

Narratives and Storytelling for Organisations and Brands

Defining your narrative and magnetising it with creative storytelling to captivate target groups, and drive sales and growth.

The human brain processes information by telling and remembering stories. Storytelling is therefore the most powerful way of communication. The organisation, product or brand that communicates its positioning in a strong narrative and storytelling is on an unstoppable path to growth

- Storytelling develops a narrative that encapsulates the positioning (target group insight, key promise and reason whys) and releases its power in creative storytelling content.
- enable2grow employs a structural approach for the development of the narrative and an uncompromised-creative immersion for the storytelling content.
- The narrative uses a structural foundation defining the roles, characters and goals for the storytelling. Creative storytelling follows a media-agnostic approach in the steps, and content marketing and media planning in the campaigning phase.

Growth enabled by positioning: powerful positioning by enable2grow activates the target group by addressing a relevant need, then the positioning attracts the target group with its uniqueness – leaving no room for competition.



Gunnar Brune | Enabler, Business-Strategist, Marketing- and Storytelling-Expert

Gunnar is an evangelist for strategic approaches to growth, marketing and storytelling. He has led units in companies, agencies and startups with success in many markets. His experience ranges from consumer-oriented industries like FMCG, retail, automotive, consumer electronics, media and digital services to B2B industries like steel, carbon fiber, executive search and real estate. Gunnar is the author and co-author of several books on marketing and frequently writes for business magazines. He presides on the "Bestseller"-Jury for the most successful new FMCG-products in Germany and is the founder of the Neptun Marketing Award. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 30 25 76 20 52 72** or book us [here](#).