



The Story Playlist

Storymaking ideas for fame-building PR



BOTTLE PR

The Story

Playlist tracks

Fame stories aim to reach a large, relevant audience. The brand is prominent in the story, maybe even in the headline.

In music terms, think Vegas-residency.

- 1 🙌 This is the perfect moment
- 2 ✨ Turning something dull into something delightful
- 3 🎉 Let's all celebrate together
- 4 😇 Be a good Samaritan
- 5 🤫 Sneak peek backstage
- 6 🎮 Want to play a game?
- 7 🥰 How cute is that?
- 8 📣 Gently does it, apply some social pressure
- 9 💎 My precious product
- 10 📱 The influencer effect
- 11 🎯 Set yourself a challenge
- 12 💪 Pick a fight and take a stand
- 13 ☁️ The power of imagination
- 14 🎨 Yeah we can make stuff
- 15 😊 A side of smile
- 16 🏃 Jumping on the bandwagon
- 17 🧑 The real guy
- 18 🔄 Opposites attract

The Story

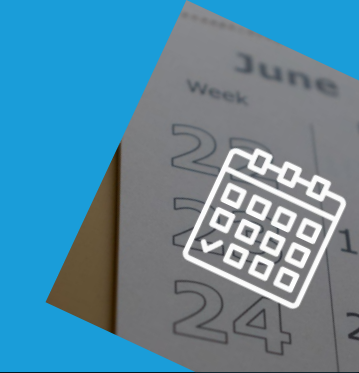
Playlist genres

Written document



Press release, listicles, guides, etc.

Calendar hook



Awareness days, global events, a relevant season

Research



A story that can't be done without a bit of research

Product



Likely to need a product, from the shelf or brand new

Creative



Showstopping visual assets

Budget



A little extra cash needed to bring this story to life

Photography



A top-notch photograph is a must

Video

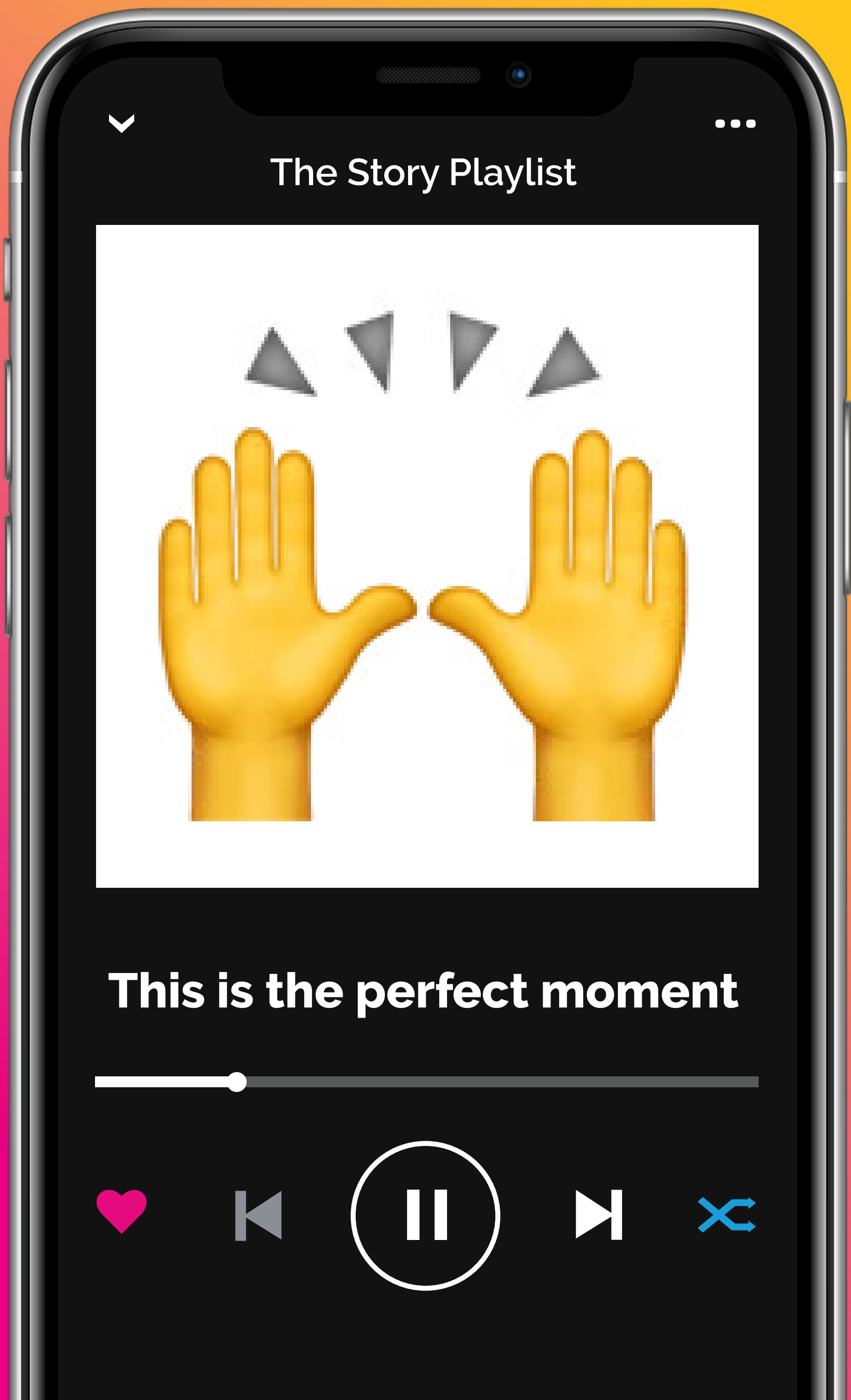


Bring your story to life with video

Influencers



Influencers or real people to humanise the story



This is the perfect moment

No, it doesn't feature Martine McCutcheon's one-hit-wonder. What's happening in the world right now, and what product (or service) do you have that complements 'said happening' in a way that just feels so damn right?

Make it quirky though, your competitors won't be far behind you with hooking their product to a popular moment.

MORE STORY EXAMPLES



Latest Pixel 'Curated Culture' wallpapers mark Black History Month 2022



Deliveroo drops off LGBT+ children's books with food orders during Pride





Turning something dull into something delightful

We all want excitement in life, but sometimes there are some things that just aren't that rock 'n' roll. That doesn't mean it can't be exciting though, and if you turn something on its head, it's bound to get attention. Think tax returns and make them sexy.

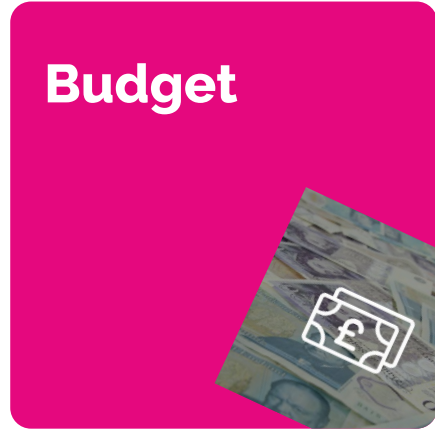
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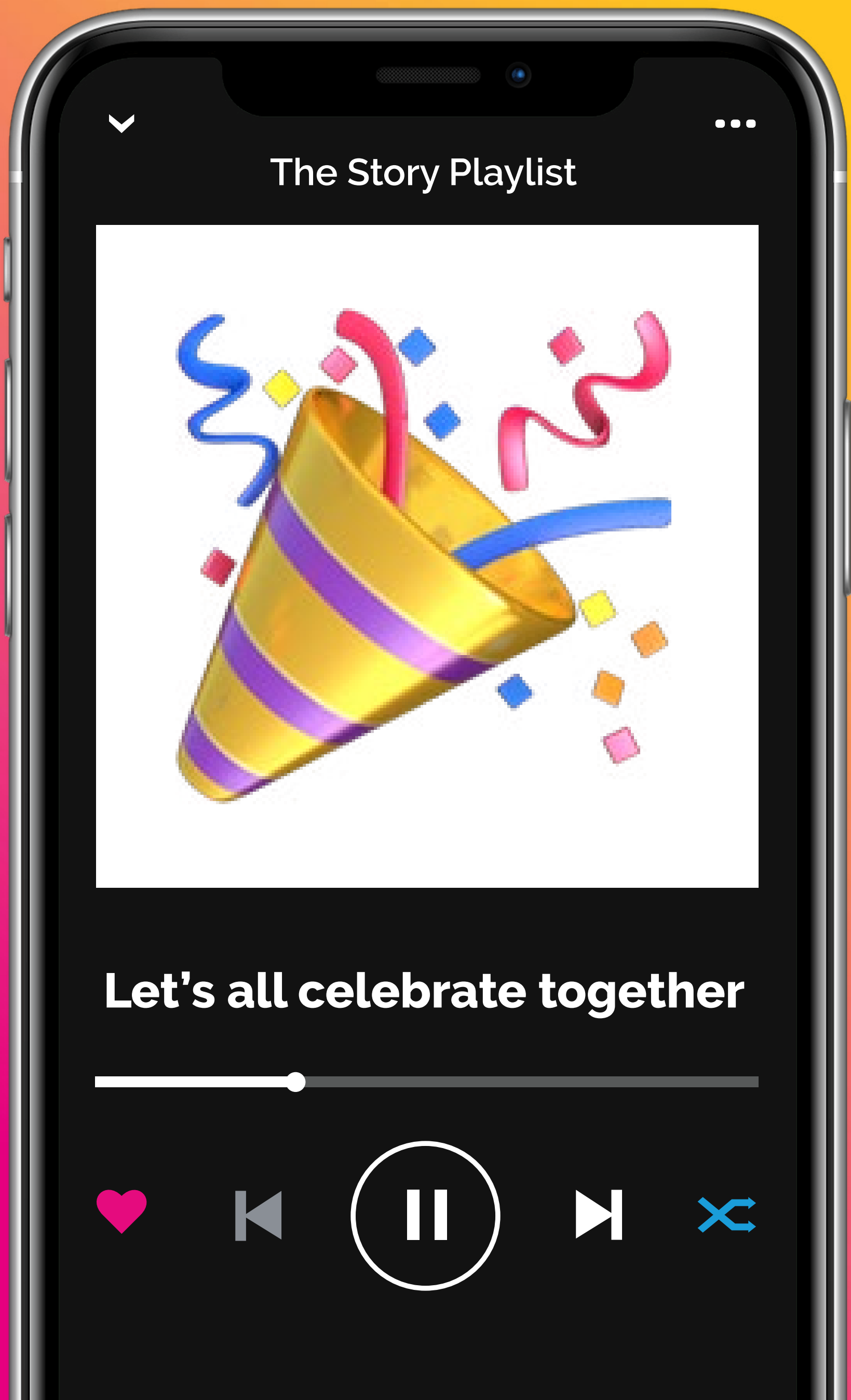


Tom Malone Jr reveals surprise new career move after quitting Gogglebox



Wedding dress made entirely of face masks unveiled to celebrate 'freedom day'





10 Ways To Give Your Loved Ones & Local Community A 'Little Lift'

By Stannah f t g+ in

'100 Little Lifts' for Captain Tom 100

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Let's all celebrate together

Parties are no fun with one person, right? So why not bring the audience into your celebration. Do you have an anniversary to celebrate? Hit a business milestone? Or maybe there's a public celebration and you want to get involved in.

MORE STORY EXAMPLES



McDonald's gets Mariah Carey to promote holiday meal giveaway



Weightlifter Chanu wins free Domino's pizzas for life after earning silver medal for India at Olympics

Research

Calendar hook

Budget



Join Rowse this September to #FeedTheBees and GROW WILD!

By Hope Wilson



Be a good Samaritan

Using your brand to do good. Tell a story to spread awareness for the better and encourage a big audience to join in. A story that is genuinely there to help.

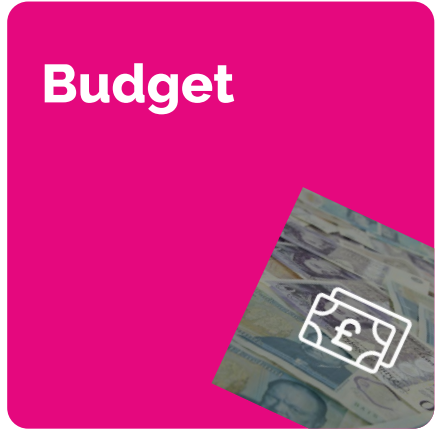
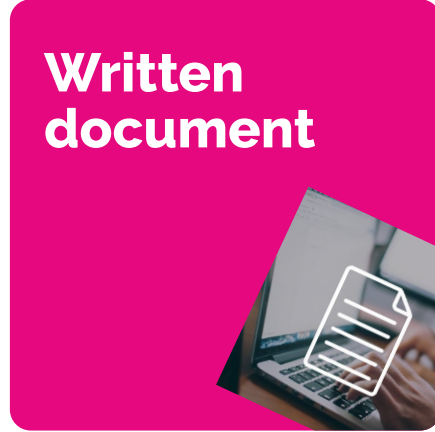
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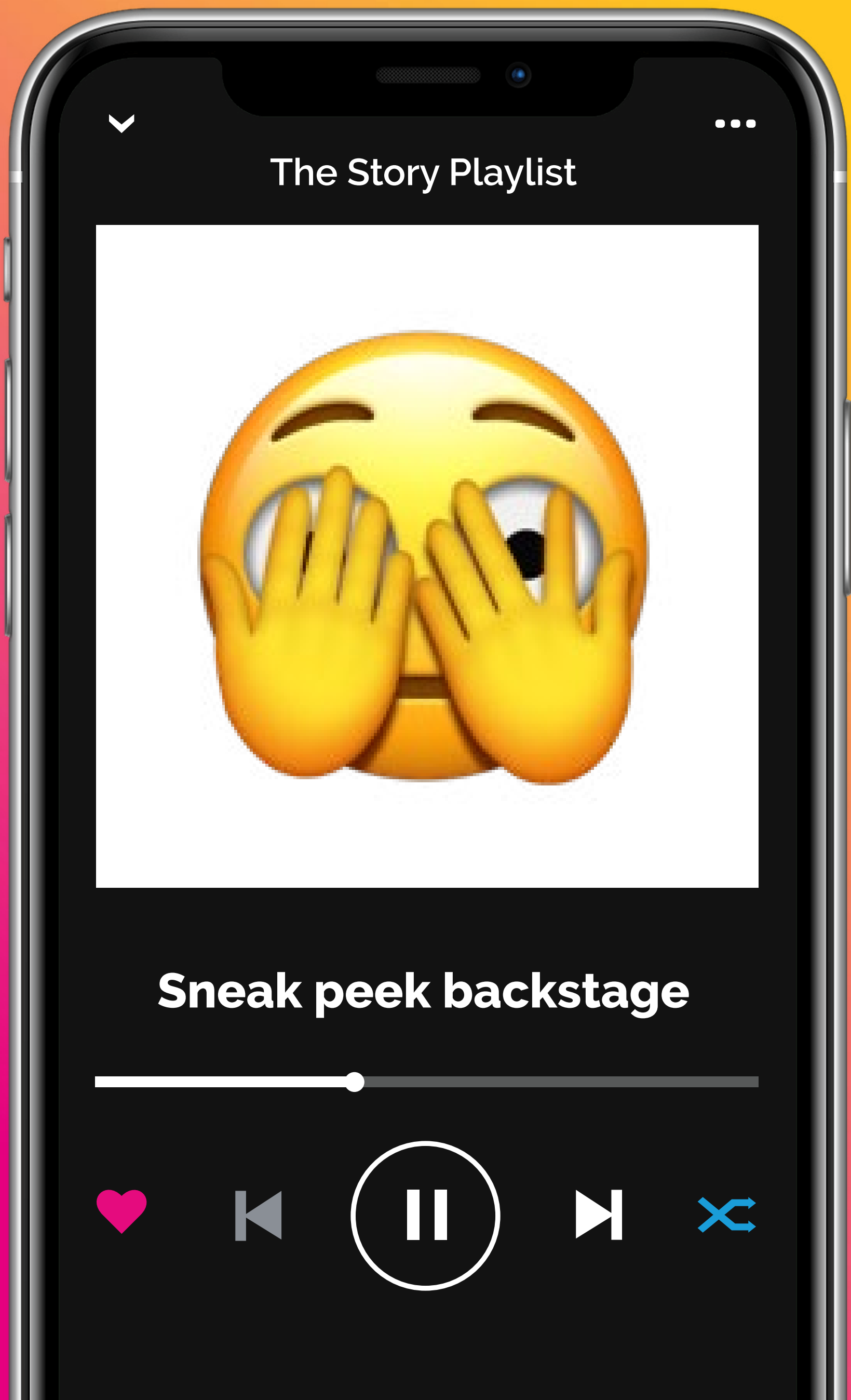


Stars join forces with BrewDog to raise cash for #IAMWHOLE mental health campaign



Job interview? H&M will lend you a suit for free





Bella Hadid sets temperatures soaring with her red lingerie as she reveals behind-the-scenes footage from her Victoria's Secret holiday campaign

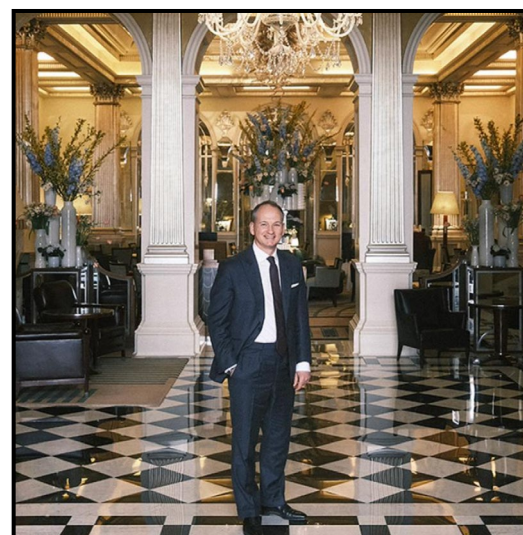
By Brian Marks For Dailymail.com
07:36 12 Jan 2022, updated 10:56 12 Jan 2022



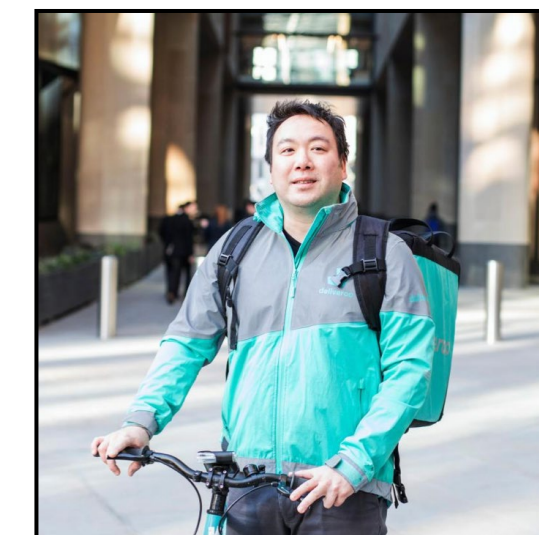
Sneak peek backstage

Taking the audience backstage will humanise your brand, making the audience trust you more. Everyone loves a nosy, but perhaps don't overshare too much – you gotta leave the audience with some intrigue.

MORE STORY EXAMPLES



What Claridge's did in lockdown: behind the scenes at the five-star hotel



Deliveroo boss Will Shu gets on his bike to expose poor restaurants

Photography

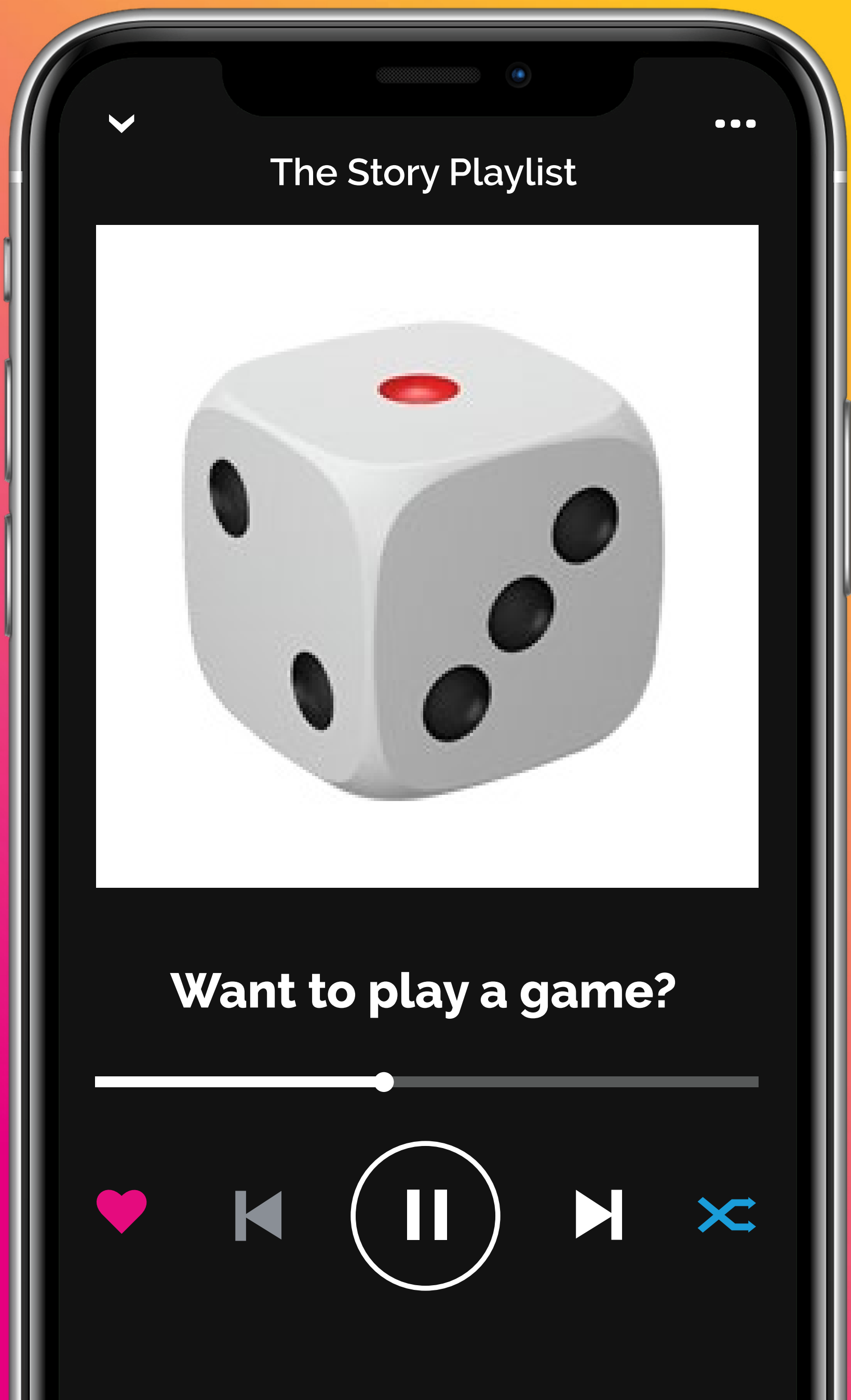


Video



Influencers





Tricky emoji quiz challenges players to name 14 popular songs inspired by driving - but can YOU achieve a perfect score?

- CarFinance 247, based in Manchester, has designed a driving songs themed quiz
- Challenge involves naming 14 popular hits from a sequence of emojis
- Most people can only solve half of the questions - but, can you do any better?



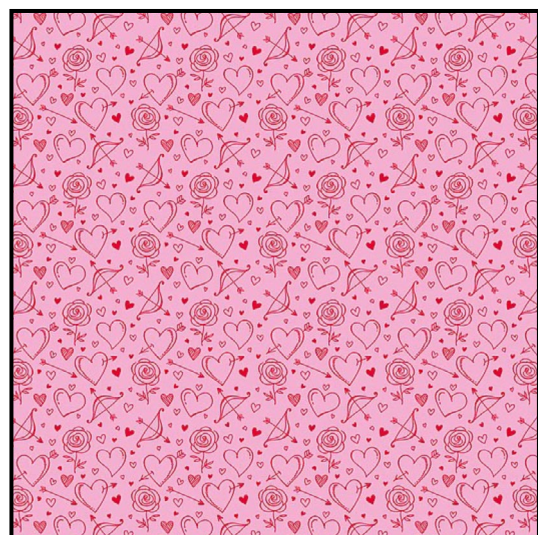
Want to play a game?

No, we don't mean like in Saw! But a good way to gain coverage is to play a game with the audience. Bring some fun to your brand and get them involved. Offering an incentive can also be good, people love a competition. The red-tops like to keep their readers entertained.

MORE STORY EXAMPLES

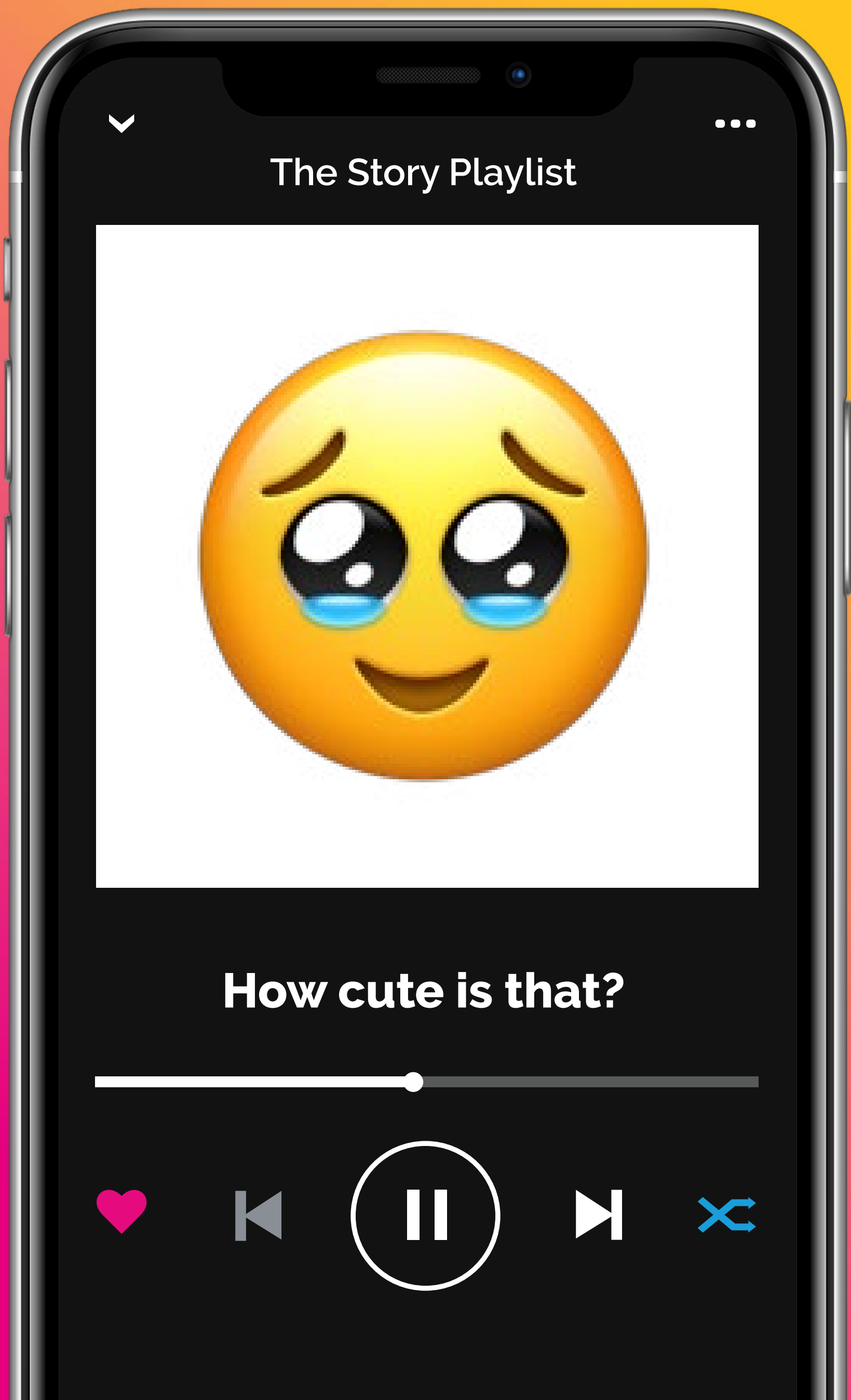


Getty Museum Challenge sees people around the world dress up as their favourite works of art



Can YOU spot the love heart balloon in this Valentine's Day design? Tricky seek-and-find puzzle will put you to the test





The Story Playlist



How cute is that?



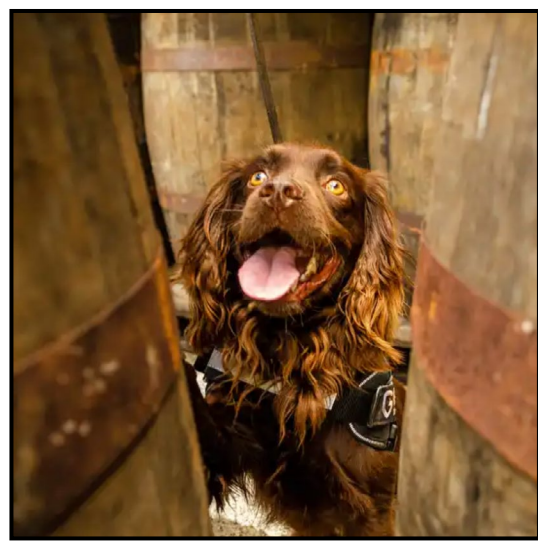
How cute is that?

The family-friendly version of 'sex-sells'. Cute things are harmless and make people happy. Pets are usually the winning ingredient. A heart-warming picture will do it.

MORE STORY EXAMPLES



Two rescue dogs at Battersea Windsor search for forever home after falling in love



Whisky maker employs full-time sniffer dog – and his boss is called Mr Wooff





Gently does it, apply some social pressure

It's natural to always want to do better. Applying a little social pressure could be reminding people to be more environmentally conscious, or to watch their health. Doing this gently won't feel like a telling off, more a nudge in the right direction. Come up with a bold strapline or hashtag.

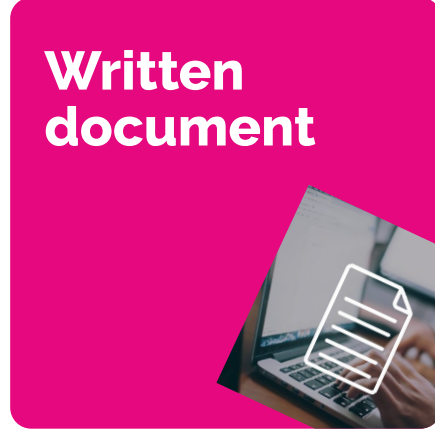
MORE STORY EXAMPLES

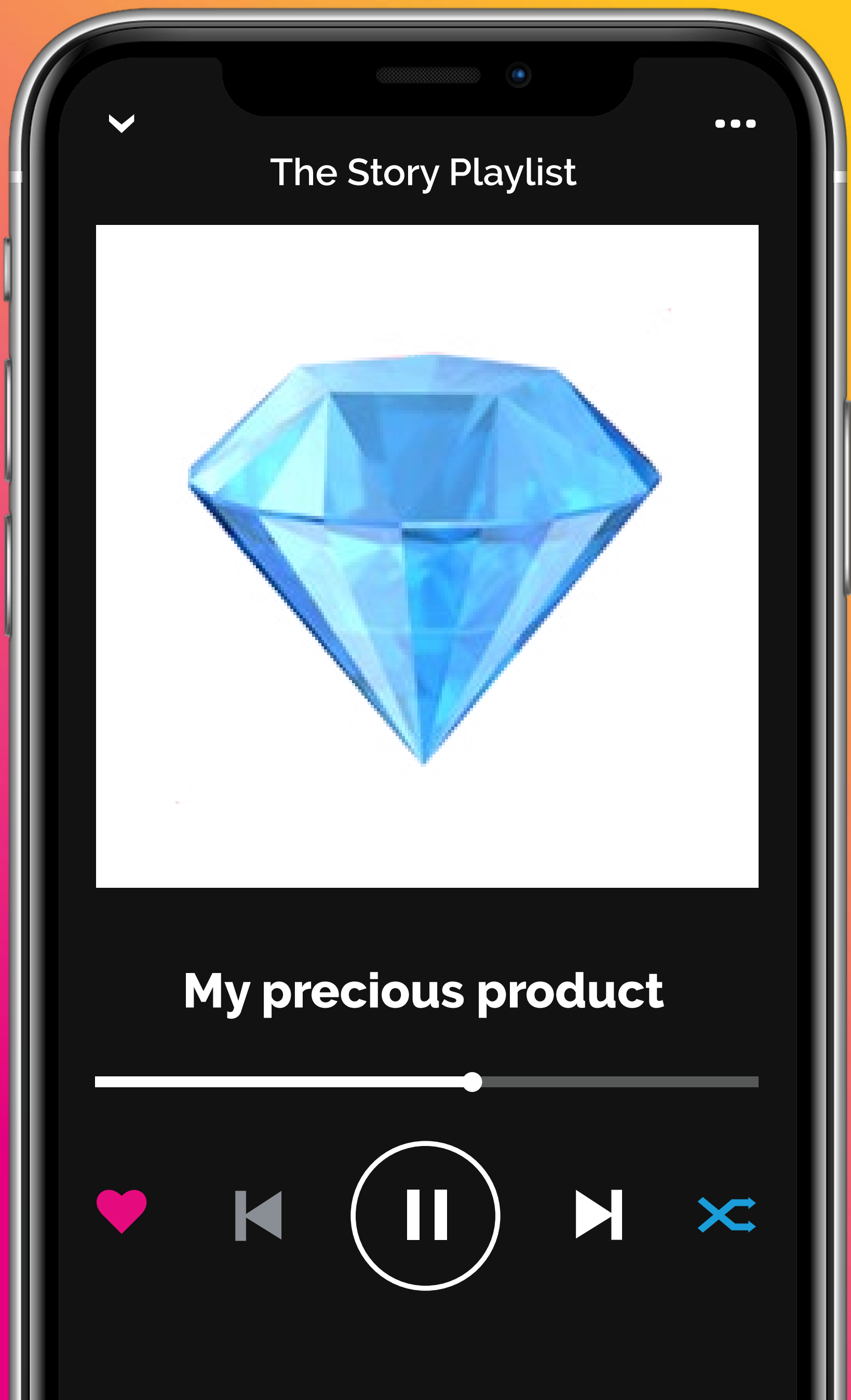


Package For Sandy - Morrisons local initiative goes nationwide to tackle period poverty



Waitrose ditches magazines with disposable plastic toys





My precious product

Turn your product into something precious and almost out of reach. Imagine it's the last one on the shelf, and everyone is there fighting over it. But there's a reason people are fighting over it. Let them know that reason with stunning photography and a big price tag.

MORE STORY EXAMPLES



What is a Greggs black card and can you get one yourself?



World's most expensive fish finger sandwich created for the Queen





The influencer effect

Take your story theme and then add a much-adored influencer into the mix to help shout about it. The audience trust (and expertise) of the influencer, will give your story some oomph.

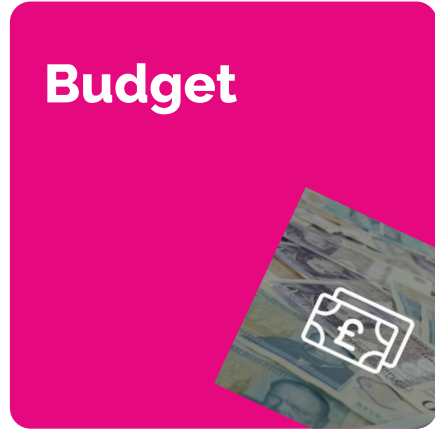
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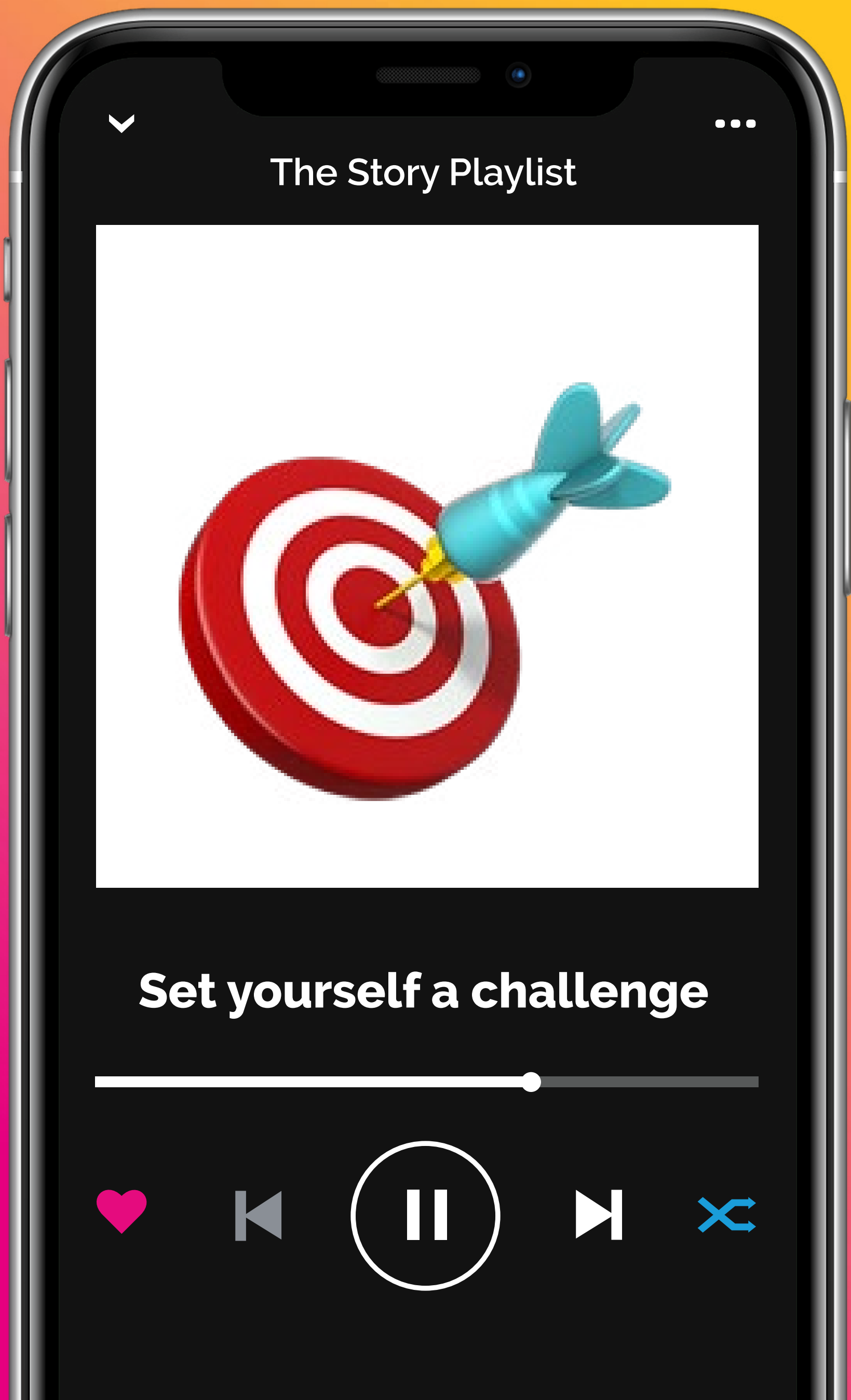


Four lads in jeans give tips on dealing with trolls as they front new campaign



Molly-Mae Hague announces Pretty Little Thing 'London fashion event'





The Story Playlist



Set yourself a challenge



British club attempts Guinness record for largest netball lesson

By Ben Hooper



A netball club in England said more than 420 children participated in a Guinness World Record attempt for the world's largest netball lesson. Photo courtesy of the Woodley Netball Club

Set yourself a challenge

Set a challenge and shout about it. If the competitive streak in you is strong, then set a Guinness World Record. Whatever it is, pushing boundaries can get you the attention you want.

MORE STORY EXAMPLES

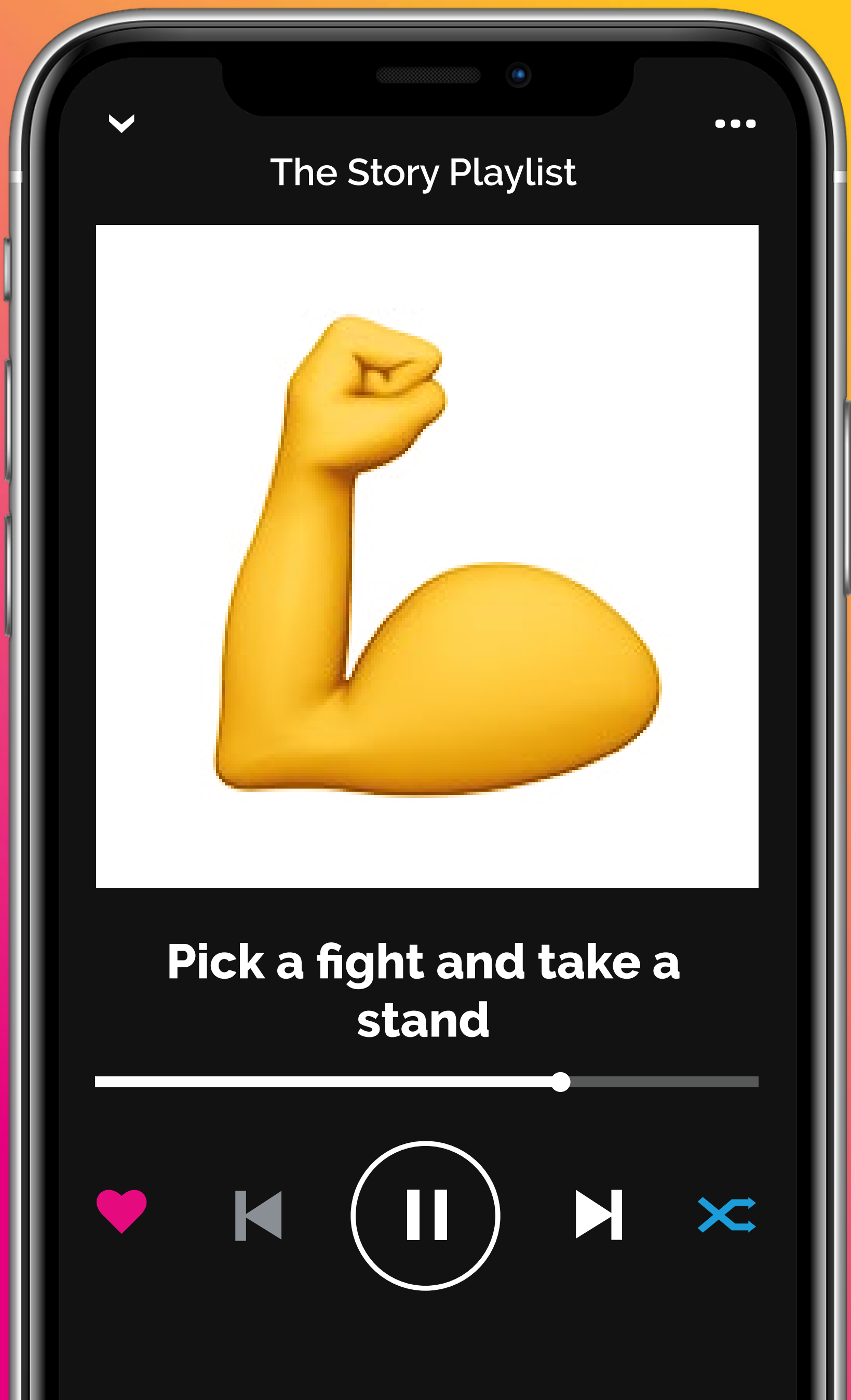


Vuitton/Nike trainers raise record-breaking £18.7 million at auction



Mary Berry and Cath Kidston host world's largest tea party with nearly 1,000 guests





The Story Playlist



Pick a fight and take a stand



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Olympic Games
English Heritage 'deadly serious' about bid to get jousting into Olympics

Pick a fight and take a stand

Challenge something orthodox or established – sometimes to make a serious point, other times just to make the news. The tactic has to be clever. You might need the help of a loud voice to help you make some noise.

MORE STORY EXAMPLES



Ikea starts buy-back scheme offering vouchers for old furniture



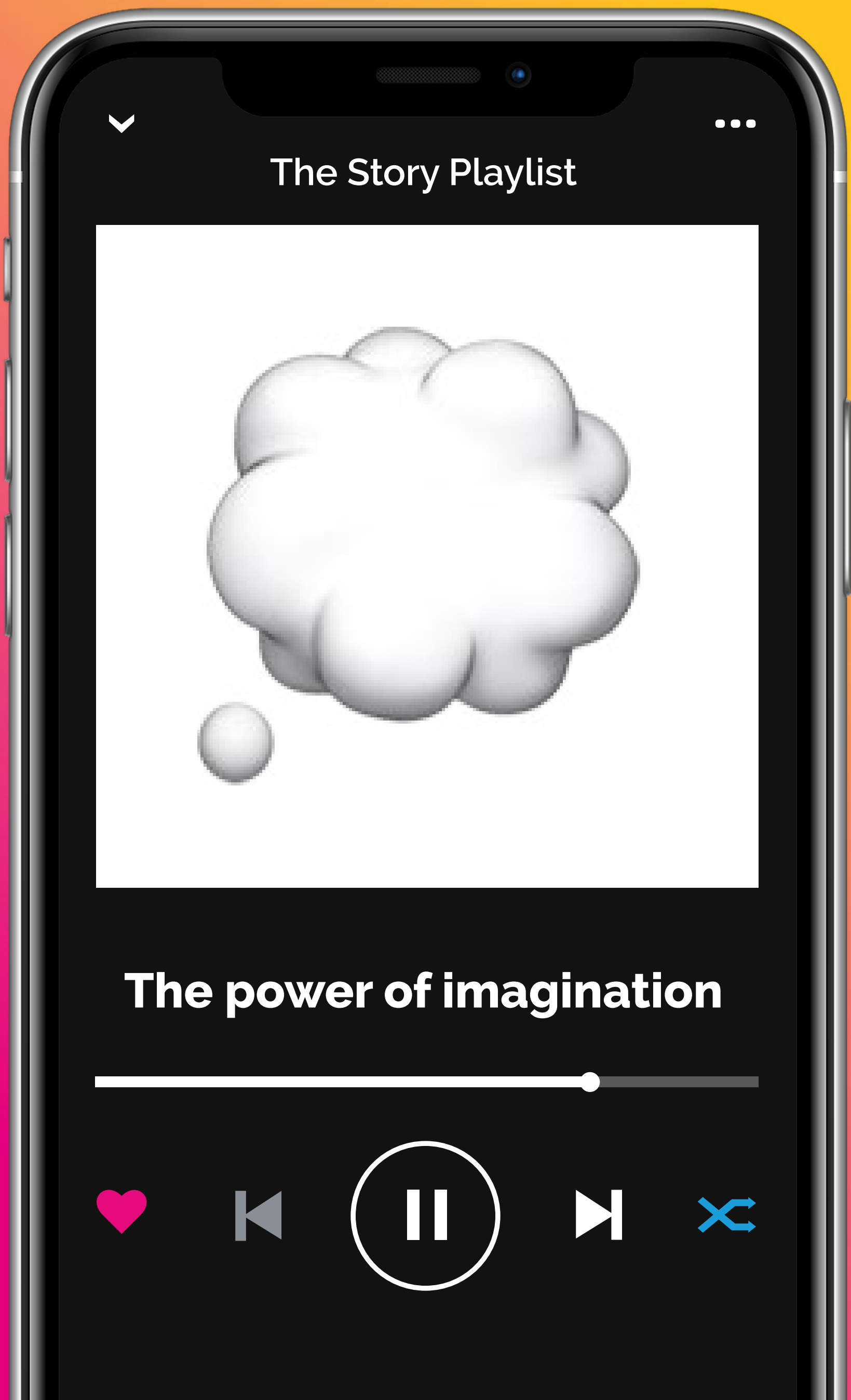
Any royalties on your @hips?

Photography

Written document

Influencers

Research




House Beautiful SUBSCRIBE UK

biophilic design

From the Eiffel Tower to the Taj Mahal.

BY [LISA WALDEN](#) APR 11, 2021



BLOOM & WILD

Leading letterbox florist [Bloom & Wild](#) has worked with architects and graphic designers to reimagine seven famous landmarks using biophilic design — and the final results are

The power of imagination

You know those thoughts you have "gosh imagine if...?" Well, turning your imagination into (visual) reality can make for great coverage.

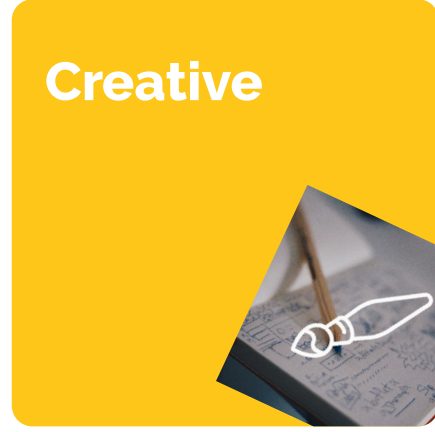
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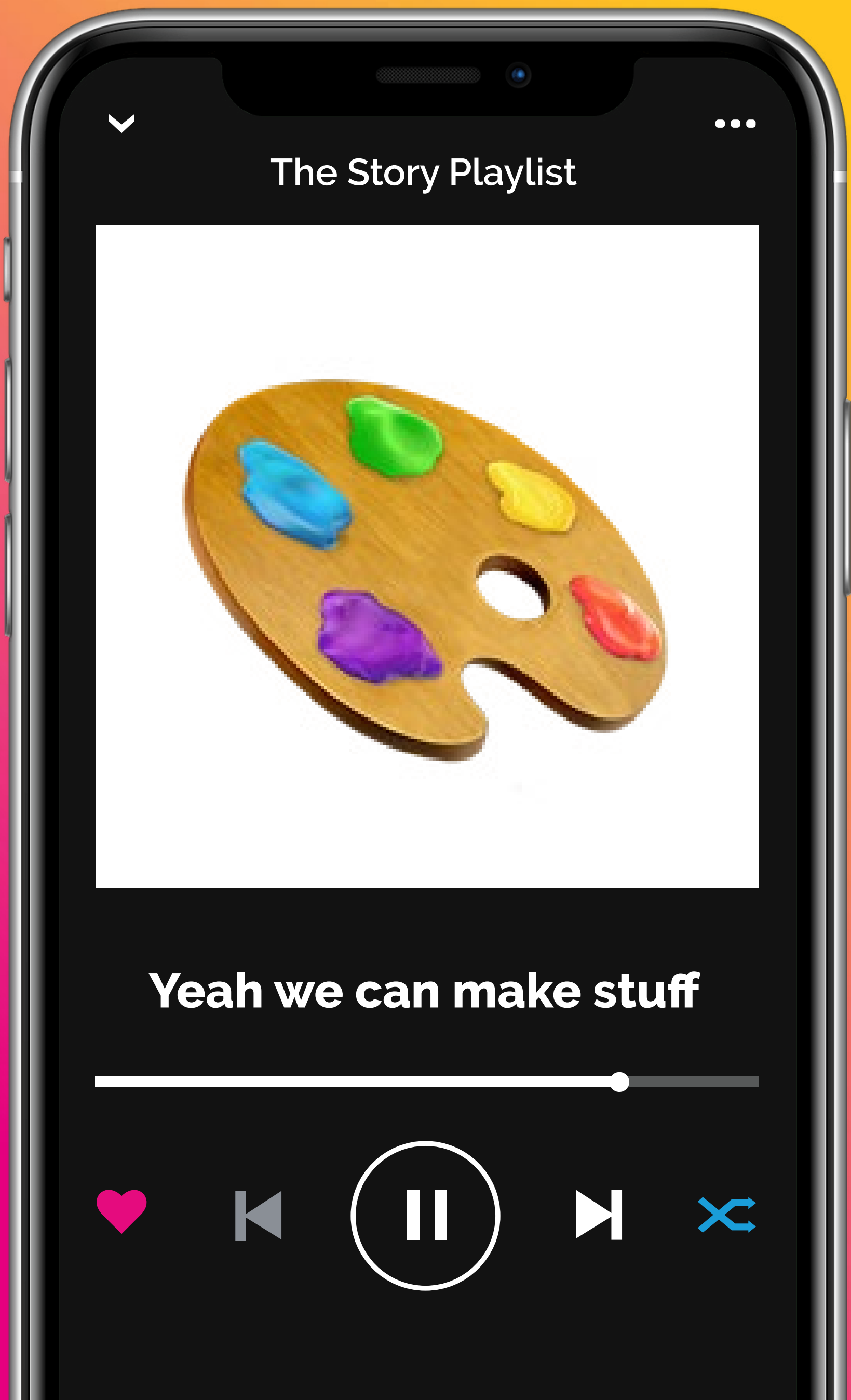


Stress portraits: how this new AI tool can tell how stressed you are from just your voice



Watchmakers create world's smallest Rube Goldberg machine using just watch parts for brilliant new advert





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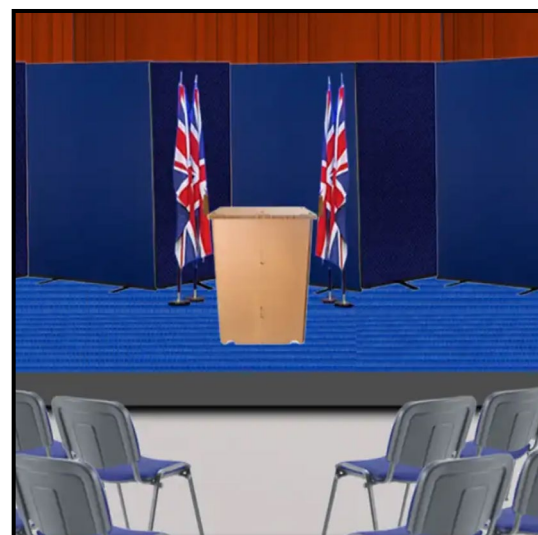
Yeah we can make stuff



Yeah we can make stuff

Make something unexpected. (But don't actually make it!). This one's to get people talking. Could be cute, could be controversial.

MORE STORY EXAMPLES



Company designs Downing Street's new £2.6m media briefing room...for less than £2,600



Papa John's creates tiny pizzas just for bees





A side of smile

The simplest of ideas or creations can make audiences chuckle, and even create those fuzzy tummy feelings. Think everyday products, with a side of smile.

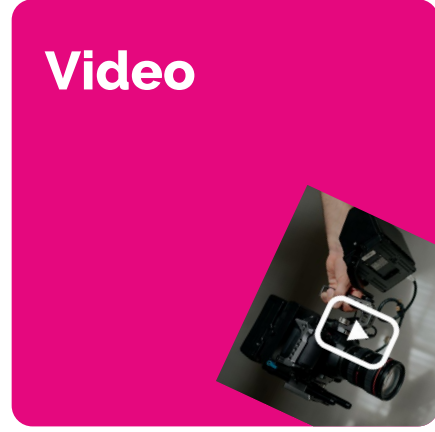
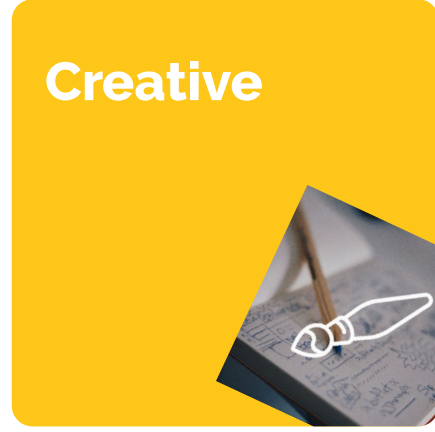
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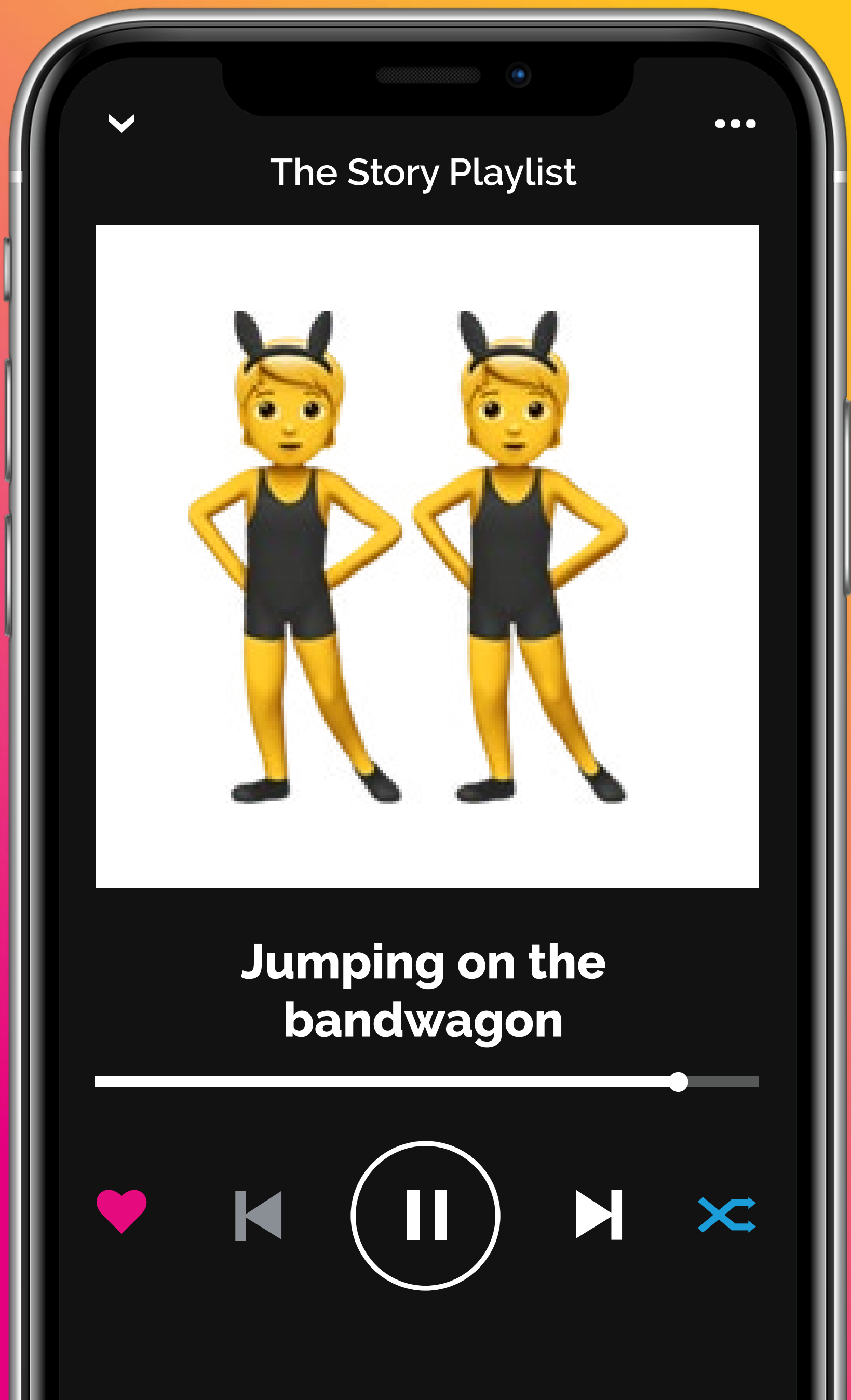


Ikea Just Launched Its Own Swedish Meatball-scented Candle — Here's How to Get One



The first Christmas song for dogs has arrived





Jumping on the bandwagon

Need a way to launch a new initiative or announce a new product/service? Find what's going on in the world right now and jump onto it to grab attention. It helps if you create something gimmicky to show your connection.

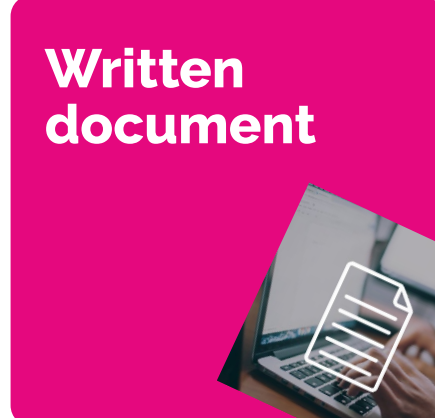
MORE STORY EXAMPLES



What made Weetabix baked beans a viral hit – from the agency behind it



Evian capitalizes on Cristiano Ronaldo's Coca-Cola snub





From belly dancing to burlesque, 68-year-old Gemini Reynolds has never let her age hold her back!



The real guy

Sometimes using real people can be more relatable than influencers. Find someone who can help you tell your brand's story.

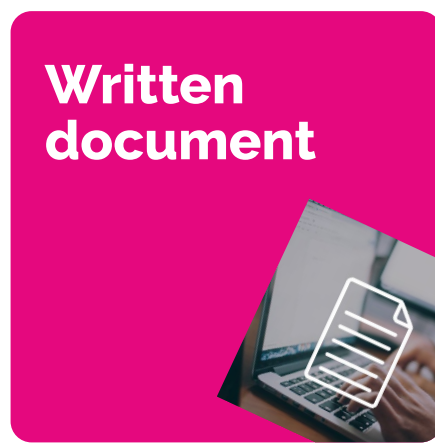
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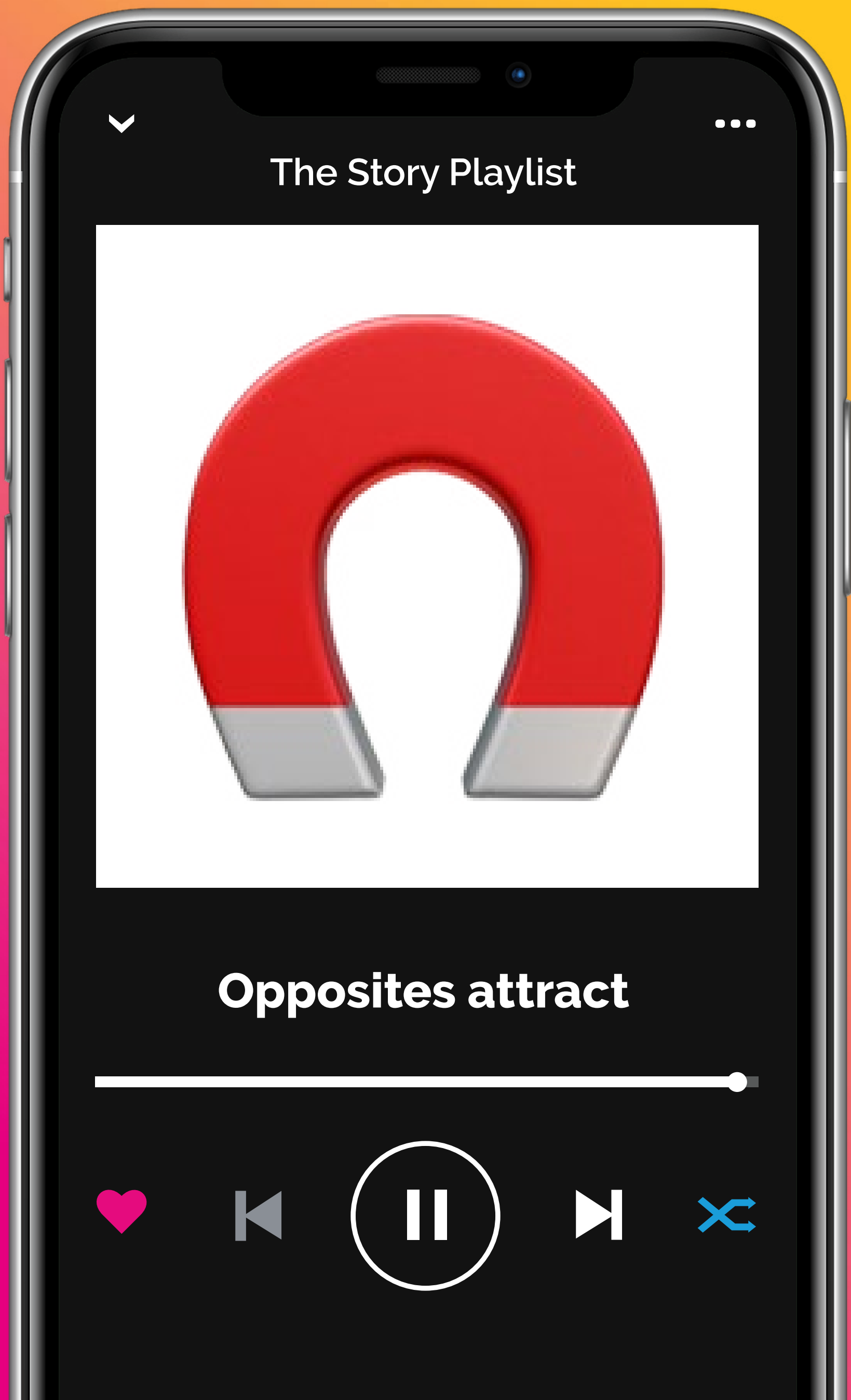


14 Secrets To Long-Lasting Love!



Fashion student lands dream job designing Boohoo's new summer clothing line





Opposites attract

Opposites attract, right? Teaming up with someone, or something, outside of the norm gives your brand some edge, surprise and delights those who already follow, and taps into a new audience.

MORE STORY EXAMPLES



Heinz baked bean smoothies are now a real thing



Vicky McClure given Greggs 'burner phone' for her 38th birthday

