A photograph of a dirt path winding up a grassy hill. The path is muddy and leads towards a ridge. The sky is overcast with grey clouds. A few trees are visible on the hillside.

“What’s that coming over the hill? Is it a monster, a monster...?”

New approaches to creating your brand narrative

WHITE
CAMINO



Jennifer Corcoran, founder of My Super Connector worked with our very own Melissa Fretwell, White Camino's marketing consultant on the brand narrative for her business. To add some extra bite we applied some of the brilliant challenger brand thinking from eatbigfish and PHD to her world. And so My Super Connectors Monsters were born.

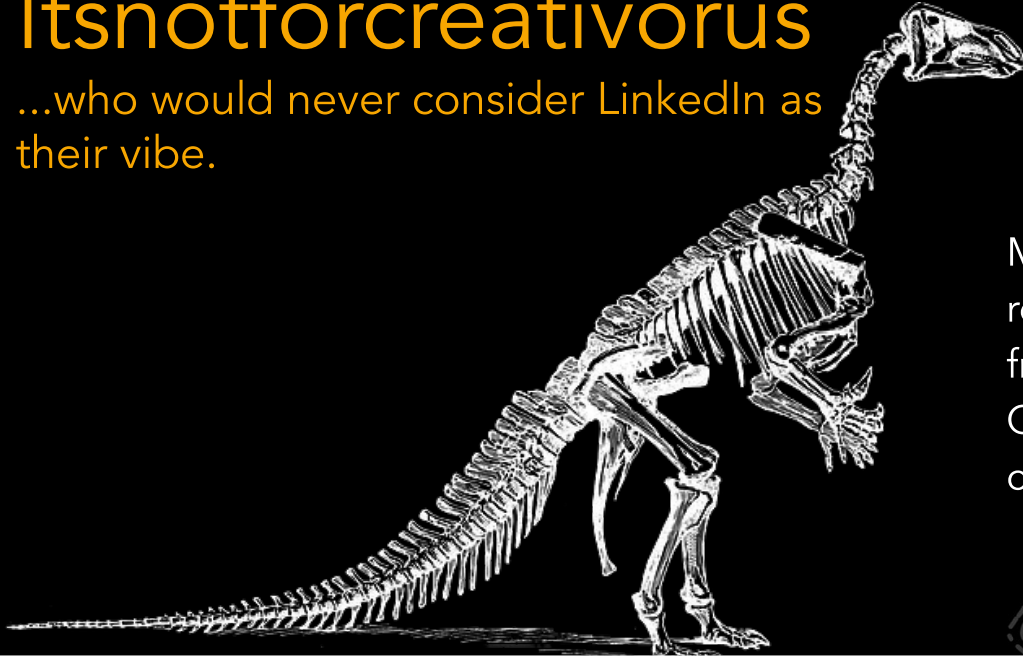
WARNING the following content may be distressing...

Brand narrative - define your monsters then beat them

WHITE
CAMINO

It's not for creativos

...who would never consider LinkedIn as their vibe.



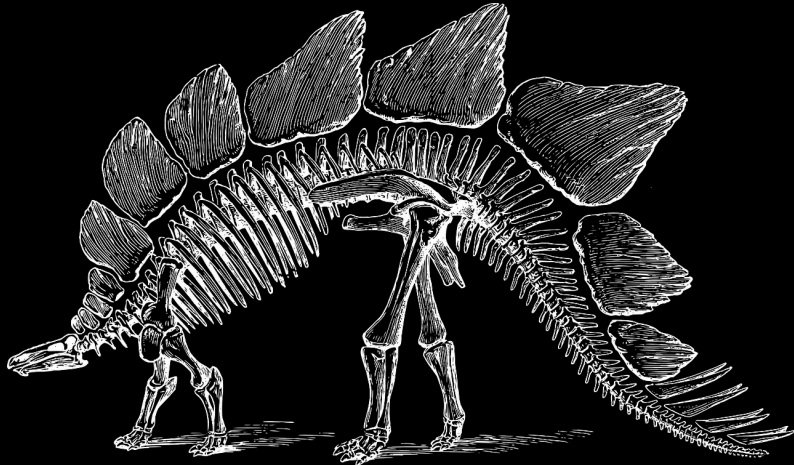
My Super Connector is the reset button, reminding us LinkedIn is for everyone from creatives to yogi's to CEOs. Creatives will shine brightly against the corporate grey.

Brand narrative - define your monsters then beat them

WHITE
CAMINO

Selfsabotagonator™

which is hell bent on shouting louder,
drowning out diverse voices.



My Super Connector is here to build you up, enabling you to get your voice heard, encouraging skills and advice sharing to create a positive ripple effect. Career shaping kindness, if you will.

Brand narrative - define your monsters then
beat them

WHITE
CAMINO

LinkedInoids

who serve up generic and impersonal
advice on how to gamify the platform.



My Super Connector is warm,
approachable and honest. She offers
clear solutions and relates to other
humans in an emotionally intelligent way.

“Melissa is AMAZING! She helped me to do a deep dive of my brand and from start to finish I was impressed by her professionalism, innovation and strategic thinking. I'm walking away with a far clearer vision, mission, brand positioning statement and an acronym of my brand values which feels 100% authentic and sustainable.

Not only has Melissa helped me to fine tune my brand, she has given me a comprehensive breakdown of my services with clients by segment. I don't have enough superlatives to say how great she is. If you need help with your brand I urge you to seek Melissa out!” **Jennifer Corcoran, My Super Connector**