



FEEL



LO



JEFF MARTIN

CHIEF CREATIVE OFFICER



ABOUT ME



TRAVEL IS AN EMOTIONAL CHOICE.

PEOPLE DON'T BUY PRODUCTS. THEY BUY MEANING.

THEY CHASE: STORIES CONNECTION WONDER

**MARKETING IS NO
LONGER ABOUT THE
STUFF YOU MAKE,
BUT ABOUT THE
STORIES YOU TELL.**

- SETH GODIN

The MARKETING POWER of **STORYTELLING**

A photograph of a man carrying a long wooden canoe on his shoulder and a young boy paddling a kayak in a river. The man is wearing a green shirt and brown pants. The boy is wearing a green hoodie and grey pants. They are in a river with mountains in the background. The sky is cloudy. The word 'Bold' is written in a circle on the letter 'O' of 'STORYTELLING'.

Why the brands that move people win attention, loyalty and growth

STORIES ACTIVATE EMOTION + MEMORY

BOLD STORYTELLING

IS ROOTED IN WHY YOU EXIST, NOT JUST WHAT YOU SELL

IT MAKES PEOPLE FEEL SOMETHING FIRST

IT TAKES A POINT OF VIEW THAT ENGAGES YOUR AUDIENCE

IT CAN BE MESSY, HONEST & IMPERFECT LIKE LIFE



THE ROLE OF STORYTELLING IN MARKETING TAPS INTO THAT EMOTION

BOLD STORYTELLING IS NOT DECORATION. IT'S STRATEGY.

DIFFERENTIATES. CREATES EMOTIONAL MEMORY. TRANSFORMATIONAL OVER TRANSACTIONAL.

!!!!!! PRICE COMPETES. STORIES CONNECT. !!!!!

TODAY'S MODERN MARKETING CHALLENGE:

WE SEE THIS MANY BRAND MESSAGES A DAY.

10,000

SO HOW DO WE NOT JUST REACH PEOPLE, BUT MOVE THEM?

ANSWER: STORYTELLING TURNS MARKETING INTO CULTURE!

STORIES ACTIVATE EMOTION + MEMORY

**BOLD STORYTELLING DOESN'T
JUST SELL, IT TURNS BRANDS
INTO CONVERSATIONS.**

STORY IS HOW WE MAKE SENSE OF THE WORLD. ALWAYS HAS BEEN. BUT WHY?



Transit Center



Wynn Hotel



Elevators



Restaurants



WHY IS STORYTELLING SO IMPORTANT IN MARKETING?

STORYTELLING IS HARDWIRED.

35,000

YEARS LATER

WE STILL LIVE FOR A GOOD STORY

STORYTELLING WORKS BECAUSE:

**WE REMEMBER STORIES 22X
MORE THAN FACTS**

STORY IS HOW WE MAKE SENSE OF THE WORLD. ALWAYS HAS BEEN.

STORYTELLING WORKS BECAUSE:

EMOTIONS DRIVE DECISIONS LOGIC FOLLOWS

NOBODY BUYS A PORSCHE FOR LOGICAL REASONS :)



STORYTELLING WORKS BECAUSE:

**STORIES CREATE IDENTITY
ALIGNMENT (THIS BRAND
GETS ME)**

MAKING IT RELATABLE AND MEMORABLE.

DESTINATION VS. EXPERIENCE

COME VISIT.
HERE'S WHAT WE
HAVE TO SEE ...

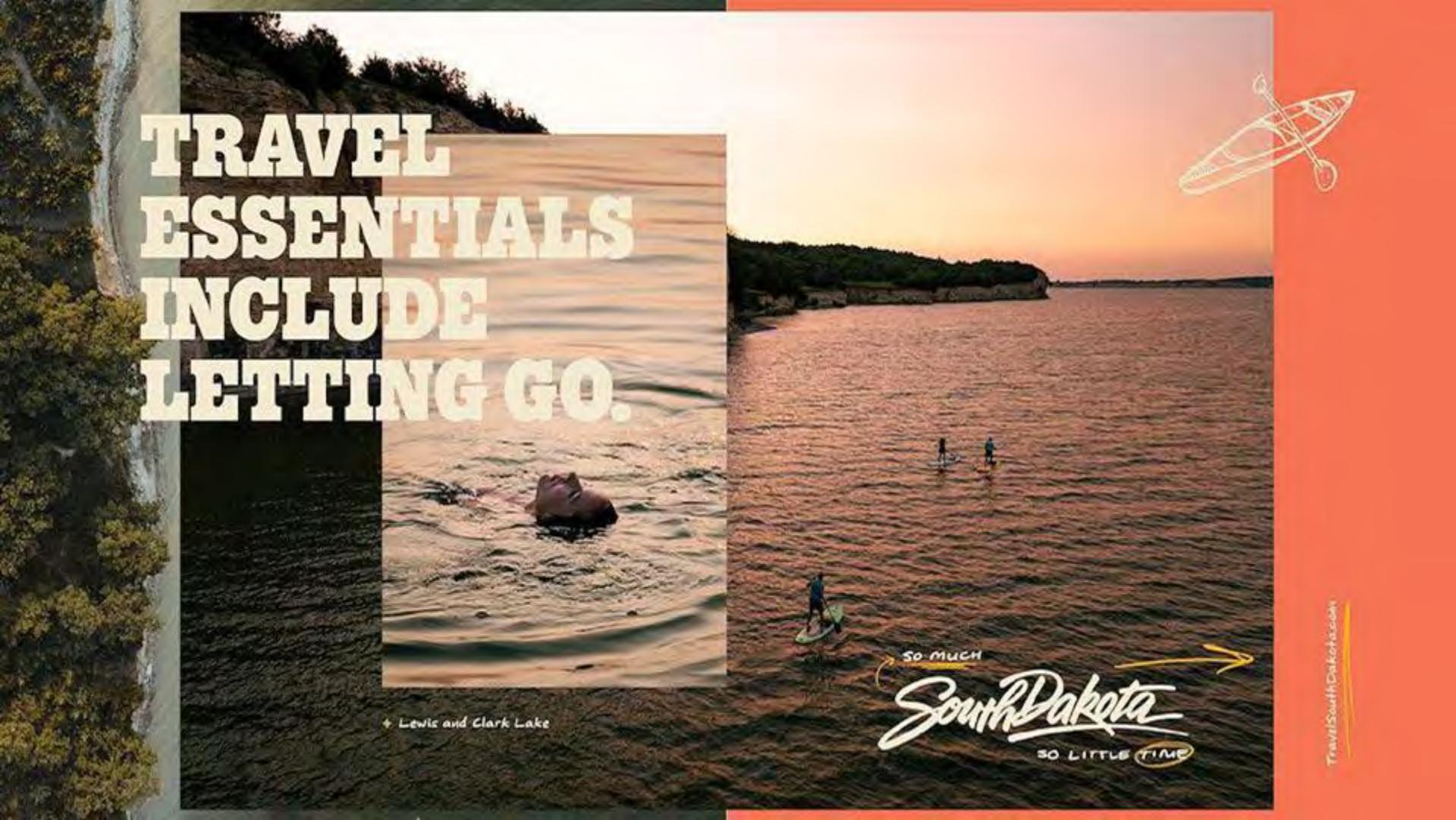
HERE'S HOW YOU'LL
FEEL AND WHO
YOU'LL BECOME...



THE STORY TRANSFORMS GEOGRAPHY INTO PERSONAL NARRATIVE.







TRAVEL ESSENTIALS INCLUDE LETTING GO.

• Lewis and Clark Lake

so much
South Dakota
so little time

TravelSouthDakota.com

BOLD STORYTELLING TURNS MARKETING INTO CULTURE

THE SHIFT TO MAKE IT HAPPEN:

The diagram illustrates a conceptual shift from 'Old Thinking' to 'New Story Thinking' across four categories. Each category is represented by a teal-colored bold text on the left, followed by a series of white arrows pointing to the right, and then a teal-colored bold text on the right. The categories are: **FEATURES** (with arrows pointing to **FEELINGS**), **OFFERS** (with arrows pointing to **INVITATIONS**), **MESSAGING** (with arrows pointing to **MEANING**), and **OLD THINKING** (with arrows pointing to **NEW STORY THINKING**).

Old Thinking	New Story Thinking
FEATURES	FEELINGS
OFFERS	INVITATIONS
MESSAGING	MEANING
OLD THINKING	NEW STORY THINKING



KNOW YOUR AUDIENCE!

**NO ONE IS LOOKING TO BE
SOLD. EVERYONE IS LOOKING
TO BE UNDERSTOOD.**

WHAT MAKES A GREAT STORY?

SORRY, IT'S NOT YOUR FUNNY UNCLE AT REUNIONS!

$$1 + 1 = 3$$

IS WHAT MAKES A GREAT STORY

ACCORDING TO AWARD-WINNING FILMMAKER KEN BURNS:

THE 5 ELEMENTS OF A GREAT BRAND STORY



MR. ROGER'S APPROVED

A HUMAN TRUTH.

WHAT DOES YOUR CUSTOMER FEEL BEFORE THEY BUY?

FREEDOM

CONNECTION

TRANSFORMATION

BELONGING

CURIOSITY



ARE WE CREATING
THE WORLD'S
GREATEST AIRPORT?
OR PREPARING FOR THE
END OF THE WORLD?

Learn the truth at DENFiles.com





CONSTRUCTION? OR COVER UP?

Learn the truth at DENFiles.com





► #DENFILES

► WHAT'S HAPPENING BEHIND THIS WALL?

- A GARGOYLE BREEDING GROUNDS
- B A TOP SECRET FREEMASON MEETING
- C AN IMPROVED AIRPORT EXPERIENCE

Learn the truth at DENFiles.com





THANKS FOR
BEING PATIENT.
THE LIZARD PEOPLE
KEEP STEALING
OUR TOOLS.

Learn the truth at DENFiles.com



#DENFILES



CAUTION
Lizard
parts
out!

Less Wait
Time

OVER 1 BILLION IMPRESSIONS. ZERO SPEND ON MEDIA.

Denver's airport pokes fun at conspiracy theories. Walls are hiding construction, not lizard people.



Denver
'Remodelling the lizard people's lair': Denver airport trolls conspiracy theorists



'Remodelling the lizard people's lair': airport trolls conspiracy theorists

Denver airport parodies the conspiracy theorists with jokes about its new project

Trolling Conspiracy Theorists or HIDING ALIENS?

Is it a meeting place for the global elite, who will hole up in tunnels beneath its runways when the world ends, or do they just want you to believe that?

QUARTZ

WAKE UP, SHEEPLE

THE DENVER AIRPORT IS LEANING INTO THE CONSPIRACY THEORIES. WHAT IS IT HIDING?

Atlas Obscura

The Denver Airport Has the Best Public Service Announcements Ever

Conspiracy or construction?

DIA basically admitted the construction is for Illuminati tunnels (and Blucifer is in on it)

The Illuminati lizard people in DIA's secret underground tunnels did a great job with their new marketing campaign.

WEIRD

Denver Airport's New Ad Campaign Embraces the Conspiracy Theories It Has Inspired

Denver Airport Is Using Its Conspiracy Theories in the Most Clever Ad Campaign of the Year



Mashable

Denver International Airport ~knows~ about the conspiracy theories and is trolling us all

FACULTY EXECUTIVE

Friday Funny: Standard Airport Renovation, Or Upgrade For The Lizard People?

A 30-second commercial from, you guessed it, Denver International Airport, features a lizard person in a tunnel. The lizard person asks, "What are we doing?" and the answer is "It's a secret".

THRILLIST

ALL SECTIONS ▾ CITIES ▾ VIDEO ▾

BEST OF TRAVEL DESTINATIONS

THE DENVER AIRPORT IS PROMOTING ITS OWN CONSPIRACY THEORIES IN THE WEIRDEST ADS EVER

The DENVER POST

POLITICS DENVER POLITICS

Conspiracy "whistle-blower" on Denver airport ads: This is exactly what a conspiracy would do

"New concessions? Or new conspiracies?" asks one of the posters



loosecannon_clothing • Follow

loosecannon_clothing Whoever is creating these posters for DIA needs a pay raise! #zombiecatlairz #DIA #conspiracytheory #LCCtees #aliens #broncos #denver #travel #denverinternationalairport #denfiles #conspiracy #area52 #spaceforce



8 likes
SEPTEMBER 11
Add a comment...

Orlando International Airport • 8M ago • Sep 11
Confirmed.



14 48 390

Hastin • Follow
Replying to @MOC
It's in flight to @DENAirport isn't it!? #DENfiles
11:18 AM - 17 Sep 2018
1 Retweet 7 Likes

Survivaljunk.com • Follow
DIA is trolling itself with #illuminati advertisements #denfiles 😂👁️



GIF

Dan Barnes • @metallidan • Sep 7
I like you already Denver #denfiles



Fossil Locator • @FossilLocator • Sep 11
I love that Denver airport is playing on conspiracy theories about it #DEN #DENfiles



Nick DeGray • @Broogedy240 • Aug 31
How do gargoyle even breed? 🤔



Derek Ninja • Follow
Another reason to love DIA. #denfiles



Freemasons' Hall • Follow
Expert trolling of conspiracy theorists by Denver International Airport 😳💡 What do you think; illuminati confirmed or just a bit of fun? Whichever, it gives us some ideas for the next time we need some construction work done... 😂 Full story → bit.ly/2CEO4QL #DENFiles



spambot_lover • Follow
+ Denver International Airport

spambot_lover I knew the Nazi lizards we're building underground tunnels for the illuminati. Conspiracy theory confirmed. -
#Denfiles #denver #denvercolorado #denverconspiracy #denverairport #denverairportconspiracy #lizardpeople #illuminati
puckslighthouse are you there for GABF? If you see two men in lederhosen, say "HO". Shorty's mine. -D
shamelessblat • Check account to see profile

39 likes



A CLEAR POINT OF VIEW

WHAT DO YOU BELIEVE THAT OTHERS DON'T?

TAKE A STAND

CHOOSE A SIDE

SAY NO TO SAMENESS

GIVE A FL*KE



Aspen Snowmass decided it's time to stand up, speak out, and Give a Fl*ke about climate change. To help them take a stand, we developed a campaign that invites national conversation and inspires action.

We leveraged video, print and social to spread our message. Giveaflake.com educated people on how to contact local legislators, donate to relevant causes and utilize the platform's Twitter capabilities that let users send viral-worthy, pre-populated Tweets calling out elected officials.

Give a Fl*ke made waves throughout the outdoor industry and the nation. And it created millions of impressions through traditional and social media. If we want to protect our winters, we have to Give a Fl*ke.



ASPN SNOWMASS

3

A RELATABLE HERO

MAKE YOUR CUSTOMERS FEEL SEEN, NOT SOLD.

YOUR CUSTOMER IS THE HERO

YOUR BRAND IS THE GUIDE





TENSION BEFORE RESOLUTION

PERFECT BRANDS ARE BORING BRANDS

SHOW THE PROBLEM BEFORE THE SOLUTION

SHOW ORDINARY BEFORE EXTRAORDINARY

NO TENSION = NO STORY



5

A MEANINGFUL OUTCOME

WHAT CHANGES AFTER ENGAGING WITH YOUR BRAND?

THEY FEEL MORE CONFIDENT
MORE CURIOUS
MORE ALIVE

TRANSFORMATION BEATS TRANSACTION!!!





GREAT BRANDS DON'T JUST SELL. THEY TELL STORIES THAT BUILD CONNECTIONS.

Patagonia:

Real stories of adventure, activism and saving the planet.

AirBnB:

Stories of community and belonging, not just lodging.

Dove:

Stories of real beauty and real women that challenged cultural norms.

YOU NEED STORIES THAT ARE:

SIMPLE+AUTHENTIC+REPEATABLE

YOU DON'T NEED: BIG BUDGETS & FANCY PRODUCTION



THE PLATFORMS
HAVE CHANGED
THE STORY HASN'T

YOU STILL NEED A HOOK, A JOURNEY AND A PAYOFF.





HEMINGWAY'S 6 WORD STORY:

BABY SHOES FOR SALE. NEVER WORN.

STORIES ACTIVATE EMOTION + MEMORY

2026 IS THE YEAR
**STORYTELLING BECOMES
A CMO'S MOST PROFITABLE
SKILL.**

-FORBES



ELEMENTS OF A GREAT BRAND STORY:
HOW TO PUT THEM TO WORK
(SOME COST-EFFECTIVE STORYTELLING TACTICS)



STORYTELLING TACTICS 1:

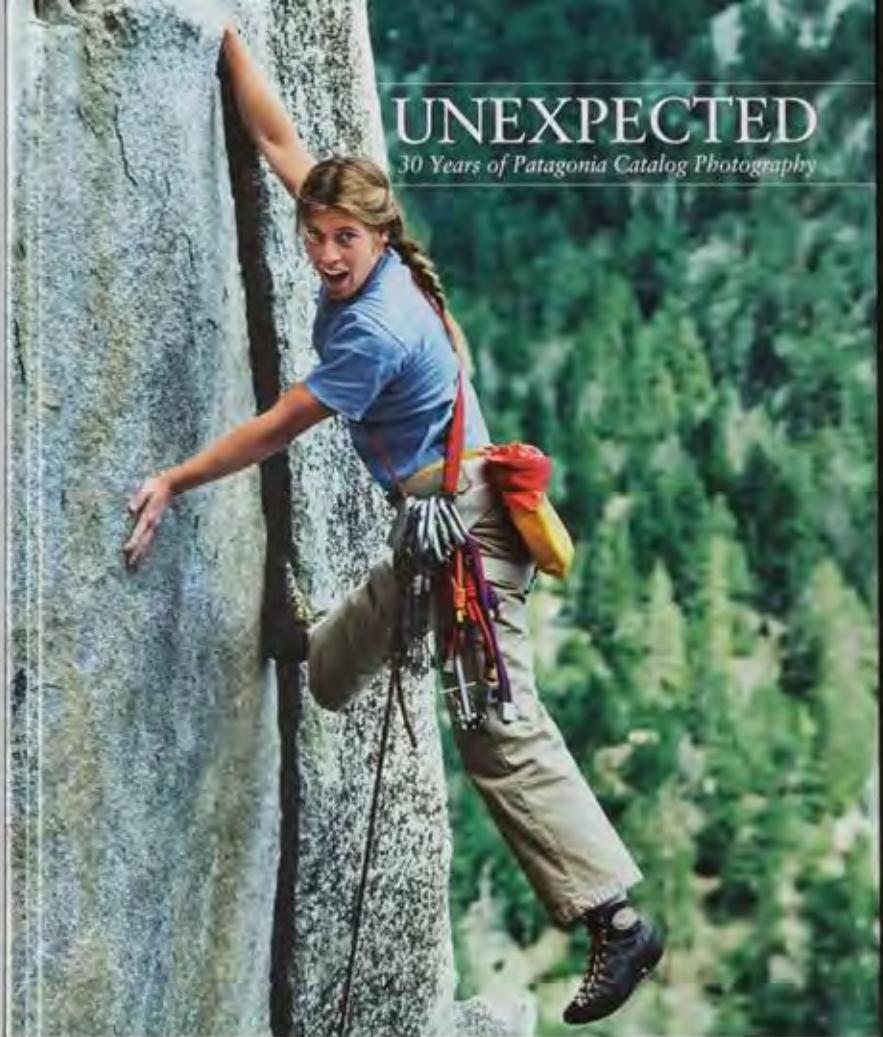
FOUNDER & TEAM STORIES

- + WHY YOU STARTED YOUR BUSINESS
- + WHAT ALMOST BROKE YOU
- + WHAT STILL EXCITES YOU
- + WHAT FAMILY TRADITIONS YOU INCORPORATE



UNEXPECTED

30 Years of Patagonia Catalog Photography



UNEXPECTED

30 Years of Patagonia Catalog Photography

Patagonia early on attracted a network of outdoor photographer friends willing to send in their best random shots, on spec and uncommissioned, of real people doing what they love to do in the natural world. The result was a new – and unexpected – visual style for catalogs, one that still yields fresh surprises every issue, 30 years down the road. To this day no other catalog works the same way. This book is a tribute to the eye, skill and adventurous spirit of those who get the pictures and bring them home.

Unexpected also features essays from its photo editors and from both new and seasoned contributors on how they approach their craft – and meet Patagonia's tough, eccentric standards.

Essays by Jeff Johnson, Cory Richards, Jennifer Ridgeway, Rick Ridgeway, John Sherman, Jane Sievert and Beth Wald.

Photographers include Paul Dic, Greg Epperson, John Kelly, Marko Prezelj, Barbara Rosell, Kieran Ward, Uli Wissmeier and many others.

STORYTELLING TACTICS 2:

CUSTOMER-AS-HERO STORIES

- + TURN TESTIMONIALS INTO STORIES
- + INSPIRE/ASK CUSTOMERS TO CREATE (UGC)
- + CREATE A CUSTOMER AMBASSADOR PROGRAM





Powder Too Deep

Our idea of a fun morning did not involve getting escorted down by ski patrol after getting stuck mid-run. They should have warned us before we got on the tram about how deep it was going to be!!

Isabelle, New York City



 travelsouthdakota • Following
American Authors • Go Big Or Go Home ...

 travelsouthdakota • 11w
We asked and you answered the call!

Created from the videos submitted by lovers of the #605State, here is a compilation of how our communities celebrate South Dakota - Happy #Forever605 Day!

If you submitted video content, be sure to check your email (and spam folder) for a message letting you know what prizes you've won and how to receive them!

#hifromsd #SouthDakota

 getcarriedawayy 11w

2,590 likes

June 5

 Add a comment... 



DEN ZEN
ROOM

STORYTELLING TACTICS 3:

ONE CORE STORY, MANY EXPRESSIONS

- + BUILD ONE STRONG NARRATIVE, THEN FLEX IT
- + WEBSITE
- + SOCIAL
- + MERCH
- + EVENT BOOTH
- + EMAIL SIGNATURES



THE BEST STORIES EVOLVE. BUT THE VOICE STAYS TRUE.





FEW BRANDS CAN AFFORD TO BE IGNORED!

**PLAYING IT SAFE IS THE RISKIEST
MOVE YOU CAN MAKE IN A
COMPETITIVE MARKET PLACE.**

- + SAFE BLENDS IN
- + BOLD STANDS OUT
- + BOLD STORIES CREATE LOYALTY AND CONVERSATION



FINAL THOUGHT:

**MARKETING ISN'T ABOUT
CONVINCING PEOPLE TO BUY.
IT'S ABOUT MAKING THEM FEEL
SOMETHING ENOUGH TO
WANT TO BUY.**



THAT'S THE POWER OF BOLD STORYTELLING

K ⚡ H

WHAT'S YOUR STORY?

THANK YOU!

K ⚡ H

QUESTIONS

THE ONE THING
TO REMEMBER:

MODERN TRAVELERS ARE SEEKING:

MEANING OVER MILEAGE
CONNECTION OVER CONSUMPTION
TRANSFORMATION OVER TRANSACTION

PEOPLE DON'T BUY PLACES. THEY BUY MEANING, STORIES, CONNECTION AND WONDER.

*The modern traveler is fleeing the
'Transactional trip'*



THE DEMAND: ANTI-LUXURY

*The new luxury is
"time, space, and authenticity."*



THE INSIGHT:

*The **true value** of a trip isn't the experience you have; it's the **feeling** you keep.*

A photograph of two people walking away from the camera on a snowy path at night. The person on the left is wearing a dark jacket and the person on the right is wearing a light-colored jacket and a beanie. In the background, a building is brightly lit, casting a warm glow on the snow-covered ground. The overall atmosphere is cold and serene.

THE 2026
TRAVELER HAS
CHANGED