



The Hero's Journey

the hero's journey, is the common template of stories that involves a hero who goes on an adventure to a new world, and in a decisive crisis wins a victory, and then comes home changed or transformed.





Mashable

VIDEO ENTERTAINMENT CULTURE TECH SCIENCE SOCIAL GOOD SHOP MORE

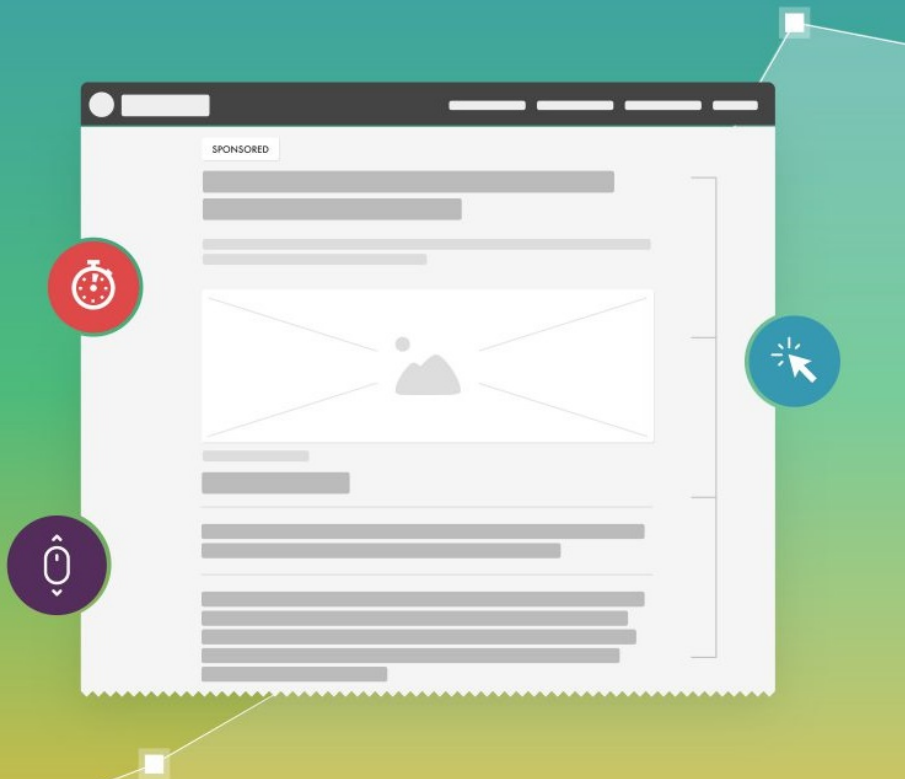
Samsonite's Brand Strategy: 'The Product Is the Hero'

Share on Facebook

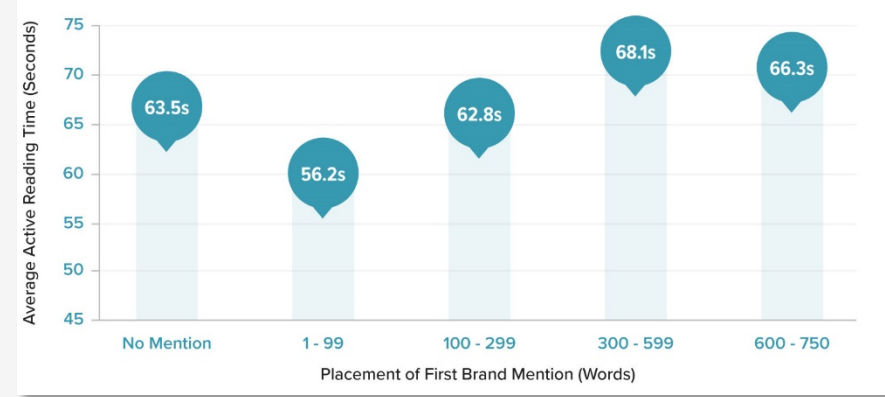
Share on Twitter



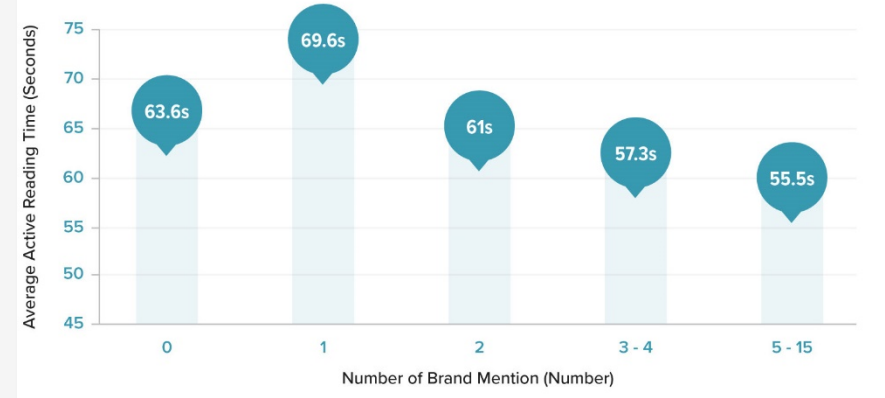
The Hero's Journey



PLACEMENT VS. ACTIVE READING TIME



OCCURENCE VS. ACTIVE READING TIME





In a crisis, your brand is **not the hero** of the story
They are a **supporting** character





MEANWHILE IN AMERICA ()

The world's new heroes are medical workers

Analysis by [Stephen Collinson](#), CNN

🕒 Updated 4:55 PM ET, Tue March 24, 2020



Medical workers as heroes



TIMES COLONIST



Island distillers brew up sanitizer to fill void



The sanitizer made by Victoria Distillers in conjunction with Nezza Naturals is poured into 60-millilitre spray bottles and handed out to places such as Royal Jubilee Hospital and Victoria General Hospital.
Photograph By VICTORIA DISTILLERS

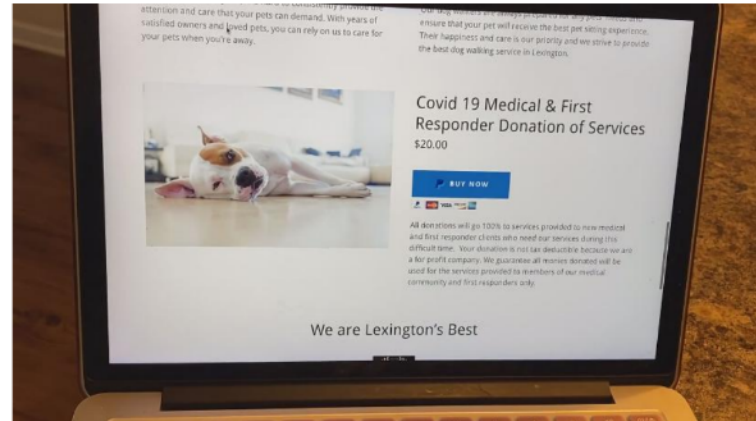
The lack of hand sanitizer on store shelves, in hospitals and for first responders during the COVID-19 outbreak has spurred a pair of distillers on Vancouver Island to start producing it.

Victoria Distillers and Courtenay's Wayward Distillery have both been producing hand sanitizer this week, handing it out at no cost to first responders and community organizations that need it.



Home / Local / Article

Lexington dog walking company helps out medical staff, first responders



Critter Sitters is using donations to help medical staff and first responders (WKYT)

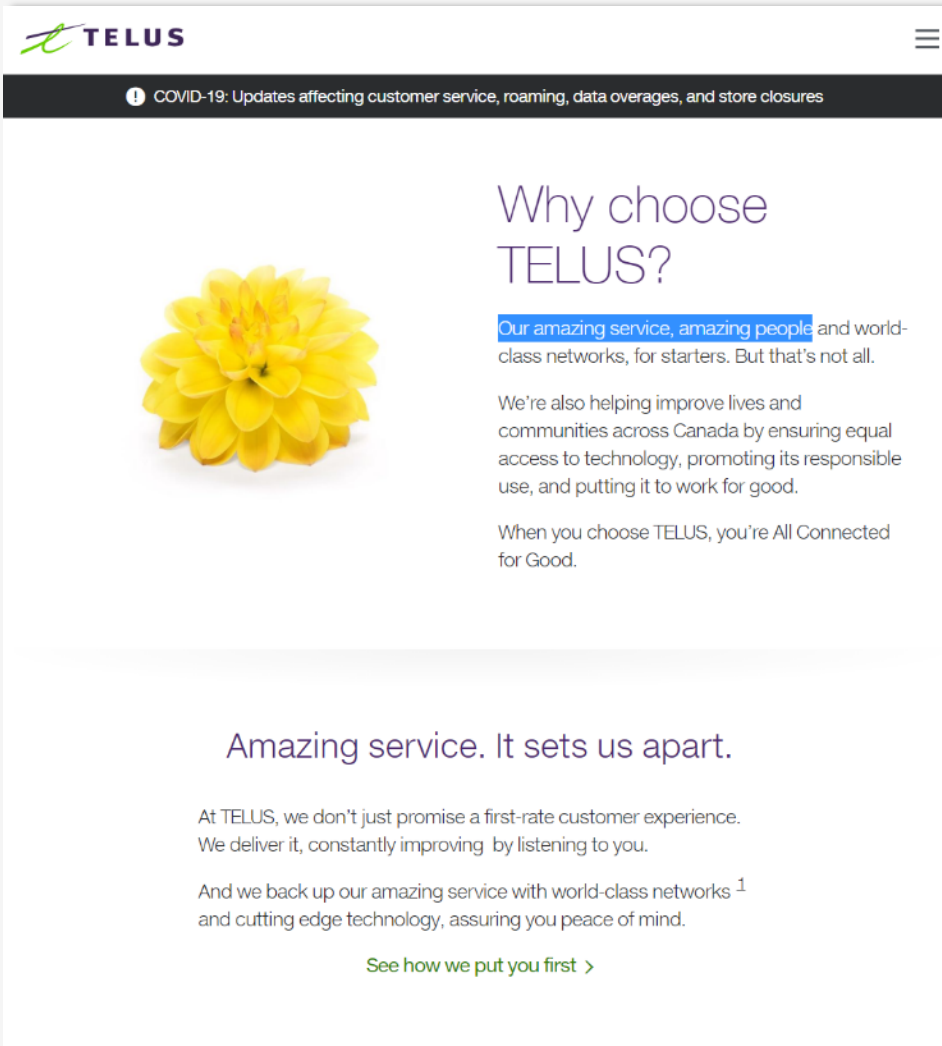
By Megan James | Posted: Tue 4:44 PM, Mar 24, 2020 | Updated: Tue 5:11 PM, Mar 24, 2020



LEXINGTON, Ky. (WKYT) - Many people are staying at home and don't have the same need for a dog walker, but some people need one now more than ever.



Small businesses as heroes



TELUS

COVID-19: Updates affecting customer service, roaming, data overages, and store closures

Why choose TELUS?

Our amazing service, amazing people and world-class networks, for starters. But that's not all.

We're also helping improve lives and communities across Canada by ensuring equal access to technology, promoting its responsible use, and putting it to work for good.

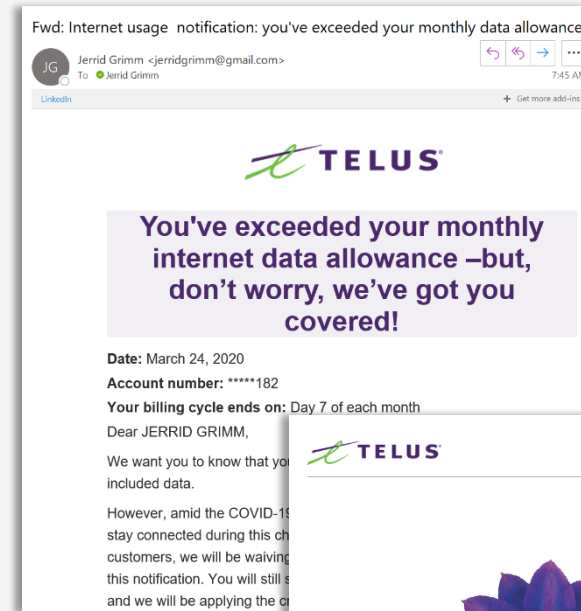
When you choose TELUS, you're All Connected for Good.

Amazing service. It sets us apart.

At TELUS, we don't just promise a first-rate customer experience. We deliver it, constantly improving by listening to you.

And we back up our amazing service with world-class networks¹ and cutting edge technology, assuring you peace of mind.

[See how we put you first >](#)



Fwd: Internet usage notification: you've exceeded your monthly data allowance

Jerrid Grimm <jerridgrimm@gmail.com>
To: Jerrid Grimm
7:45 AM

TELUS

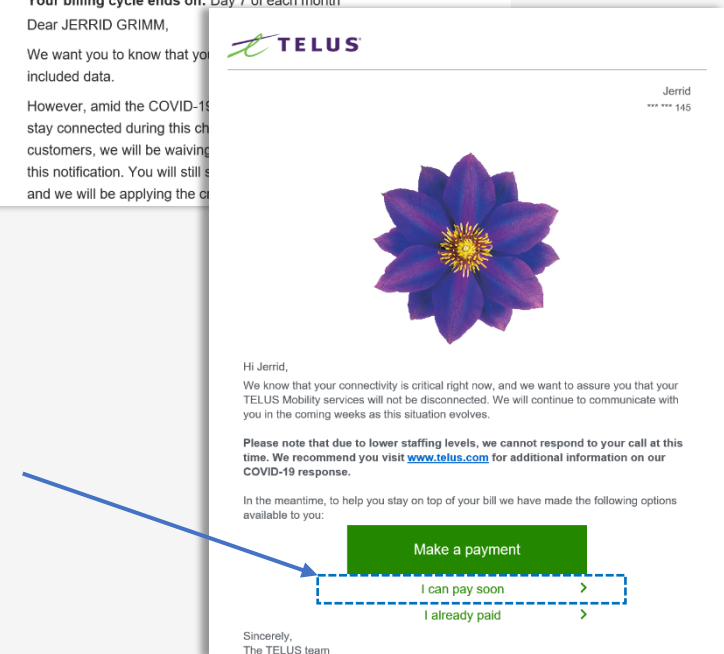
You've exceeded your monthly internet data allowance –but, don't worry, we've got you covered!

Date: March 24, 2020
Account number: *****182
Your billing cycle ends on: Day 7 of each month

Dear JERRID GRIMM,


We want you to know that you included data.

However, amid the COVID-19 stay connected during this ch customers, we will be waiving this notification. You will still s and we will be applying the c



TELUS

Jerrid
*** 145



Hi Jerrid,

We know that your connectivity is critical right now, and we want to assure you that your TELUS Mobility services will not be disconnected. We will continue to communicate with you in the coming weeks as this situation evolves.

Please note that due to lower staffing levels, we cannot respond to your call at this time. We recommend you visit www.telus.com for additional information on our COVID-19 response.

In the meantime, to help you stay on top of your bill we have made the following options available to you:

Make a payment

I can pay soon >
I already paid >

Sincerely,
The TELUS team



Parents as heroes



Instagram

cest.vendredi [Follow](#) + ...

1,458 posts 10.4k followers 2,293 following

Vendredi (aka Friday)
#yyc hermit mom who needs to be socialized so social media socialization it is! Hoping my photos can make you smile even if they're ads 🤪
hubbleconnected.com/motorola-focus89-wifi-hd-indoor-camera?utm_source=ig&...

Baby Gear Recipes LULZ Life Hacks Kids Fashion

POSTS IGTV TAGGED

save on foods

cest.vendredi • [Follow](#) ...

Paid partnership with [saveonfoods](#)
Calgary, Alberta

cest.vendredi With everything going on right now it is more important than ever to keep my kid entertained.

When I looked in my fridge and cupboard this morning I realized I had what I needed to make my daughter's favourite snack: whole wheat fish crackers using [@WesternFamilyCA](#) whole wheat flour and cheddar cheese, this is a

Liked by [jessy88jess](#) and 722 others

MARCH 16

Add a comment... [Post](#)





In a crisis, your brand is **not the hero** of the story
They are a **supporting** character

