



Where are the consumers' stories?

From Storytelling to Storyhearing:

getting new and deeper insights by listening to stories

leigh@irrationalagency.com

What are stories made of?



Yes, stories are made of...

adventurers

romance

betrayals

treasure

orcs

Mr Darcy

But fundamentally, every story has

protagonists


obstacles

changes

cause-and-effect



**To build a story,
you need the
building blocks**

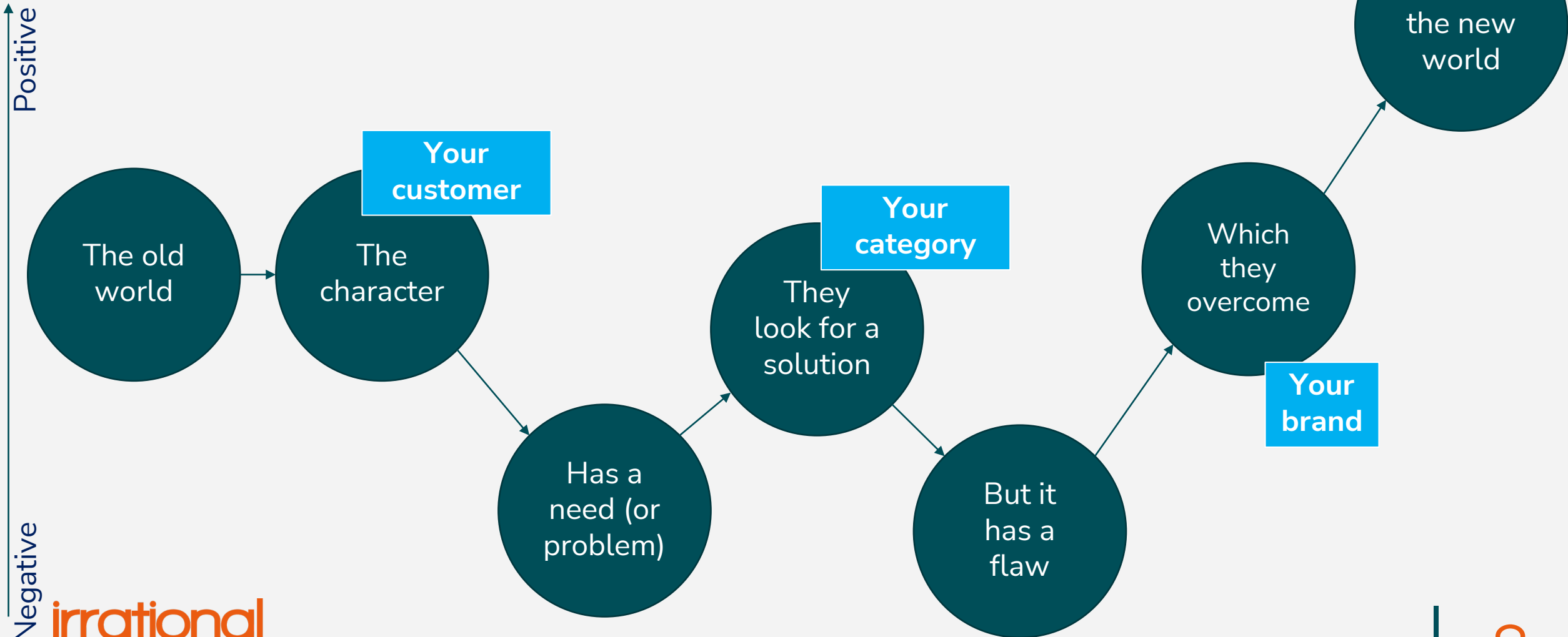
A large, diverse crowd of people is shown, with a semi-transparent blue box overlaid on the left side containing the text. The crowd is composed of individuals of various ethnicities, ages, and genders, all looking in different directions. The background is a dark, starry space with some faint light trails.

**Fortunately, we
have the raw
material: people**



We just have to listen

All stories have a structure



So we get customers
to tell us stories

irrational
agency





With narrative qual...



And System 3 quant





To find
the **WHY**
behind
what
people do

What the raw material looks like

My car before last, worked out well as a family car and lasted longer and with very low running costs. Leaving more for the family to enjoy on treats

I went to the shops because I wanted to buy some chips to accompany a quick evening meal I was preparing that day. I ended up purchasing some Aldi Triple-Cooked Oven chips, had no great expectations for them when I popped them in the oven. When I served them up I was pleasantly surprised to discover that they were restaurant quality and really delicious!. I wouldn't buy any other chips now.

I once went to Iceland, purchased the frozen chicken mince. I have never seen chicken mince (fresh or frozen) in a supermarket before. I always have to go to a butcher. Thought id try it. Very reasonably priced and a limited product. My dish turned out much better than i expected. The meat wasn't mushy, held its texture, took to the spices i added very well. Definitely a keeper. Will be permanently on my shopping list.

buy some bread and when I went to the bread counter they had run out of my usual bread so I looked at other breads and found an artisan walnut bread so I bought that and liked it so much it is now my go to choice of special bread I buy to spoil myself.

to look around an to see what I could find. I went to a charity shop and found some old pieces of lace, which I bought home and made into a cushion. This cushion have treasured forever and I love it.

I bought some Asda own brand ice cream - raspberry pavlova - and it was a knock out! Absolutely delicious, two for £3!! now my go to ice cream tub

Usually you get what you pay for, if you pay for quality you usually get that.

A giant bar of Galaxy - it had been incorrectly priced as a smaller bar

A lovely bag of BBQ crisps, that tasted far better than I bargained for

My wife asked for garlic bread which I have never tried, I was sceptical about it but it is now a firm favourite in our house.

get something for dinner, saw packaged Lamb shank bought it and was pleasantly pleased with both the cost , tenderness of meat and it's taste

I bought a suitcase once that had a smaller one inside and I hadn't realised. The shop let me keep it

I went to Aldi to do the weekly food shop just before Christmas .i saw a packet of small individual chocolates with about eight Belgium style chocolates in as a little stocking filler for my wife . On Christmas Day she opened them to try one . She was so delighted with the flavours of the chocolates we ate them all . You would have believed I d paid a lot more for them and this little present made her so happy.

I don't believe I've ever purchased anything that made me feel that way.

Purchase a bag that was eye wateringly expensive. Used it for years. Loved it. Best cost per use ever.

A cordless drill from Aldi £25 and as good as a £75 from Screwfix

get my son a comic. We ended up with a cut price lego toy for him which sparked an interest in Lego that shows no signs of abating.

I purchased a cordless garden saw in Lidl. It was amazing for the price

I've recently been buying soya milk to make porridge with - I started purely for health/planet reasons but love it so much I rarely use dairy milk now. It's a game-changer!

I wanted roka biscuits and ended up with tesco finest - much better!

i went to the car sales and brought my pride and joy my bmw series 5

The only reason people shop at Lidl or Aldi is because of the low prices. If Sainsburys price match there will be no need to use the others.

I have always loved cheese, but only cheddar. I was persuaded to try mozzarella, and that has become an equal favourite with cheddar.

I went to the shops and saw a man filling his trolley with fillet steak. I thought "that must be good" so I bought some. I don't usually buy Fillet steak as it is too expensive. However, it was the best steak I have ever had, great value and now buy it every week.

engagement ring it is unique and beautiful and has sentimental value

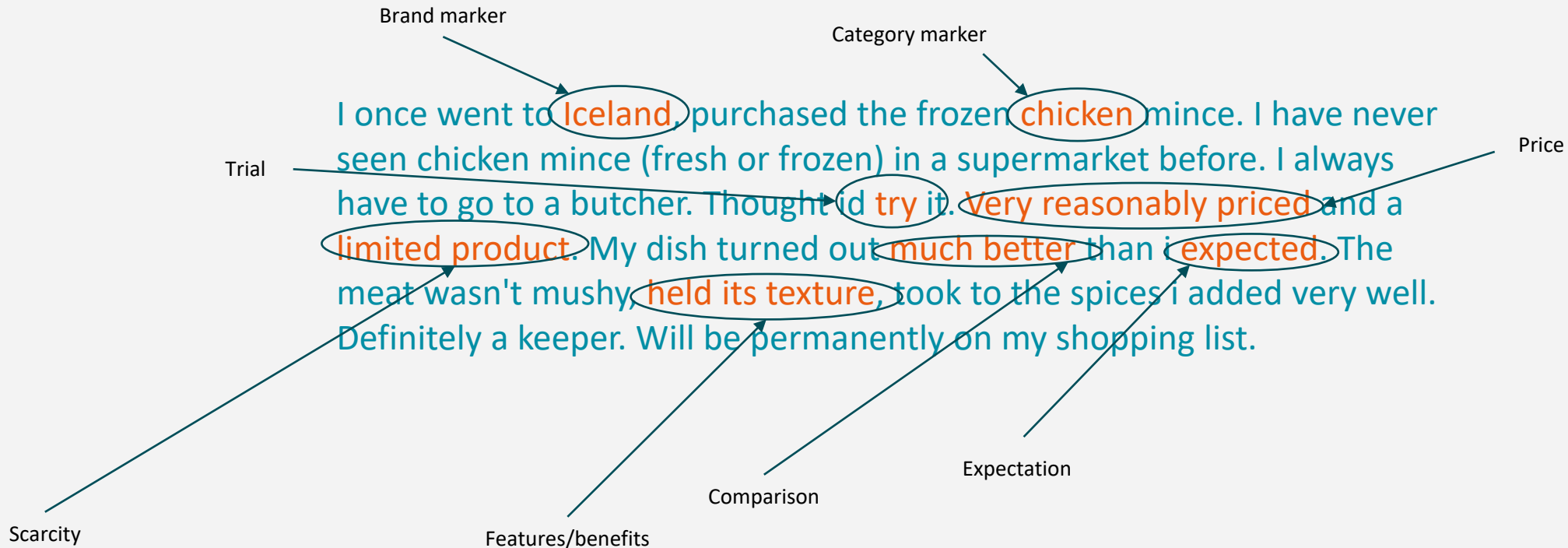
I BOUGHT SOME POTATO WEDGES FROM ICELAND TO SEE WHAT THEY WERE LIKE AND THE FAMILY WAS PLEASANTLY SURPRISED. THEY WERE MADE BY MCAINS AND WERE GREAT QUALITY AND TASTY.

What the raw material looks like

I once went to Iceland, purchased the frozen chicken mince. I have never seen chicken mince (fresh or frozen) in a supermarket before. I always have to go to a butcher. Thought id try it. Very reasonably priced and a limited product. My dish turned out much better than i expected. The meat wasn't mushy, held its texture, took to the spices i added very well. Definitely a keeper. Will be permanently on my shopping list.

What the raw material looks like

Pull out key elements in each story and how they relate to each other grammatically:

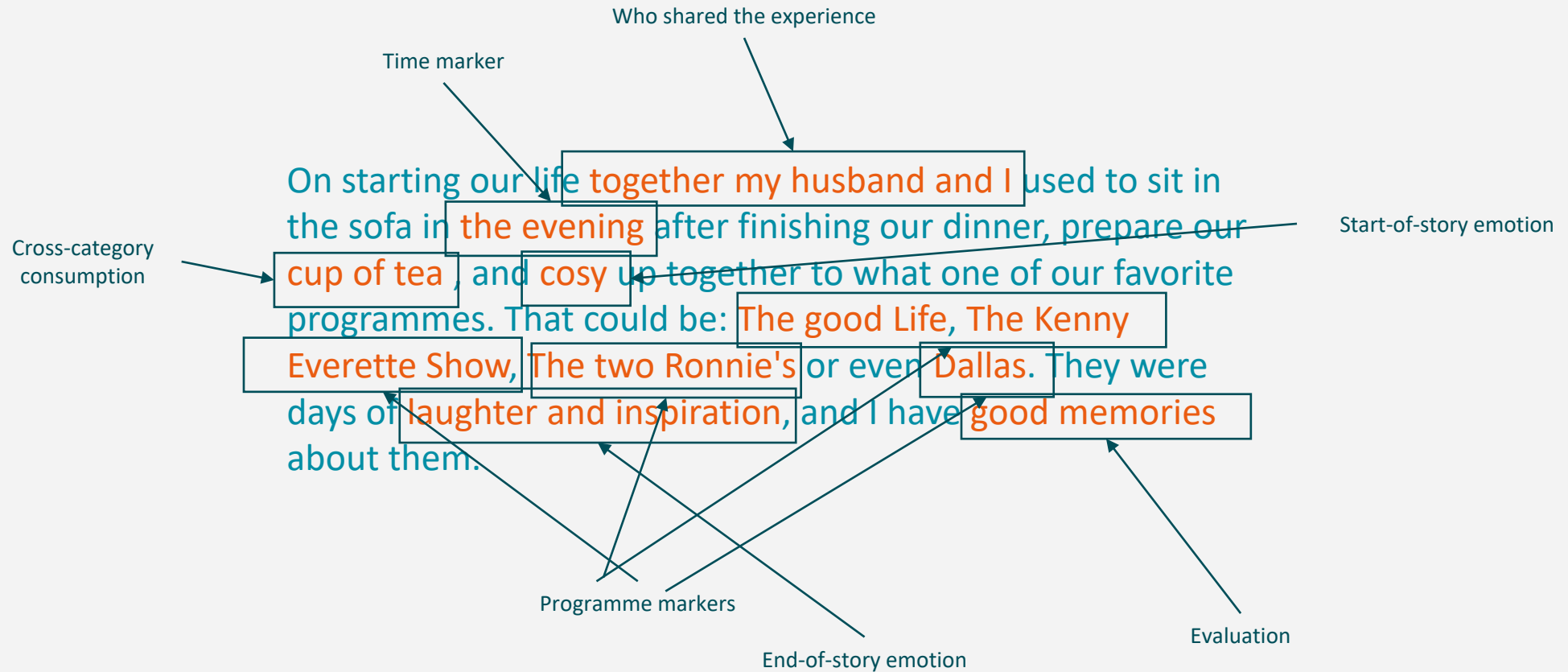


Each item has a position in the story that tells us how important it is, how it links with other elements, and how it fits into the whole picture. These relationships are extracted and encoded using natural language and grammar processing.

What the raw material looks like

On starting our life together my husband and I used to sit in the sofa in the evening after finishing our dinner, prepare our cup of tea , and cosy up together to what one of our favorite programmes. That could be: The good Life, The Kenny Everette Show, The two Ronnie's or even Dallas. They were days of laughter and inspiration, and I have good memories about them.

What the raw material looks like



Automated narrative analysis of this text

On starting our life together my husband and I used to sit in the sofa in the evening after finishing our dinner, prepare our cup of tea , and cosy up together to what one of our favorite programmes. That could be: The good Life, The Kenny Everette Show, The two Ronnie's or even Dallas. They were days of laughter and inspiration, and I have good memories about them.

Regarding the protagonist's change, there is no explicit transformation described in the story. However, one could infer that the change lies in the shift from those happy and joyful times to the present. The protagonist's nostalgic tone implies a sense of longing for those days, suggesting that she might be experiencing a different or less satisfying situation in her current life.

Emotional connection

The story emphasizes the emotional connection between the couple and their favourite television shows. Brands can learn the importance of creating emotional connections with their target audience.

Nostalgia and memories

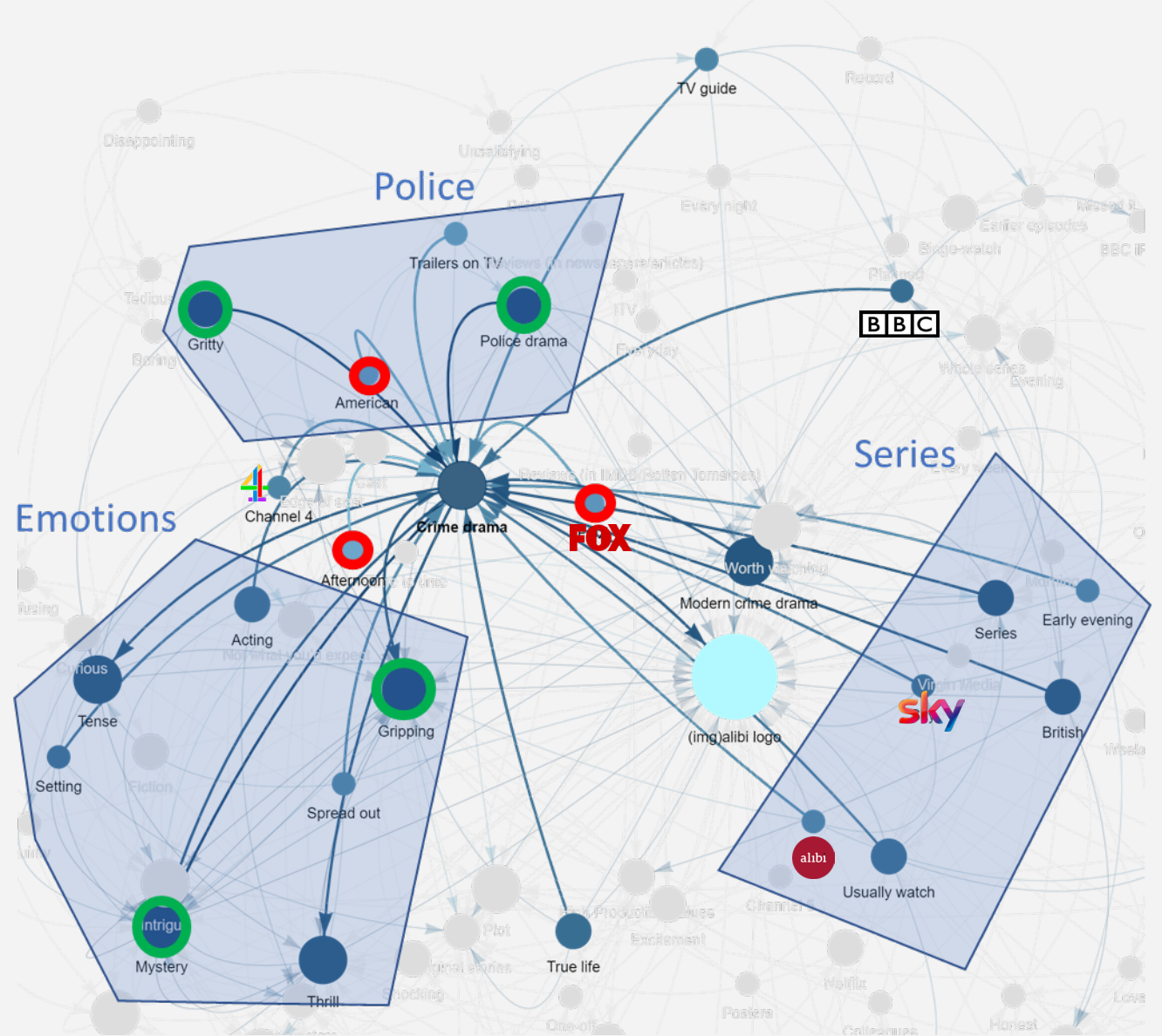
The protagonist's positive memories of those days indicate the power of nostalgia in influencing consumer perceptions. Brands can leverage nostalgia by tapping into elements that evoke positive memories and associations, providing a sense of comfort and familiarity to consumers.

Consistency and routine

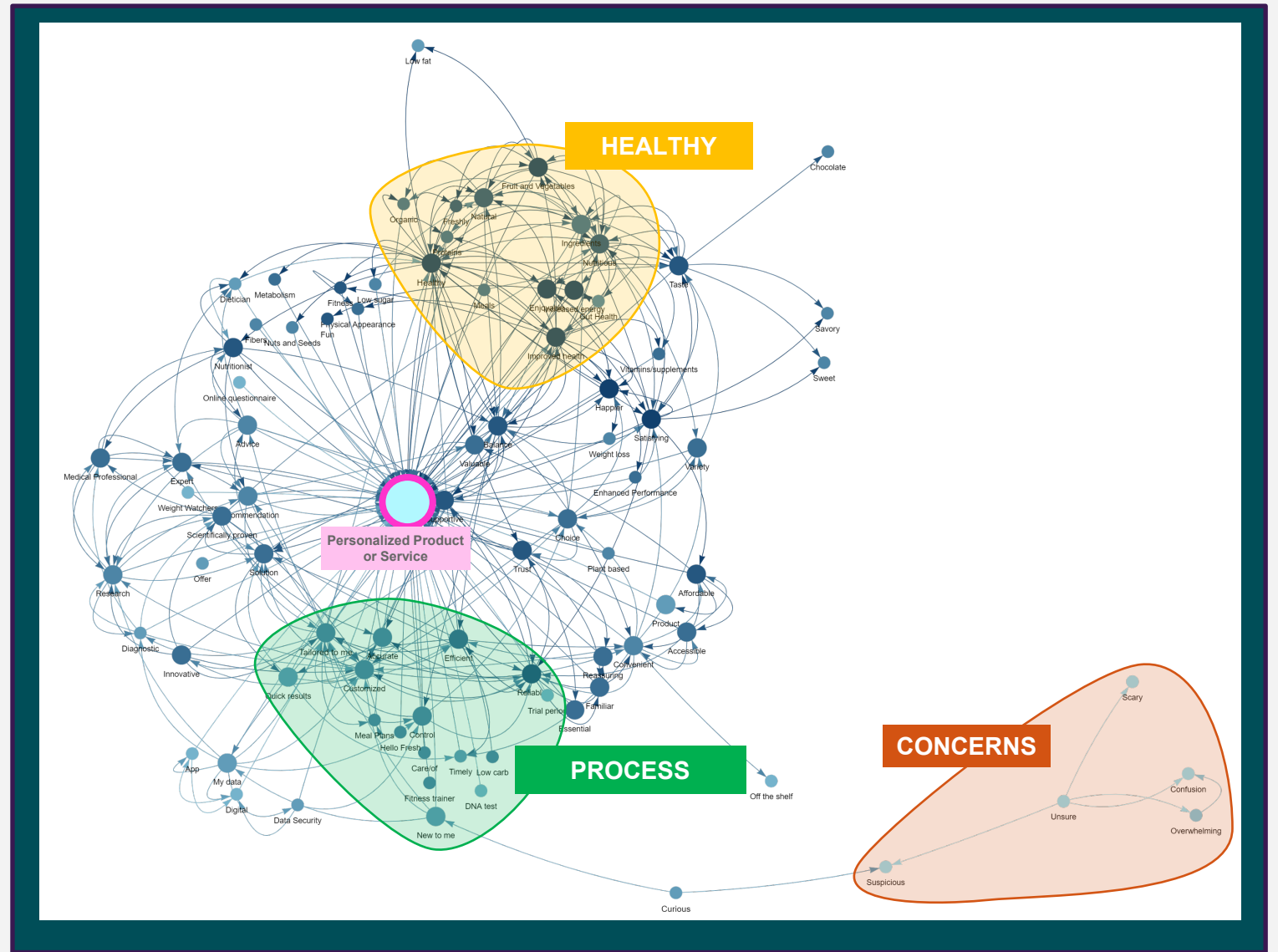
The routine established by the couple demonstrates the power of consistency. Brands can benefit from creating consistent experiences for customers, building trust and loyalty over time.

Finally, we assemble the story elements into a map

Showing the relations they have to each other



Finding space where your brand can play in a new product category



What we've learned from stories

TV viewers switch channel because of unidentified emotional needs

Health in snacking is conveyed better by a "fresh and natural" narrative than by nutritional content

The language that resonates best with activists in sustainability is exactly the language that turns other people off

Men with [a specific] health condition give themselves permission to use unproven, unbranded products before they try reliable medical treatments

Doctors are sending unconscious signals to patients that cause them to refuse new treatments despite their effectiveness



Last year, alibi posted its biggest share of the TV market since 2016

It attracted a record breaking 1.4 million viewers to its new series, Annika, which posted over +1400% growth

It grew +13% YoY in Q1 2022 for its share of the market – making it the best Q1 in over 10 years!

In summary

Consumers reveal their true **WHY** in stories

The science of narrative tells us what *structures* and *elements* to listen for

System 3 analysis & visualisation turns Lego bricks into insight

...to build your own brand stories – for a happy ending

Build your own brand stories – for a happy ending

irrational
agency



Please get in touch with questions!



Leigh Caldwell

Contact details:

leigh@irrationalagency.com



Sophie Martin

Contact details:

(please get in touch via Leigh)