

Hello, Campers. I'm Natasha, from

BOTTLE

**The best Digital PR agency growing
Fame and Findability™ for brands**

How to catch stories in the wild

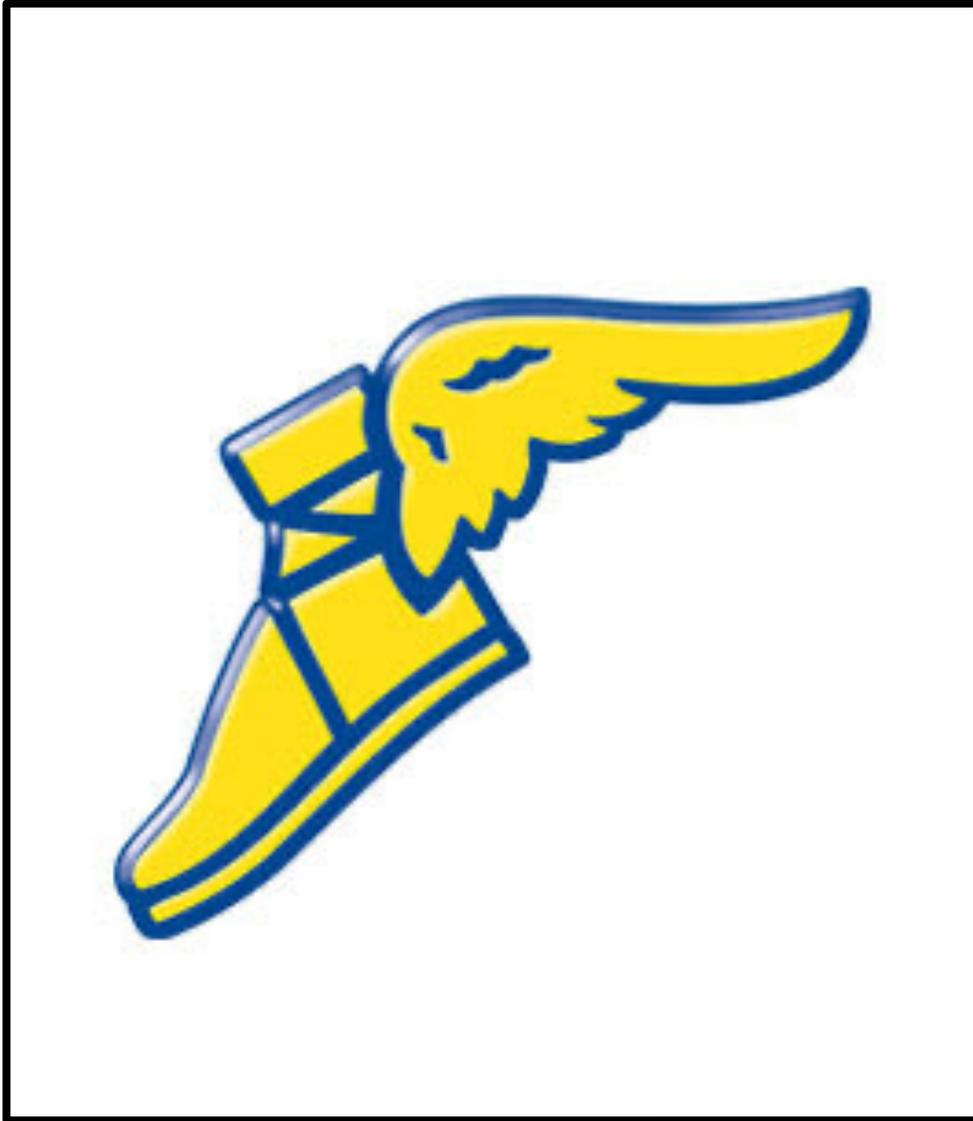
First, why bother?



**Story fatigue
is a thing**

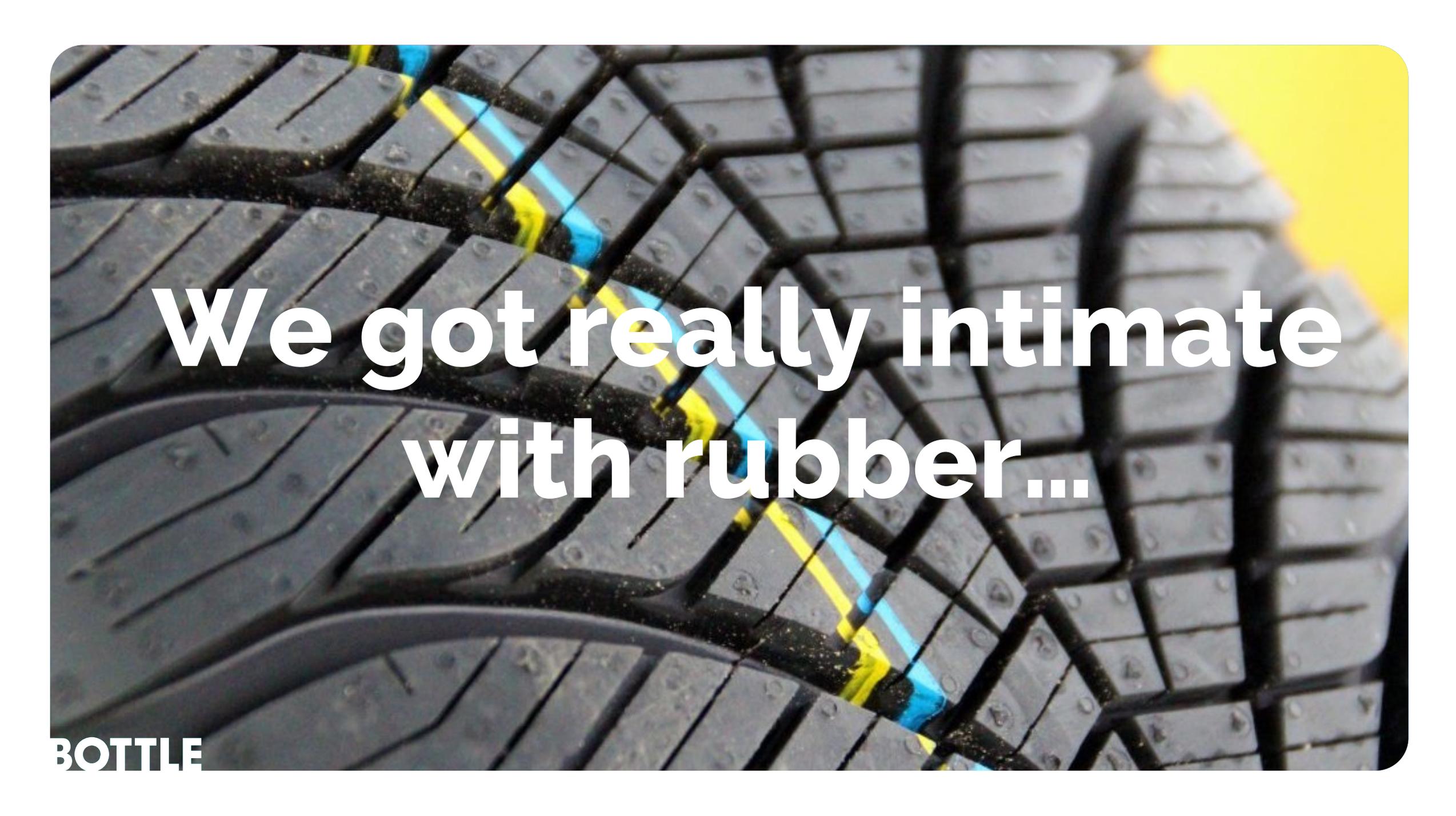


BOTTLE



Goodyear 4Seasons Vector 3, 4, 5 & 6

**Creatively launch our new version and
beat last year's KPIs**

A close-up photograph of a black rubber tire tread. The tread pattern consists of several parallel longitudinal grooves. Within these grooves, there are yellow and blue markings. The surface of the rubber is covered with small, dark, circular particles, likely dirt or debris. The lighting is bright, creating a strong yellow glow in the upper right corner.

**We got really intimate
with rubber...**

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**This is the
winter
micro-world
being
meticulously
created on a
Vector4 tyre**

+ spring, summer and autumn





**Carol was great
stimulation**

BOTTLE

Wednesday 08:00

Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)



mizzle¹

/ˈmɪzəl/

DIALECT

noun

light rain; drizzle.

"the stillness that comes with a Cornish mizzle"

Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)



dreich

/driːx/

adjective **SCOTTISH ENGLISH**

(especially of weather) dreary; bleak.

"a cold, dreich early April day"

Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)



thunder-plump

noun **SCOTTISH ENGLISH · NORTHERN IRISH ENGLISH**

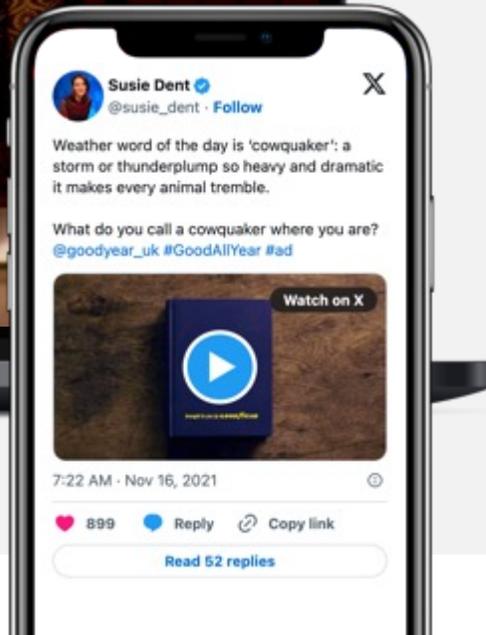
a heavy and sudden shower of rain
accompanied by thunder and lightning.

"a very heavy thunder-plump in summer"

GOODYEAR

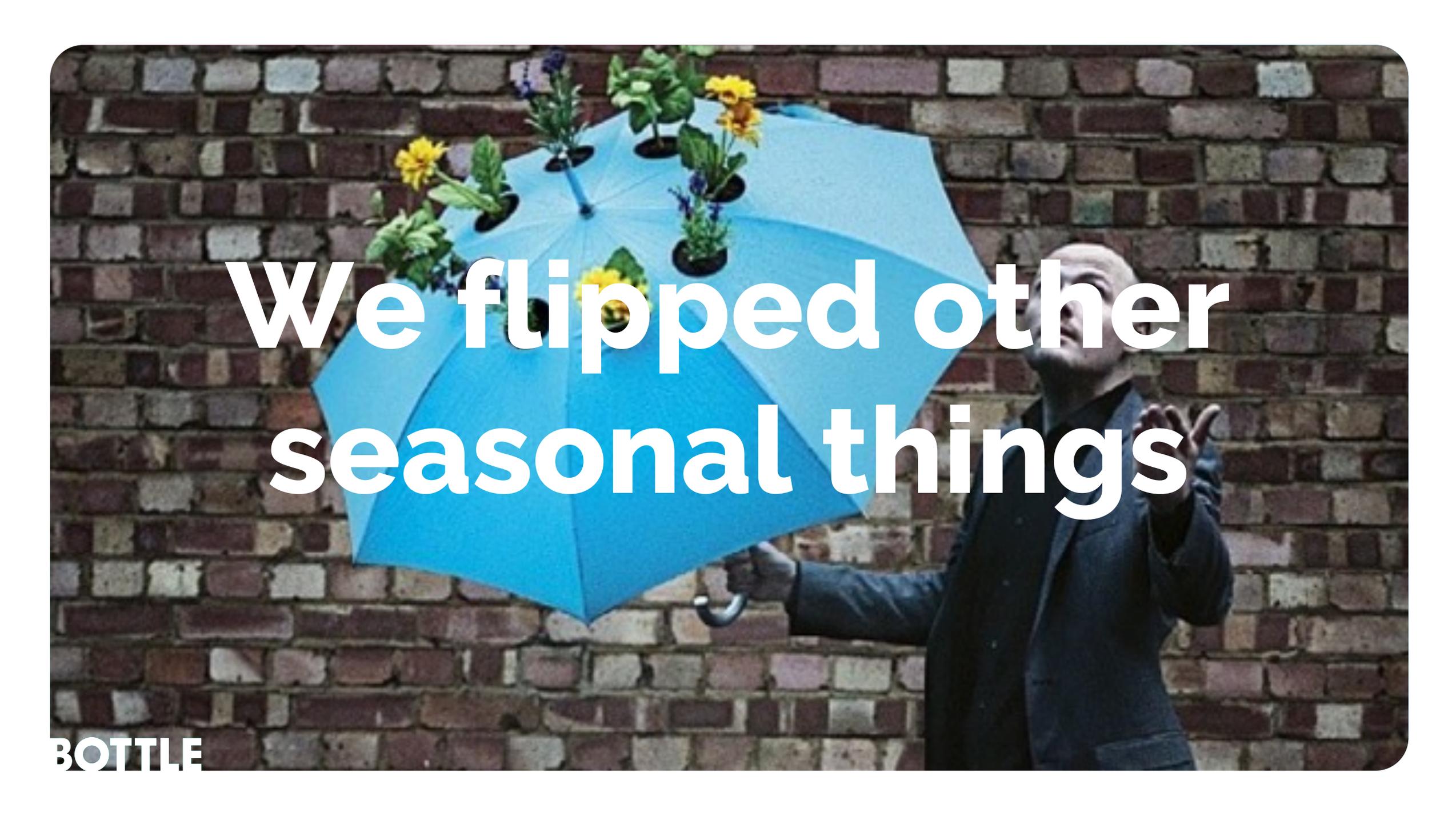


An award-winning digital PR campaign for GoodYear





<https://youtu.be/DEWG5LcbKuo>

A man in a dark suit is holding a bright blue umbrella. Instead of rain, several small potted plants with yellow and purple flowers are growing out of the umbrella's surface. The background is a brick wall. The man is looking upwards with a surprised expression.

**We flipped other
seasonal things**

BOTTLE

Ice tray snow shoe grips

<https://www.youtube.com/watch?v=onm2kRsnmZ4>

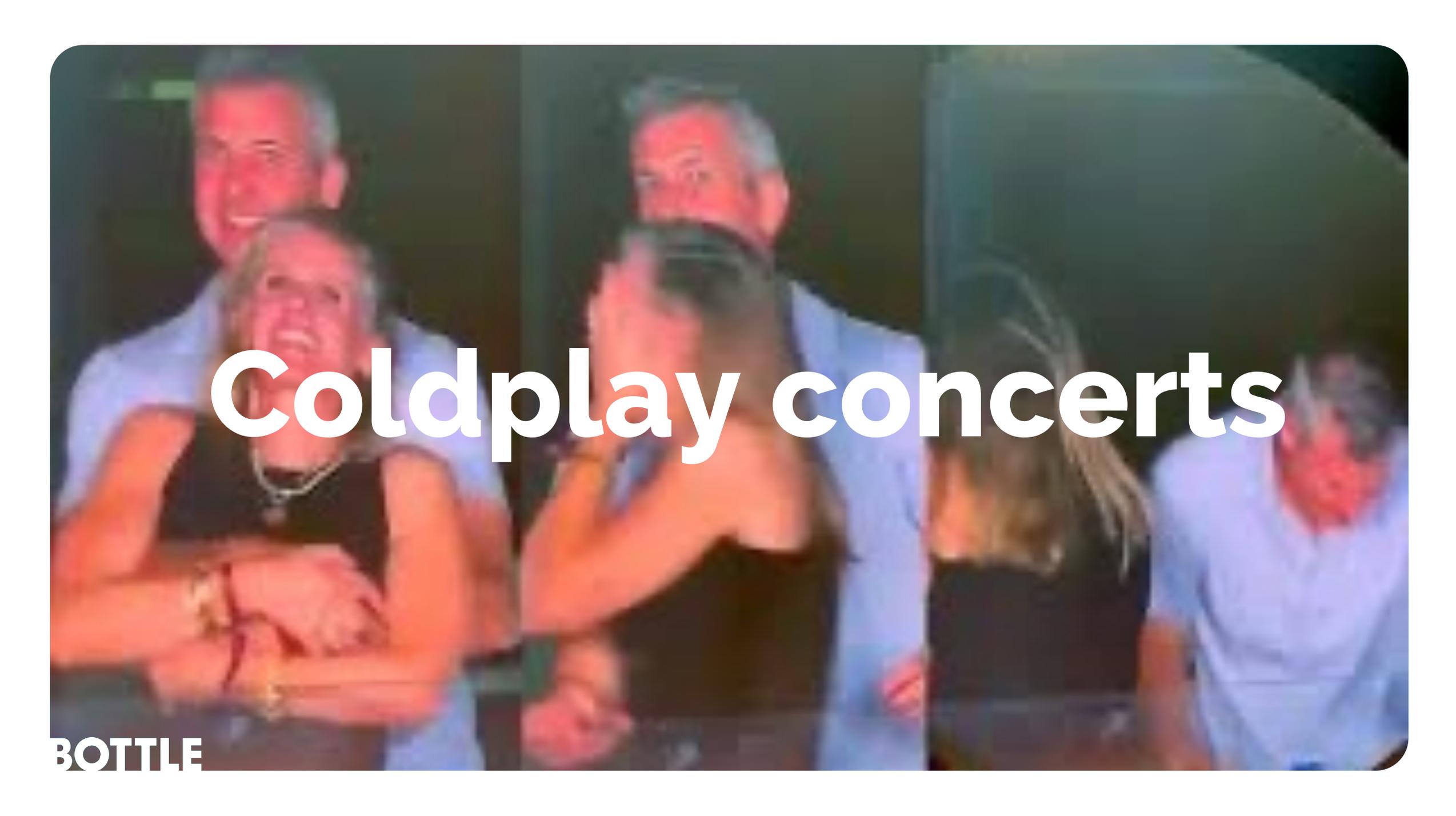
**Our relationship with
tyres got so intimate,
we had to create this**

The innovative Eagle F1 Asymmetric 5 is designed to handle in the wet without compromising ride comfort. #madetofeelgood



**So where can you
go hunting?**

BOTTLE



Coldplay concerts

BOTTLE

PRWeek
CRIS/COMMS²⁰²⁶
CONFERENCE

April 16, 2026

**KRISTIN CABOT: TAKING BACK
THE NARRATIVE**

9:05 - 9:35 A.M.

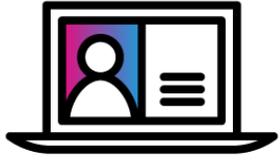
Kristin Cabot
Former chief people officer,
Astronomer

Dini von Mueffling
Founder and CEO,
Dini von Mueffling Communications



anyone?

A few places to go looking



The origin story



Customer & staff stories



Social listening



Seemingly boring



Visual sourcing



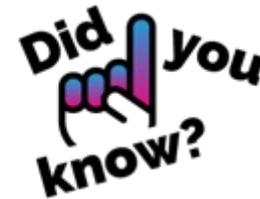
Data, patterns, trends



Similarities & comparisons



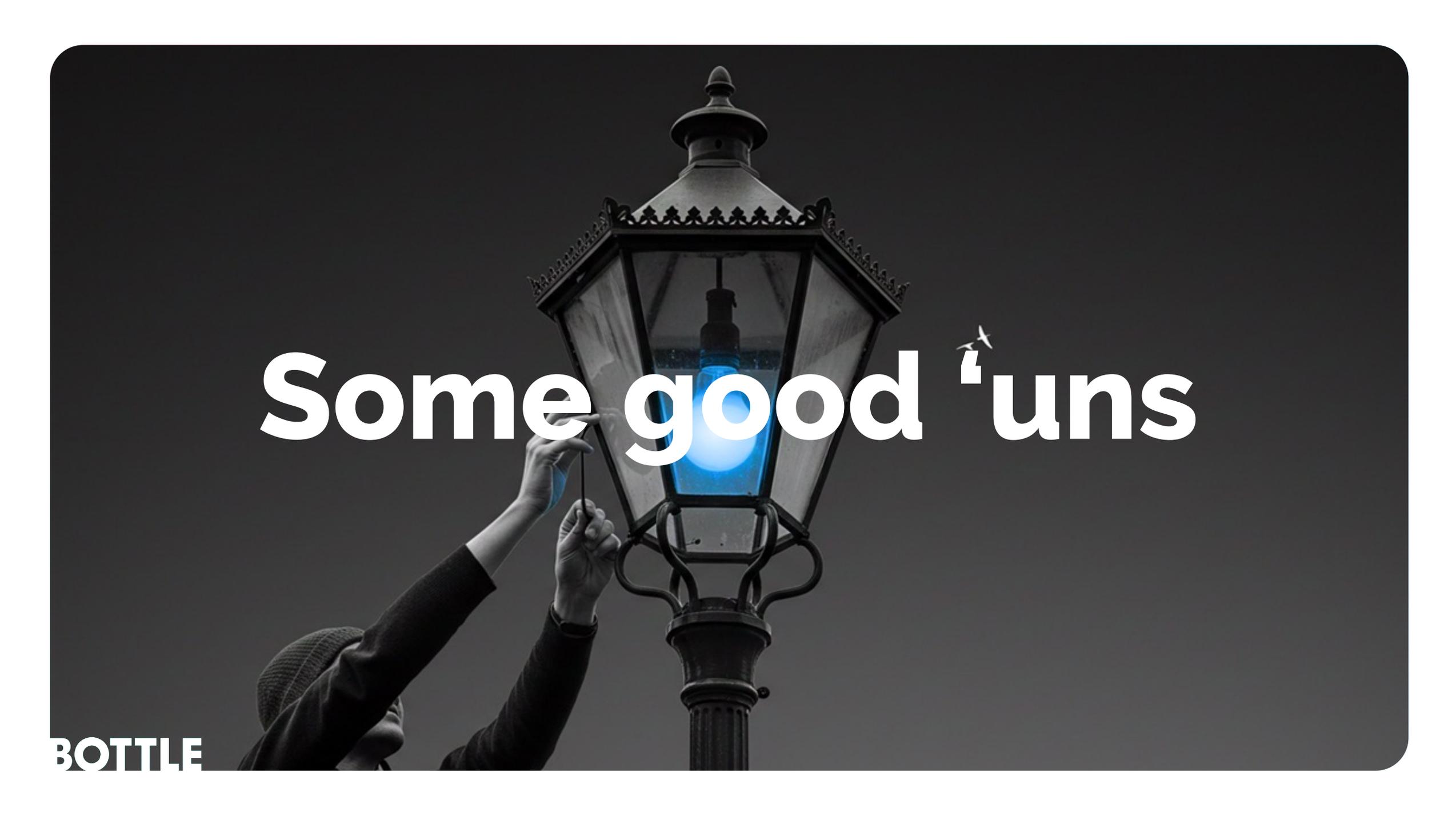
Out of the mouths of babes



Observational insights



Story in action



Some good 'uns

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#1

The Legacy Story

BOTTLE

PATEK PHILIPPE
GENEVE
Begin your own tradition.

You never
actually own a Patek Philippe.
You merely
take care of it for the next generation.

Annual Calendar
by Patek Philippe

For information: Patek Philippe, Dept. 110, One Rockefeller Plaza, New York, New York 10020. Tel: (212) 218 1240. www.patek.com

Patek Philippe

You never actually own a Patek Philippe.

You merely take care of it for the next generation.





#2

The nostalgia story

BOTTLE



Mum would be so proud. The exhibit looks stunning. Made me cry. Much success



Thank you for asking for old photos. Mary McCartney's explanation of the selection criteria was lovely. It would have been so easy to focus on travelling celebs, but she cut through this.

Cunard's 185th Anniversary



SAILS of HISTORY

Embark on a journey through stunning images shared by Cunard guests from around the world.

These captivating photographs tell a magical story of life on board Cunard's iconic ships, from the 1900s to the present day.

Each moment captures the essence of adventure, elegance, and unforgettable memories experienced at sea.

Find out more about these personal moments in Sails of History...

SEA OF
GLAMOUR
CELEBRATING 150 YEARS OF OCEAN TRAVEL



SEA OF
GLAMOUR



SEA OF
GLAMOUR



SEA OF
GLAMOUR



SEA OF
GLAMOUR

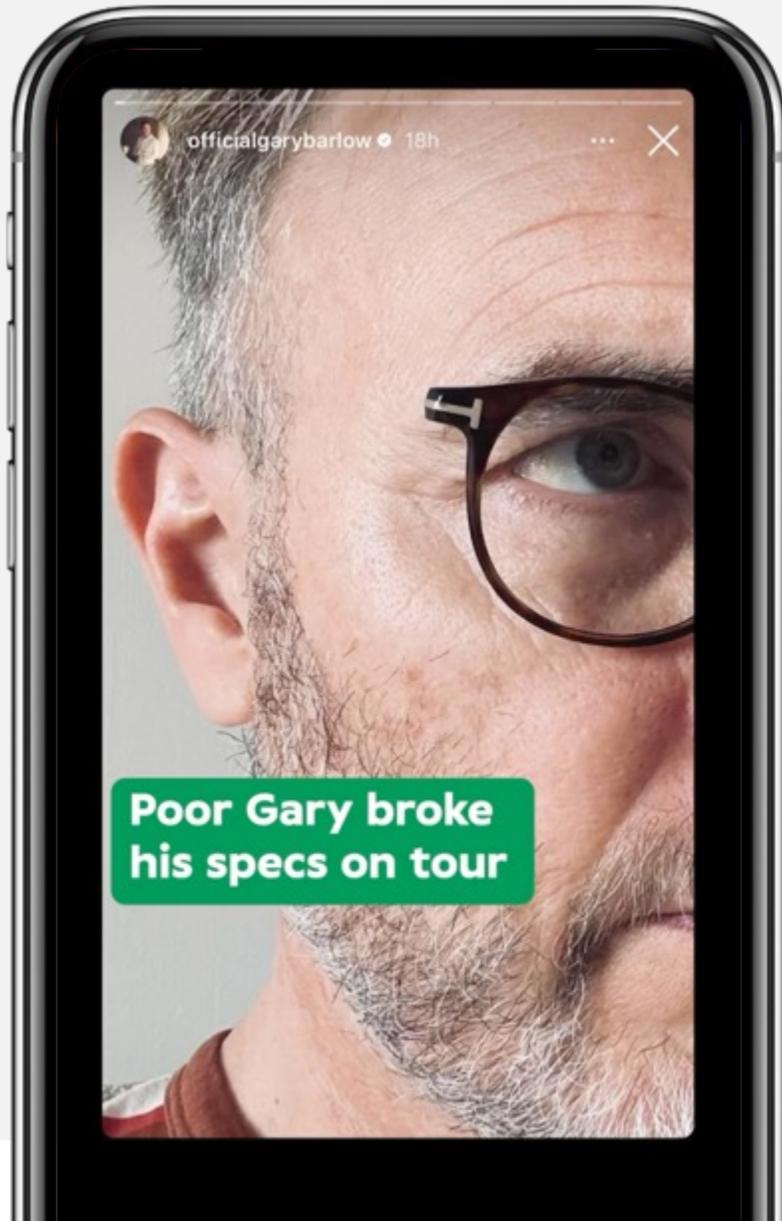
SEA OF
GLAMOUR



#3

The we-were-listening story

BOTTLE



Gary goes on tour

SpecSavers were listening

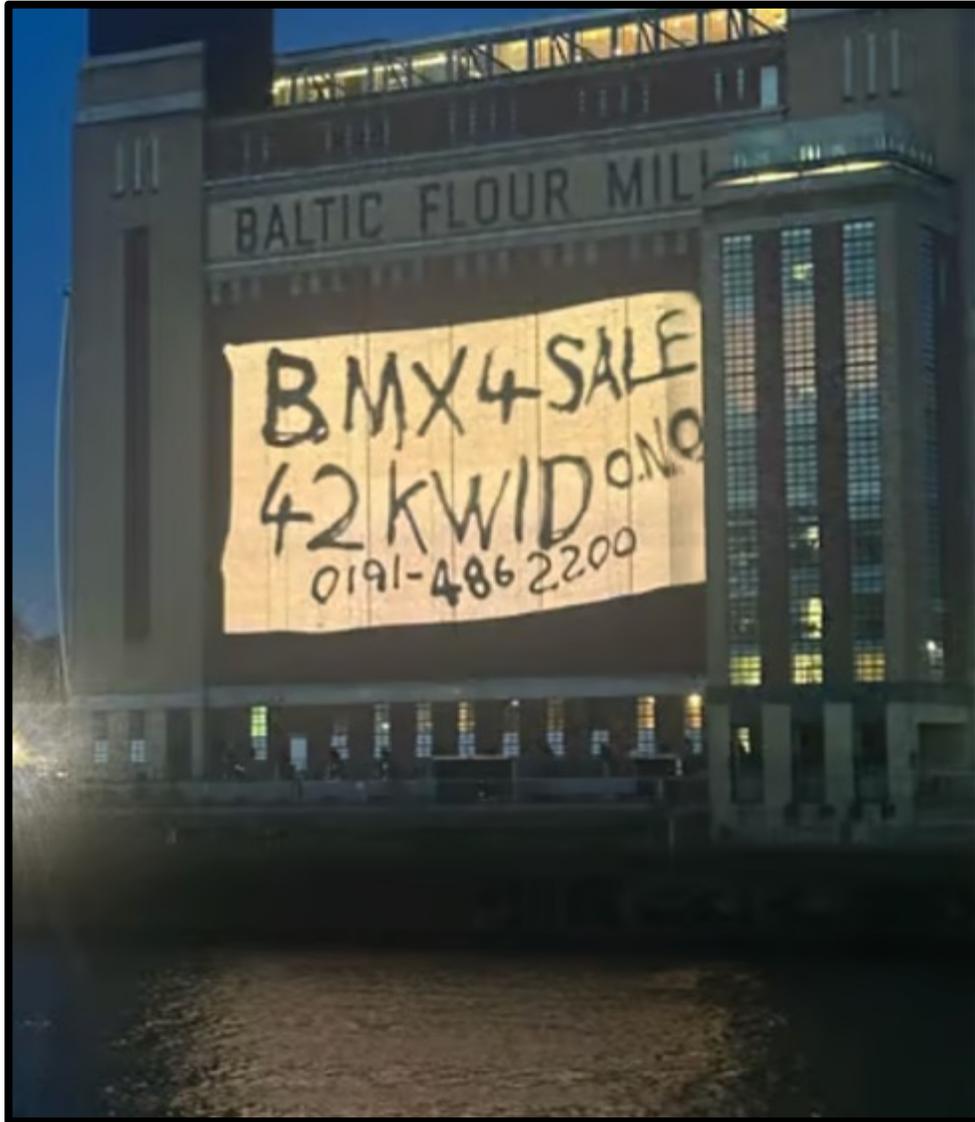


#4

The

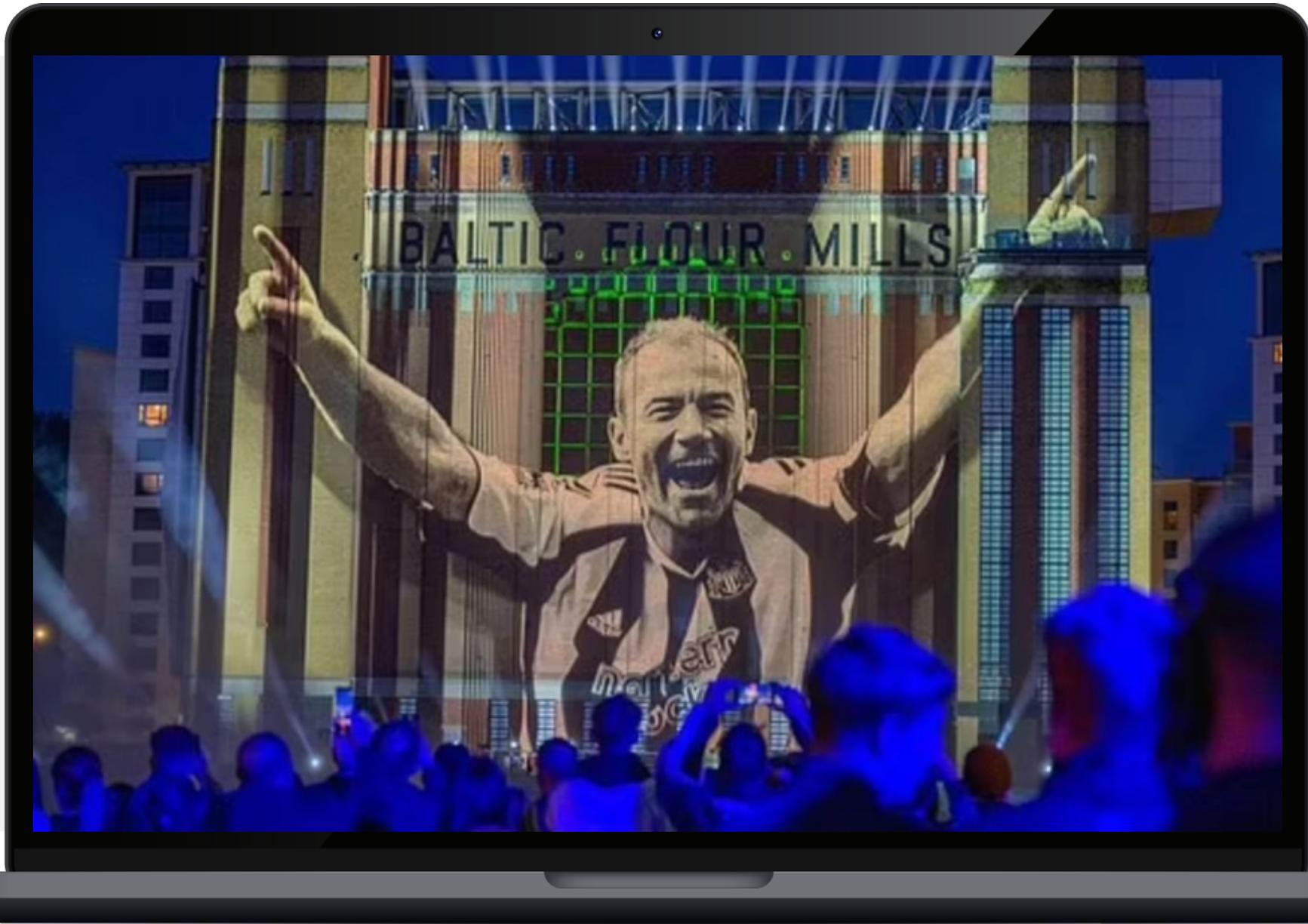
if-you-know-you-know
story

BOTTLE



Sela Newcastle

A quiet evening and this appeared



A woman with voluminous curly hair is wearing bright yellow blindfolds and a matching yellow blazer. She is seated in an office chair, looking towards a computer monitor on the right. The background is a dark, blurred office setting.

#5

**The
I-wish-I'd-seen-that
story**



Greggs logo bomb

#6

The is-this-a-story, story

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Best job in the world

#ScoopThePoop campaign for Harrington's
Pet Food

EXPRESS  Online Games Horoscopes

 PREMIUM  6°C 

This company will pay you £700 to pick up dog poo... genuinely

Well, kind of.

 Emily Sergeant - 16th February 2024



METRO

HOME

NEWS

ENTERTAINMENT

SPORT

LIFESTYLE

Sex Health Property Food Travel Horoscopes Money Shopping Lifeline The Slice news

You could become an oyster taster with your partner this Valentine's Day and win a year's supply



EXCLUSIVE

Tanyel Mustafa

Published January 30, 2022 2:10pm Updated January 30, 2022 2:11pm



Comments



Ready to put your name into the hat? (Picture: Wright Brothers)

Foodies, get ready.

A seafood supplier is allowing a lucky couple the chance to be oyster tasters for **Valentine's Day** and win a year's supply of fresh oysters delivered straight to their door throughout 2022.

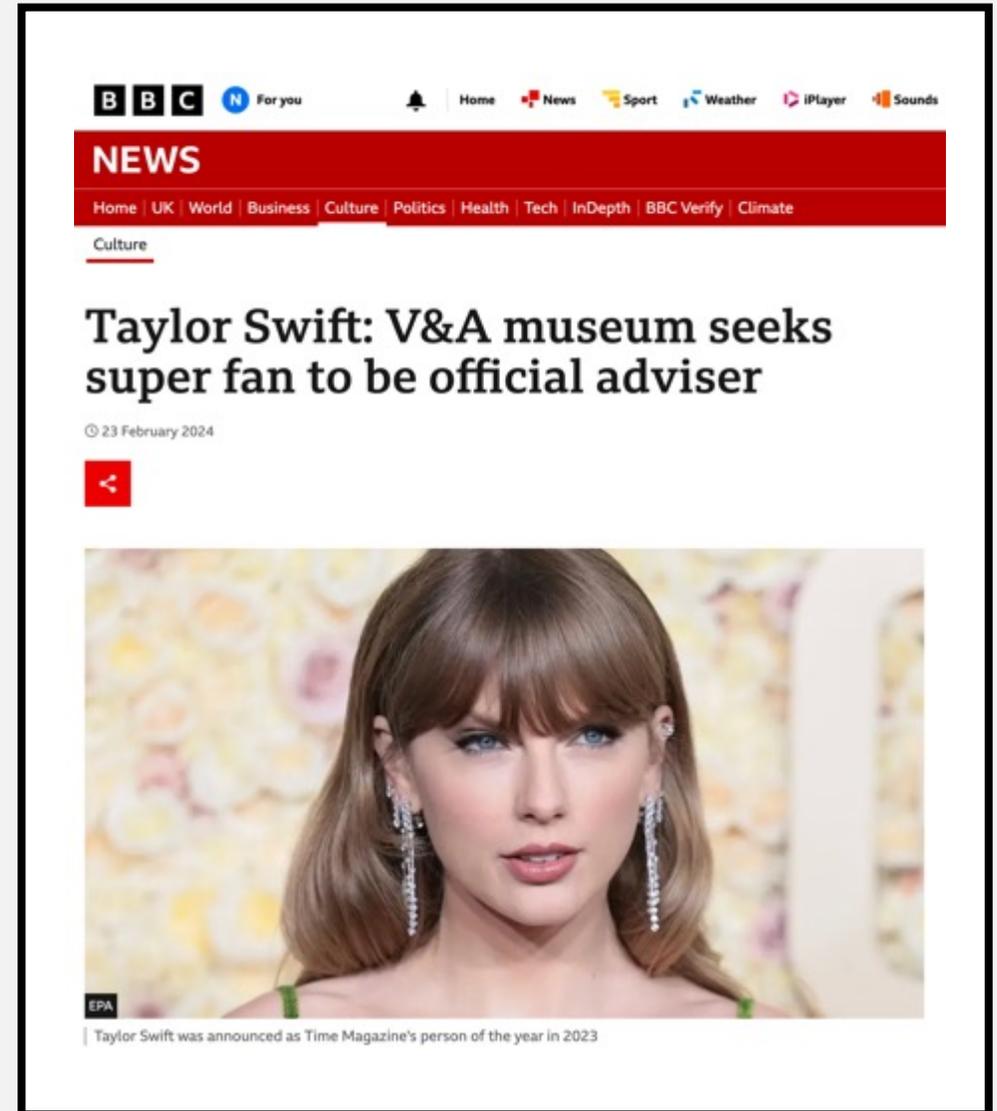
Wright Brothers, who provide fish to 300 of the capital's finest dining

Best job in the world

Oyster taster role for Wright Brothers

Best job in the world

Doesn't get much bigger than this



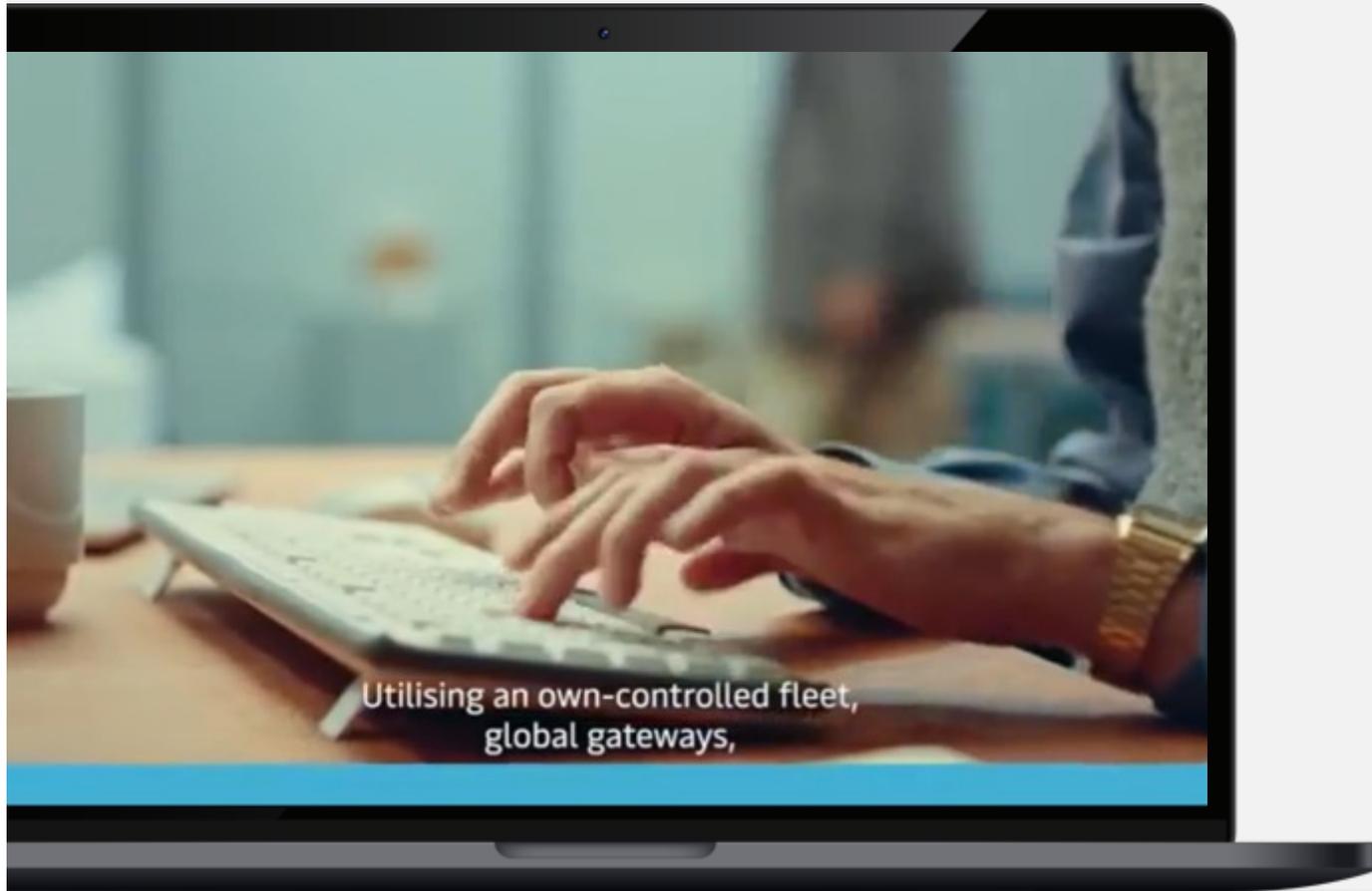
The image is a screenshot of a BBC News article. At the top, the BBC logo is visible on the left, and navigation links for 'Home', 'News', 'Sport', 'Weather', 'iPlayer', and 'Sounds' are on the right. Below the navigation is a red banner with the word 'NEWS' in white. Underneath the banner is a secondary navigation bar with links for 'Home', 'UK', 'World', 'Business', 'Culture', 'Politics', 'Health', 'Tech', 'InDepth', 'BBC Verify', and 'Climate'. The article title 'Taylor Swift: V&A museum seeks super fan to be official adviser' is prominently displayed in a large, bold, black font. Below the title is the date '© 23 February 2024' and a red share icon. The main image is a portrait of Taylor Swift with long brown hair and bangs, wearing large, sparkling earrings. A small 'EPA' logo is in the bottom left corner of the image. Below the image is a caption: '| Taylor Swift was announced as Time Magazine's person of the year in 2023'.



#7

The seemingly mundane story

BOTTLE



Maersk

**The best thing to
happen to shipping,
since water**

<https://www.youtube.com/watch?v=NgD2wo1RFt4>



#8

The crisis, flipped story

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WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit kfc.co.uk/crossed-the-road for details about your local restaurant.

“FCK”

**Simple apology
With smarts**

KFC's apology for running out of chicken is pretty cheeky

© 23 February 2018



KFC has apologised to its customers for running out of chicken - in a pretty cheeky way.

The fast-food chain took out a full page ad in the Sun and Metro newspapers which shows an empty bucket of chicken with crumbs spilling out.

Instead of having KFC logo on the side, the letters have been switched around to read "FCK".

BBC N For you

NEWS

CLUCKING HELL Why did KFC run out of chicken, what was the apology 'fck' advert and which Kentucky Fried Chicken stores are open now?

Over 600 branches were shut during the chicken crisis, which left customers across the UK panicked or angry

Published: 11:55, 28 Feb 2018

KFC fans were left hungry and adrift after more than 600 branches were forced to close.

The fast-food chain blamed a chicken shortage on teething problems with delivery firm DHL. Here's what we know.



KFC branches across the UK were closed due to teething problems with a new supplier

THE Sun UK Edition

Sun Club News Sport Fabulous

A close-up shot of a person's long, vibrant yellow hair being styled with a black round brush. The hair is voluminous and cascades down. The background is dark, showing blurred shelves with various hair products in a salon setting. The overall mood is dramatic and focused on the hair styling process.

**And if you wanna
go wild-er...**

BOTTLE



SpecSavers won Valentine's with this

<https://www.instagram.com/reel/DUoVoRdjKAX/?igsh=cXV5dDhvNzMzbzgw>

“Conservation breeding is an important part of the conservation work that Chester Zoo does...

it is recognised **globally** for its **breeding** of countless species.”

Hello, Kama Zootra

Do it like they do at **CHESTER ZOO**
the home of **HEAVY PETTING**

The HYACINTH MACAW

DIRECTIONS: Lie on your front, tail-feather in the air, with your companion astride horizontally so you form a victorious V-shape.

DELIVERY: Gentle

10,000 **75%** 12 million

ABOUT 10,000 HYACINTH MACAWS WERE KEPT IN NEW YORK CITY WILDS BEFORE THE 1930S. MORE THAN 75% OF TEMPERED MACAWS DIE BEFORE THEY EVEN REACH 1000 FEET. AT LEAST 10 MILLION LITTLE PARROT-BIRDS TURNED INTO THE 1990S.

The CHIMPANZEE

DIRECTIONS: Monkey see, monkey do. Lie back and think of Upton, facing your partner while locked in a light embrace.

DELIVERY: Cheesy

CHIMPANZEES ARE UNDER HUGE THREAT FROM HUMANS

Humans are destroying their habitat and hunting them for their meat. This is putting them close to extinction. They weigh up to 100kg for the largest females (less than 50kg for males) and can live for up to 50 years. They are also very intelligent and can use tools. They are also very social animals and live in large groups called troops. They are also very curious and will try to interact with humans. They are also very intelligent and can use tools. They are also very social animals and live in large groups called troops. They are also very curious and will try to interact with humans.

**How do you
make food
waste sexy?**



**YOUNG LIONS
COMPETITIONS**

LonelyFlans™

<https://youtu.be/-soJGo1mhho>



BOTTLE

DAY 2

Free take-aways

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When the goal is brand awareness, we need to create stories that grab the attention of a large (but relevant) audience.

The brand name needs to be prominent in the story, and the idea so surprising it makes people stop their scroll.

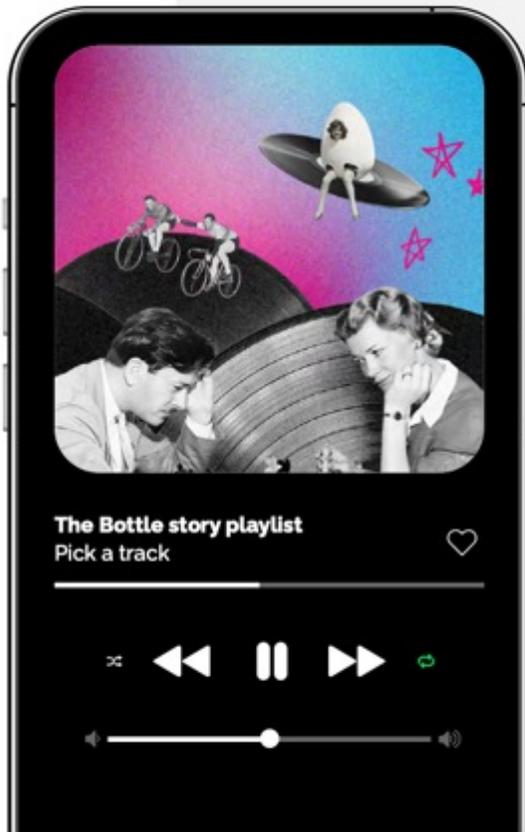
The Bottle Story Playlist explores different ideas and inspiration for ways you can make stories intriguing enough for a journalist to want to credit your brand name in the headline.



[View Guide](#)

Check out our story playlist

[www.wearebottle.com/
resources/the-bottle-story-
playlist](http://www.wearebottle.com/resources/the-bottle-story-playlist)



- 1  This is the perfect moment ♥ ...
- 2  Turning something dull into something delightful ♥ ...
- 3  Let's all celebrate together ♥ ...
- 4  Be a good Samaritan ♥ ...
- 5  Apply some pressure ♥ ...
- 6  Want to play a game? ♥ ...
- 7  The power of imagination ♥ ...
- 8  Pick a fight and take a stand ♥ ...
- 9  The influencer effect ♥ ...
- 10  How cute is that? ♥ ...
- 11  Yeah, we can make stuff ♥ ...
- 12  A side of smile ♥ ...
- 13  My precious product ♥ ...
- 14  Jumping on the bandwagon ♥ ...
- 15  The real guy ♥ ...
- 16  Set yourself a challenge ♥ ...
- 17  Opposites attract ♥ ...

The Creative Process...

Six steps to consistently great ideas

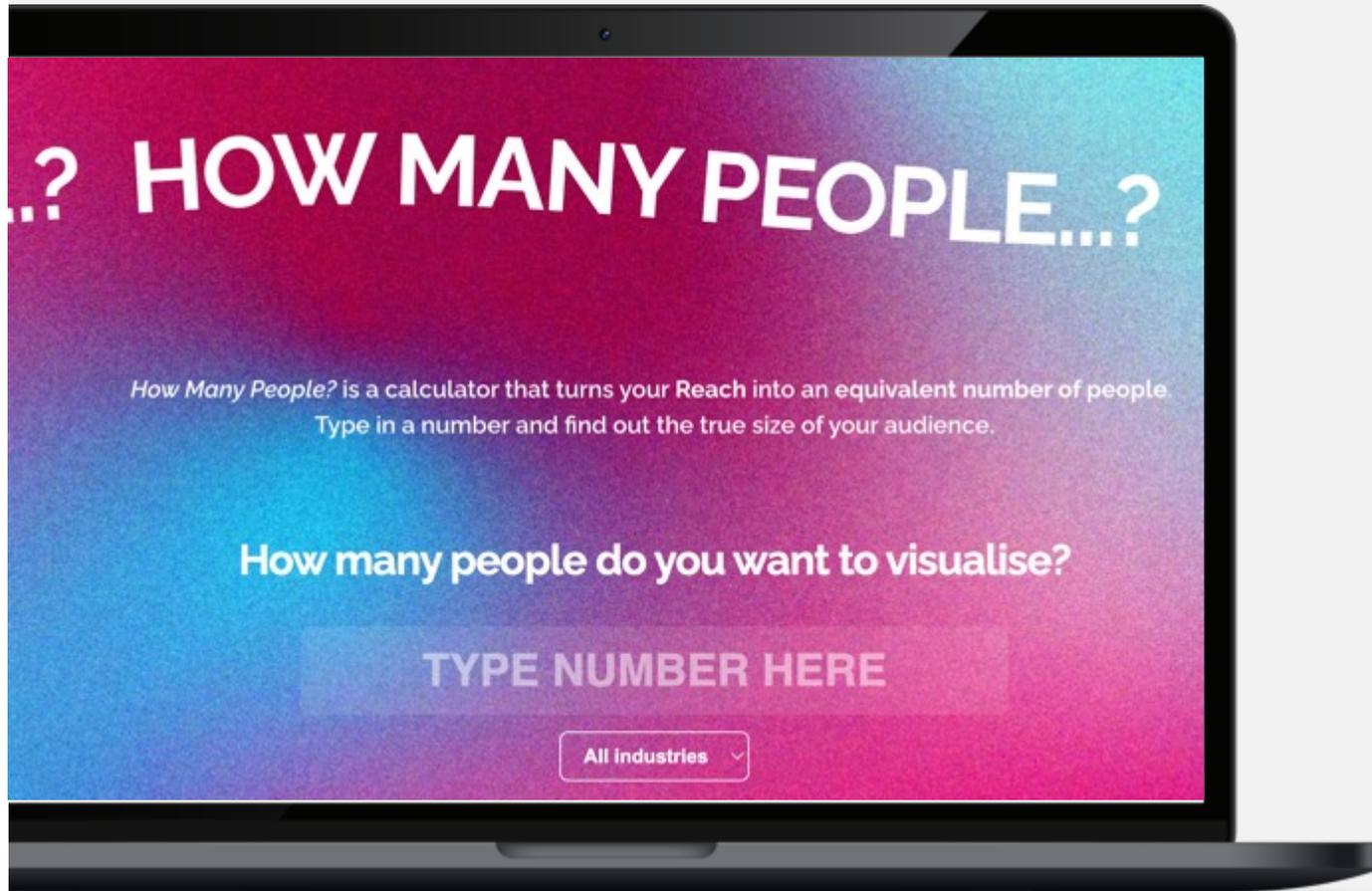
Two words that kill ideas: "let's brainstorm". There's a better way, and it's boringly called the Creative Process.

[READ ME](#)



Try out our creative process

[www.wearebottle.com/
resources/creative-process](http://www.wearebottle.com/resources/creative-process)



Turn a number into a story

wearebottle.com

www.wearebottle.com/resources/coverage-meaning-tool-how-many-people

How many people do you want to visualise?

34,821

All industries ▾

How many people is that?

That's roughly how many roundabouts
there are in the UK

Copy

**Turn a number
into a story**

www.wearebottle.com/resources/coverage-meaning-tool-how-many-people



Turning Customers into Creators:

How to Encourage UGC for Your Brand. User-Generated Content (UGC) is either a fluke, or only possible for the brands with cultural cachet, right? WRONG!

READ ME

<https://www.wearebottle.com/resources/turning-customers-into-creators>

**Cultural
Timely
Or just bloody meaningful**



new story + relevant hook + emotion



**Original
Or a fresh perspective**



**Funny, weird, upsetting
Doesn't matter – just make
people feel something**

And if all else fails

Make it up

