

TELL YOUR STORY OF CHANGE

DISRUPTIVE STORY DESIGN FOR DISRUPTIVE COMPANIES

TODAY

IN TECH THERE'S BEEN AN ERUPTION OF DISRUPTION

Big Data

Artificial
Intelligence

Internet
of things

Digital
Transformation

Blockchain

TODAY'S CHALLENGE

BUT, COMPLEX PRODUCTS ARE CREATING CONFUSED CUSTOMERS

Customers have less time. More distractions. More to do. They are failing to adopt business solutions because they don't understand new products or see an immediate need for them. Unfortunately, ***a confused mind will always say no.****

* When choice is demotivating - faculty.washington.edu



THE PROBLEM

**CUSTOMERS WILL
STAY IN A HOLE
UNLESS THEY BELIEVE
YOU UNDERSTAND
HOW TO GET THEM OUT**



STORIES THAT RELATE


FROM CONFUSIONSOFT TO KEAP

Customers perceived Infusionsoft as complicated. Competitor ClickFunnels made that perception worse with its campaign “confusionsoft”.

To combat the perception, Infusionsoft designed a new story, relating to the

struggles an entrepreneur goes through when starting a business.

Infusionsoft went from being an obstacle to driving new business to Keap, an inspiration for every new business.



“It’s a story that I believe almost every entrepreneur can relate to and most have experienced a version of it themselves.”

Clate Mask, CEO, Infusionsoft

THE LEARNING

PEOPLE BUY EMOTIONALLY, AND JUSTIFY IT LOGICALLY



SO WHAT?

DISRUPTIVE STORIES CREATE THOSE EMOTIONS

Storytelling is a powerful way to emotionally connect with others and influence thoughts, opinions, attitudes and behaviors.¹

It can not only increase your brand favorability in your audience's eyes, it can also be up to 22 times more memorable than facts.²

1. <https://www.intelligenthq.com/why-storytelling-is-critical-in-a-digital-disruptive-world/>
2. <https://www.quantifiedcommunications.com/blog/storytelling-22-times-more-memorable>

STATS FOR STORIES

96%

TOP PERFORMING B2B CONTENT MARKETERS

agree their organizations have ***built credibility and trust*** with their audience.

81%

B2B CONTENT MARKETERS

agree a content marketing strategy (story) ***aligns teams*** around one common mission and goal, focusing every effort.

90%

MOST SUCCESSFUL B2B CONTENT MARKETERS

prioritize audience need over sales/promotional messaging, compared with 56% of the least successful.

77%

B2B CONTENT MARKETERS

primarily use email (87%) and educational content (77%) to nurture their audience, and may be missing other opportunities.



HYPNOTIC IS DESIGN FOR DISRUPTION
HELPING DISRUPTIVE COMPANIES
DESIGN DISRUPTIVE STORIES

**SKILLED
TO TELL
STORIES
THAT CHANGE
BELIEFS**



READY TO DESIGN YOUR STORYLINE



STORY STRATEGY

The company story is the company strategy.* So we start with what you say, not how you say it. Using our strategy platform Jeet Kune Grow we research your category, customer, and product, and interview your sales, marketing, and customer success team. Applying the learnings to your company story, we design your message to better connect your business with new business.

PRESENTATIONS

What makes your strategy better also makes your story better. More focus creates more success. Which is why we help put a strategic story into your key business presentations. In category POVs, Sales pitch decks, capability presentations, investor-day slides, and even event themes the storyline we design will help you increase your bottom line.

360 CAMPAIGNS

No tool of persuasion is more powerful than a story. And once yours is nailed, you can scale. To create more demand in the marketplace, we turn your company story into an advertising campaign designed to change your customer's limiting beliefs. Emotionally driven, our stories motivate customer to act on new beliefs and partner with you as the preferred solution.

MARKETING CONTENT

As the leader of a category, businesses still continuously evolve and learn. To help you be a thought leader, we'll create stories from your new insights, and use them to grow your market share and your following. We design eBooks, infographics, event materials, branded videos, promoted content, emails, and more, to define your voice and build your brand.

* Ben Horowitz, Partner and Co-founder, Andreessen Horowitz

LEADERSHIP

*“There’s no better man
to help companies
navigate their way to
success!”*

Nigel Cullington
VP of Product Marketing, Altify

PAULO SELLITTI

Founder, 360 Creative Director

If you want to design a story that can make a business a category leader, talk to 360 Creative Director and founder of Hypnotic, Paulo Sellitti.

Helping Altify design its story for Customer Revenue Optimization, it resulted in Altify becoming the hot new vendor in a new market estimated at \$3.12 billion by 2024.

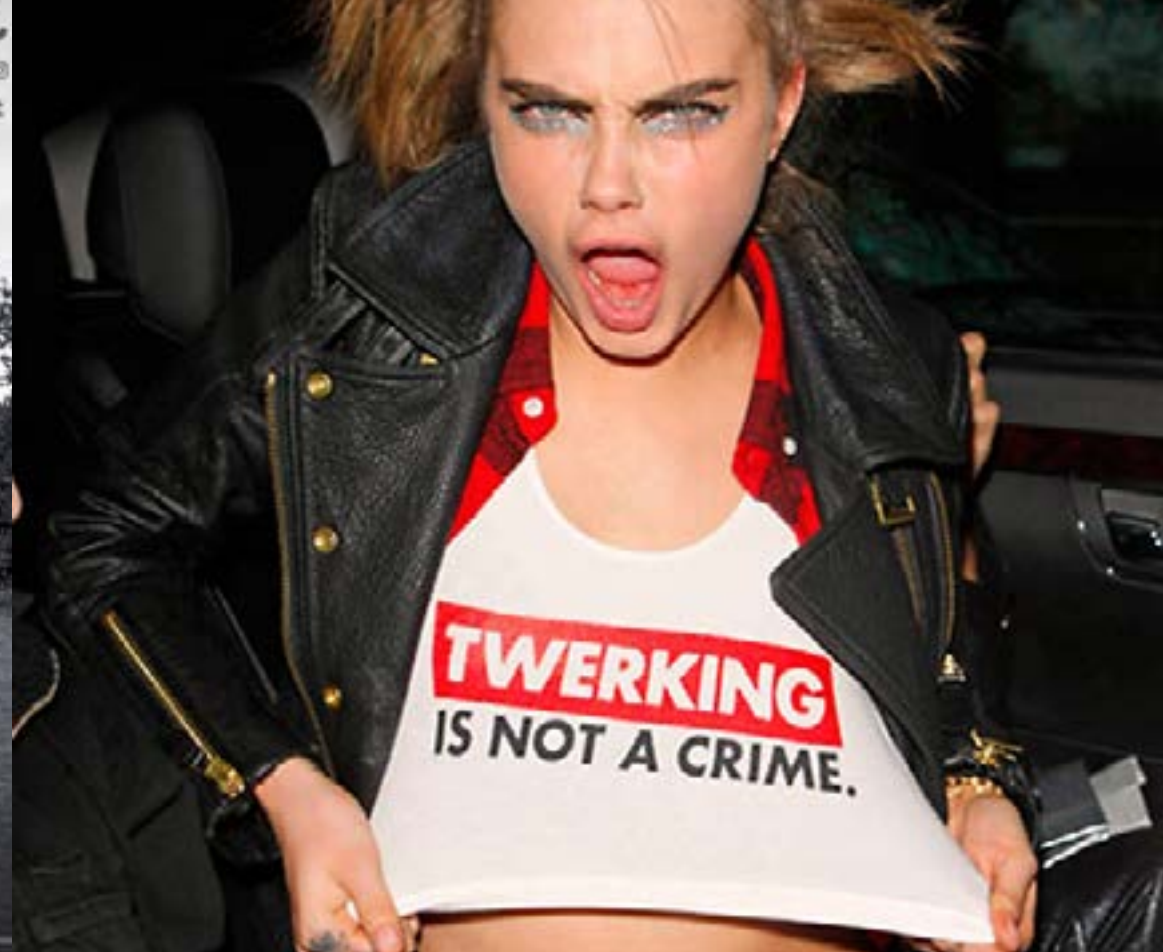
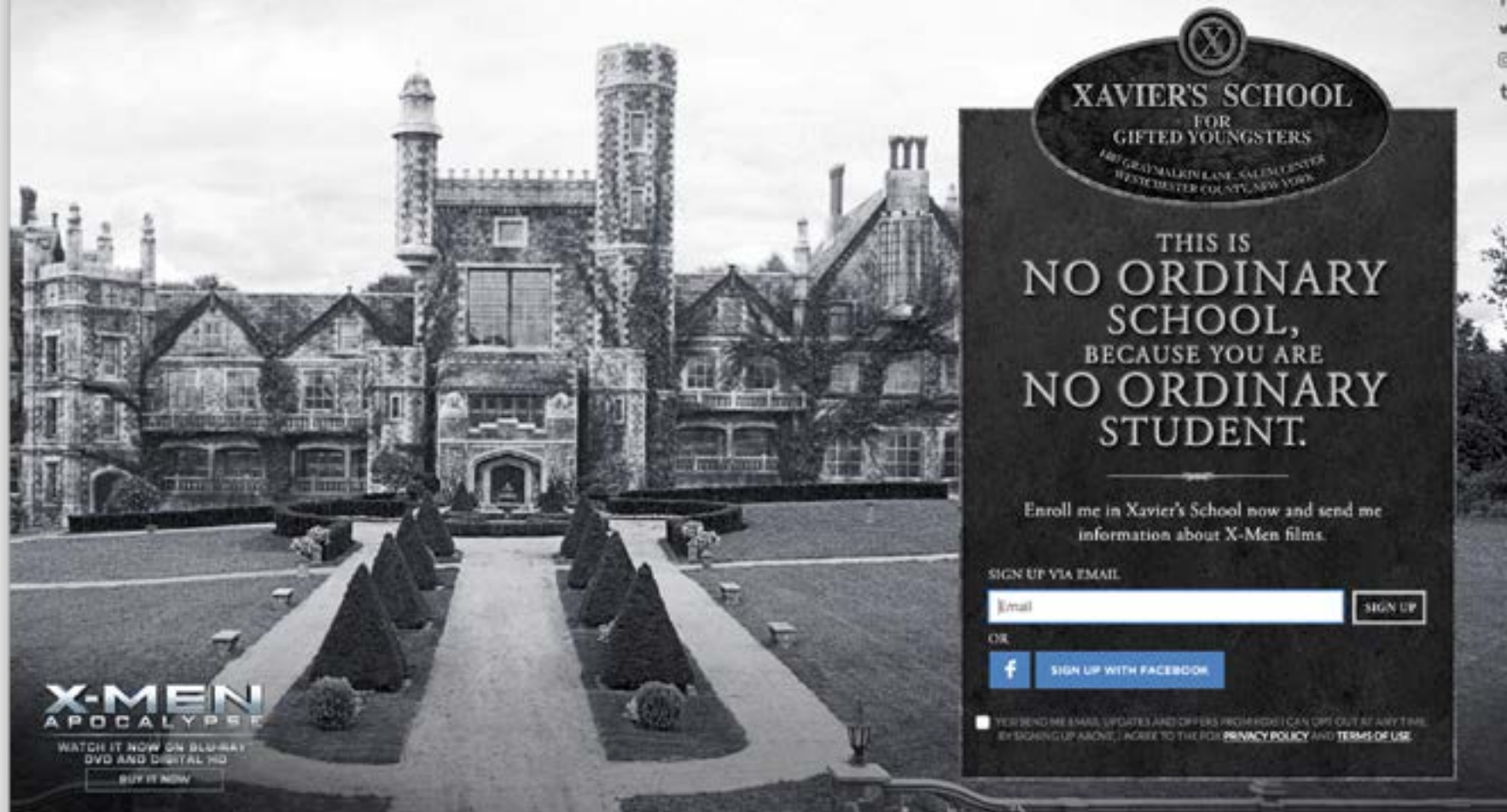
Rebranding Lattice Engines as a customer data platform, updating the web site, tradeshow presence, infographics, ads, and marketing content, he helped Lattice move from a \$1.2 billion category into the lead of a \$3.2 billion one.

Paulo’s 360 campaign and workplace comedy short Distressed for Allocadia created enough demand to 2X revenue. Also, his social campaign in Entertainment for FOX’s The Fault in Our Stars was recognized as the FOX Home Entertainment Campaign of the year.

Paulo is on a mission to help disruptive companies create change through disruptive storytelling. With a diverse background in Advertising, Entertainment, Tech, Digital, and Social Media, Paulo has both the broad range of skills and the specialized expertise needed to design stories for category disruption.

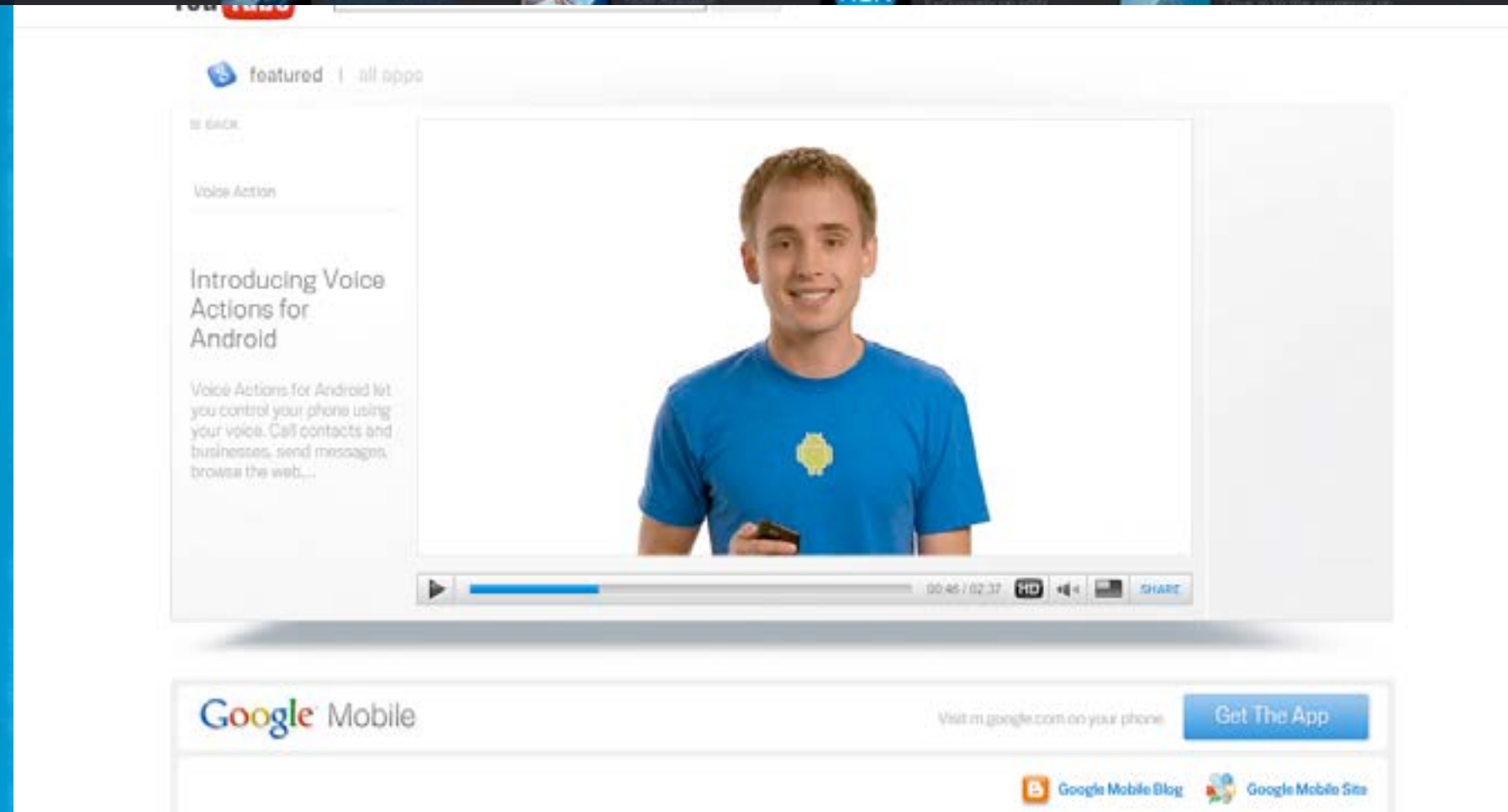
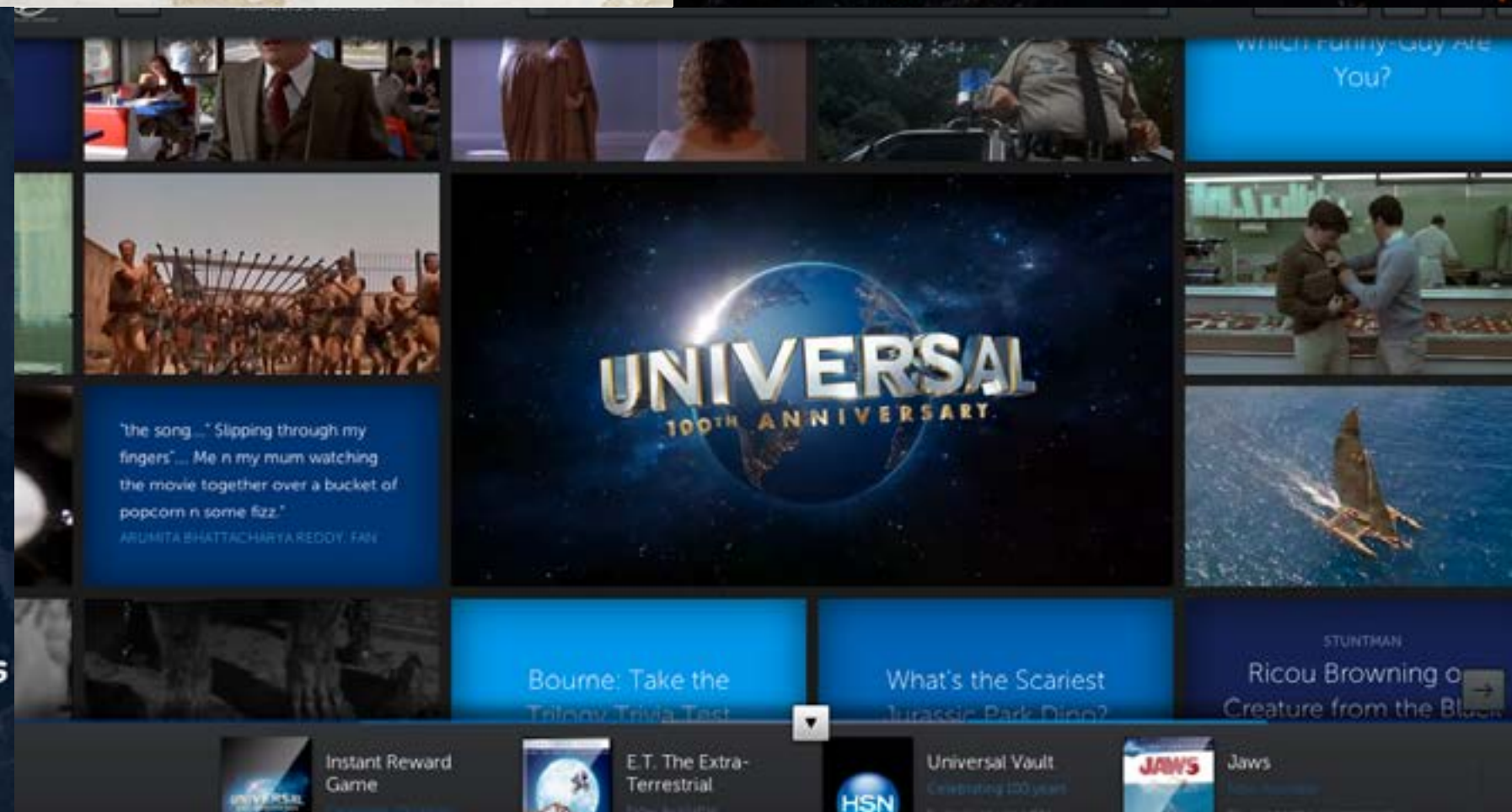
The creator of design for disruption, a vCast and blog, Paulo evangelizes the power of disruptive storytelling. He speaks on podcasts, guest lectures at university, and participates on panels at seminars.

Paulo lives in Los Angeles with his wife and twin boys and is addicted to continuous learning for leadership.



**PAULO'S
BRAND
AND
ENTERTAINMENT
EXPERIENCE**

click panels to view



CLIENTS

ALTIFY

 Lattice

 Allocadia


pear.ai

*“Hypnotic set up our
campaign strategy,
surfacing insights
we otherwise
would’ve overlooked.”*

Sam Melnick
VP of Marketing, Allocadia

RESULTS

- A 2X GAIN FOR ALLOCADIA
- ENERGY MANAGEMENT CATEGORY DISRUPTION FOR PEAR.AI
- CATEGORY DESIGN & STORY MAKE ALTIFY THE HOT NEW VENDOR
IN \$3.2B CUSTOMER REVENUE OPTIMIZATION

A STORY ABOUT MARKETING'S PAIN GIVES ALLOCADIA A 2X GAIN

ALLOCADIA

Distressed: A Cautionary Tale of Marketing Chaos

Story Strategy, Original Video, 360 Campaign, Key Art, Trade-Show Booth, Social Media Content, and Email



Distressed

A cautionary
tale of
marketing
chaos.

SUMMARY

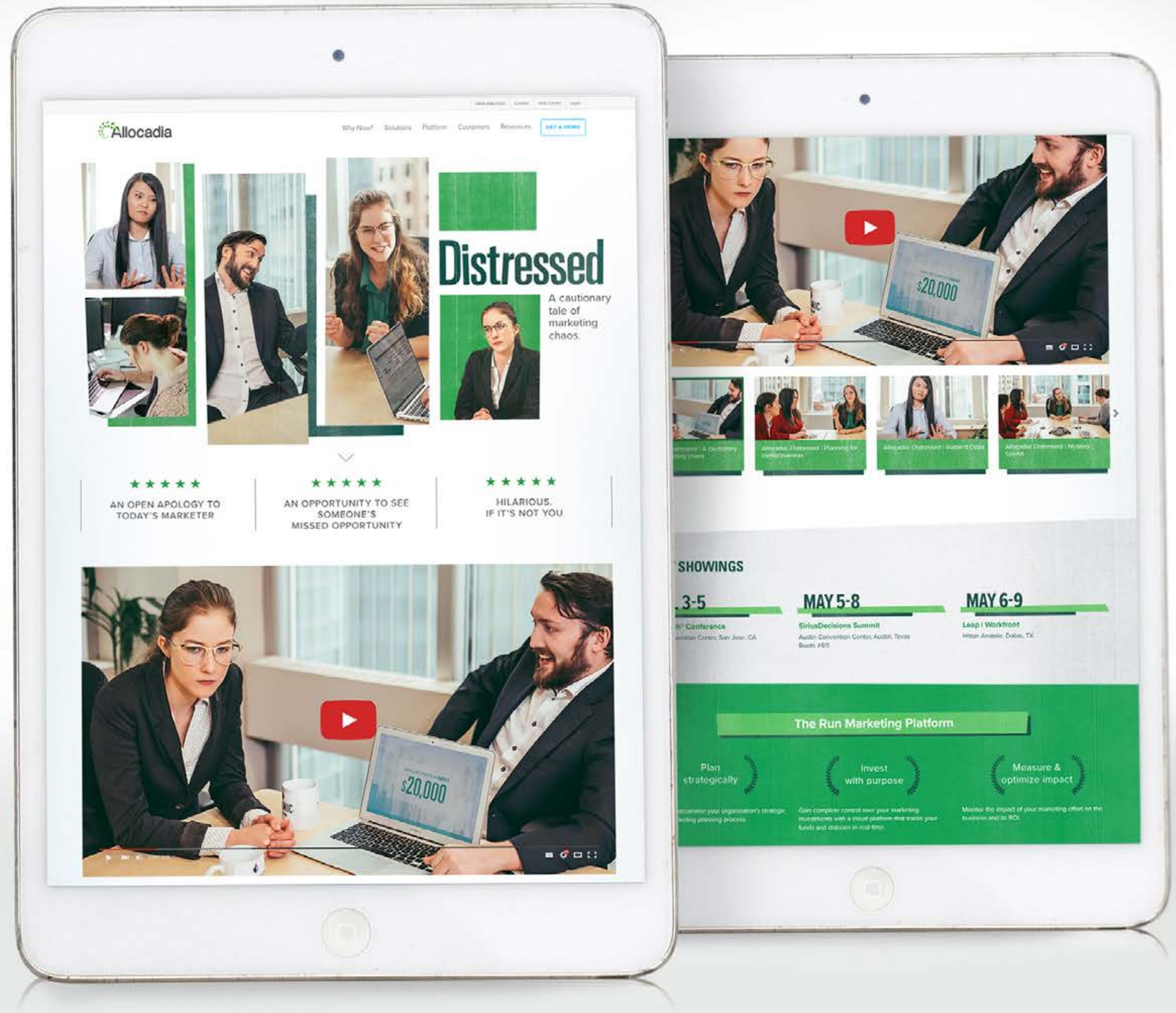
In a MarTech space overrun with claims of better, faster, easier, Allocadia wanted a campaign to break through the noise and create demand for Allocadia's run marketing platform.

True to life and story design, if you want to urge someone to act, increase the severity of their problem. So we researched the category problem, marketing ineffectiveness, and made people painfully aware it. The result was a workplace comedy, "Distressed: A cautionary tale of marketing chaos."

Advertising the campaign as you would a movie Allocadia was able to tell its disruptive story across critical channels. It engaged audiences at trade shows, sales events, through social media, email, and even Slack. Anyone who has worked for a company without an integrated marketing platform could quickly relate to the sketch comedy, and businesses were moved to act.

Allocadia's saw some of it's highest campaign performance metrics and customer demand increased enough to double business revenue.

Marketing pain was truly Allococadia's gain.





★★★★★
HILARIOUS.
IF IT'S NOT YOU.

A cautionary tale of marketing chaos.

Distressed

★★★★★
AN OPEN APOLOGY
TO TODAY'S MARKETER



The Run Marketing Platform

Plan strategically

Invest with purpose

Measure & optimize impact

The Run Marketing Platform

Plan strategically

Invest with purpose

Measure & optimize impact

SOCIAL CONTENT



TODAY

Distressed

Allocadia.com/Distressed



★★★★★
NO PLANNING.
NO BUDGET.
IT'S JUST
ANOTHER DAY AT
THE OFFICE.

A cautionary tale of marketing chaos.

Distressed

Allocadia.com/Distressed



★★★★★
WILL LEAVE
MARKETERS
SAYING,
FML

Allocadia.com/distressed

Distressed



★★★★★
AN OPPORTUNITY
TO SEE
SOMEONE'S
MISSED
OPPORTUNITY

Allocadia.com/Distressed

Distressed



MAY 5

Coming to: [SiriusDecisions Summit](#)

Distressed

A NEW SALES CONVERSATION MAKES ALTIFY LEADER OF A \$3.2B CATEGORY

ALTIFY
Customer Revenue Optimization Category Introduction
and Campaign

Category Design, Category Pitch Deck, eBook, 360 Campaign



SUMMARY

Altify had a complicated business problem. It couldn't explain its product to people.

Originally a sales methodology, Altify had evolved into a guided selling platform and was labelled a Sales Acceleration Tool. Something still too hard to explain, and why on earth would anyone want to be known as a tool?

Altify needed to nail a new Sales story. But that meant changing its categorization first. The Altify platform ran on top of Salesforce to optimize Sales, so customer relationship optimization was born. However, being the age of revenue, the category changed to customer revenue optimization reaching the new “who” in business—the CRO.

With a new category and target in mind, it was time to clarify the problem. Being a CRO today can mean walking into an operational quagmire. Businesses aren't designed for the needs of a CRO, so it made sense to describe Altify as the OS for CROs. However, that still wasn't emotional enough. Where laid the tragedy? Ideating further, we discovered it was “needs not met.”

Picture a customer who could transformationally change their life and the lives of others by merely adopting a new solution. However, because they can't get through a Sales conversation, they fail to make any change. The customer stays static. Innovation dies. And, the solution fails.



Now if that isn't a tragedy, what is?

Most sales presentations flop because salespeople fail to provide enough value to the customer during their conversation. For a business to meet and exceed the needs of their customer, they must understand precisely what that customer is going through. Altify is the only solution that helps salespeople build winning relationships. Surface-selling product capabilities can enter a companies into the race to zero. But selling value is a behaviour that can change everything. Hence our campaign, Sell value. Change the world.

With our story in mind, we created Altify's Sales pitch and benchmark study, cleaned up the website, told the tale of Customer Revenue Optimization in an eBook, and designed a 360 campaign to change industry behaviour.

Recently Altify was voted the 2019 hot vendor in Customer Revenue Optimization by the Aragon Research Report. Selling value did changed the world for Altify.



A STORY TO BUILD A NEW FUTURE FOR ENERGY

PEAR.AI
Energy Intelligence Category Introduction

Story Strategy, Category POV, Website, Sales Sheet, Trade Show Signs

View Work



SUMMARY

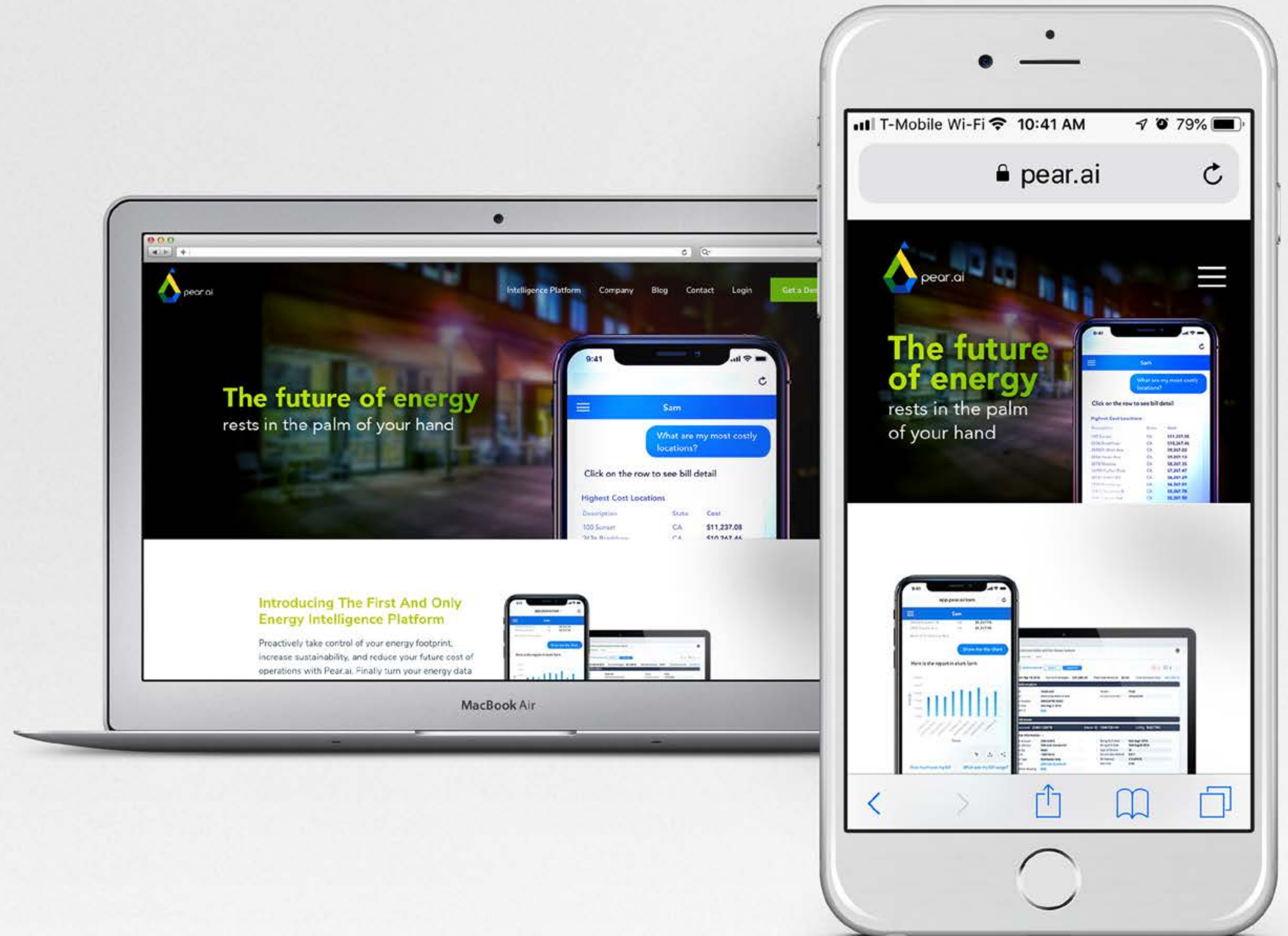
Most companies struggle to manage their own energy bills, let alone drive sustainability. Pear.ai's mission is to change that—forever.

Pear.ai is an energy intelligence platform featuring Sam, the world's first artificial intelligence bot and virtual energy management expert. It allows energy managers to administrate their energy bill literally by talking to it. Sam notifies users about billing errors, energy usage anomalies, and proactively makes recommendations on cost-cutting initiatives to drive greater sustainability. Using only a scan of your paper bill, it's simply extraordinary.

To communicate the vision of Pear.ai and disrupt its category, we told the story of Sam, the artificial bot managing energy to save mankind. As the hero of humanity, it could accomplish things for energy not humanly possible.

We built the story into a go-to-market kit, including the Pear.ai website, trade show booth graphics, and sales pitch slides. Behind every graphic, the story of Sam shined. Winning Pear's first enterprise-level customer and filling its inbox with warm leads.

Sam not only changed the conversation around the future of energy, it changed the future for the company who created it.



The future of energy
rests in the palm of
your hand.

Introducing Pearai

This is the first and only energy intelligence platform. Pearai finally gives you the power to take control of your energy footprint, reduce costs, and drive sustainability. It turns your energy data into one of your most valuable assets. We look at power consumption differently. We use natural language to pull simple insights from the complex, along with powerful AI to make sense of every watt consumed. It's about more than just understanding bills. It's about energy intelligence that lets you create next-generation energy strategies, proactively take control of your energy usage, and use what you've found to manage, innovate, and reimagine what's possible.

Intelligent
Advanced AI-driven technology to identify anomalies, prevent outages, and model predictive behavior

Proactive
Provides insights into your usage then corrects them or gives you the information you need to follow up

Conversational
All direct queries instead of waiting days to get information from account managers or support reps



Approximately
70% of
companies are
overcharged
on their
utility bills.

Kevin, David J. Clavin,
Chief Corporate Officer,
Consumer Energy Solutions, Inc.

All We Need Are Your Bills to Get Started
Email info@pearai to request a demo or visit www.pearai

Sam: Your Virtual Energy Expert

Most organizations struggle to see their true energy footprint, let alone optimize it to increase sustainability. With Sam, you can talk to your data and take control.

- ▲ **Analysis:** Sam monitors information across your energy portfolio to find anomalies and costly issues to address
- ▲ **Conversations:** With Sam, you get instant access to your data via conversational queries instead of waiting for days for information from account managers or support reps
- ▲ **Proactive Insights:** When Sam finds an issue it can help you correct it or give you the information you need to follow up

The Analytics Engine Behind Sam

Pearai creates a comprehensive energy profile from all of your utility bill data. It processes bill data across multiple utility providers into a common format that can be used for reporting and analysis. It builds a "virtual account" view of your data that reconciles the many ways different providers identify meters and maps them to customer locations you manage. It also pulls crucial information from external sources including weather, regulatory, budget and rebate data. Sam then uses this energy profile to produce insights in the following areas:

- ▲ Anomalous behavior
- ▲ Usage analysis
- ▲ Early warning
- ▲ Predictive analysis
- ▲ Outliers
- ▲ Benchmarking

I checked your bills
and found errors in
two bills.
[Click to review.](#)

Rate increase was
approved by the
PUC. Expect a 10%
rate increase for
the following stores
starting in January.

I saw a 286% increase
in cost over last
month's invoice.
[Click to review.](#)



A NEW FORMULA FOR SALES VELOCITY

ALTIFY

Sales Velocity Equation eBook

eBook Design



SUMMARY

Leaders learn and share their learnings. In this instance Altify founder Donal Daly created an equation for sales growth. Sales Velocity (V) = Number of Opportunities (#) x Deal Value (\$) x Win Rate (%) / Length of Sales Cycle (L).

Using any of the four levers businesses could employ various tactics to increase their revenue faster. The equation was transformational for sales organizations. It went viral and even today is still shared across predominant Marketing and Sales blogs including Marketo, Hubspot, SalesHacker and more.

To reinforce Altify's category leadership and create widespread adoption of the formula, we helped Altify design a shareable eBook.

Showing how companies could grow sales by focusing on specific levers, the eBook was a big success. Within weeks of release, Sales executives were quoting the formula on podcasts and talking about levers they were using.

The eBook improved the way B2B companies looked at sales while reinforcing Altify's position as a leader.



STORY DESIGN FOR DISRUPTION

HYPNOTIC

Jeet Kune Grow Story Strategy & Research

Story Strategy



Agencies say briefs shouldn't be more than a page. It's effective with an ad message. But when telling a story, it's like frosting a cake without the cake. Without a customer journey and story design research, there is no story.

Jeet Kune Grow was created to drive a campaign with stories, not persuasive arguments.

By using it, we create a story that emotionally connects with a customer and the right connection where the story reaches a customer.

Like an epic plot with subplots, knowing your customer journey gives you your cue for which part of your story to tell. Is it the plot that drives the whole story, or a hook to get you into it? Or, all of the above? With Jeet Kune Grow, you'll know.





THE WAY OF INTERCEPTING GROWTH

Category and Customer Analysis

A category is by definition a problem. If you understand the problem you solve, you can see how others solve it, and define the extraordinary way you solve it.

Competitive Analysis

The way you solve a problem is different, but how different? If you're want to change someone's beliefs, your difference needs to be extraordinary.

Interviews

Your best repository of knowledge is your people. So questioning your marketing, sales, customer success, and product teams can reveal your blockers and biggest opportunities.

Customer Journey Mapping

If you take your ideal customer and map their intention, obstacles, and resolution, along with data of their behaviors you'll know exactly how to help them and when.

Messaging and Pillars

Knowing your customer is paramount, but the way you assert your solution and your difference are what makes a prospect a customer. This strategy outline ensures your story bullets are silver bullets.

LET'S DESIGN YOUR DISRUPTIVE STORY

HYPNOTIC

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