




8. Micro Case

This format is a large case story sampler, where you have focused on one single question and answer.

It may well derive from a much broader story – but it's a perfect short format when you do it in this single issue form.

This allows you to go straight to the heart of the subject with the question in the title.

Micro Case

 [Play example](#)

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Story Basics

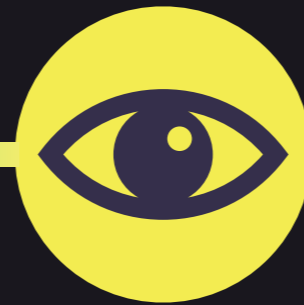
Case stories are excellent vehicles for communicating everything from brand values to product excellence – and breaking them down into smaller pieces can make them extremely easy to digest.

Most case stories revolve around these themes:

- The customer need: Why do they need that thing we provide.
- The customer result: What does it mean when that need is satisfied.
- The customer selection process: Why did they conclude that they wanted to work with you.
- The customer relation: How do they experience working with you.

Each of these "themes" can be broken out into these micro case stories, focusing on one detail at a time.

When structuring larger case stories this way – you can also combine statements from different customers on each theme into other stories. So you can gain a lot from being very modular here.



Where to find it?

This is an excellent opportunity to activate your colleagues – and get them to recommend the best cases and help out with the introduction.

This format often has a great shelf life – and you can probably produce the stories quite far in advance if you need.

Make the extra effort to find some good representation and diversity among both the customers and who the internal stakeholders are.



How to produce it!

When you use these types of formats, you focus a lot on the questions and answers – not on traditional "on-site reporting," which means that you could actually create these completely digital.

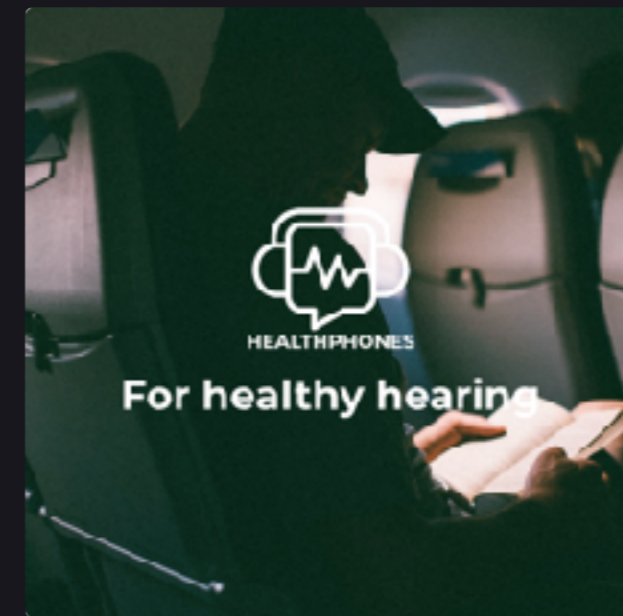
It's interesting to think about case creation on an almost industrial scale – where you do everything in an almost forms-based workflow. But even if you don't take it all the way to that, there is a lot to be gained by keeping the questions strict – since it would allow you to combine multiple clients' answers to the same question in composite stories.

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The Client Hook Question

Pose the question in the first slide. We are not using Intro slides since this could be derived from a more extensive case story with different parts. So it's more of a construction detail in this format. Ensure that this is a "real" question that the client can answer directly.

Client Answer

The answer must contain why there is a need for the product/service, what that product/service is, and any tangible positives for using it. It's relatively straightforward but needs proper care to encompass all this.

The Client

Present the person with a name, title, and company. If the company is not generally known, you can add a brief fact about the company here.

Outro with message

Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.