

teaching by

# STORYDOING

ANN **LEMON** and SUMMER **DOLL**

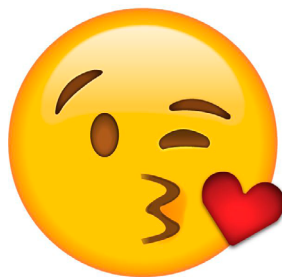
KUTZTOWN UNIVERSITY OF PENNSYLVANIA

The designer of 2015 is solving  
**COMMUNICATION** problems.

The designer of 2025 will be solving **BUSINESS** problems and **SOCIAL** problems.

The world of advertising has moved beyond a “hard sell” of products, services and organizations. “Storytelling” was once the way a brand, nonprofit organization, or candidate set itself apart from competitors. Top advertising agencies would craft elaborate stories that would make consumers fall in love, get angry, laugh themselves to tears, or break their hearts, all in the name of a brand. It worked. It was effective. But consumers are no longer passive audiences—they want to be part of the narrative.

**What a brand DOES is more important to consumers than self-serving messages.**





# BRAND PROMISE

Advertising can only confirm what consumers already know to be true about a brand.



VS



what was the last  
large purchase  
you made?

do.

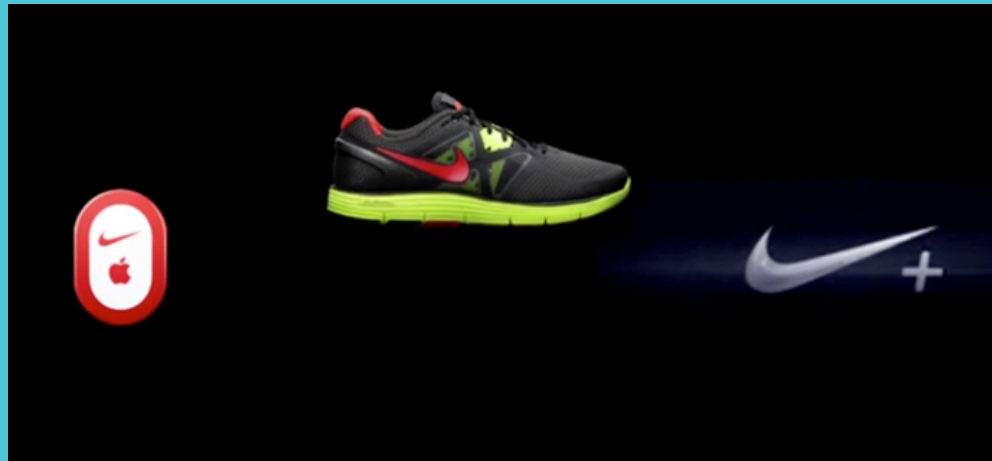
“In an age where just communicating your brand isn’t enough...businesses need to think about brand building from the bottom up.” –Danielle Tiedt, CMO, YOUTUBE

Agencies, and the creatives who work in them, are now expected to help their clients “**do**”.

how?

Use creative problem-solving **to make, do or invent something that attracts attention, causes action, creates an emotional response, and generates talk and free media exposure.**

**Find a problem; answer it!**



# EARLY “DOERS”



“Don’t make an ad,” Bogusky charged.  
“**Make a thing, and then make an ad about the thing.**”

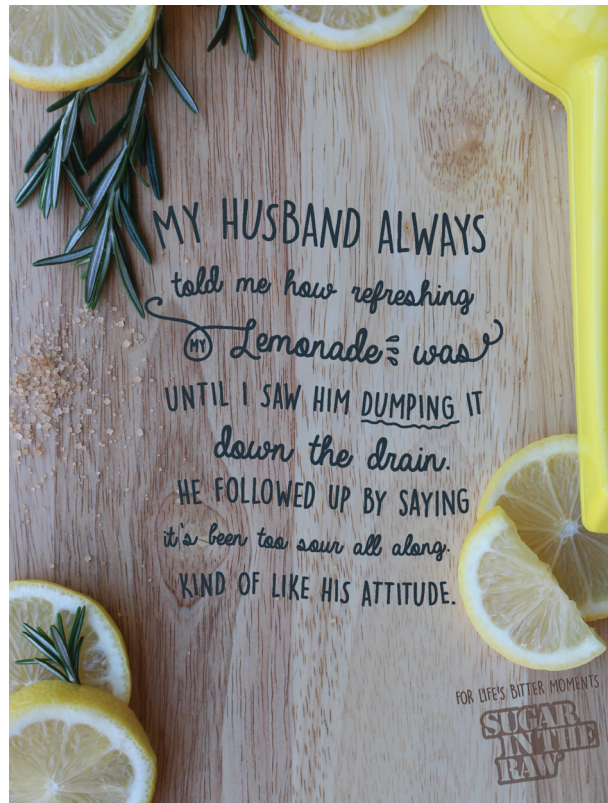
What he means by that, is that an agency’s job is now to **“make a thing”** – *to invent, build, say, or stage something that will create news in order to compete for attention against every form of content – editorial, advertising, and otherwise – in the entire world, online and off, at any given moment.*

A tall order – and one that is not usually solved by, for example, a newspaper ad.

changing the

# EDUCATIONAL *APPROACH*

CDE 383 & 384 senior advertising seminars



throw away the traditional...*for now*

# the assignment



# process over 4 weeks

**1** In teams of two, find a Fortune 500 company.

**2** **Identify or define problems with the company.**

**What do people not like about it?**

How could it be a better corporate citizen and make the world better?

**What is it lacking?**

How could it repair any damage it has done?

**How could it be more helpful?**

What technology does it have that can help problems of others?

# WHAT'S THE PROBLEM?

Advertising can only confirm what consumers already know to be true about a brand.



# SOLVE THE PROBLEM?

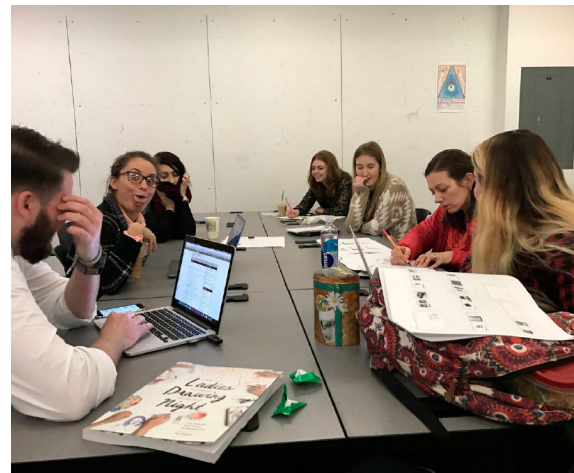
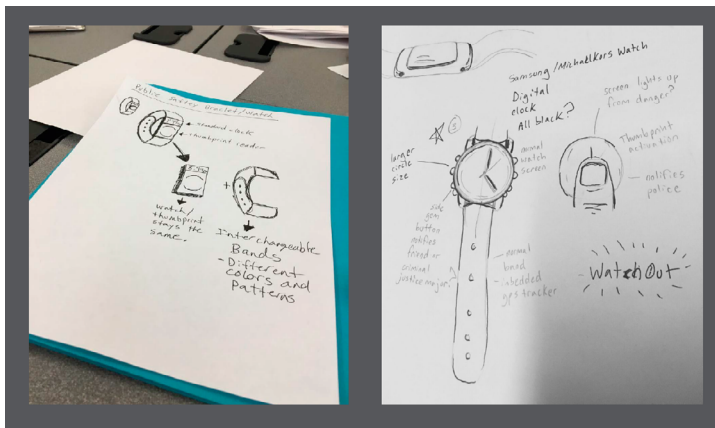
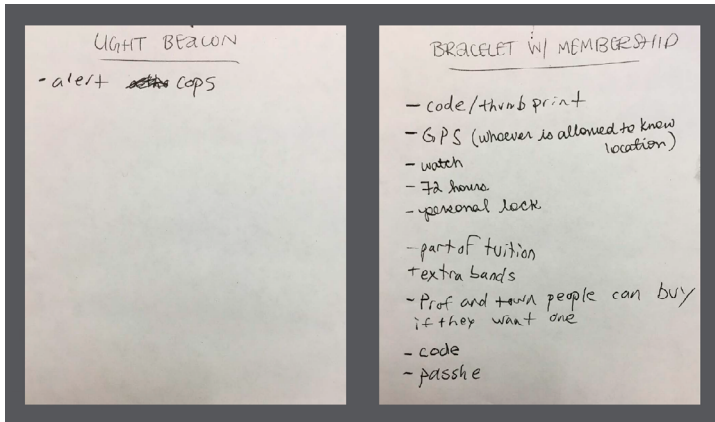
creative thinking + research + strategy +  
design + writing + media selection

# 3 Find a way to FIX THE PROBLEM.

Create a list of 10 solutions  
(in an elevator pitch format)  
to share with the class.

# could it...

- invent a new product, technology or app?
- offer a more helpful service to customers?
- define the company mission & take action?
- contribute to a social cause?







**6 Consider other ways to announce the solution** – this could incorporate traditional or social media, press coverage, a launch party, an event, or some other means of attracting attention.

**7 Create materials needed for case study video** (program name, product mockups, illustrations, diagrams, etc.).

**8 Shoot/ animate/ compile stills using iMovie, premier, or AfterEffects.**

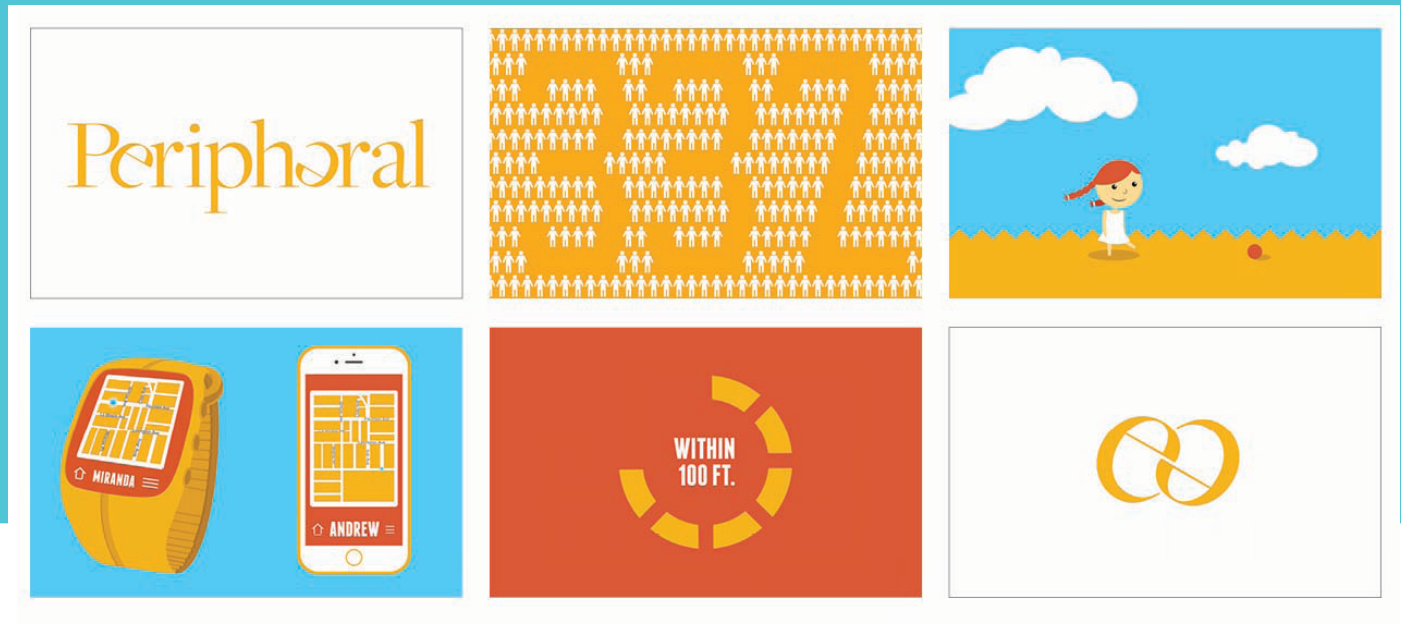
**9 Record voiceover from written script, find music and sound effects.**

**10 Upload final edit of video to Vimeo.**

**11 Present final case studio video to class.**

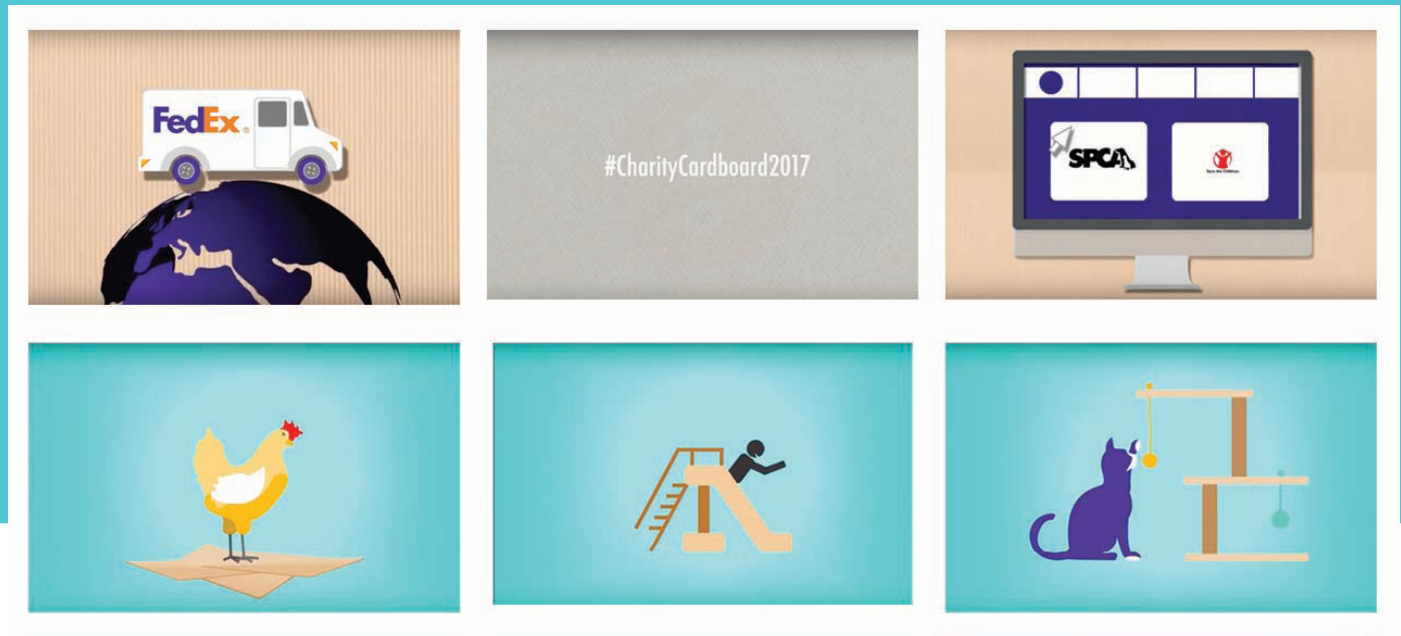
# THE *RESULTS*

3 graphis golds & 3 young shits



**“Peripheral” app launch video** by Adam Noone  
Graphis New Talent Annual: Gold (2017)  
<https://vimeo.com/163949664>





**“Fedex Charity Cardboard” commercial**  
by Vicki Norman and Becky Macdonald  
Graphis New Talent Annual: Gold (2017)  
<https://vimeo.com/193377868>

Every year, approximately **2.5 million** deaths are **prevented** by vaccines.



Despite this overwhelming number, more and more people are choosing **not** to vaccinate.

Vaccine-preventable diseases such as **Measels, mumps, and rubella** are all contracted by **airborn** viruses.



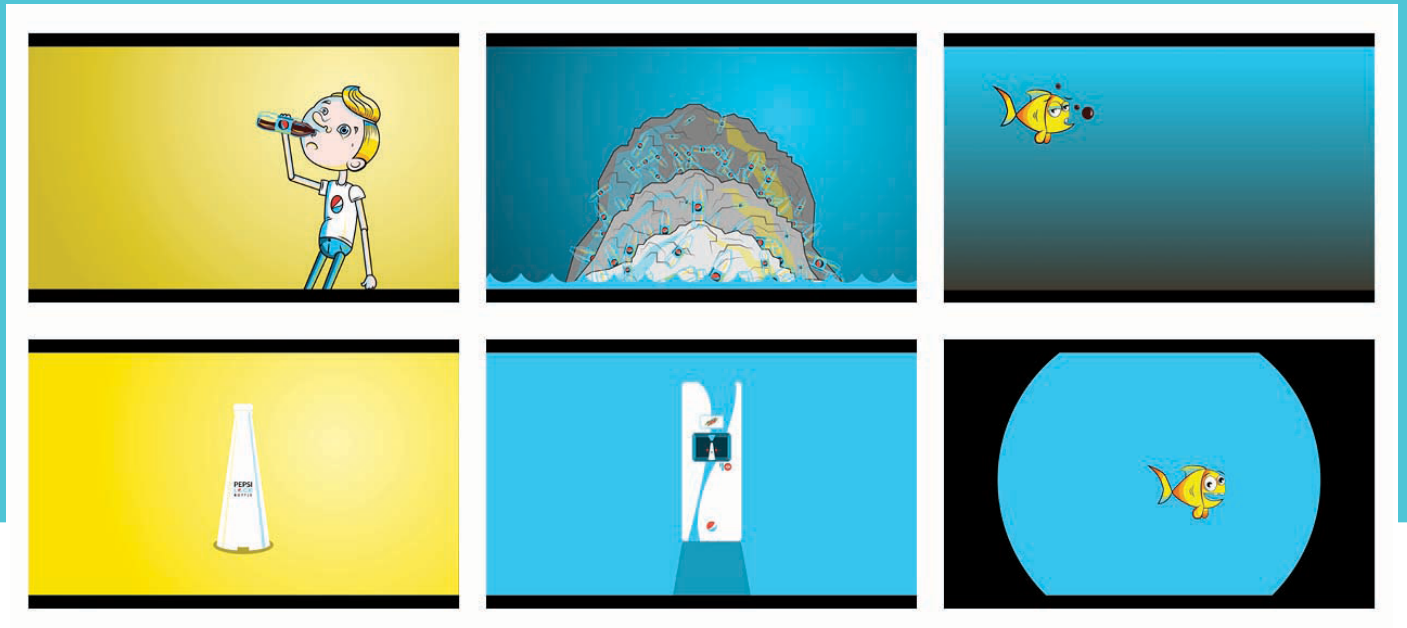
Coming in contact with someone with one of these illnesses will immediately put you at risk if you are unvaccinated.



Not only that, but these viruses can live on surfaces for up to **2 hours**.



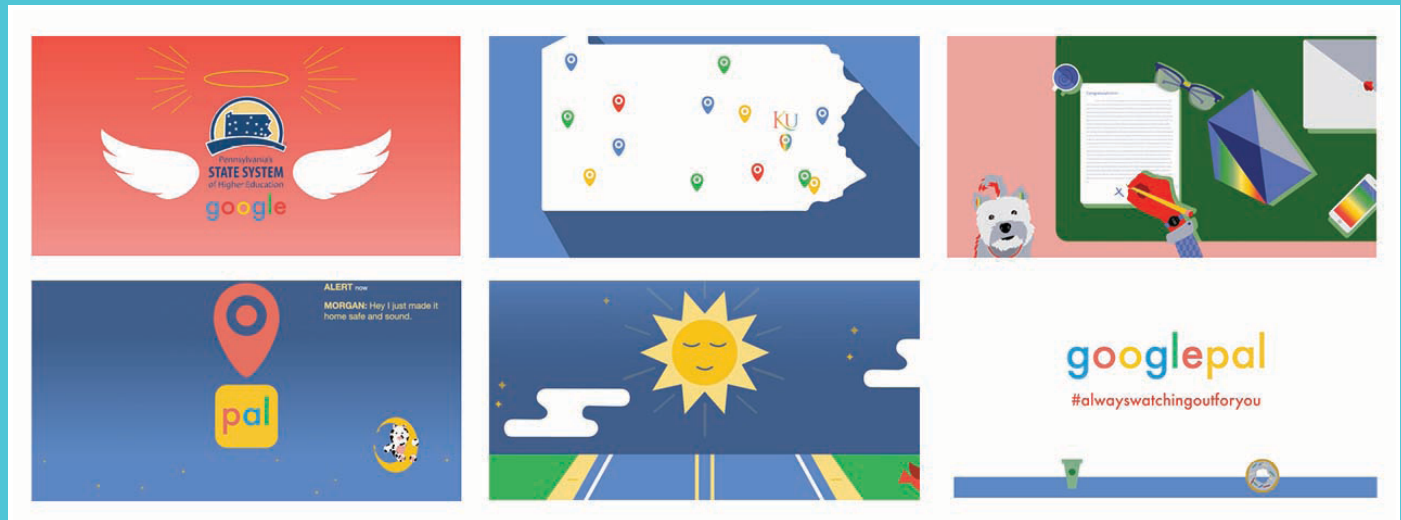
**“Get Factsinated”** by Pat Coyle  
Graphis New Talent Annual: Gold (2017)  
<https://vimeo.com/193396960>



**“Pepsi Lockbottle”**

by Phil Gemmel and Shannon Cowie  
Graphis New Talent Annual: Gold (2017)

<https://vimeo.com/205316950>



**“GooglePal”**

<https://vimeo.com/214732276>



So American it hurts



American flag on inside of the shoe and red, white, & blue design on the sole, so you know it's American on the inside and out.

Features a built-in inflatable pillow when detained in US airports.

Contains dirt from the United States in the heel, so Green Card holders never leave American soil.

Designed for comfort during the long waiting period for Muslims to enter the United States.

\* Made in China so you know its American.

#### Introducing the M-Ban Sneakers

Designed to make things easier for Muslims that have been banned from entering the United States.  
Target Demographic 20 - 40 years old.  
Advertised during sporting events and billboards near Airports. Sports and Health magazines.

**“Sneakers for Airports”**  
by Leo Zelino  
Young Shits Runner Up

# Doctor Me

The Do-It-Yourself Doctor Kit!

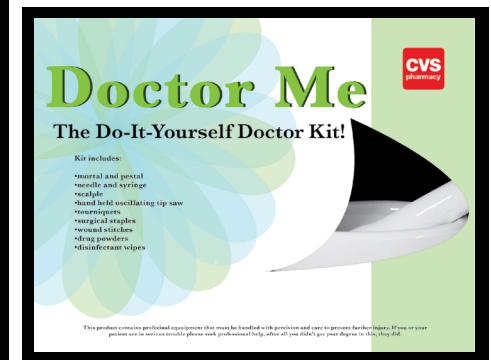


Doctor Me kit comes with everything you need.

One in every seven doctors are Muslim, according to IntraHealth International. This means 15,000 doctors, or 27.9% of US doctors, are Muslim. If the Ban were to go into effect it would cause a dramatic shift in the number of trained personnel in the medical field. This is why CVS and the American Medical Association (AMA)

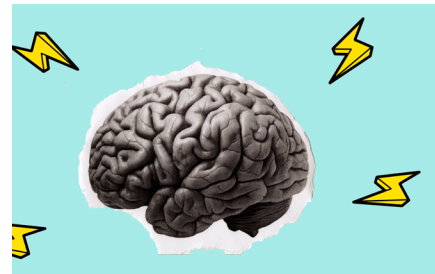
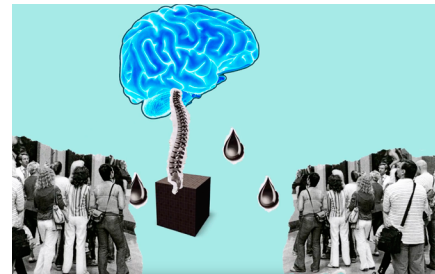
have joined together to create "Doctor Me". "Doctor Me" is a special do-it-yourself medical kit. "Doctor Me" comes with packets of drugs with ingredients listed, along with your very own mortar and pestle, so you can make your own prescriptions and refills. It includes a needle and syringe for shots as well as a

scalpel, a hand-held oscillating tip saw, tourniquets, surgical staples, wound stitches, and disinfectant towels, PLUS an adjustable clamp-on mirror, for when you need an emergency operation.



Front view of packaging as it would appear.

**“D.I.Y. Doctoring Kit”**  
by Brian Almond  
Young Shits Runner Up



**“Water Cooler Wakeup”**  
by Brittany Nicholuson  
Young Shits Runner Up  
<https://vimeo.com/218372315>

# THE STUDENT *EXPERIENCE*



**"...Deciding upon a problem proved to be more challenging than arriving at a solution."** - *Andrew Cygan*

**"..The simple fact that we are tasked to think about problems outside of our own lives is new.** It's hard to put yourself in that mentality but doing that effectively makes for great solutions and strong concepts."

- *Adam Noone*

**"...we had to convey something that would create an action that could potentially generate free media impressions."** - *Heather Zabroski*

**"...For a concept to encourage action,** we as a group needed to list possible reasons a viewer would be willing to participate. "

*Vicki Norman*

**"...Identifying a problem to which there are very few solutions is hard as it is; coming up with a solution to said problem is harder, but even more rewarding. I think the key to making a successful campaign is making the audience feel like they're part of the solution too."** *Patrick Coyle*

# BEYOND THE *CLASSROOM*

**Designer Amanda Schatz at Quaker City Mercantile** was recently charged with drawing attention to Hendricks Gin – last year’s invention by the brand was a giant, cucumber-shaped blimp that makes appearances at events. The team created Hendrick’s playing cards, a picnic-friendly British Gin-delivering Taxi, a Penny Farthing bicycle riding experience, and a program of tastings and special menus at restaurants, which all dovetail with Hendrick’s positioning as “an unusual pairing of cucumber and rose.

**Art Director Corinne Bolanos at Vayner Media** recently created a social campaign and accompanying tv commercial for the Girl Scouts to reposition the benefits of being a leader.

**Graduates Nate Renninger and Wyatt Glennon** recently designed a custom interactive tour for Blue Cadet Interactive that incorporated drone footage, wayfinding materials and a dedicated app for the Bethlehem Steel Stacks historic site.

**Art Director Danielle McShea** helped designed the name, brand and even a custom copper-tubing bathtub-style bar tap to launch “Taft’s” restaurant in Cincinnati, named for President Howard Taft, who allegedly got stuck in the White house bathtub.

**“We believe** that our new way of teaching advertising seminars by using the storydoing approach strengthens their skills in teamwork and problem-solving, raises the conceptual level of the projects, and that our students will be able to use these skills in everything from branding themselves and their own portfolios, to work for paying clients and – who knows? – by “doing” so **they just may change the world!”**

- ANN LEMON and SUMMER DOLL

thank you