

MATTHIAS M. MATTENBERGER

BRANDTELLING

10 STEPS LEADING YOU TO A SUCCESSFUL
BRAND STORY. STORYTELLING THAT
CONNECTS BRANDS AND PEOPLE.

CLIENT: CAMPUS VERLAG

MATERIAL: FULL MS. (224 PP)

PUB DATE (D): JANUARY 2021

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NON FICTION / BUSINESS

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The best of storytelling in a compact and visual format

Competition keeps growing, product cycles keep getting shorter and brands become more and more important. That's why it's crucial to strengthen the story behind your brand—whether it's for you as an individual or for a company, product, or service. This book shows you the shortcut straight to hearts of your target audience, to ensure that you will be remembered and succeed in the long term. The simple but scientifically-based instruments in the Brandtelling toolbox help you to create strong stories for brands in a few simple steps, whether you are working alone or in a team. The vivid text and fun illustrations are accompanied by numerous examples from leading global companies.

Brandtelling is the book that your competitors will wish they had read.

“Storytelling is a skill that can be learned, and this book gives you the instructions. In clear and easy-to-follow steps, it shows you how to win not just your customers’ minds, but also their hearts.” **Kurt Aeschbacher, Swiss TV host, journalist and entrepreneur**

- **The Brandtelling toolbox**
- **Storytelling expertise using intuitive images and tools**
- **Ready to use for individuals or in groups**

A branding strategist, **MATTHIAS M. MATTENBERGER** has helped businesses large and small to tell distinctive and convincing stories in the marketplace. He is a consultant and a lecturer in storytelling, has headed a video content marketing agency, was a producer for *SRF Swiss TV*, wrote a globally acclaimed book and prize-nominated radio dramas. He holds an Executive MBA in marketing.

PRAISE

"The financial industry has largely lacked strong storytelling. *Brandtelling* provides simple tools to position even more complex products or services in a differentiating and understandable way."

Sandro Schönenberger Partner, Deloitte AG

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"As products and services become more and more similar, it will be even more crucial to connect people and brands in the future. With credible and relevant stories. This book provides a comprehensible guide to creating inspiring and differentiating stories for a sustainable brand experience." **Christoph Brechtbühl Head of Events & Sponsoring Mercedes-Benz Cars, Mercedes-Benz Switzerland Ltd.**

"Brands have a great need for good stories, because storytelling is how they get into people's heads. The Brandtelling System can be used in all areas of a company and is therefore the practical Swiss Army Knife of communication." **Dr. Peter Felser Brand leadership consultant and holder of the title Swiss Advertiser of the Year.**

"In the marketing of companies and products, stories are an effective tool. Storytelling is the modern form of brand management and the business card of a company. With its models, the book Brandtelling provides an immediately understandable insight into this topic and helps even non-marketing professionals to package relevant content in differentiating brand stories." **Nicole Diermeier Board member Rigibahnen**

"Stories stick in people's minds. If you now combine a good story with the charisma of a brand, you can simultaneously achieve attention for a brand as well as awareness of a specific product/service. The book Brandtelling explains the interplay between brand and story in a clear and simple way, making it a valuable read for both advanced and novice marketers." **Sandro Tschuor Business Director, Wunderman Thompson**

"Stories that work create emotion, and emotion is the link that makes memories last in our minds. Brandtelling includes the complete toolbox to develop a story that works emotionally." **Nicola Martucci Brand Manager Vaccines, Pfizer Switzerland**

"Storytelling is the art of packaging facts into a story so that they touch customers and communicate a company's core competencies. A task that is not always easy, especially in the service sector. Thanks to tools that are easy to understand and immediately applicable in workshops, as well as many practical examples, the book Brandtelling supports the development of goal-oriented stories and should therefore not only be on the work tables of marketing and communications departments." **Manuela Staub Head of Communications, Flughafen Zürich AG**

"Stories connect people and create trust. They thus lay the foundation for internal and external corporate and brand communication. With its practical and visually comprehensible models, Brandtelling enables you to implement sustainable storytelling. A competence that moves companies forward and unites teams in joint elaboration." **Tibor Csébits Business Excellence Leader, Roche**

"An effective corporate story is not a coincidence, but a craft. With the story root from the book Brandtelling, Matthias Mattenberger gives us the tools and a simple blueprint to do so." **Florian Maag Head of Communications Digital Business, Swisscom**

"Storytelling has become indispensable for successful business management. The easy-to-understand brandtelling models help ambitious managers build a differentiating brand story. The book should therefore not be missing not only at universities, but also in companies." **Prof. Michael Grund Head**

of Department of Marketing & Business Communications, Zurich University of Applied Sciences.

"Telling effective stories is an essential skill for companies and leaders. This book and its useful models are the elixir we all need to create a better future." **Prof. Bidhan "Bobby" Parmar**
University of Virginia USA

"*Brandtelling* is an excellent guide on how to develop and tell the stories of brands. The tools presented are an ingenious condensation of countless existing branding tools and of the author's years of experience as a brand consultant and brand strategist." **Dr. Dieter Schmid**