5 Ways Top Brand Stories Went Viral

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2014 Rank	Brand	Storyline Theme	Story	bit.ly URL	Monthly Views (000s)	Story About
1	Always	Female Confidence	Like a Girl	bit.ly/1nLhkS0	9,100	Young girls keeping their confidence throughout adolescents
2	Budweiser	Unlikely Friendship	Puppy Love	bit.ly/1b7D84U	4,900	An unlikely friendship where a puppy earns a spot on the Clydesdale team
3	Beats by Dre	Pushing Limits	The Game Before The Game	bit.ly/1xczXpN	3,800	Father's Godly and family advice for game preparation
4	Pantene	Female Confidence	Not Sorry	bit.ly/1ianWNK	3,400	How women need not say sorry so often
5	Airbnb	Unlikely Friendship	Wall and Chain	bit.ly/1tP4tpg	3,400	Breaking down walls towards friendship
6	WestJet	Spirit of Giving	Christmas Miracle	bit.ly/1A7rOhX	3,400	A community spirit of giving
7	Duracell	Pushing Limits	Trust Your Power	bit.ly/1ewxVpx	2,700	A deaf NFL superstar overcoming all odds
8	TD	Spirit of Giving	Automated Thanking Machine	bit.ly/1rDakfl	2,700	The spirit of giving
9	Dove	Female Confidence	Patches	bit.ly/1sAxLpU	2,400	Women respecting their natural beauty
10	P&G	Pushing Limits	Pick Them Back Up	bit.ly/1dpaLj4	1,700	How falling makes us stronger
11	Sainsbury	Unlikely Friendship	Royal British Legion	bit.ly/1zNcLS6	1,400	How enemies became momentary friends during Christmas and sharing
12	Chrysler	Unforgotten	America's Import	bit.ly/1fANYFm	1,100	American heritage in car making
13	John Lewis	Unforgotten	Monty The Penguin	bit.ly/1xhl1nL	1,100	A lonely struggle to brighten the Christmas of just one or two other people
14	Under Armour	Female Confidence	I Will What I Want	bit.ly/1nWIWcf	1,000	A ballerina overcoming rejection
15	Juhayna	Unforgotten	Cheering Egyptian Mothers	bit.ly/1xrF9ZS	800	A mother's rewards after the struggles of raising children
16	Verizon	Female Confidence	Inspire Her Mind	bit.ly/1ihOTta	600	Encouraging young girls to consider science and technology
17	Linaloved	Spirit of Giving	Thai Good Stories	bit.ly/1mQ72I7	600	The emotional gratitude from community giving
18	Guinness	Unforgotten	Empty Chair	bit.ly/TUtd08	600	Saluting the character of a community as they honor one of their own
19	Thai Insurance	Unlikely Friendship	Street Concert	bit.ly/1l9m1dz	500	The power of music in bringing unlikely friends together
20	Microsoft	Pushing Limits	Empowering	bit.ly/1ajHx9N	400	A heartwarming celebration of human empowerment through technology
21	Jose Cuervo	Unforgotten	History in a Bottle	bit.ly/1ot8DBi	300	Mexican pride in staying with traditions
22	Chevy	Unforgotten	Maddie	bit.ly/1nzyOOt	300	A dog as a best friend for life's journey
23	Intel	Pushing Limits	Look Inside	bit.ly/1emi9jM	200	How technology gave arms to a wounded man from Sudan
24	Boots	Unforgotten	Special Because	bit.ly/12lEUev	100	Family love shown when a mother's children travel far to surprise her
25	Duracell	Spirit of Giving	Moments of Warmth	bit.ly/OcMRBJ	100	Shivering Canadians were greeted with a warm bus shelter

Table 1: Ranking of Top 25 Brand Stories

This past year witnessed the mainstream development of brand stories. The top 25 brand stories released over the past year amassed an average of 1.9 million views per month. Spanning from heartwarming to heart-lifting, the best performers touched on some key themes showing that tears work nearly as well as laughs when connecting emotionally to target audiences.

Results of a study showed that the highest performance is reached when brand stories are about:

1. Female Confidence
2. Unlikely Friendship
3. Pushing Limits
4. Spirit of Giving
5. The Unforgotten

Stories of ***Female Confidence*** topped the list as young girls in particular are encouraged to see themselves in a better light. ***Unlikely Friendships*** come in second as they touch upon themes of harmony and peace. Stories about ***Pushing the Limits*** taps into the inner self that seeks encouragement to overcome severe life battles or achieve greatness.

Following the great success of WestJet's Christmas Miracle, others pursued the ***Spirit of Giving*** to bring tears to the eyes of those surprised with unexpected gifts. Finally, a number of stories are developing along the lines of those feeling their sacrifices were unappreciated. ***The Unforgotten*** includes familiar tales of hard working moms and soldiers surprised with rewards for their acts of generosity.

Shown above is a rank ordering of these Top 25 stories. The term story, in this case, refers to narratives encompassing a familiar story arc that includes a hero, challenges and overcoming obstacles.

What other stories released recently do you feel were testimony of brand story trends?

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