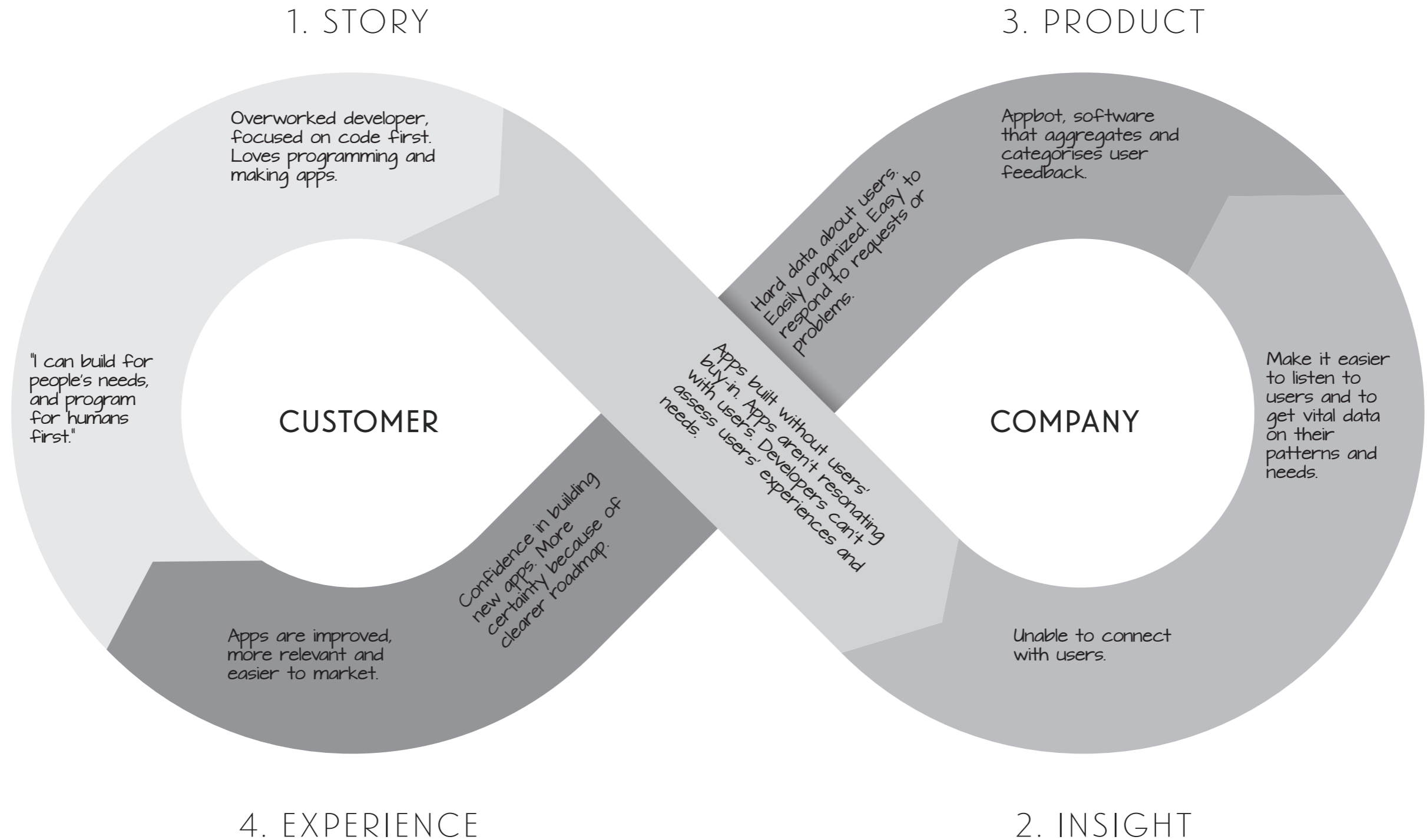


THE STORY STRATEGY BLUEPRINT

Created for Appbot*

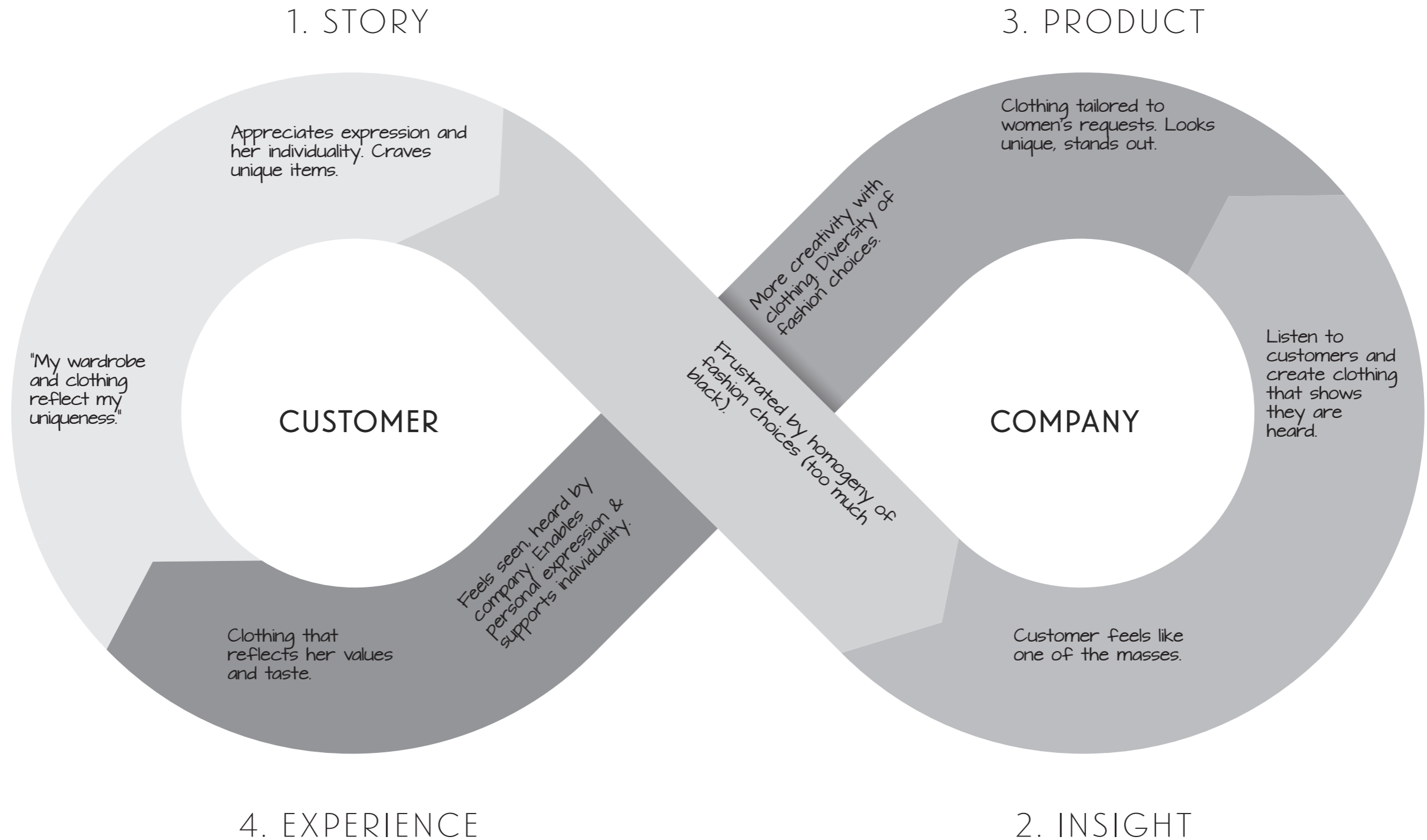
Date August 30, 2015



THE STORY STRATEGY BLUEPRINT

Created for Black Milk Clothing*

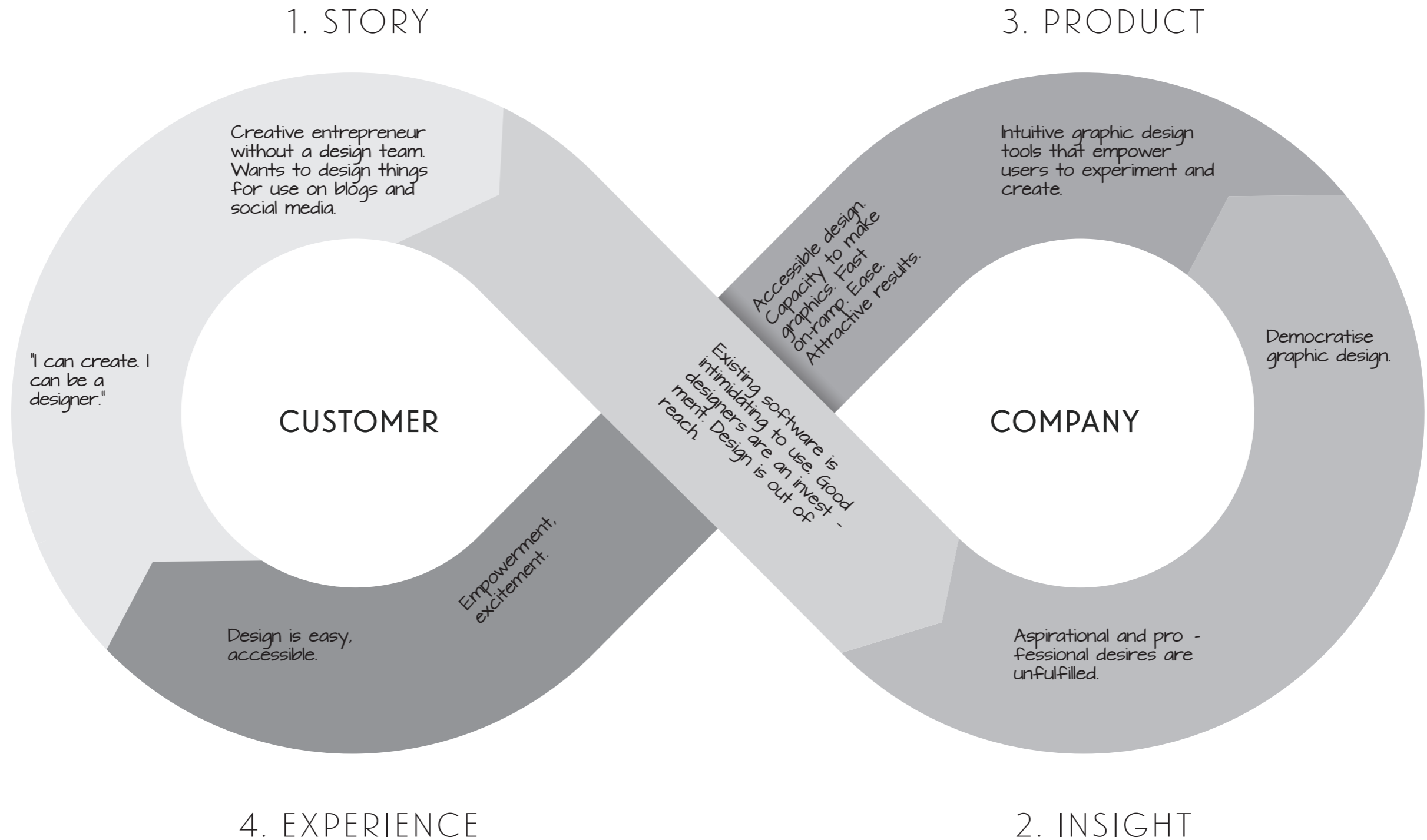
Date March 21, 2015



THE STORY STRATEGY BLUEPRINT

Created for Canva*

Date September 6, 2015



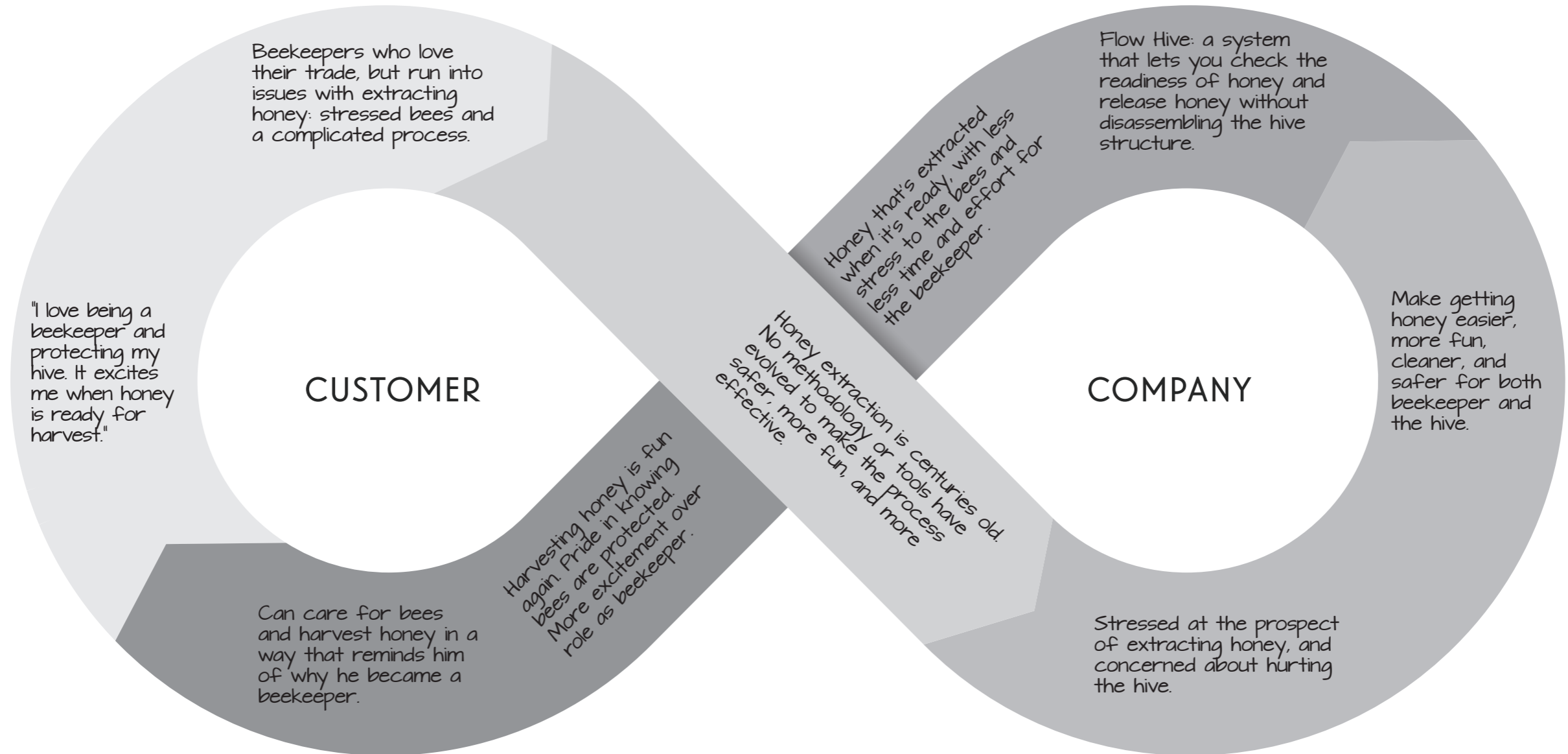
THE STORY STRATEGY BLUEPRINT

Created for Flow Hive*

Date December 13, 2015

1. STORY

3. PRODUCT



4. EXPERIENCE

2. INSIGHT

THE STORY STRATEGY BLUEPRINT

Created for GoPro*

Date January 10, 2015

1. STORY

Adrenaline junkie who loves life outdoors. He's into rigorous activities like surfing, and wants to capture memories of his life in a meaningful way.

"I can celebrate and memorialise my life without limitation, and share my best times with friends and loved ones."

CUSTOMER

Can capture, keep and share his most exciting or important moments.

Excited to be the hero of his own story, and have it enshrined forever in a digital format.

4. EXPERIENCE

3. PRODUCT

GoPro: a durable strap-mounted video camera that provides point-of-view footage

Moments captured on video forever. No limitations on how videos are shot. Digital memories to last a lifetime.

Durable video camera for the sports enthusiast that allows him to capture his best moments.

COMPANY

Disappointed that he can't capture some of the most important moments in his life.

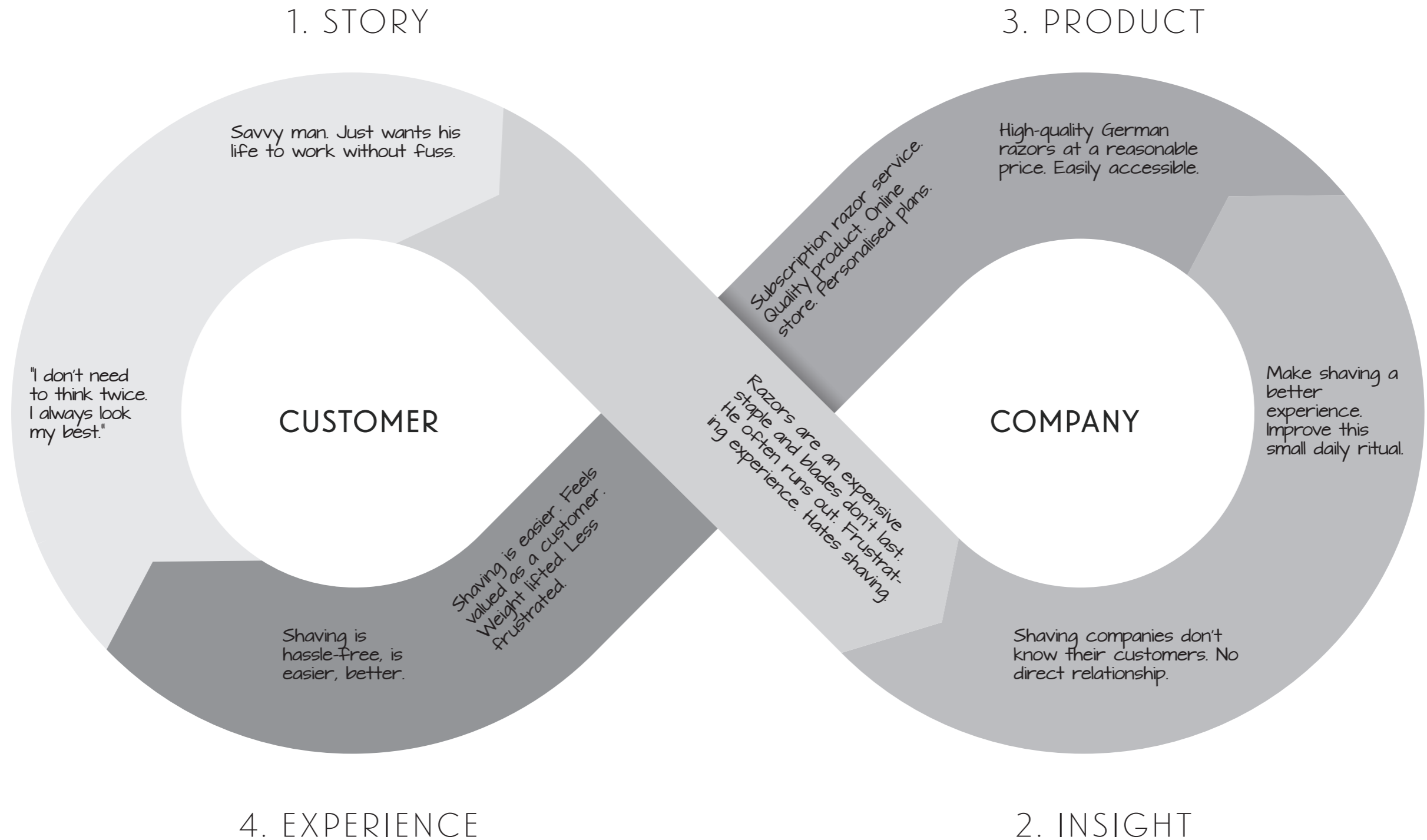
2. INSIGHT

No video or still camera on the market exists for him to use when he's living it up (sky-diving, surfing, paragliding).

THE STORY STRATEGY BLUEPRINT

Created for Harry's*

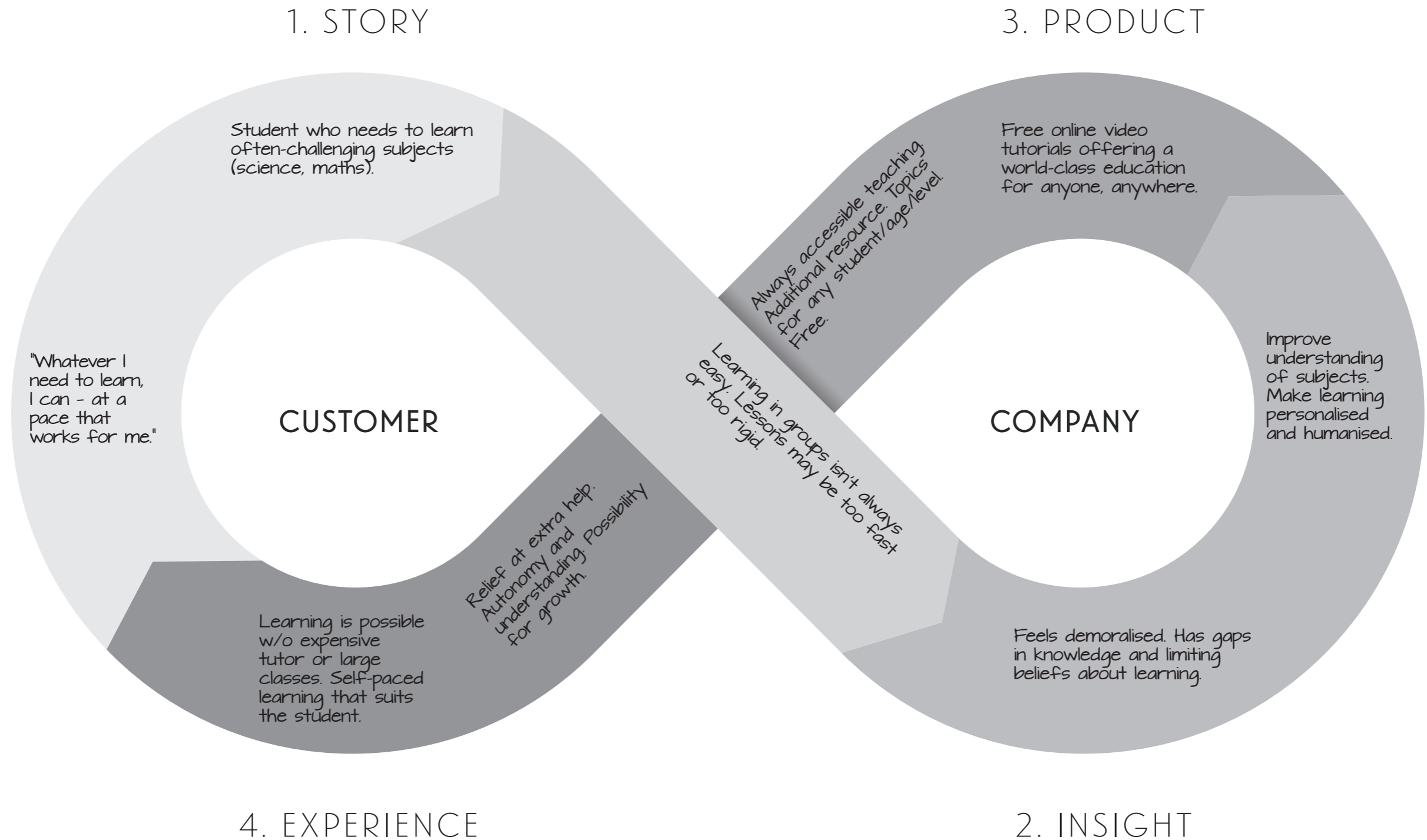
Date August 10, 2015



THE STORY STRATEGY BLUEPRINT

Created for Khan Academy

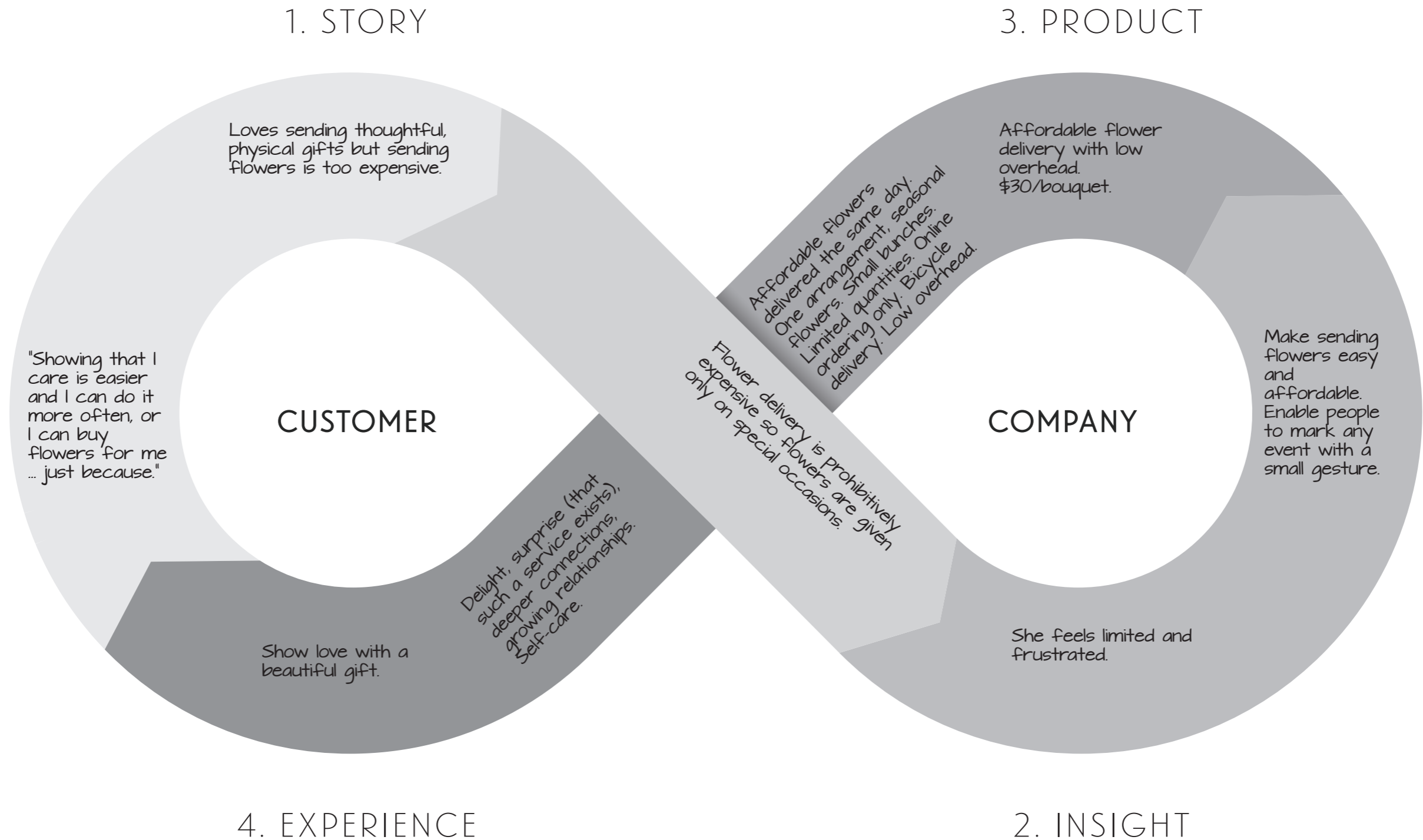
Date February 18, 2015



THE STORY STRATEGY BLUEPRINT

Created for Little Flowers*

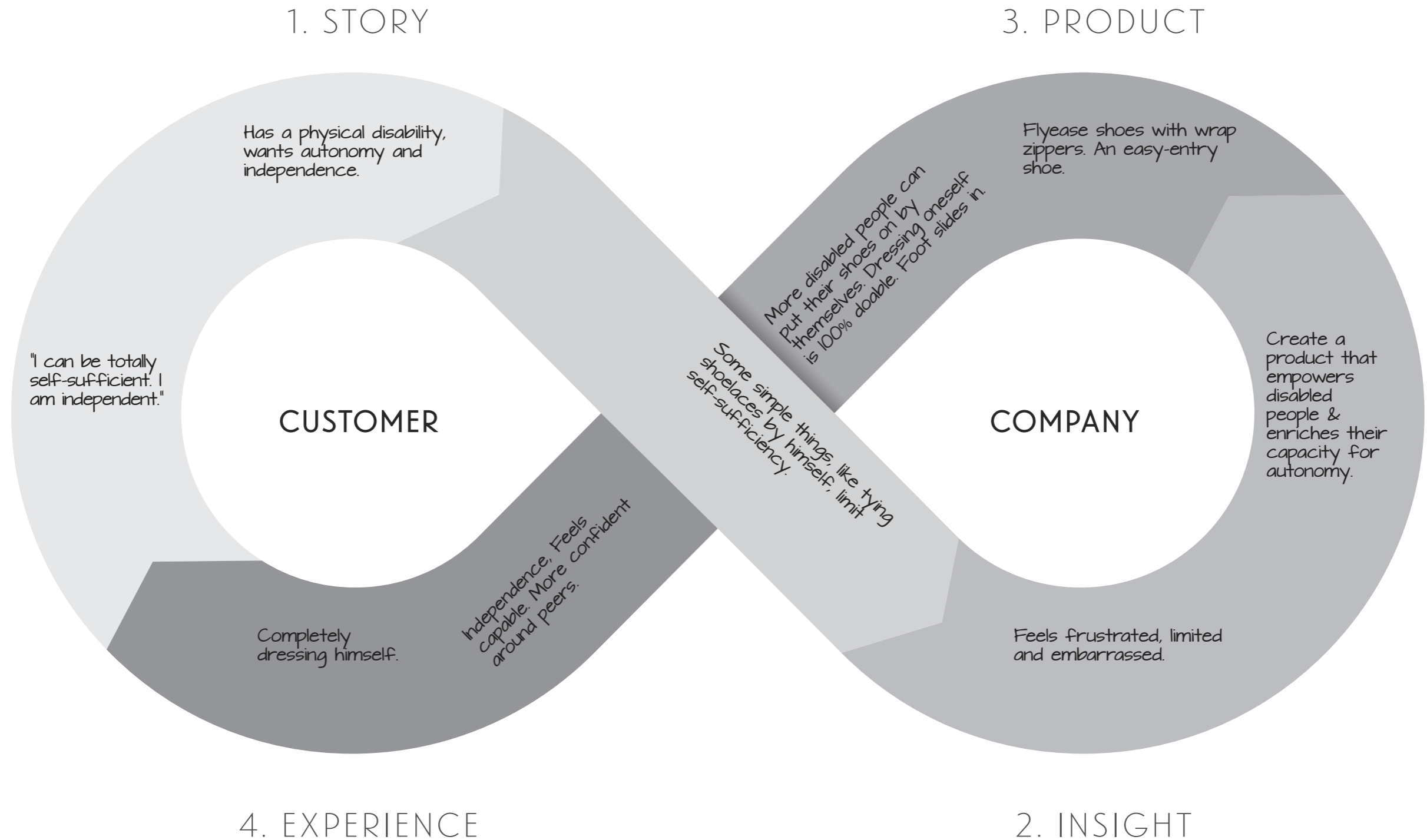
Date May 3, 2015



THE STORY STRATEGY BLUEPRINT

Created for Nike Flyeaset

Date July 2, 2015



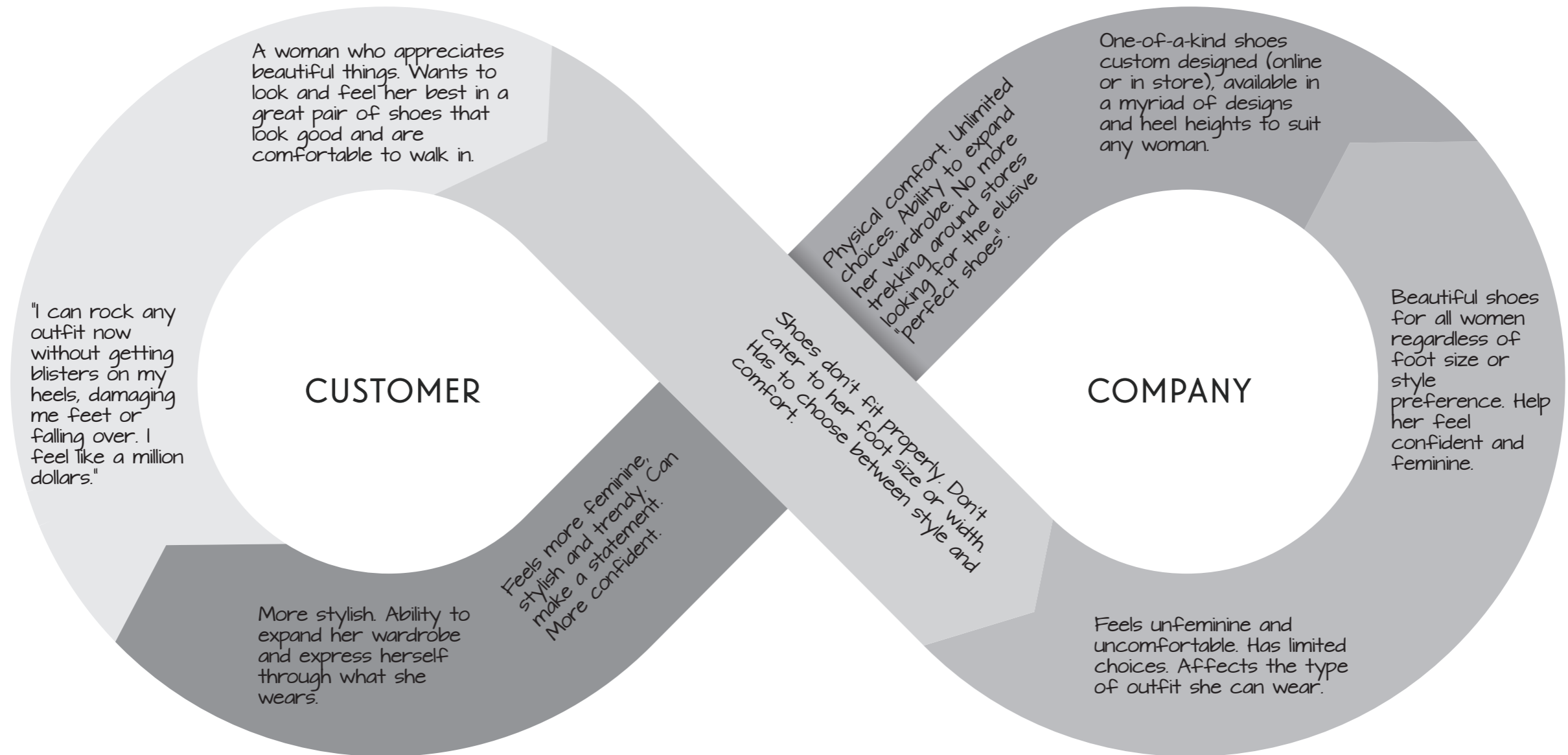
THE STORY STRATEGY BLUEPRINT

Created for Shoes of Prey*

Date April 19, 2015

1. STORY

3. PRODUCT



4. EXPERIENCE

2. INSIGHT