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## A Tale of Two Brands

Let's imagine two chain restaurants that sell to virtually the same consumer. They both want to engage and entertain their consumers through their social channels, but how do they differentiate from each other, considering that there are so many other brands with similar, if not exact, value propositions angling for attention? **How does a brand create a unique brand story?**

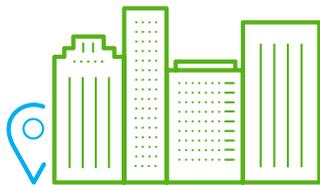
The answer lies, interestingly enough, in a brand's ability to tell its story in a way that has never been done before. In other words, it really doesn't matter how many times other brands have told a similar story. To stay relevant in the continually evolving world of social media marketing, you have to retell the same old story better than what has been seen or experienced before.

For example, in the fast casual niche, many restaurants claim that their food has higher quality ingredients that are all-natural, organic, pesticide-free, etc. In fact, because so many brands tell this story, it is virtually impossible for the average consumer to discern one brand from another. The key is to **stand out from the competition by retelling the same story in a way that embraces the consumer's desire to forge a deeper relationship** with the brands they consume.

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This video beautifully demonstrates what can happen when a brand takes a potentially stale value proposition and communicates it in a fresh way that resonates with consumers, making it a new story altogether.

At Baesman, we work with many companies to help them tell the best story possible through direct to consumer marketing. Let us know (<http://www.surveygizmo.com/s3/1660945/Andrew-Kelly>) what you'd like to achieve and we'll show you how we make marketing work better.



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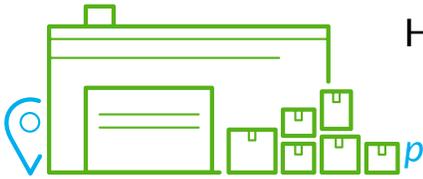
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