

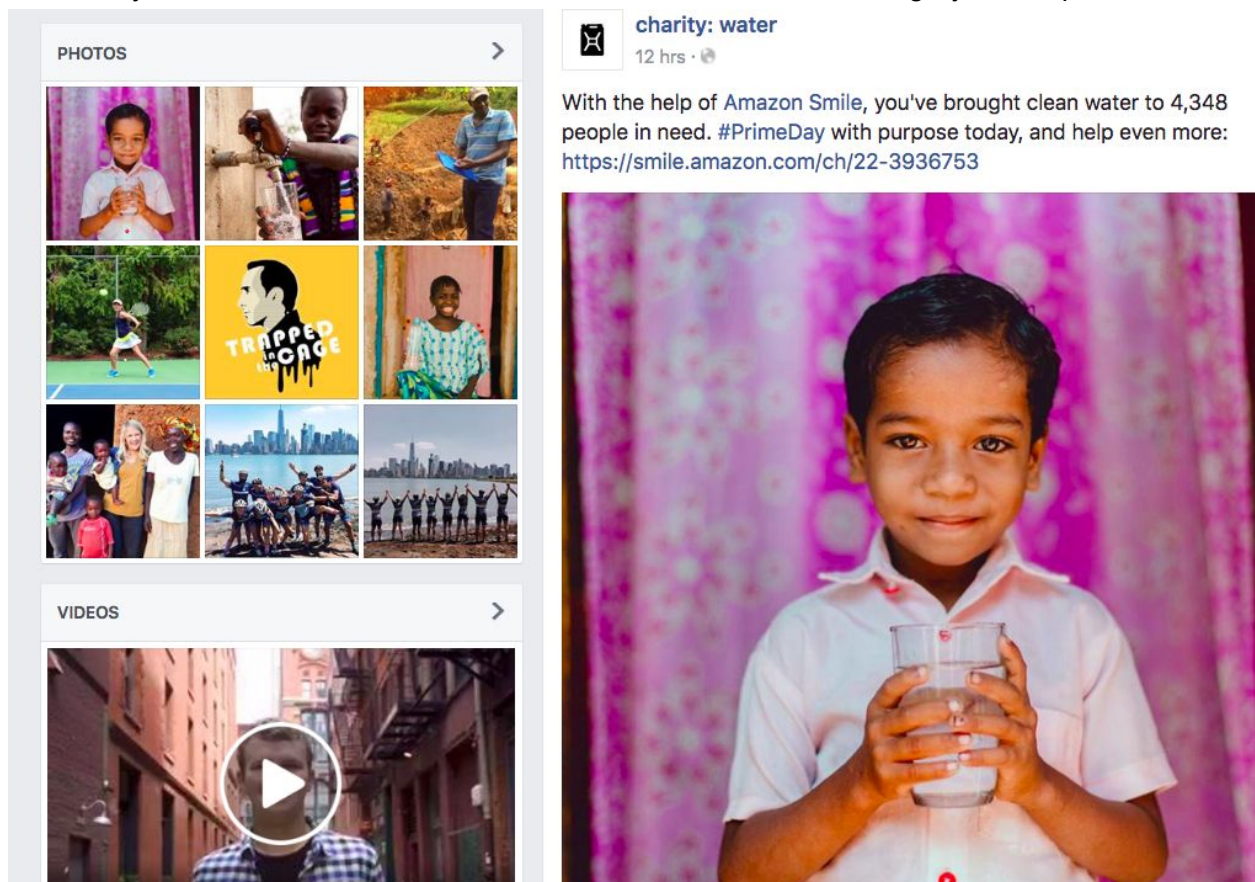
5 Brands that Inspire Us Through Stories

*This is an extra resource to go along with the original article:
[Become a Social Media Storyteller—Here's How](#)*

Here's a look at top brands that are killing it with social media storytelling:

[charity: water](#)

charity: water uses the common thread of vibrant and colorful imagery to compel action.



The image shows a social media post from 'charity: water'. On the left, there is a grid of photos and a video thumbnail. The photos include a young girl holding a glass of water, a man holding a child, a man in a blue shirt, a woman playing tennis, a graphic with the text 'TRAPPED IN A GAGE', a woman in a patterned shirt, a group of people, and a group of people on a beach. The video thumbnail shows a man in a plaid shirt. On the right, the post text reads: 'With the help of Amazon Smile, you've brought clean water to 4,348 people in need. #PrimeDay with purpose today, and help even more: <https://smile.amazon.com/ch/22-3936753>'. Below the text is a large image of a young boy in a white shirt holding a glass of water.

[Image Courtesy of charity: water](#)

[GoPro](#)

GoPro welcomes user generated content on Twitter to craft an action narrative.



GoPro @GoPro · 9h

Photo of the Day! [@matthiasgiraud](#) has reasons to smile at the summit of [#MtHood](#)...summer skiing is here! [#GoPro](#)



← ↻ 90 ❤️ 278 ⋮

[Image Courtesy of GoPro](#)

[Dollar Shave Club](#)

Dollar Shave Club created one of the most viral videos in YouTube history with its 2002 gem, *Our Blades Are F***ing Great*.



The video player shows a man with short brown hair, wearing a white button-down shirt, looking slightly to his right. He is in a store filled with various products, including boxes and containers. The video player interface includes a progress bar at 0:02 / 1:33, play/pause, volume, and settings icons.

DollarShaveClub.com - Our Blades Are F*ing Great**

Dollar Shave Club 

 [Subscribe](#)

22,845,576 views

 Add to  Share  More

 111,343  2,061

Published on Mar 6, 2012
Dollar Shave Club delivers amazing razors and grooming products for just a few bucks. Try the Club → www.dollarshaveclub.com/intro

[Image Courtesy of Dollar Shave Club, YouTube](#)

[Land Rover](#)

In 2014, Land Rover unveiled an interactive digital experience known as the Vanishing Game. This eight chapter adventure novel also perfectly highlighted Land Rover.



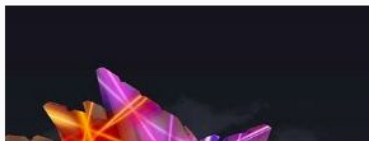
LAND ROVER PRESENTS
THE VANISHING GAME
BY WILLIAM BOYD

Today Land Rover North America released The Vanishing Game, a new interactive, digital book written by internationally acclaimed British author William Boyd. This full-length, original online adventure thriller from the best-selling novelist follows protagonist Alec Dunbar on a suspenseful driving adventure from London to a remote part of Scotland. Starting today, consumers can experience the story, which is brought to life through an interactive platform that invites readers to go beyond its words and fully experience the

[*Image Courtesy of Land Rover USA*](#)

[Lego](#)

On Instagram, Lego uploads a lot of short and fun videos that perfectly highlight the product.



[Lego on Instagram](#)