

Producer templates

for provenance storytelling

Provenance storytelling for success

February 2020

AgriFutures™ National Rural Issues

Storytelling for success

This document is part of a suite of information and resources that aim to assist agricultural and food producers develop and tell impactful provenance stories.

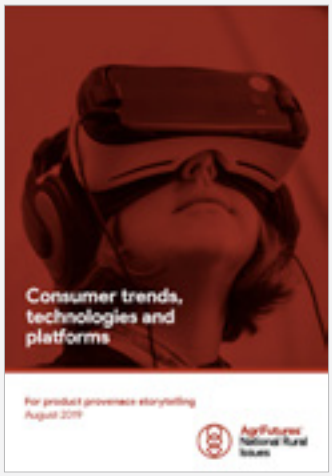
The 'Provenance storytelling for success' package comprises a number of resources. These are all available on the AgriFutures Australia website at: www.agrifutures.com.au/provenance-storytelling

Consumer trends, technologies & platforms

Consumer trends and storytelling technologies report

This report details recent research about why consumers are interested in provenance stories and the technologies and platforms that are available to help communicate them.

This document includes short case studies illustrating how the technologies have been used by food and agriculture producers to support their provenance stories.



Case Studies

Provenance storytelling case studies

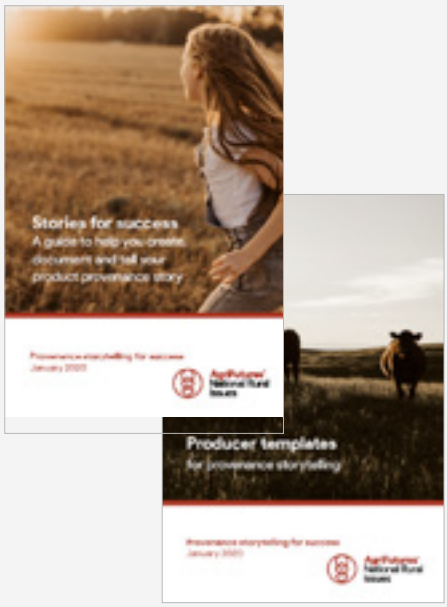
These case studies demonstrate how six Australian food and agriculture producers have created impact in their businesses using provenance storytelling and technologies. Each case study details why the business created their provenance stories (business goals) and an assessment of the impact that storytelling has had on their business.

Provenance technologies videos

These detail why four food and agriculture businesses chose the technologies they used for their provenance stories and how they did it.



Provenance Storytelling Guide



Stories for success

This handbook provides a decision-making framework to assist businesses to determine how and where to tell their provenance stories, taking into account their target market and audiences as well as their level of expertise and available resources.

Producer templates (this document)

These templates provide guidance to individual businesses on how to construct their stories and use them with impact. The templates relate to the decision-making framework in the handbook.

A guide to the 'Storytelling for success' resources

To navigate around the various resources, please look out for these symbols.

Each symbol will appear throughout the resources and provide a link through to other relevant or interesting information.

More information that explains this trend
agrifutures.com.au/consumer-trends

More information about this technology
agrifutures.com.au/consumer-trends

There is a case study explaining this
agrifutures.com.au/provenance-storytelling

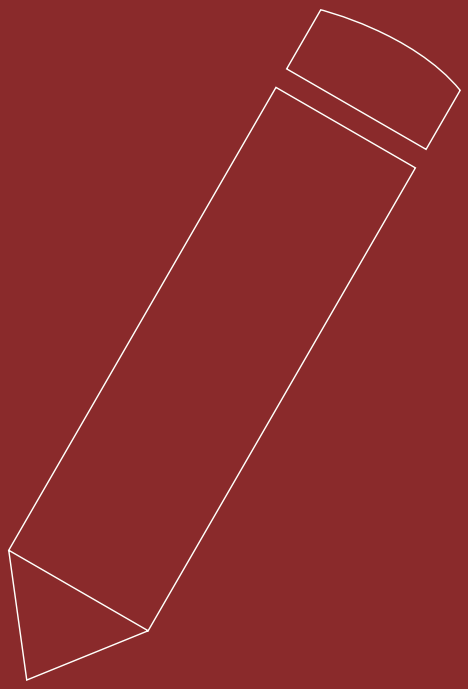
There is a video to show how this technology has been used agrifutures.com.au/provenance-storytelling

An easy to use template to help do this here:
agrifutures.com.au/producer-templates

Storytelling guide for producers to tell their story
agrifutures.com.au/provenance-guidebook

Provenance Storytelling for success
Producer Templates

Step 1



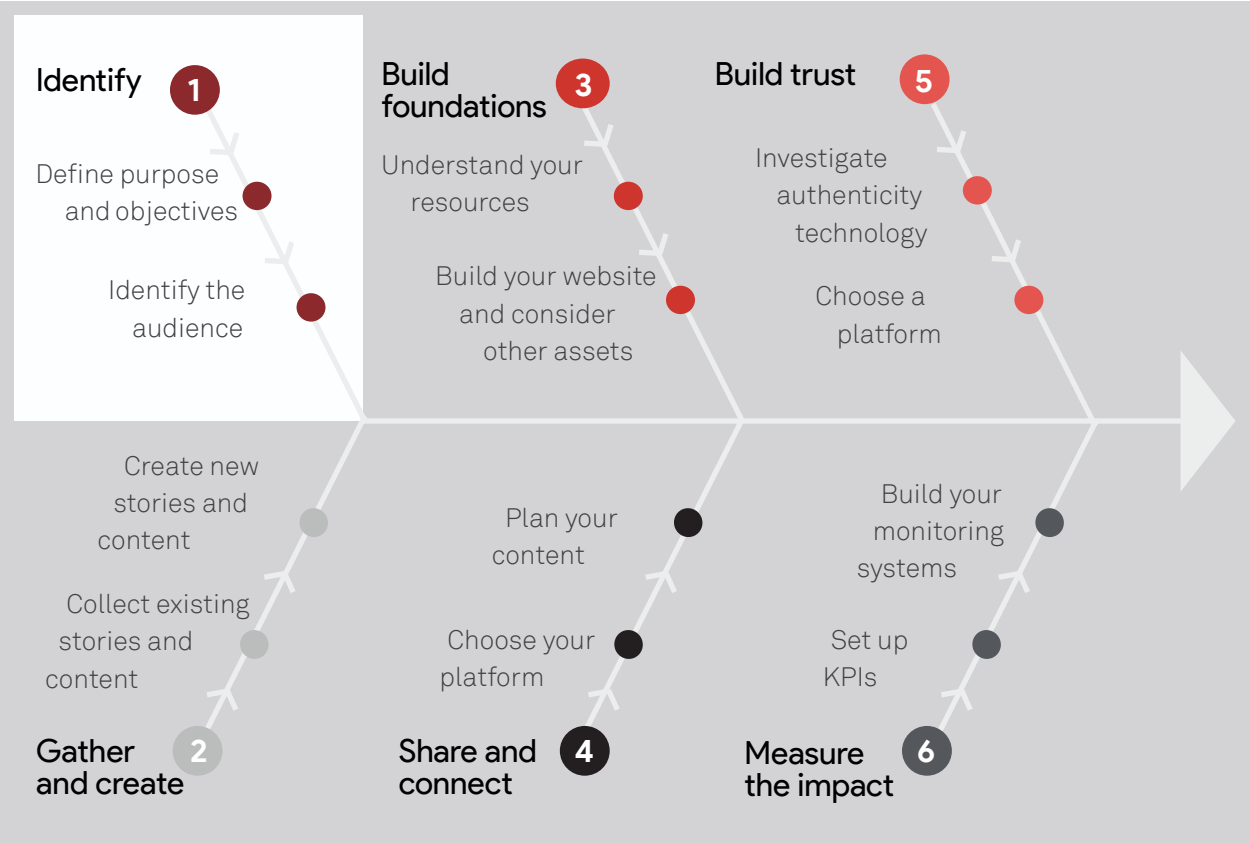
Identify

Who are the audience and what do they care about?

Businesses should think about who they need and/or want to tell their story to.

Knowing the audience helps businesses figure out what content and messages customers care about. Businesses can then define what to say, and set the appropriate tone and voice for the message.

The following templates will help businesses identify and understand their audiences.



Knowing the audience

Describe the customers/audiences and what their motivations might be to buy the products.

What does the audience want to know about the company's products and the industry?

What is important to them, what do they care about?

It can be useful to think of real people throughout this exercise. It is possible that the customer is another business. If so, the same questions apply. Think about how the story and values relate to them as a business. How will it help their business? Do your businesses have a story to tell together?



There may be one audience group, or there may be many.

Use this page to identify each audience group and what they might be interested in knowing about the people in the company, the product and the business. Complete the following for as many audience groups as possible.

Primary Target Audience

What are their concerns?

What do they want to hear about?

What makes them feel good?

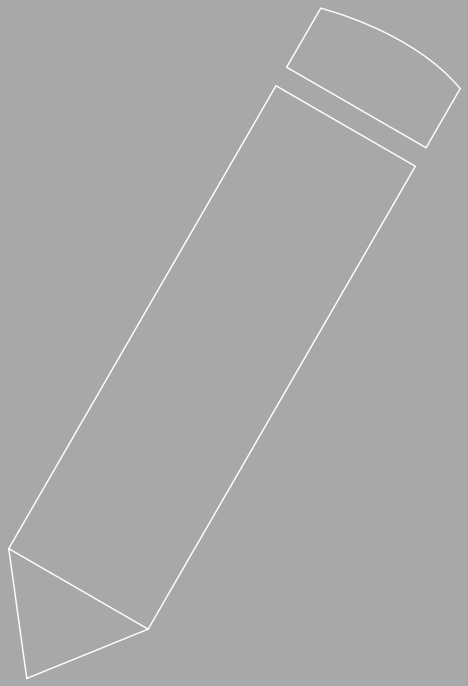
Secondary Target Audience

What are their concerns?

What do they want to hear about?

What makes them feel good?

Step 2



Gather and create

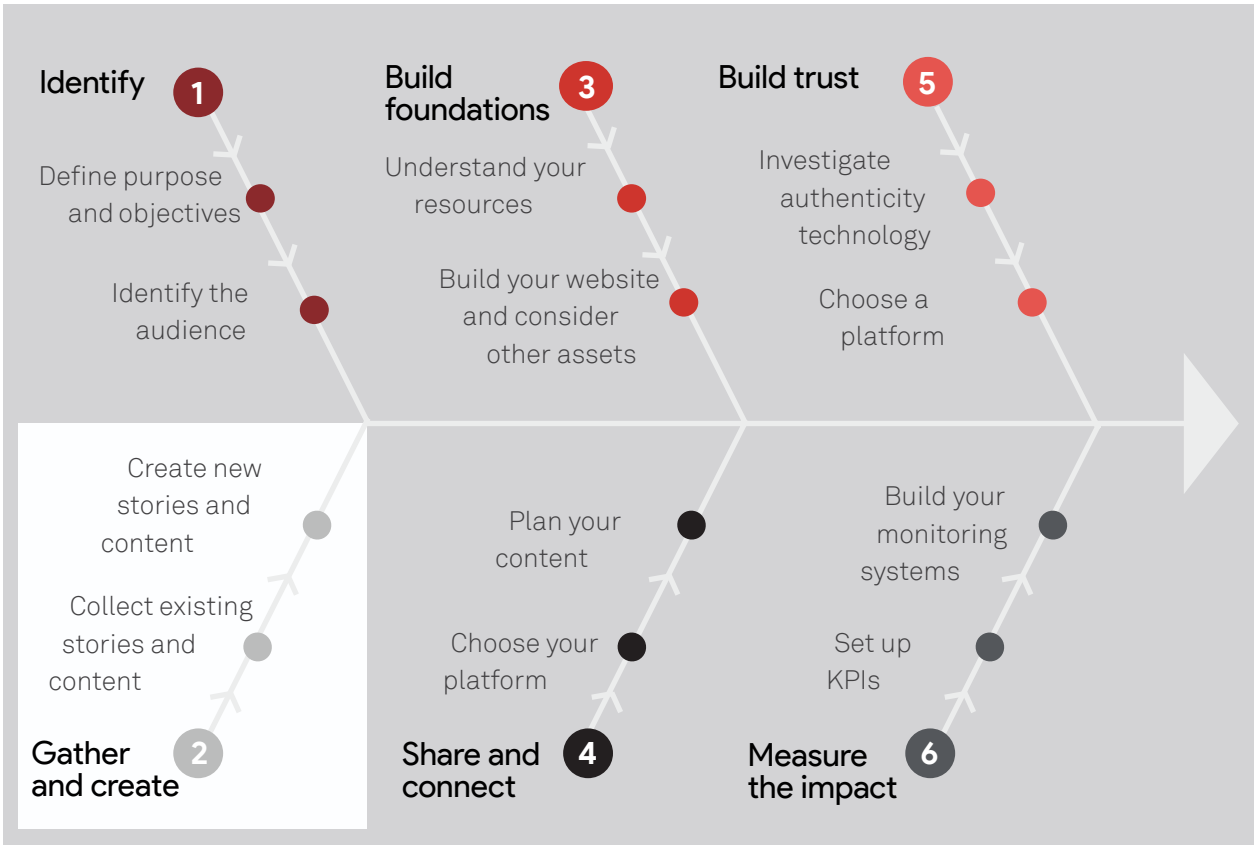
Collecting and documenting stories

Businesses can start with a brainstorming session, or a story storming session!

Businesses can work on this with their team. Use these templates to guide a group discussion. Avoid constricting the free flow of ideas at this stage. Use emotional language.

Look for videos, photographs and/or drawings (even rough sketches at this stage are good).

Complete these templates and encourage the team to keep coming back to them – often one idea for a story leads to another, and so on.



Key people

Who are the key people in the business? Think about who best represents the business and it's values, products and activities. Choose 3 people to focus on to begin with:

1	2	3
Name	*Name*	*Name*
Position in business	*Position in business*	*Position in business*

For each of the key people note down the following:

Basic info: Age, place of birth, nationality, current location

What did they do in the past? Earliest memory relating to what they do now

What are they passionate about?



What is their role in a group dynamic?

e.g. Leader, carer, joker?

What do they do as part of the business - day to day? What is the special skill they bring to the business?

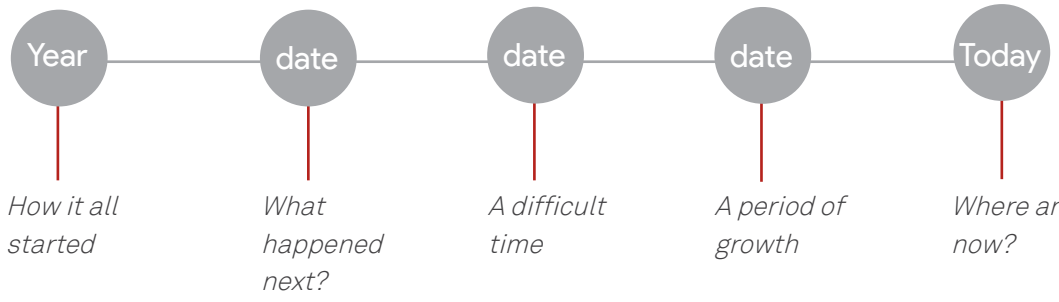
What is their biggest challenge and did they/how did they overcome it?

What is their biggest accomplishment?

What is their biggest strength?

Business history

When did the business start and what are the memorable milestones?
Draw a business timeline of key dates, achievements and challenges that have made a significant impact on what the business does and how it does it:



Why did the business start?
Were there any specific events that triggered the founder to start or become involved in the business?

Are there any photographs or videos that show the company history? Go down memory lane and think about how the business was when it started and how it is now.

Is it different? Make a record of that:

Is there anyone who can be interviewed who was involved when the business started?
Short video interviews are really interesting and will engage the audience. When interviewing someone, the following questions could be asked to get useful and interesting information:

1) Ask them about their experiences since starting the business.

2) Ask them about any funny, sad or scary things that happened.

3) What did they like doing and why?

4) What did they dislike doing and why?

This will provide rich content to build company stories around.

Product
or service

Describe the product/service in minute detail.

Use all the senses: sight, smell, touch, sound, taste.

What emotions and reactions does the product create?

i.e. warmth, excitement, relaxation

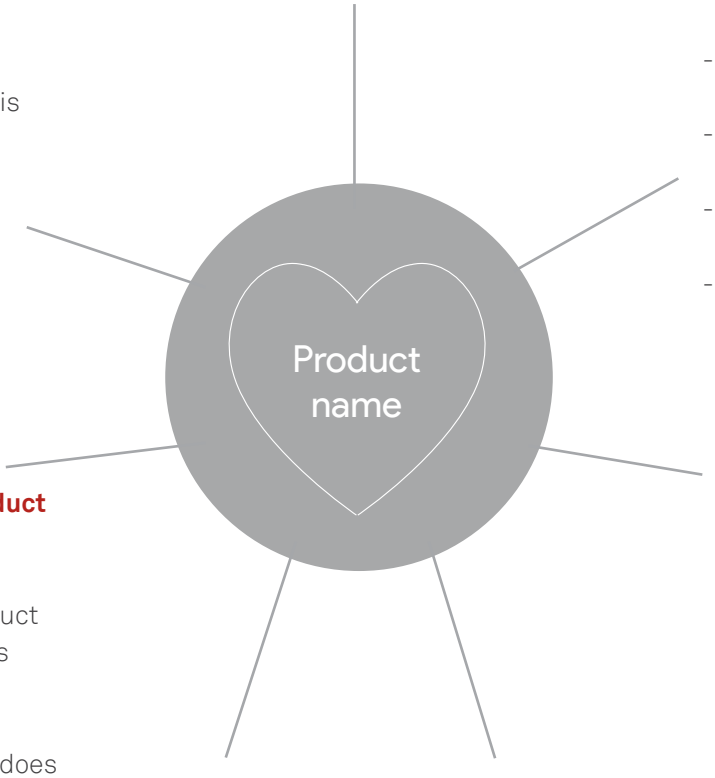
What does the product taste like?

What flavours does the product have (if is to be eaten)?

How does the taste make the user feel?

What does the product look like?

- What size is it?
- What shape is it?
- What colour is it?
- Does it remind you of anything special?



What does the product sound like?

What does the product sound like when it is touched or used?

What other sounds does it conjure up?

What does the product smell like?

What does the smell make the user feel?

What does it remind the user of?

Are there any historical stories about your product?

Is there anything cultural or significant that gives the product depth or a uniqueness?

What does the product feel like?

What does the product physically feel like to use?

Production environment

Where is the business based?

Start big! What country is it in? What city or town? What is nearby (ocean, lake, river)?

Where is the product grown/produced?

Food producers are heavily reliant on their growing and surrounding environment and often act as environmental stewards.

Describe the environment, the weather, seasonal differences, the vegetation etc.
Is there anything special about where the business is located? How does the business protect this environment?

Take pictures and videos of the surrounding environment

There is a case study explaining the impact and effectiveness of this here

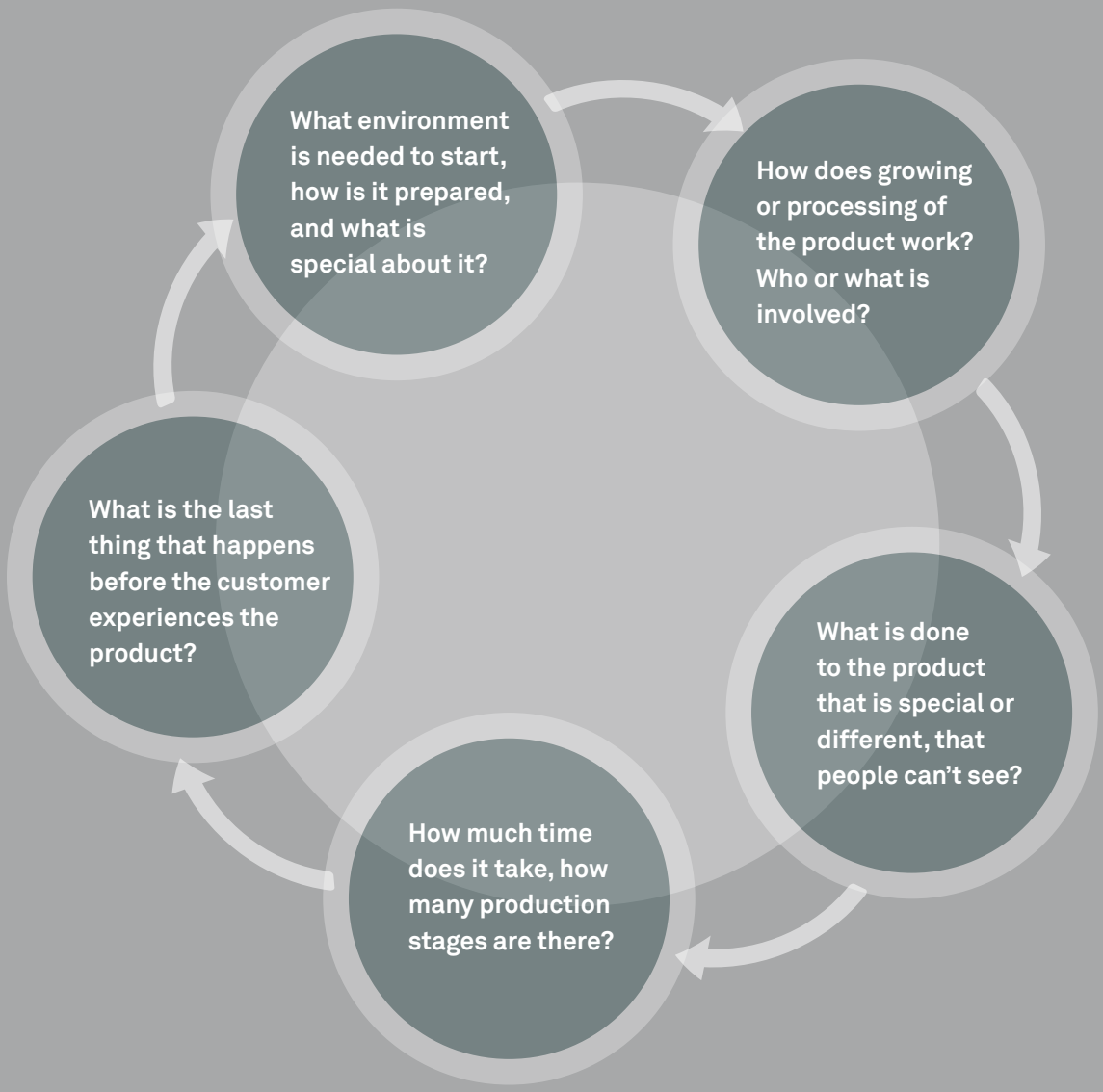
The production process

How is it done?

What is special about it?

Take photos or draw the life cycle, guided by the points below.

Are there any critical points where it is the difference between disaster and success?



Family

Is there a family connection with the business?

What do they do, and how do they do it?

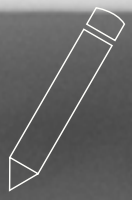
How do they feel living/working while being part of the business?

Ask them to recall funny, sad and scary incidences.

What are their aspirations for the future, what do they worry about?



Partnerships



This can be anyone who helps the busines do what it does.

People who provide services and support to get the product to market, or people the business collaborates with:

What do they do and how do they do it?

Why do they do what they do?

What is it about them that the business appreciates?

How do their values align with the business values?

Community

Often producers and agriculture businesses are an integral part of the nearby communities – providing employment and income that can be the lifeblood of regional towns.

Think about the following:

How is the business part of the community?

How does it help the community?

What makes the community special?

Are there any people that stand out for their contribution to the community?

What are the vision, hopes and dreams for the future of the community?
What are the fears?



Story development

The way in which the story will be conveyed and what platforms can be used will come shortly. Remember to record photos/ videos and other content that you could use throughout this process, it will be useful later.



The characters

Pick a main character – it could be a person or a group of people or it could be the product. Add in the other characters, these are the other people involved in the story. Describe the characters in detail – appearance, personality, likes, dislikes etc. Use a picture if you like.



The setting

Detail when and where the story takes place.



The focus

What is the big idea behind this story – what should the customer/audience remember? Try to be concise and keep the target audience in mind. This is the core message and will be the focus of the story. Knowing and being clear about the big idea will guide writing the rest of it.



Adversity

What is the problem that was needed to be solved?



Triumph

What happened to help overcome the adversity? What does success look like? What was learnt? What are the next steps?



Story objective

What kind of story is it? Sometimes the goal is to entertain, other times it is to provide valuable information. Decide how it aims to make the customer/audience feel or react as they read. Should they take action, know more about the business and/or the product, or the community? Is the aim to get the audience to share their own stories?



Call to action

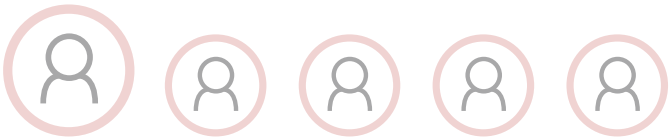
Most, if not all, stories will have a call to action. What is it? What should the customer/ audience to do as a result of reading or understanding the product provenance story.

Story Outline

Use this template to develop the story outline.
Do one for each of the story ideas.

Title of the story:

The characters



Main Other Other Other Other

The setting



When:
Where:

The focus



Key messages:
1.
2.
3.

Adversity



The challenge:

Triumph



Action to solve the problem:
Result/success/lessons learned:

Call to action



What should customers to do/think/feel?

Basic Plots

Choose one that best fits the story objective

Rags to riches:
Rising from the ashes. At the beginning the main character is insignificant and dismissed by others, but something happens to elevate them, revealing them to be exceptional. Brands will often leverage their own story, or a founder's story, within this theme.

Rebirth:
Describe situations in which an important event forces the main character to change their ways, often making them a better person or creating a better product.

Reversal:
The story takes a surprising twist or reaches unexpected intensity.

The quest:
A mission from point A to point B.
The quest is about progression.

Character Archetypes

Choose a character archetype that fits the story objective and the plot

Ultimate strength:
When an obstacle is encountered, it must be overcome; strength is proven.

The hero:
A character who is as strong and competent as possible and is able to prove his or her worth through courageous acts. Conveys expert mastery in a way that improves the world.

The creator:
Fosters all imaginative endeavours and inspiration, from the highest art to the smallest innovation, in lifestyle or work. Embodies originality, creativity, imagination and self-creation.

The change master:
A character that is strongly intuitive and dedicated to making a difference through change. It represents transformation, self-improvement and the desire to be the master of our own destiny.

The wise old man/woman:
Experience, advice and heritage. Standing the test of time.

The loyalist:
The loyalist is a friend who embodies trust, loyalty and reassurance. He or she enables people to not feel alone and to move in the world with more confidence.

Source: https://marketingideas101.com/featured/branding-101-12-brand-archetypes/

Story board template

Use this template to develop the story board. This will help guide any creative agencies to work with the story or for the business to work up their own. The structure helps to keep it succinct and engaging. The red writing in the below are examples of steps in a 'hero's journey' storyboard, but there are other plot lines that can be used depending on the story outline chosen.

Beginning				
	Ordinary world/life/ business	**Adventure/opportunity/ problem**	**Reluctance to change or denial**	**Overcome reluctance/ guided by someone**
Middle				
	Commitment to the change	**First change: Friends, opposition, challenges**	**Preparing for the big challenge**	**Ordeal, adversity**
End				
	Reward/success! Or failure!	**Road blocks? Rededication**	**Resurrection**	**Mastery of the problem and/or lessons learned**

Image mood boards

If the business decides to engage a professional photographer or film maker, it will help them if an image mood board is developed.

This will visually communicate and explain the reason for the shoot, what the story is and who you are trying to reach.

An example is provided below:



Photography brief outline

It also helps to provide a written brief that includes the following information

Objective

Explain the reason for the shoot.

About the company

Give a detailed description of who the company is, why is it special and what the company values are. Explain the products or service and target audience. Include links to existing brand assets, website, social etc.

Brand

Provide brand guidelines if available.

Number of subjects and length of shoot

Whether it is people or products, explain how many there are and how much time should be allocated.

Shot list

Explain all the different kind of shots you would like to achieve, list them and list locations.

Tone

Style and brand elements to include (see mood board and describe in words).
i.e. Luxury feel, aesthetically shot.

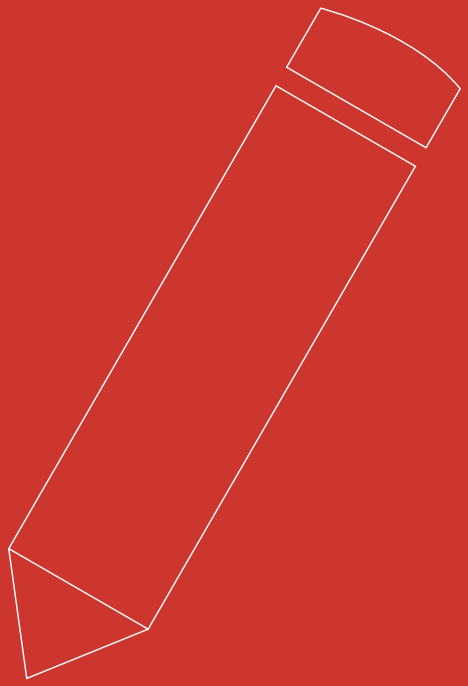
Output and where shots will be used

i.e. High-resolution digital files, Web-res (web ready images), to be used on website, social and in print marketing.

Production/delivery timeline and budget

Define availability for the shoot, when the shots need to be delivered, and budget.

Step 3



Build foundations

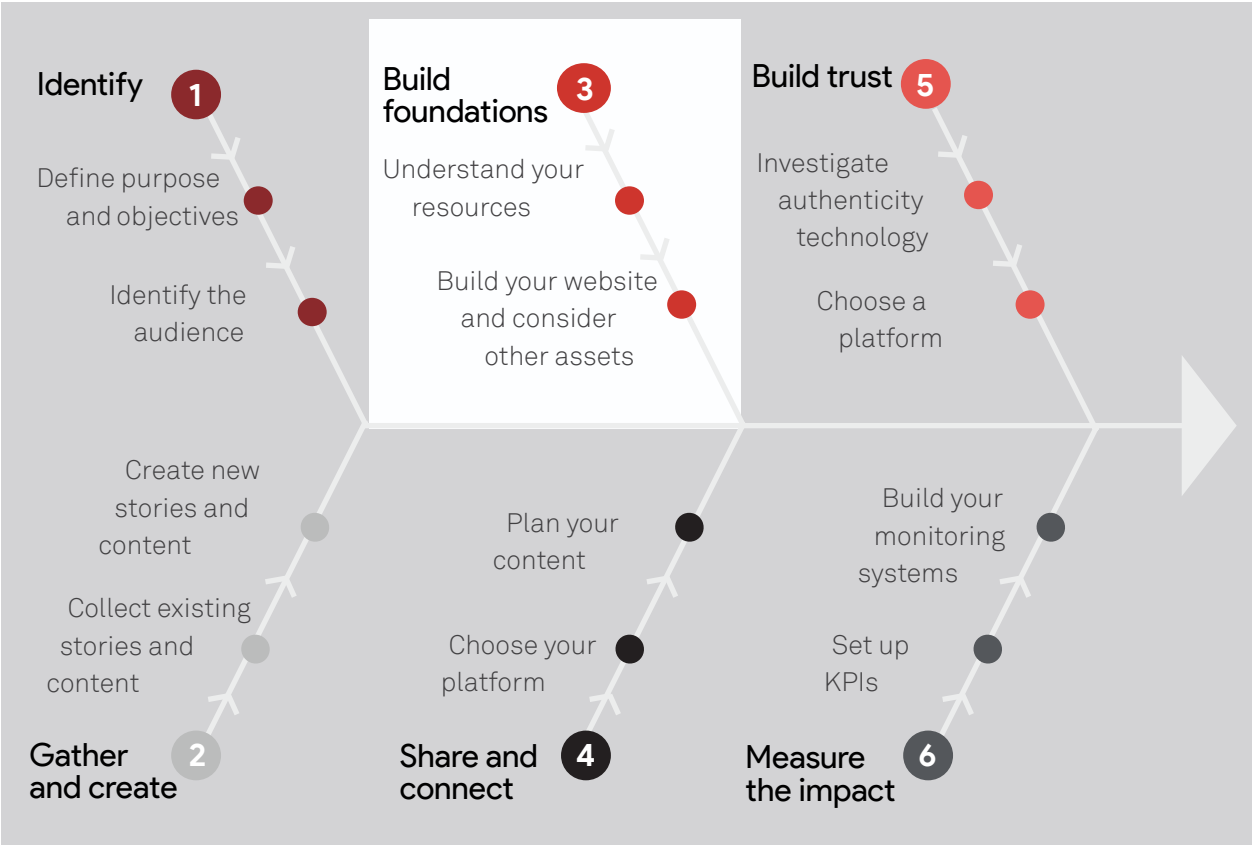
Start with your website

Businesses building a new website for storytelling can start with a simple website planning process.

The guidebook and templates have stepped through gathering a lot of the information needed as a starting point. Here are some templates to help businesses plan a website build or refresh content and design.

As with all business activities, the website should work to deliver the objectives defined as priority for the business.

Use the templates below to make a start on planning the storytelling foundations - website:



Website planning checklist

- [ ] Define who the website is for and who the priority audience is.
- [ ] Think about the business processes required to effectively operate the website and how it will be managed.
- [ ] Outline the strategies, what success looks like and how the website performance will be managed.

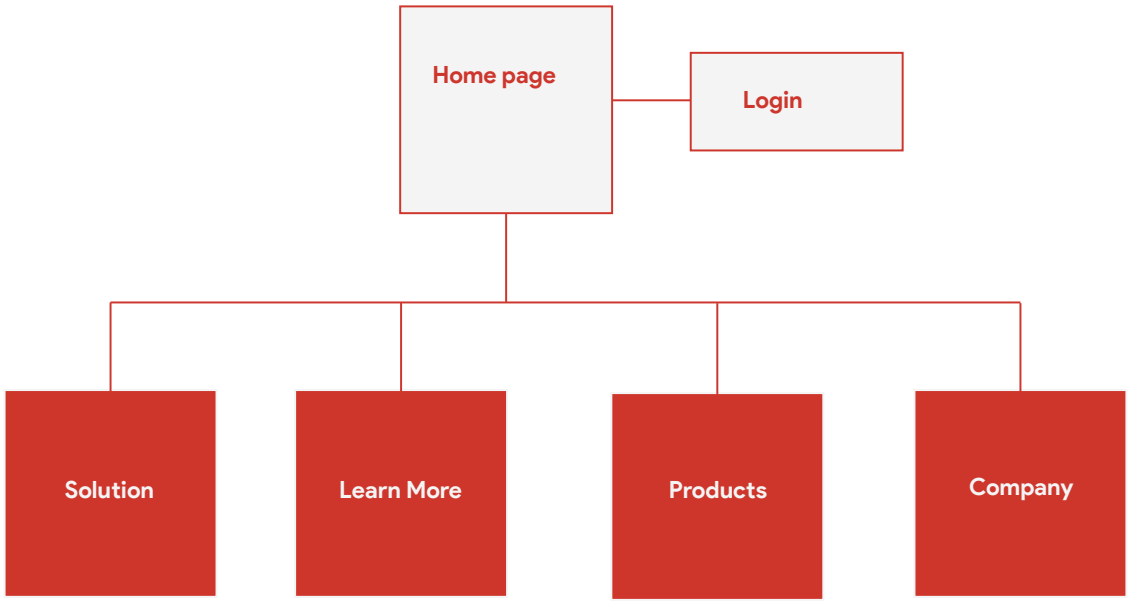
Make notes on the above checklist below:

Site map development

Use the template below to think about the site map of your website and start planning content for each page.

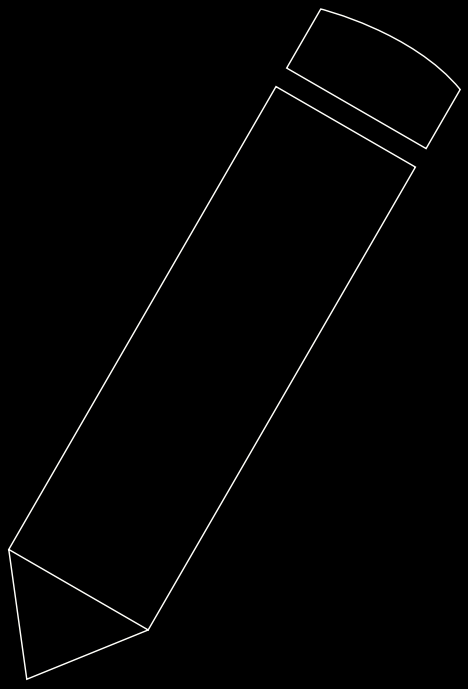
Expand on the below to incorporate all aspects of the company's story.

Think of ways to visually represent information. Approach the site map as a consumer looking for the product or service.



Provenance Storytelling for success
Producer Templates

Step 4

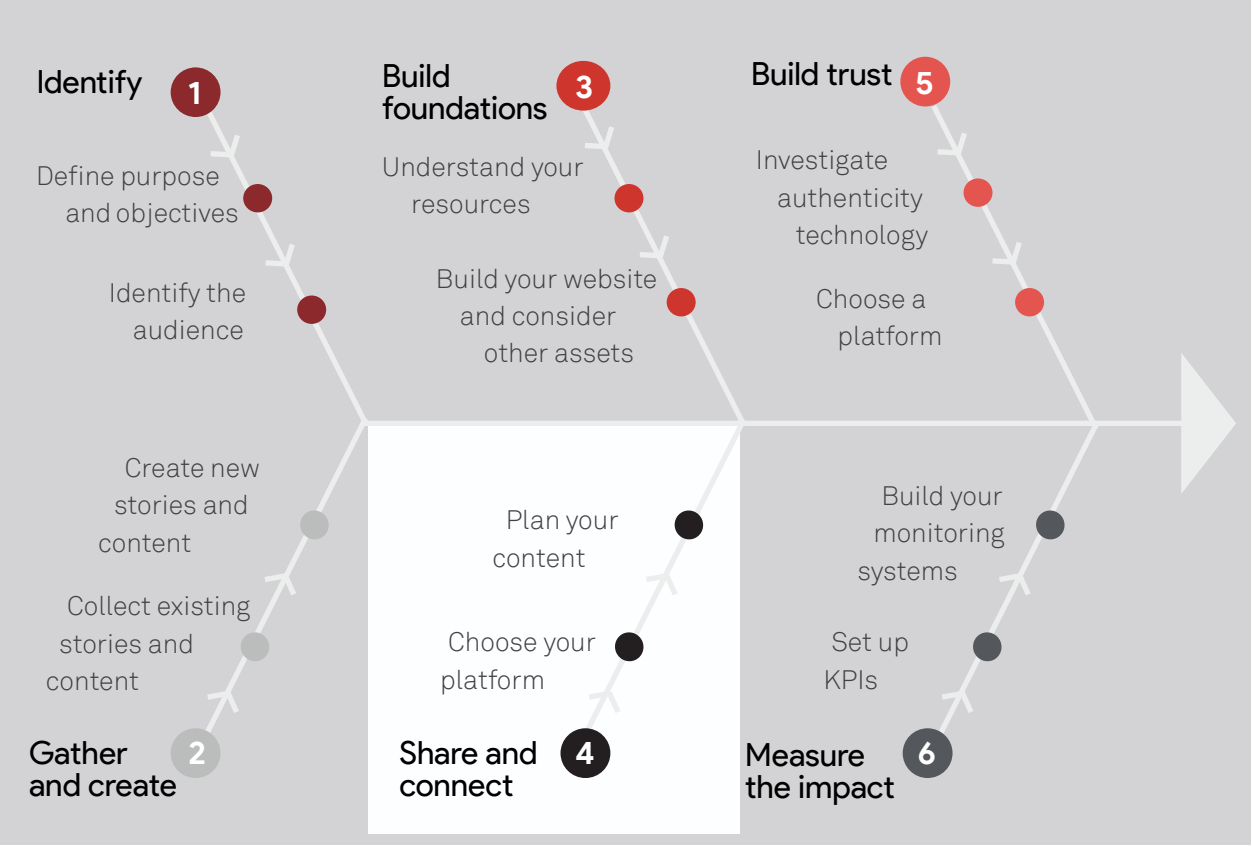


Share and connect

Choose the platform to share and connect

Take a moment to think about each customer/audience group and how they will engage with the businesses product provenance stories.

The following templates provide a list of the major places your customers may interact with you or your product/s.



Storytelling platforms

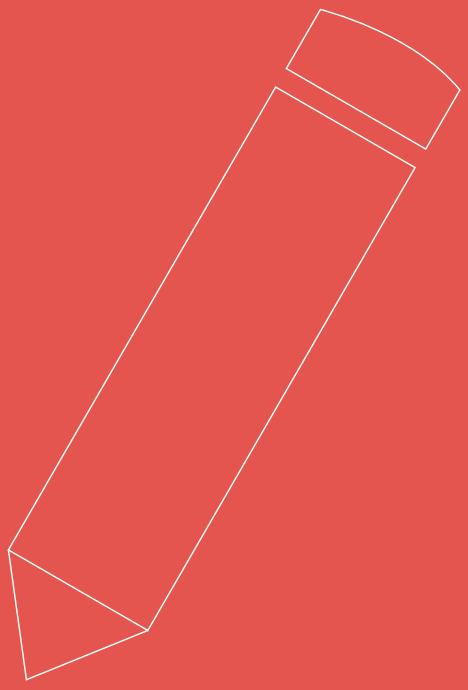
Tick the one/s that you currently use, could use now (as you already have the expertise and resources to use it) or may use in the future.

	Currently use	Could use now	May use in the future
Company Website			
E-news			
Marketing collateral (flyers, posters, price lists etc)			
Product packaging			
Magazines			
Podcasts			
Videos			
360 degree technology			
VR/AR			
Video games			
Radio advertising			
TV advertising			
Other advertising (e.g. billboard)			
Sponsorship of events			
Schools			
Other businesses			

	Currently use	Could use now	May use in the future
Farmers markets			
Facebook personal			
Facebook company page			
Facebook stories			
Facebook Live			
Facebook messenger			
Instagram personal			
Instagram company			
Instagram store			
Instagram stories			
Pinterest			
Twitter			
LinkedIn Personal			
LinkedIn Company			
YouTube			
QR codes			
Authenticity			
Other			

Provenance Storytelling for success
Producer Templates

Step 5

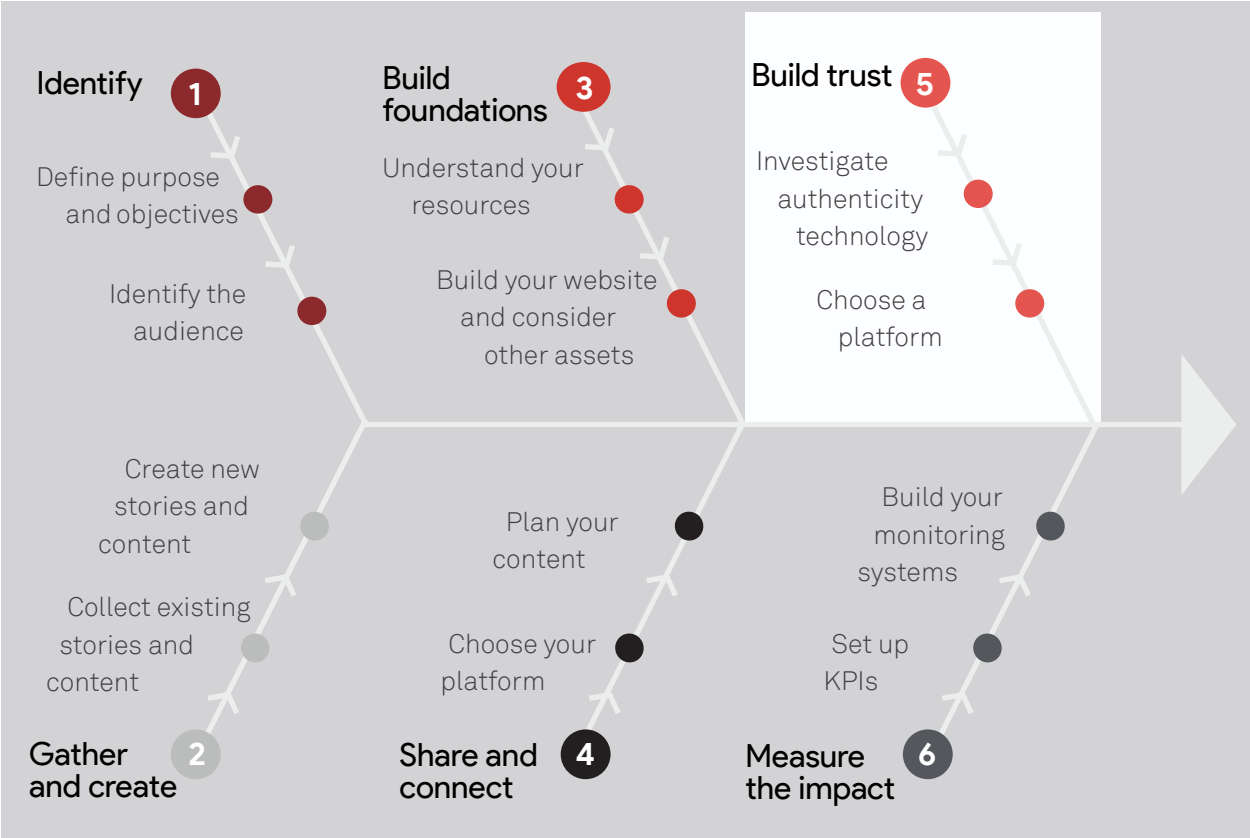


Build trust

Provenance and authenticity platforms

Businesses should consider building customer trust through transparency and traceabililty technology.

There are many new and emerging technologies available to do this. Businesses must first define what their customers want to know (done previously in this guidebook and supporting templates), then look at the points of vulnerability and the potential platforms that can solve this. The template in this section steps through identifying fraud, vulnerability and things to consider when choosing a platform:



Supply chain vulnerability assessment

Below is a framework to assess the business and its products vulnerability to fraud. This assessment will be useful for businesses to complete prior to selecting an authenticity platform or technology. The below steps through a basic supply chain, businesses may have other touchpoints that need assessing:

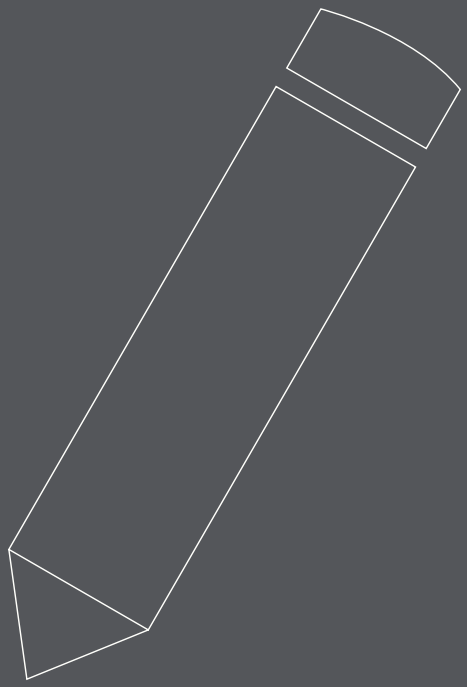
Supply chain touchpoint	Opportunity (for fraud)	Motivation (for fraud)	Control measure
Production			
Packaging			
Transportation			
Wholesaler and distributor			
Customer (retail/food service)			
Consumer			
Other			

Considerations for authenticity platform selection

Use this template to compare potential authenticity technologies and how well they fit your business requirements. There may not be a platform that meets the business needs, in that case expert help should be sought to explore a bespoke offering.

Considerations	Platform 1	Platform 2	Platform 3
Cost to purchase			
Implementation costs and ongoing costs			
Training needed and costs			
Ease of use by supply chain			
Special equipment needed			
Ability to address vulnerabilities			
Other			

Step 6



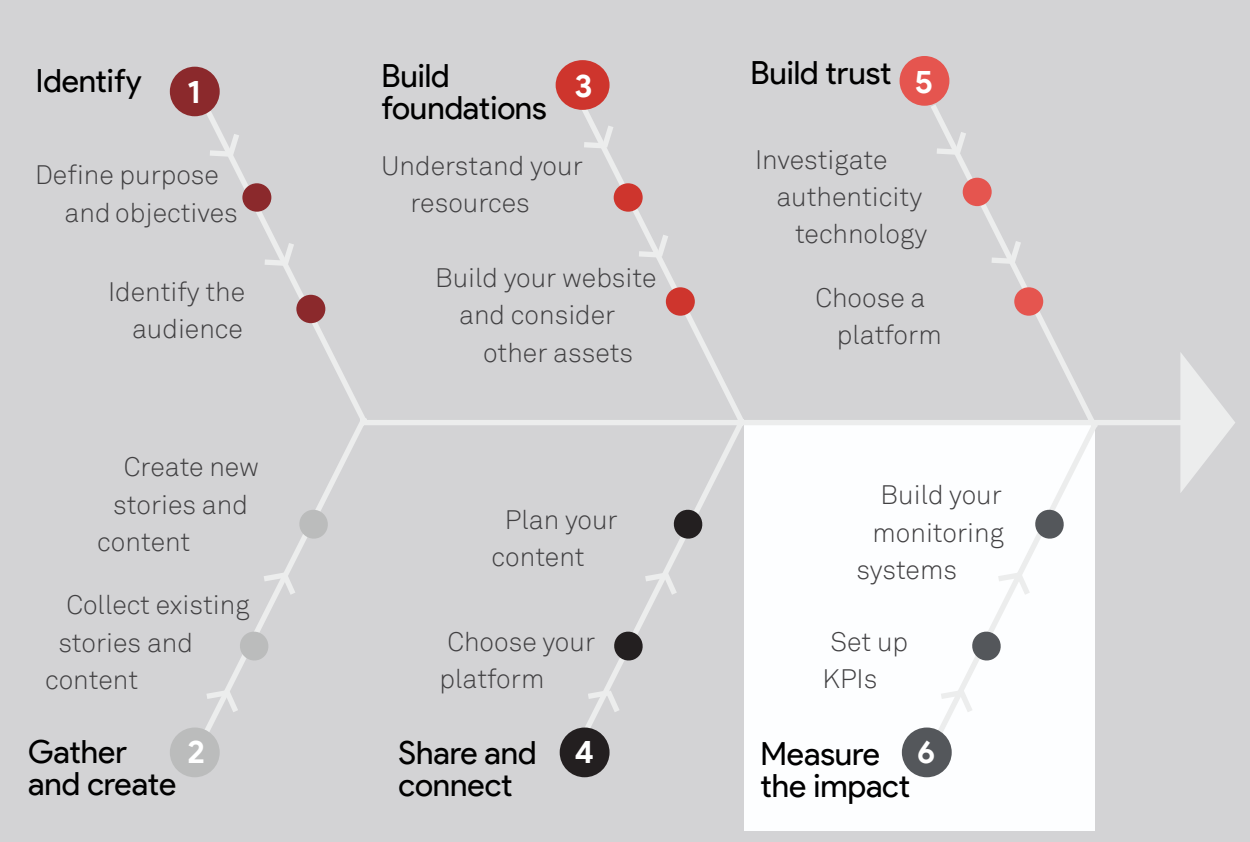
Measure the impact

Impact assessment tool

Measuring the impact of storytelling and return on investment can be challenging, especially when taking into consideration brand and story awareness, as this is difficult to measure.

Businesses can use sales figures, customer feedback and website and social analytics to get an idea of impact and effectiveness.

The template on the following page is a simple impact assessment tool to help businesses decide which goals are important for the business to measure.



Impact assessment tool

Estimate the impact of the storytelling activities using a star rating (see key below).

Goal	Description	Impact (star rating 1-5)
	Educate consumers to value products, understand how it is produced and where it comes from	
	Increase sales	
	Get higher prices	
	Support market strategy/positioning	
	To differentiate the product from competitors	
	Support expansion to new markets	
	Grow market share	
	Build relationships and trust	

★ Low to no impact

★★ OK impact

★★★ Medium impact

★★★★ Valuable impact

★★★★★ High impact

© 2020 AgriFutures Australia
All rights reserved.

ISBN 978-1-76053-069-3

'Producer templates for provenance storytelling'
AgriFutures Australia Publication No. 19-064
AgriFutures Australia Project No. PRJ-011998

The information contained in this publication is intended for general use to assist public knowledge and discussion and to help improve the development of sustainable regions. You must not rely on any information contained in this publication without taking specialist advice relevant to your particular circumstances.

While reasonable care has been taken in preparing this publication to ensure that information is true and correct, the Commonwealth of Australia gives no assurance as to the accuracy of any information in this publication.

The Commonwealth of Australia, AgriFutures Australia, the authors or contributors expressly disclaim, to the maximum extent permitted by law, all responsibility and liability to any person, arising directly or indirectly from any act or omission, or for any consequences of any such act or omission, made in reliance on the contents of this publication, whether or not caused by any negligence on the part of the Commonwealth of Australia, AgriFutures Australia, the authors or contributors.

The Commonwealth of Australia does not necessarily endorse the views in this publication.

This publication is copyright. Apart from any use as permitted under the Copyright Act 1968, all other rights are reserved. However, wide dissemination is encouraged. Requests and inquiries concerning reproduction and rights should be addressed to AgriFutures Australia

Authors:
Jayne Gallagher, Helen Johnston, Emily Mantilla, Genevieve Drury

Correspondence:
Jayne Gallagher, Honey and Fox Pty Ltd
Email: team@honeyandfox.com.au

In submitting this report, the researcher has agreed to AgriFutures Australia publishing this material in its edited form.

AgriFutures Australia Contact Details:
Building 007, Tooma Way, Charles Sturt University, Locked Bag 588
Wagga Wagga NSW 2650

02 6923 6900
info@agrifutures.com.au

www.agrifutures.com.au

Electronically published by AgriFutures Australia at www.agrifutures.com.au in February 2020.

AgriFutures Australia is the new trading name for Rural Industries Research & Development Corporation (RIRDC), a statutory authority of the Federal Government established by the Primary Industries Research and Development Act 1989.

Researcher Contact Details
Honey and Fox Pty Ltd
Queensland 4157
www.honeyandfox.com.au

In submitting this report, the researcher has agreed to AgriFutures Australia publishing this material in its edited form.

AgriFutures Australia Contact Details
Building 007, Tooma Way
Charles Sturt University
Locked Bag 588
Wagga Wagga NSW 2650
02 6923 6900
info@agrifutures.com.au
www.agrifutures.com.au

This template can be viewed at
www.agrifutures.com.au/product/producer-templates-for-provenance-storytelling