



# STORY-DRIVEN MARKETING AND COMMUNICATIONS

“Stories are remembered up to 22 times more than facts alone. When data and story are used together, audiences are moved both emotionally and intellectually.”

**Jennifer Aaker**  
Professor of Marketing, Stanford University

## EVERY MINUTE



Blog writers post **1400** new posts



Facebook users share **2,460,000** pieces of content



Twitter users tweet **277,000** times

## BREAKING THROUGH

In our short-attention span, content overload world, it has never been more important to rise above the noise. To engage deeply and meaningful with your audiences. To connect with heads and hearts. To tell a powerful story.

Boost! Collective is a story-driven marketing and communications firm. We harness the power of the story to motivate and inspire audiences to achieve your goals.



## Who we are

Boost! Collective is a small and mighty, story-driven marketing and communications firm whose partners are masters of the art of human-to-human communications.

We work collectively to give you our team’s deep expertise from diverse areas of work to deliver on the maxim: the whole is greater than the sum of its parts.

We bring business acumen together with a creative edge—left brain meets right brain—for a fully rounded story-driven approach to your project.



Janinne Brunyee

Jacqueline Koch

Christopher Ross

## CONTACT US

info@boostcollective.com  
206 390 4566  
www.boostcollective.com



“Those who tell stories rule the world.”

Native American proverb

## What we do

We offer a full range of services to help you discover, create and tell the powerful stories that drive deep and meaningful engagement with your audiences.

### STRATEGIC MESSAGING

*Discover and develop your authentic message*



- Messaging audit
- Value proposition discovery
- Messaging framework
- Industry-specific positioning
- Message validation
- Brand voice
- Persona development

### STORY-DRIVEN CONTENT

*Bring your message to life with compelling content*



- Content strategy
- Presentations
- Collateral
- Newsletters
- Case studies
- Video/motion graphics
- Content marketing
- Website development

### ENGAGEMENT

*Drive deep engagement with your audiences*



- Content syndication
- Change communications
- Website editorial team
- In-house newsroom
- Workshops
- Engagement marketing