

PROLOGUE

Somewhere in the early 1990s, there was a Hagar the Horrible cartoon in the newspaper. Hagar is sitting in the tavern with Robin Hood. He's slumped over the bar, while Robin sits proudly. "It's not fair," Hagar moans. "You do just as much pillaging and ravaging as I do, but history sees you as the hero and me as the bad guy." Robin knocks back his ale thoughtfully, and replies: "Maybe I've just got the better advertising agency."

Robin's answer got me thinking.

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PART ONE: Brands and heroes

THE PART WHERE WE SEARCH FOR PARALLELS BETWEEN THE WORSHIPPING OF HEROES AND BRANDS. HEROES ARE AS OLD AS MANKIND. BIG HEROES, SMALL HEROES, TIMELESS HEROES, TEMPORARY HEROES. WHAT ARE THE MECHANISMS AND DO THEY APPLY FOR BRANDS?

1. Where do heroes come from?
2. How do heroes live forever?
3. Can brands be heroes?

PART TWO: Welcome to collective memory.

HOW TO MAKE EVEN THE SMALLEST OF ALL BRANDS HERO OF A STORY THAT PEOPLE WILL LIKE TO TELL.

1. Game, name, fame, claim
2. The Know Why
3. What's your name?
4. How do I recognize you?
5. What's the word?
6. Why do people follow you?

PART THREE: A commercial break

HOW TO TURN THE MARKETING STORY INTO A PEOPLE STORY.

1. Market forces
2. Creativity as biology
3. www.itallstartshere.com