



Repositioning Legendary Market Research Firm Through Storytelling

We-Storytellers Success Story

<https://we-storytellers.in/>





The Protagonist

A market research firm, translating customer/employee engagement and emotions for its global clientele. The active listening capabilities and intuitive tools are creating an impact in the B2B, B2B2C space.



The Plot

We-Storytellers took a consultative and total ownership approach to redefine the brand's positioning. We curated and designed case studies, thought leadership stories as infographics, email communication, webinar decks and social media posts for more visibility.



The Climax

The thought leadership activity and storytelling approach for customer success stories re-established the client's positioning as a domain expert. The activities also gave ample opportunities for enhancing the visibility of leadership teams. Additionally, consistency in marketing assets and a well-governed event campaign plan created a noticeable impact on the client's social media presence.

Re-inventing Brand Stories

A legendary 35 year old market research company specialized in experience index onboarded We-Storytellers as their marketing partner to strengthen brand positioning and market visibility. The brand had a vibrancy of its own, yet not much attention had been given to reverberate the industry sentiments. After three decades of consistent efforts in supporting customers, they knew it was time to reinvent and reposition the brand in sync with the evolving market dynamics.

As a business storytelling partner, we learned the customer's voice inside out through multiple discovery sessions. The reinvention had to be subtle yet influential enough to capture the attention of a larger audience. We narrated and designed a host of marketing assets to help the client connect and re-connect with their end customers and prospects. As the client tuned into listening to the voice of trusted customers, we added zing to their efforts with our signature narrative and visual storytelling approach.



The stories we told

Capturing the Leadership Thoughts

The customer is an expert in a broad spectrum of market research and analysis. This had to be expressed uniquely to educate the audience on specific aspects of market research. After a few sessions with the leadership team to understand the need and their thoughts in-depth, we translated them into business stories and design-driven infographics. The assets were well-received on social media and among their customers.

Working As an Extended Team for Events and Internal Marketing

When the client wanted to bring back their signature live corporate conversation in virtual mode, We-Storytellers grouped to offer end-to-end support for the event. From preparing the campaign plan to delivering assets that appeal to the target audience, we worked as an extended team for the client. The campaign assets included emails, LinkedIn posts, presentation design, blogs, infographics, video snippet recommendations and virtual backdrops for pre-event, event and post-event stages.

Adding the Element of Storytelling in Sales Pitches

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Strengthening Brand Recall Value Through Visual Storytelling

The brand was known among the target group and their global clientele. We elevated the positioning and brand recall through visual storytelling. As part of the engagement, we recreated some of the graphical representations while giving a fresh approach to some. Every asset was designed and templated in a newly crafted palette to help customers identify with the brand.

What we achieved

The consistent support has enabled the sales and marketing team to bring out stories they always wanted to tell. What started as a two-phase activity is now advanced to consistent engagement where we work as an extended marketing team for the client.

We have captured the client's voice in sync with the matured audience across the globe, their trusted customers and new talents. Bringing back the leadership symposium into a virtual format has set a new milestone in our partnership.

As this is being read, we continue to create new stories with a quest to find uniqueness in every corporate tale we say for the customer.





About Us.

We are Storytellers.

We bring the art of business storytelling in Organization and Marketing Communication. Our purpose is to equip organizations to build a voice, inside out and communicate with confidence, clarity and conviction, during and beyond these challenging times. We serve our global clientele with a philosophy of value beyond any boundaries, with complete ownership of the outcomes. We are accredited as an SAP Digital Marketing Service Bureau partner.

Contact Us.

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