Story Building

- a short introduction on how your brand can create innovative
communication based on user behaviour and data
- what we call **storybuilding**.

If you take someones time you have to give something back.

INTRO

With drastically decreased attention spans it's important to tell great stories and find connectivity as quickly as possible. One of the most powerful ways of doing this, is by using data as the foundation.

When collecting data we gain insights to understand, affect and engage target audiences with personalized on-point content.

**It's not about the amount of data you collect,
it's how creative you are with the insights the most relevant data gives you.**

ACCESSIBLE DATA & RECOURCES

Examples of accessible data and compianies that offers it (there's a lot more, but as we said - this is just an introduction):

ACCESSIBLE DATA

Weather   Traffic

Vehicles   Public transports

User data – internal & external

COMPANIES THAT OFFERS ACCESSIBLE DATA

Google   Spotify   Research Centers

Dark Sky   Amazon

IBM Watson   Pinterest

DRUM   OMD

CASES THAT INSPIRES US

COMPANY: SNICKERS **AGENCY**: CLEMENGER BBDO MELBOURNE **CASE:** "THE HUNGERITHM" **LINK:** https://vimeo.com/277569972

COMPANY: McDonalds **AGENCY**: OMD **CASE:** "BEAT THE HEAT" **LINK:** https://vimeo.com/454683261/9cfc3dbd4e

COMPANY: TAC **AGENCY**: CLEMENGER BBDO MELBOURNE **CASE:** "MEET GRAHAM "**LINK:** https://youtu.be/7FQpjCauL0w

SOME OF THE CLIENTS WE HELP WITH STORYBUILDING

Are you curious on how we can help your company with **storybuilding**?
Please contact emil.thelander@drumswe.com **or** bo.thorp@drumswe.com at **DRUM** for more information.

HOW TO START?

When creating content with data as a resource, there's some important steps to have in mind before you getting started. Always ask yourself what you want to achieve by using data.

The list of important questions to ask is long, but below you find a simplified model on how to start intertwine data and creativity when creating content.

SIMPLIFIED MODEL

COLLECT DATA - INTERNAL & EXTERNAL RECOURSES	DEFINE WHAT TYPE DATA YOU WANT USE AND WHY	CROSS USE MULTIPLE RESOURCES	BUILD A DASHBOARD ON THE DATA RESOURCES	GATHER THE INSIGHTS & CREATE IMPACTFUL CONTENT	MEASURE THE RESULTS - WHAT WORKED, WHAT DIDN'T?

We know, it's easy to get overwhelmed. Don't stress out - we have your back!

DRUM OMD

WE ARE **DRUM**

Hopefully this introduction has given you some new insights and a new mindset of how data can be used when creating great content. We know, it's easy to get overwhelmed with all the opportunities. But don't stress out, we have your back!

At **Drum** we lives for the art of crunching data and places creativity at the absolute forefront of our mission. We love to combine these two crucial elements and through these we simply create the best content in the world.

Our ambition is to balance on the border between media and advertising agencies as this is an area which generally lacks the motivation needed to keep great ideas and strategic efforts alive. We want to put an end to this madness and refine the great ideas out there as well as sharpen the existing tactical strengths.

Together with ambitious brands we create innovative communication based on user behaviour and data

- we call it storybuilding.