



***The Impact of a Corporate Storytelling Project:  
the Cìù Cìù Winery case***

IO3+

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What I am going to do today is to present a Corporate Storytelling project that we developed for an Italian Wine Company with a funny name: Ciù Ciù.

Ciù Ciù is one of the most important wine company in Central Italy, they produce around 3 millions of bottles that are exported to over the world with a strong vocation towards sustainability, organic and vegan wines and corporate social responsibility.



The corporate storytelling project took the form of an **autobiography** of the company founder. An autobiography is an account of a person's life written by that person. This is quite unusual approach because, at the list in the Italian context, when we talk about Corporate Storytelling we talk about the stories of the organizations, companies archives, exhibitions that celebrates anniversaries and Corporate Museums.

The project was developed in three steps:

- 1) Narrative Interview with the Company Founder;
- 2) Ghost-writing;
- 3) Editing activity and publication of the book by an Italian publishing house.



The result of this activity was a book in which there are fundamentally three types of account.

What I want to highlight not so much this three steps process but the impact that the Corporate Storytelling Project had inside and outside of the company?

We can summarize the impact of the Corporate Storytelling project in five points:

### 1. Celebratory function



The book offered the opportunity to celebrate the company founder in a public event organized for the presentation of the book, in the local theatre, in front of an audience of about 400 people, including city and regional authorities invited. The event offered the opportunity to celebrate the company founder and his goals achieved in a long life of honest and hard work. In this slide you can see, on your right the company founder - Mr. Bartolomei - interviewed in that day, by a famous Italian journalist.



## 2. Corporate Community Building



The publication of the book was an opportunity for many company employees, especially the younger, to learn more about the company. This made them more engaged and more aware about companies values and history. This community building effect was clearly shown by a focus group organized after the book presentation in which we involved 6 companies employees. They underlined the increase of their sense of belonging to the company and, consequently, a better internal cohesion into the company.



### 3. Content generation



*«Content generation is the name given to the process of creating digital media that is to be deployed to the internet. Anything that is contained on a website is called content and includes written text, drawings, photographs, videos and audio files. This means that the process of content creation is multidisciplinary and is performed by many different professionals including writers, artists, photographers, filmmakers and musicians. In fact anyone contributing to the information hold on the internet could be said to be generating content so it can also include updates to social media sites such as blog posts, Facebook likes and Twitter tweets». [1]*

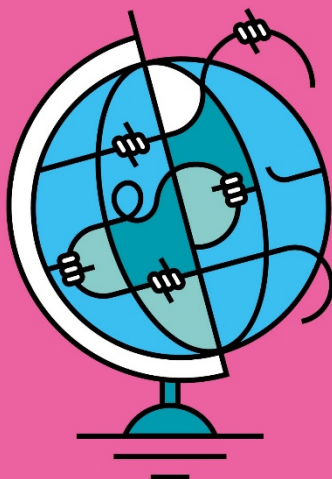
The content of the book was also used in corporate communication.

The book was used in the corporate package and disseminated through corporate social media channels (Facebook Page, Instagram).

These shows how corporate storytelling can be a useful tool for producing new and original content for business communication.



#### 4. Marche promotion



As I already told you the company is based in Marche region that is a rural and touristic region. In this way the book was useful for, indirectly, promote the tourism in the region.

In fact, the book is not only the life history of the company founder but it is mostly the story of the rural civilization in which he grew up, the stories of food and wine traditions and folklore, the wine and food heritage we could say.

It was precisely this aspect that created interest in readers, especially foreign readers because the book was published in Italian and in English, generated a new interest in Marche region in which the story is set and, consequently, in the company that embodies these local traditions.





## 5. Rethink Corporate Strategy toward Cultural Heritage



The last point is maybe the most important one because refers not to the short-term impact but to medium and long-term impact of the project. Let me say just few words about storytelling before going into the last point.

When we talk about storytelling with companies they use to identify storytelling as a useful tool for making corporate communication more effective using a narrative approach, using stories. This is true especially because we live in a narrative society in which stories are more and more important.

But what they not sufficiently consider, in my opinion, is the role that storytelling can play to define new corporate strategies, to create new meanings. Why this? Because telling a story is not a passive process. While you are telling your personal story, or the story of your company, you start reflecting on yourself, on your past, on your values, on your identity. So, this process of telling your story changes your view, change the meaning that you assign to what you are and what you have done.



For this reason scholars use to say that storytelling is a sense making process.

We directly experience this with the project carried out for Ciù Ciù. Because, after the publication of the book, the company learnt that their family heritage, the heritage of the rural civilization in which they grew up, could represent an added value for their products and their brand. Consequently they decided to invest in new Research and Innovation projects based on Cultural Heritage, based, more specifically, on Food & Wine Heritage as strategic asset for the medium-term strategy of the company development.

But this could be the subject for a future presentation.

## References:

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