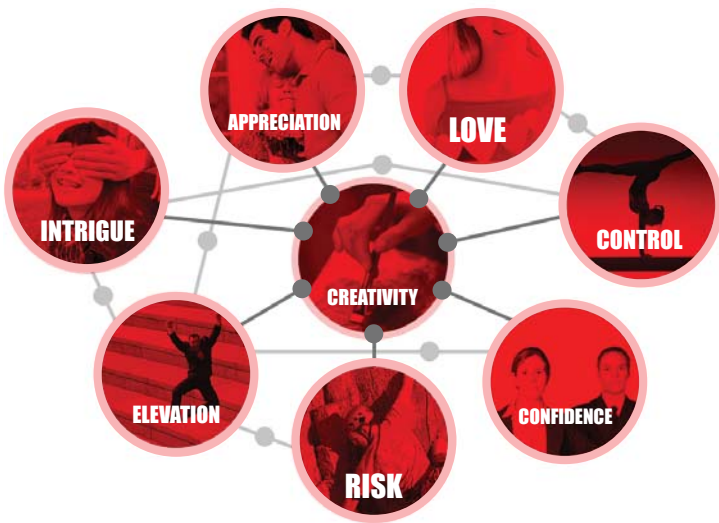


METAPHORSTORY!®



You ask about the importance of metaphor.
That's how the whole fabric of mental and emotional interconnections holds together.

METAPHORSTORY® is a powerful methodology in all brand work, including positioning, new product development, packaging and brand design.



It provides profound insight when developing communication strategy.



Additionally, **METAPHORSTORY®** can be used to clarify key aspects of your markets, your brands and those of your competitors, and so motivate and energise your marketing team.

The **METAPHORSTORY®** Insight Technique is a strategic qualitative research methodology that provides extraordinarily accurate insights into consumer emotions and feelings.

It enables us to dig deep into the mind of the consumer. It unearths things that are hidden, or that the consumer cannot or will not normally tell you.

So what's this all about?

Metaphor is the basic unit of all human thought. Our language is rich in metaphor. We use it to enhance comprehension and create impact.

- We use metaphor to interpret the world, to help us see connections and draw new meaning from experiences.

Great brands tell memorable stories. Consumers unconsciously buy into the promise for change, improvement, greater happiness, more health, a better life.

This happens on a deeply metaphoric level, and for that reason is very powerful.

At the **INSIDE STORY**, we can elicit normally hidden feelings and attitudes that govern the way target audiences relate to an issue, product or brand.

We developed this methodology through our own proprietary research, using academic resources and case studies.

METAPHORSTORY® combines metaphor elicitation with narrative as a means of gaining insight.

It is scientific, insightful, transformational and highly motivating.

METAPHORSTORY® can dramatically improve your marketing horizons. We look forward to explaining its potency and power.

INSIDE STORY developed Marketing Somatics which utilises the **METAPHORSTORY®** Insight Technique. For more details on this marketing tool see www.marketingsomatics.com