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# Storytelling



**Branding in Practice**

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# Foreword

Today's world is overflowing with fancy buzzwords. The vast majority of them, however, refer to short-lived phenomena that have been invented for the sole purpose of selling hot air. They are gone as quickly as they arrived. Others are a product of the times, but have deeper roots. They touch upon something familiar, but contribute to a new consciousness, and take a firm hold in our future vocabulary. *Storytelling* is one of them.

SIGMA is a holistic communication specialist based in Copenhagen, Denmark. We have been helping international companies build their brands by finding their unique story since 1996. At that time, it was called PR, communication, advertising or marketing. Today the lines dividing those categories have blurred. As a culture and brand bureau our job is really to make the life core of a company visible—to expose their heart and unique culture. A company's culture is their reason for existing and shows the direction for the future. When it comes to making that culture visible, nothing is stronger than the ancient art of storytelling.

Based on our experience with business strategies the effect of storytelling can be surprising. Good examples of this can be found in the book's 10 new cases.

When we wrote this book several years ago, the “core story” was a term that closed the gap between identity and image, between what an organisation is and stands for and how it is perceived from the outside world. There must be balance between identity and image for the company to enter a dialogue and interact with the market it is a part of. In this sense, the core story is attached to branding and marketing as a tool for creating an un-