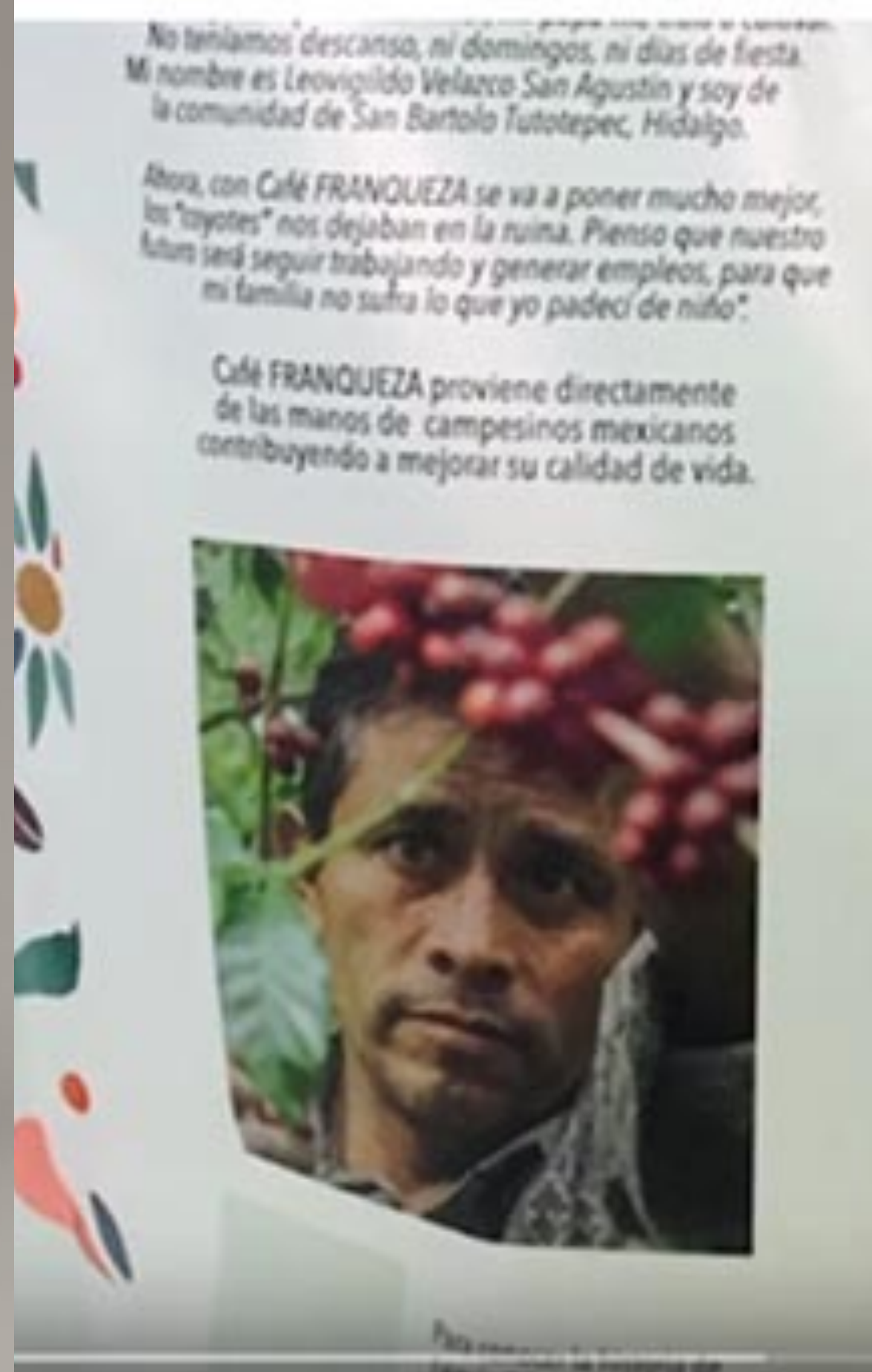


Believe in something.
Even if it means sacrificing everything.

 Just do it.



CASE STUDY: FRANQUESA



PIRATE X SKILLS

CASE STUDY: A TALE OF TWO CAUSES

Pirate X Skills




**72% OF GUYS HAVE BEEN TOLD
HOW A REAL MAN SHOULD BEHAVE.**

The Man Box Study, Promundo, 2017: US

PIRATE X SKILLS

CASE STUDY: TIME TO





**Meet me/at
10pm/in my
hotel/room/
come alone**

Where do you draw the line?

It's timeTo end sexual harassment
in the advertising industry

 **timeTo**
timeTo.org.uk



**New dress?/
It's nice / and
tight / give us
a twirl**

Where do you draw the line?

It's timeTo end sexual harassment
in the advertising industry

 **timeTo**
timeTo.org.uk

PIRATE X SKILLS

CASE STUDY: BODYFORM

PIRATE X SKILLS

**[https://www.campaignlive.co.uk/article/
bodyform-revolutionised-normality/
1492354](https://www.campaignlive.co.uk/article/bodyform-revolutionised-normality/1492354)**

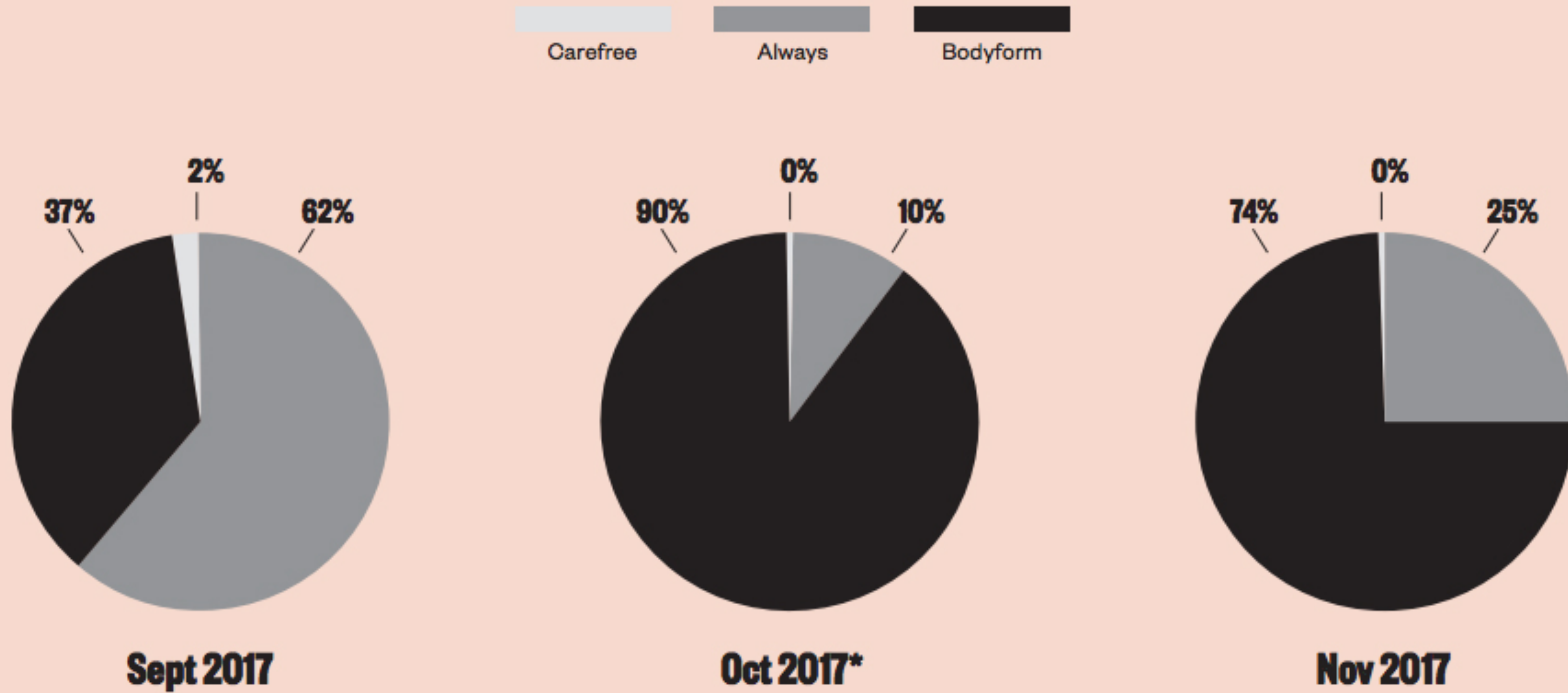
Pirate X Skills

The sight of period blood is unacceptable.

Assorted TV Broadcast Authorities Worldwide, 2017

Social share of voice vs rivals in the UK

Bodyform increased its share from 37% to 90% within a month of the launch of "Blood normal"



Source: Media Bounty, November 2017

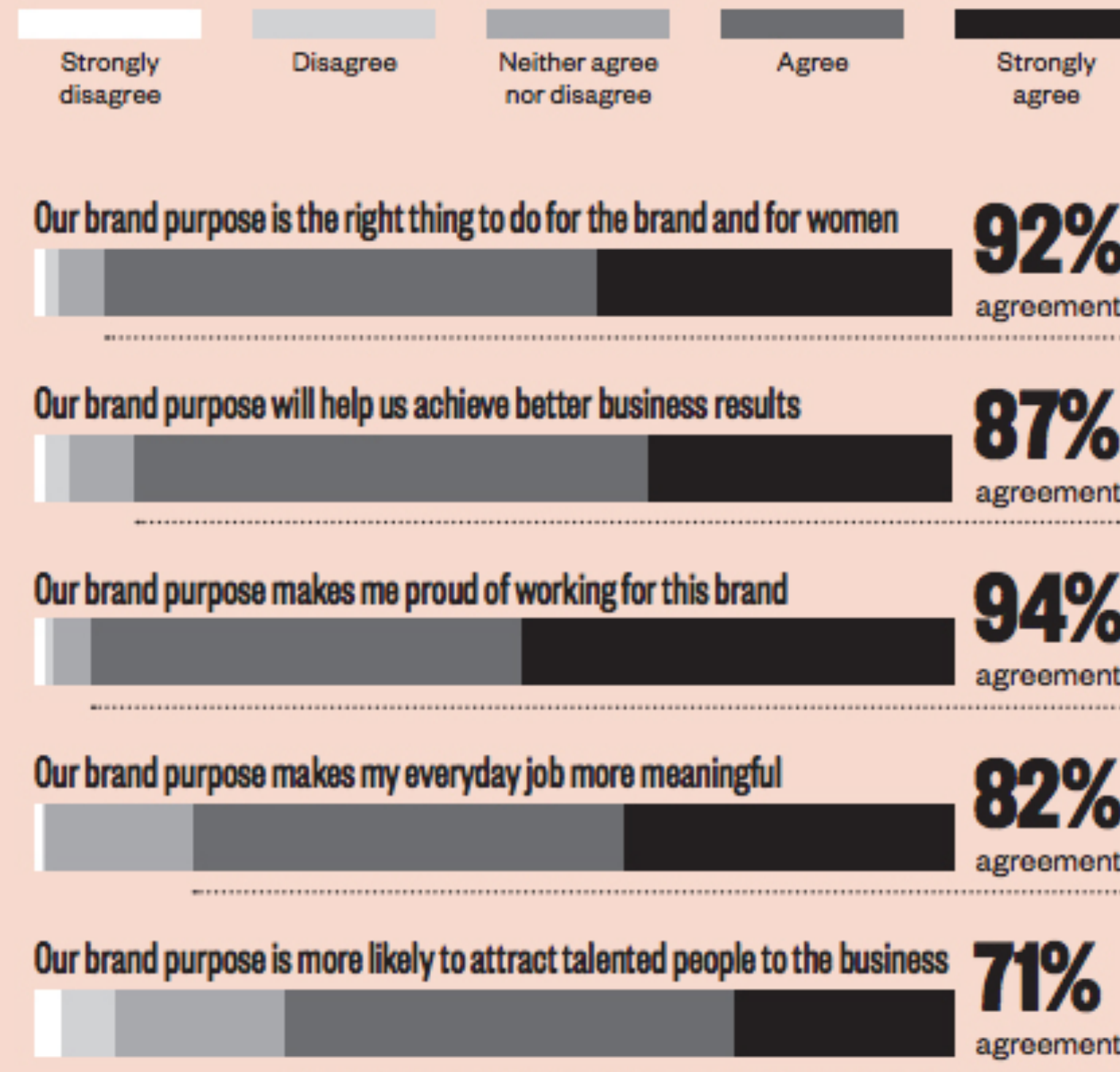
*"Blood normal" campaign launched

Note: sum of percentages may not total 100% due to rounding

PIRATE X SKILLS

Changing attitudes at Essity

How the launch of "Blood normal" created a strong belief in the power of the brand purpose within the company



Source: Survey Monkey, January 2018 – quantitative survey within Essity femcare teams (106 men and women aged 21-65 in 12 markets)

CASE STUDY: RIVER ISLAND

PIRATE X SKILLS

**19% OF UK
POPULATION IS
DISABLED**

The background is a detailed, aged map of Africa, showing various geographical features, coastlines, and place names. On the left side, there is a prominent illustration of a lighthouse. The map is rendered in a sepia or brownish tone, giving it a historical feel. The text 'Pirate X Skills' is overlaid on the top left of the map.

Pirate X Skills

**WE WANTED TO FEATURE A
MIXED ABILITY CAST
WITHOUT FOCUSING ON
THEIR DISABILITY. INSTEAD,
WE TRIED TO CELEBRATE
THEIR POTENTIALS, THEIR
PERSONALITIES AND THEIR
BEAUTY.**



100% FLAWLESS

#LABELSAREFORCLOTHES

RI

RIVERISLAND.COM



DO STAND OUT

#LABELSAREFORCLOTHES

RI

RIVERISLAND.COM



SMOOTH MOVES ONLY

#LABELSAREFORCLOTHES

RI

RIVERISLAND.COM



100% STYLE QUEEN

#LABELSAREFORCLOTHES

RI

RIVERISLAND.COM

PIRATE X SKILLS

**56 MILLION EARNED
IMPRESSIONS. 10S OF
THOUSANDS OF
COMMENTS**

PIRATE X SKILLS

CASE STUDY: PORSCHE

PIRATE X SKILLS

THE WAY AHEAD



TODAY'S JOURNEY

- WHY: STORYTELLING
- HOW: THE HEROES JOURNEY
- WHAT: STORY BASED CONTENT

PIRATE  **SKILLS**

THE HEROES JOURNEY

New York Times Best-Selling Author

DONALD MILLER

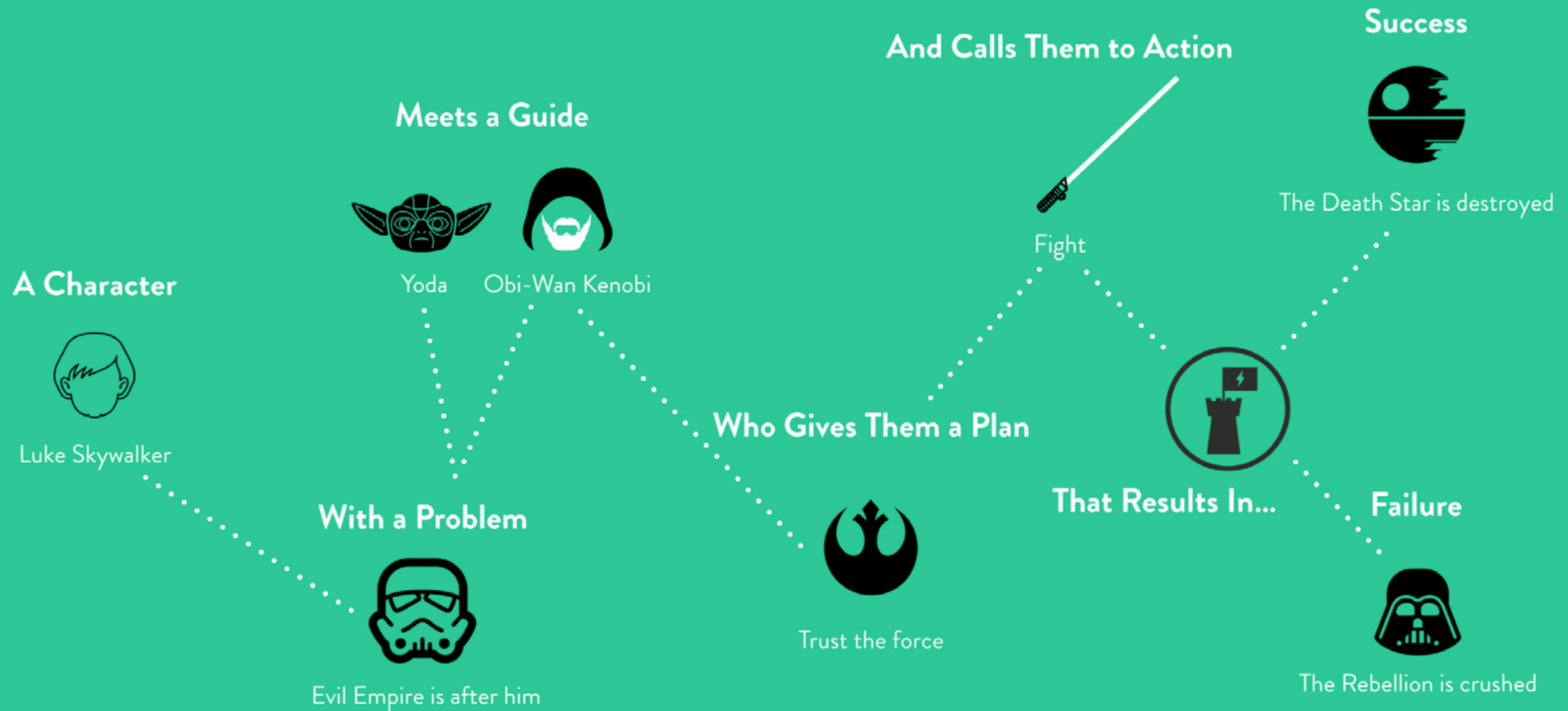
BUILDING A STORY BRAND



Clarify Your
Message So
Customers
Will Listen



Star Wars





A CHARACTER



WHAT DO THEY WANT?



HAS A PROBLEM



VILLAIN

EXTERNAL

INTERNAL

PHILOSOPHICAL



AND MEETS A GUIDE



EMPATHY

AUTHORITY



WHO GIVES THEM A PLAN



PROCESS

AGREEMENT



AND CALLS THEM TO ACTION



DIRECT

TRANSITIONAL



WATCH TUTORIAL



CHARACTER TRANSFORMATION



FROM

TO



THAT ENDS IN A SUCCESS



- ---



THAT HELPS THEM AVOID FAILURE



- ---



A CHARACTER



WHAT DO THEY WANT?



HAS A PROBLEM



VILLAIN

EXTERNAL

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www.mystorybrand.com



AND MEETS A GUIDE



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TODAY'S JOURNEY

- WHY: STORYTELLING
- HOW: THE HEROES JOURNEY
- WHAT: STORY BASED CONTENT

PIRATE X SKILLS

THE PURPOSE- TOLD STORY

PURPOSE TOLD VS. FICTION TOLD STORIES

- **LONG FORM VS. SHORT FORM**
- **GENERAL VS. DETAILED MEMORY**
- **SATISFACTION VS. ACTION**
- **SINGLE VS. REPEATED EXPERIENCE**
- **AUTHOR LOYALTY VS. BRAND LOYALTY**

PIRATE X SKILLS

CASE STUDY: REWE



PIRATE X SKILLS

CASE STUDY: TATILSEPETI

IF YOU'VE HAD IT UP TO HERE



PIRATE X SKILLS

CASE STUDY: AMAZON PRIME



PIRATE X SKILLS

CASE STUDY: CALM



Pirate X Skills

STORY BASED CONTENT



A CHARACTER



WHAT DO THEY WANT?



HAS A PROBLEM



VILLAIN

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AND MEETS A GUIDE



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CHARACTER TRANSFORMATION



FROM

TO



THAT ENDS IN A SUCCESS



- ---



THAT HELPS THEM AVOID FAILURE



- ---

A CHARACTER



WHAT DO THEY WANT?

Founders and Marketers want to make more profitable sales in order to have a growing, independent business that has great impact and gives them the freedom



HAS A PROBLEM



VILLAIN

Corporates

Investors

Competitors

EXTERNAL

Its tough to figure out the right channels, technologies and habits.

Paid ads have been unprofitable.

INTERNAL

I don't know how to scale my marketing.

I'm no expert marketer.

Marketing has become overwhelming.

PHILOSOPHICAL

Growth = Freedom

Lack of Growth = Lack of Freedom

Founders deserve to be free.

AND MEETS A GUIDE



EMPATHY

We know how hard it can be reach a bigger audience for our products and

AUTHORITY

Case Studies like KLARHEIT and Ecocut.



WHO GIVES THEM A PLAN



PROCESS

- Subscribe to the newsletter

- Join the meetup

- Use the online courses / resources

- Go to the workshops

- Become a PS member

AGREEMENT

Get to know Pirate Skills through the free events / live stream and free online resources before you commit to more.

AND CALLS THEM TO ACTION



DIRECT

- Go to the workshops

- Use the online courses

- Become a PS member

TRANSITIONAL

- Subscribe to the newsletter

- Join the meetup

- Use the free online resources



WATCH TUTORIAL

THAT ENDS IN A SUCCESS



- Be a part of a great community
- Know how to scale your marketing
- Constantly improve your marketing skills
- Have business that makes you free and happy.

THAT HELPS THEM AVOID FAILURE



- Competitors will rise above you.
- You might have to go back to your job.
- Loose control of your business

CHARACTER TRANSFORMATION



FROM

I can only do what I really want in part-time
I'm making barely enough money and can't afford a team.

I'm overwhelmed with all the marketing.

TO

Now I do what I really want full time.

I have more than enough for my team and myself.

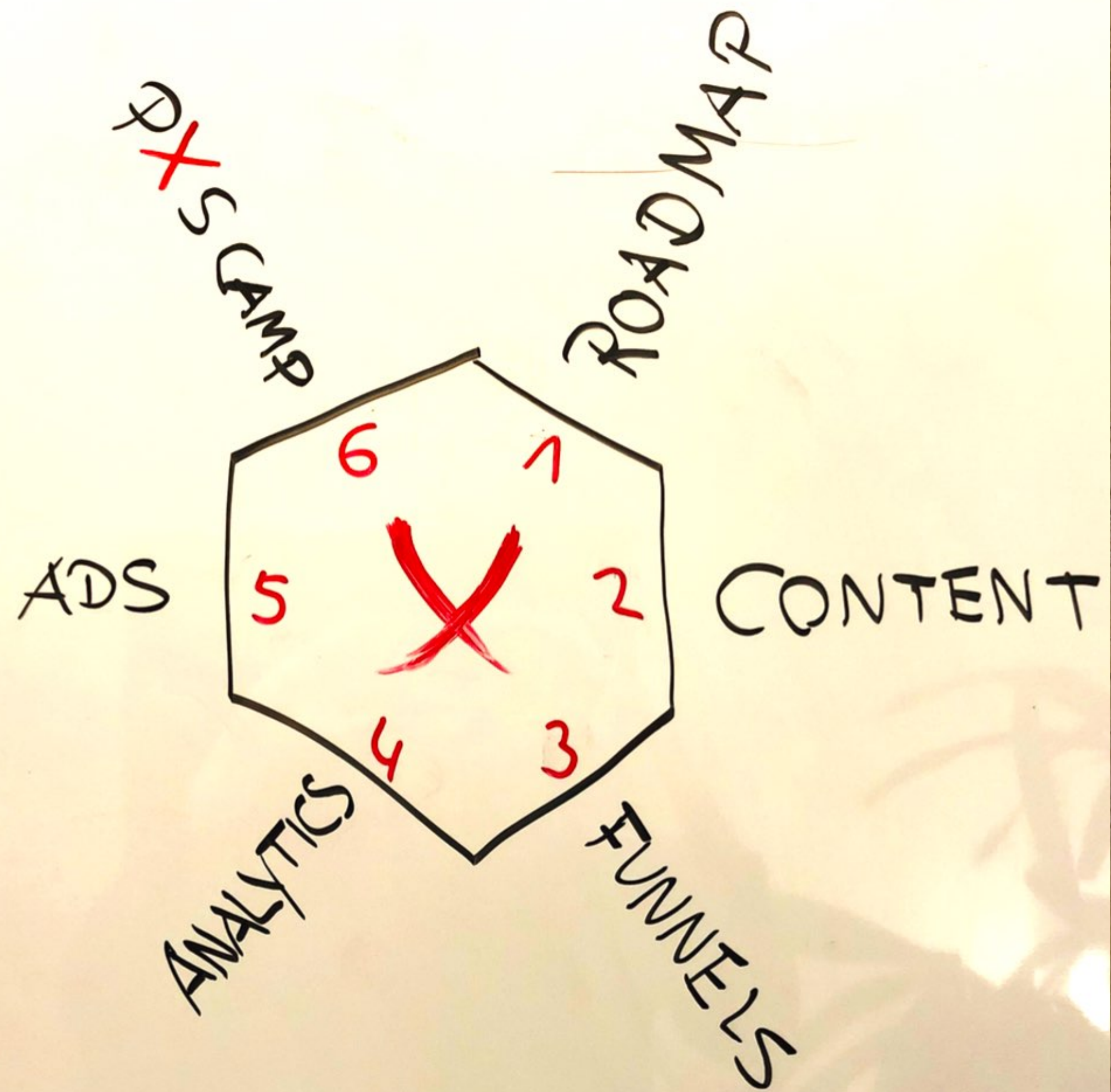
I have a clear strategy / structure to follow.



A vintage map of Africa with a lighthouse on the left and a red 'X' over the text. The map is a sepia-toned historical map of Africa, showing various regions and cities. A lighthouse is depicted on the left side, near the coast. A large red 'X' is drawn over the word 'Pirate'. The text 'JOIN THE' is in a bold, sans-serif font, 'Pirate' is in a stylized, gothic-like font, 'X' is a large red hand-drawn mark, 'Skills' is in a bold, sans-serif font, and 'JOURNEY' is in a bold, sans-serif font.

JOIN THE Pirate X Skills JOURNEY

PIRATE X SKILLS



PIRATE X SKILLS

GROWTH MARKETING TREASURE MAP

GROW IN 2019

Monday | 07.01.2019

PIRATE X SKILLS

FASHION YOUR MESSAGE

CONTENT MARKETING & STORY

WEDNESDAY | 06.02.2019

PIRATE X SKILLS

SAIL YOUR FUNNEL

ADS → WEB → EMAIL → SALES

WEDNESDAY | 06.02.2019

PIRATE X SKILLS

NAVIGATE YOUR DATA

ANALYTICS WITH FB & GOOGLE

WEDNESDAY | 10.04.2019

PIRATE X SKILLS

BOOST YOUR TRAFFIC

ADS ON FB, GOOGLE & NATIVE

WEDNESDAY | 08.05.2019

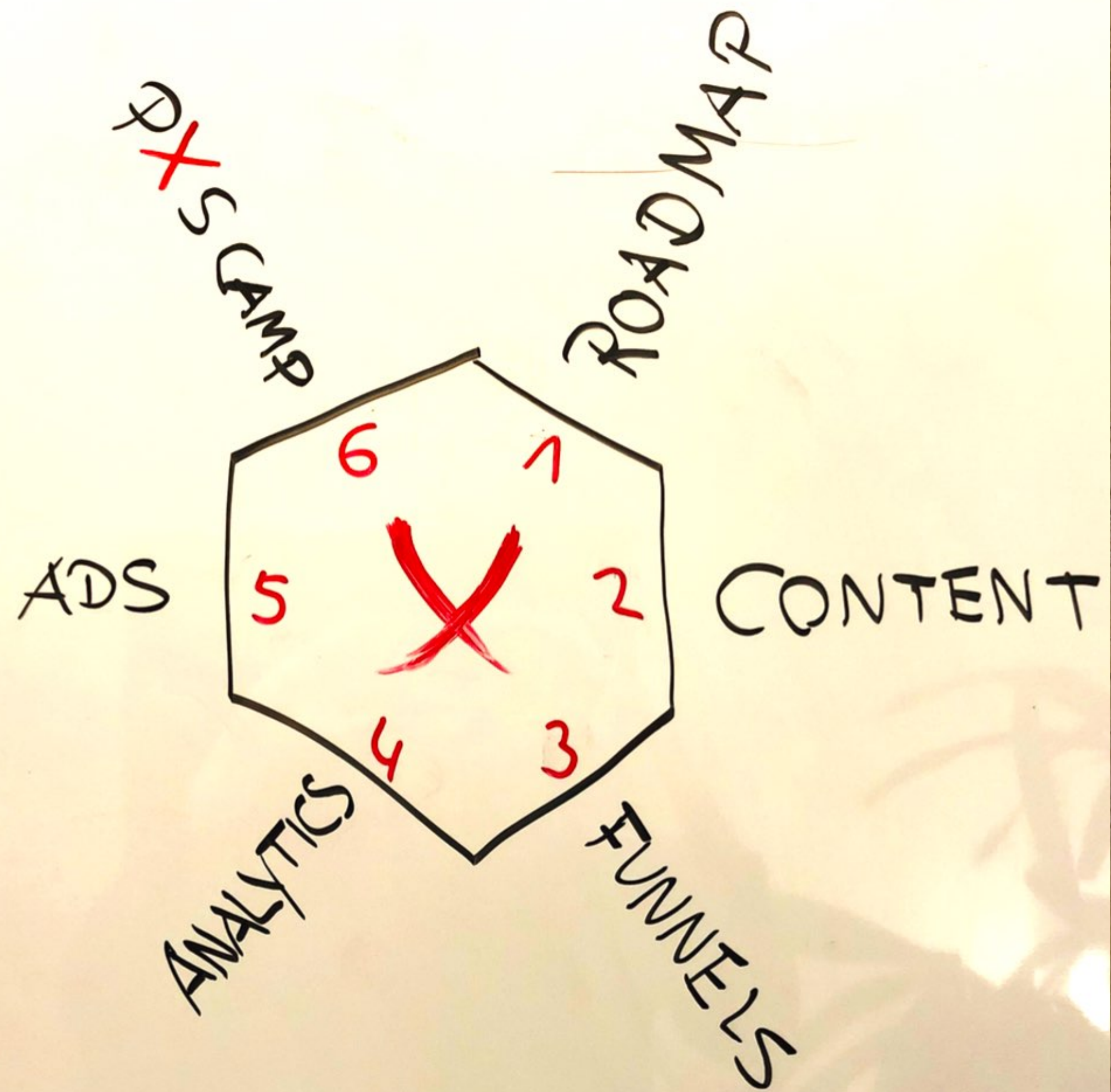
PIRATE X SKILLS

PIRATE SKILLS CAMP

OPEN SPACE | BAR CAMP

WEDNESDAY | 05.06.2019

PIRATE X SKILLS



A vintage map of Africa with a lighthouse on the left and a red 'X' over the text. The map is a sepia-toned historical map of Africa, showing various regions and geographical features. On the left side, there is a detailed illustration of a lighthouse. A large, bold, black text is centered over the map, with a red 'X' drawn over the word 'Pirate'.

JOIN THE ~~Pirate~~ Skills JOURNEY



SILDES & VIDEO

**get.pirateskills.com/
storytelling**

BEN SUFIANI

+49-1522-6389102

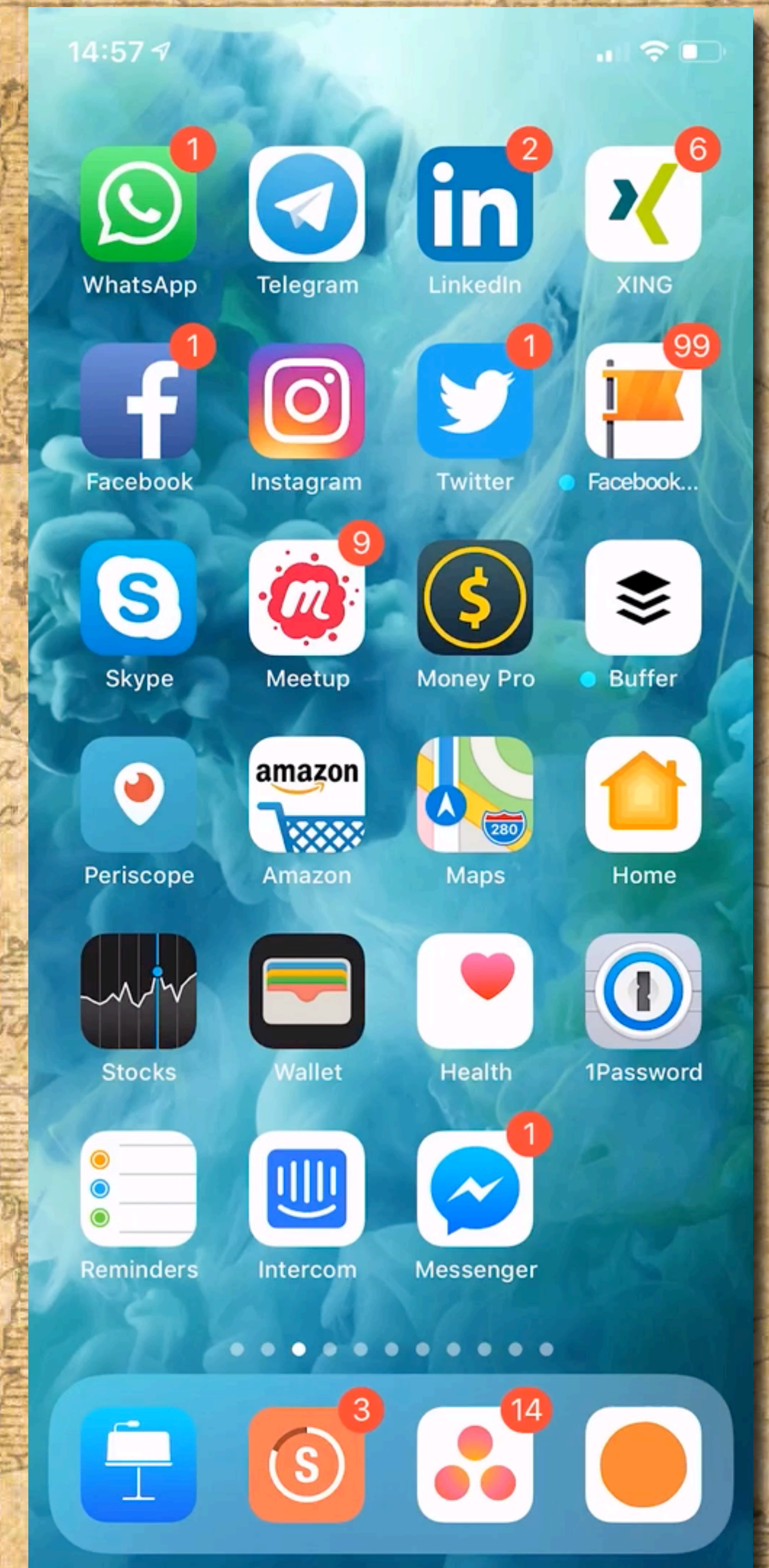
BEN@PIRATESKILLS.COM

1. LINKEDIN APP

2. NETWORK LOGO

3. FIND NEARBY

4. ADD PEOPLE





PIRATE X SKILLS

GROW IN 2019

**GROWTH MARKETING
TREASURE MAP**

JAN 7TH 2019 19:00



Pirate X Skills

GROWTH SPRINT

JAN 7TH 2018 | 10:00-18:00