

MARK QUAMME | SENIOR ACCOUNT MANAGER @ TELLWELL STORY CO.

# BRANDING + STORY

Broadbands have stories to share.



# MARK QUAMME

Senior Account Manager  
Dog + Cat Dad  
Choreographer  
Office Supply Enthusiast





ADVERTISING  
MARKETING  
MESSAGING

# THE HERO'S JOURNEY

THE OLDEST STORYTELLING FRAMEWORK

**Story:**

**Client:**

**Persona:**

**Aspirational Transformation:** ----->

**Our character**  
What does our character want?

**They meet a guide who gets them**  
Guide's Empathy  
Guide's Authority

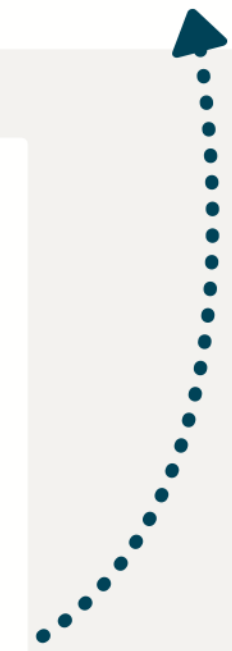
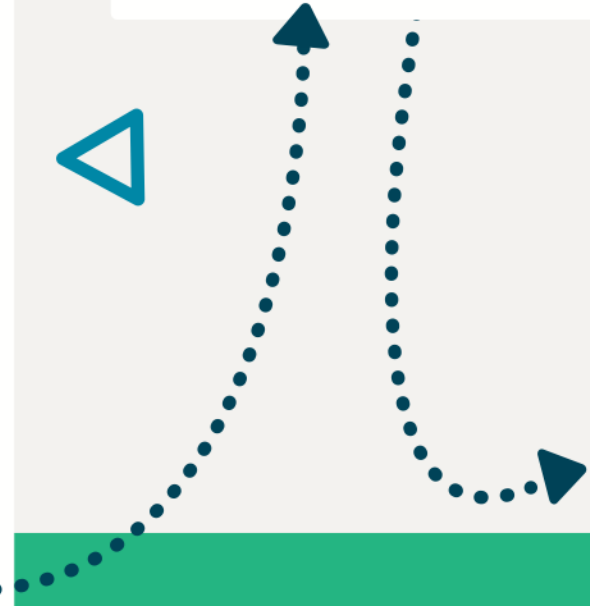
**That inspires them to action**  
Direct CTA  
Transitional CTA

**Resulting in success**  
Amazing things that happen:

**Has a challenge**  
External Challenge  
Internal Challenge  
Philosophical Challenge

**And gives them a plan**  
Summary of plan

**Avoiding failure**  
Tragic results we're avoiding:





# RTC NETWORK'S HERO'S JOURNEY

At RTC, we know that you **want** access to high-speed, reliable Internet with service that you can trust . The **problem** is that your current provider does not offer a variety of packages at the speeds you need and they seem to be more invested in turning a profit than taking care of their customers. **This leaves you feeling** frustrated, overwhelmed, and hopeless

It's just wrong that you feel that way because you have just as much right as anyone else to connect to the world, and the fiber infrastructure already exists in your area--it just isn't being utilized to its highest potential.

As rural North Dakotans ourselves, **we know** how frustrating it is to feel disconnected or fall behind because of our Internet connection. We understand that you need high-speed broadband to connect to friends, family, and the world. **That's why** we have built a robust fiber network to offer the fastest internet around, with speeds up to 10 Gig:

## **Here's what you can do:**

1. Visit our website or call today to learn more
2. Select a package that works for you
3. And start enjoying the fastest internet available today

So, **stop worrying** whether your internet will work when you need it and **call RTC today. Until then,** download our app and get ready to work, play, stream, and live without fear.

# THE HERO'S JOURNEY (AS VIDEO)

<https://vimeo.com/596075132/2d708cfa8d>

IN THIS EXAMPLE

WHO'S THE HERO?

WHO'S THE GUIDE?

WHAT'S THE HEROIC

ENDING?



TELLWELL'S  
MARKETING  
FUNNEL

INTRODUCE

EDUCATE

ENGAGE

REMIND

JOURNEY

EDUCATE +

ENGAGE



**People.**



**Progress.**



**Polar.**

THE HERO'S

JOURNEY

REMININD





MARKETING

PYRAMID

HERO'S JOURNEY

HERO'S JOURNEY

IN VIDEO



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Thanks for joining us today!