



# **HERO STORY IDEAS FOR JIHEE HUH**



Page 1 – 4: Summary of our phone conversation  
Page 5 – 11: Ideas



# WHAT'S A HERO STORY

- ▶ A hero story is when a **company, a brand, a or an individual**
- ▶ is doing something that **benefits the greater good**,
- ▶ something that goes beyond their immediate ROI and also improves lives or mother nature.



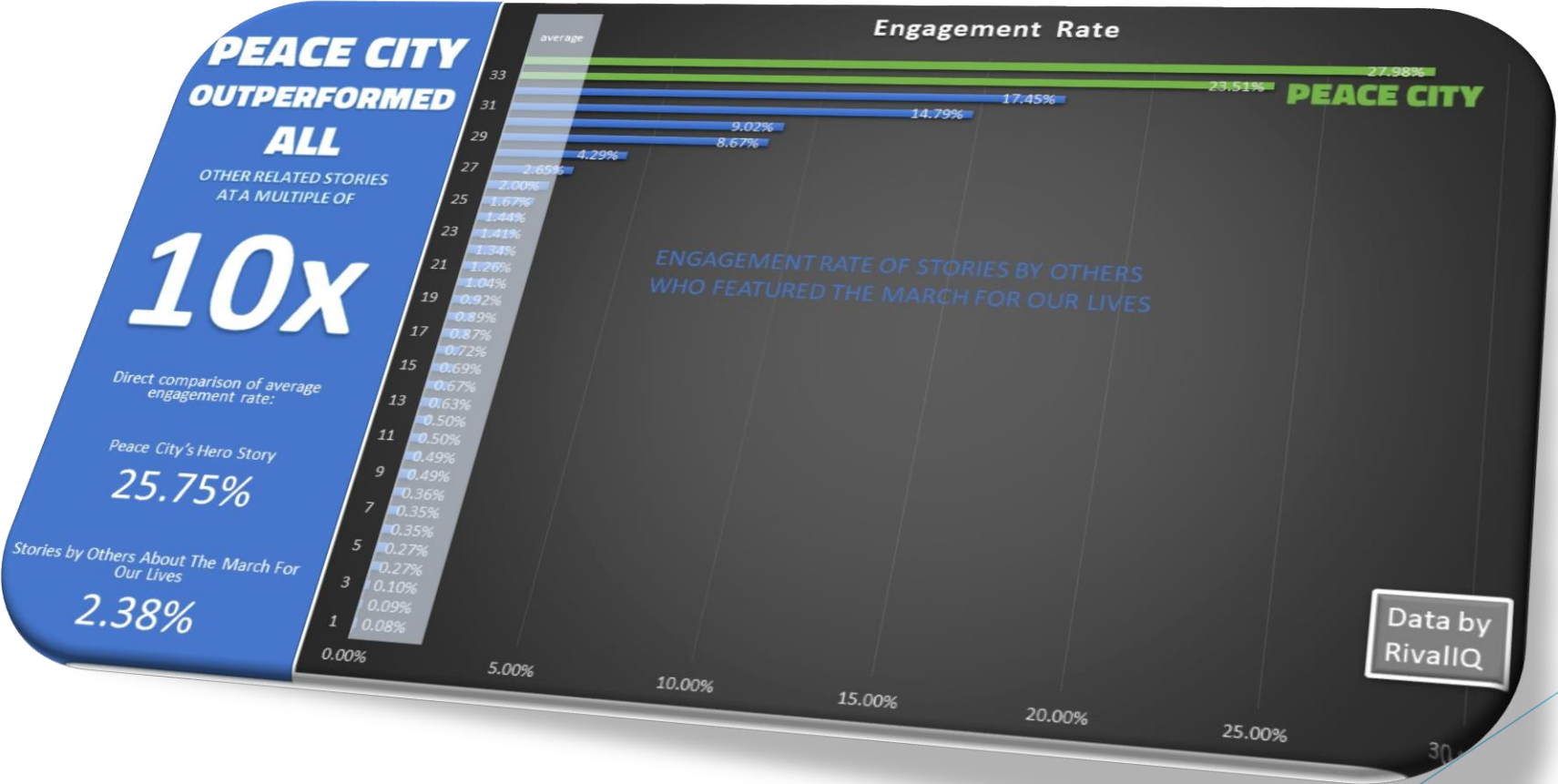
# WHY WE DO IT

- ▶ To **shape culture** by putting a spotlight on heroes as an **inspiration for others** to “become heroes”
- ▶ To **shape public opinion** in order to encourage support for future-fit **policies**
- ▶ To **build brand equity** and relationships with **loyal customer** for hero brands



# Hero Story Track Record

example



# HERO STORY IDEAS

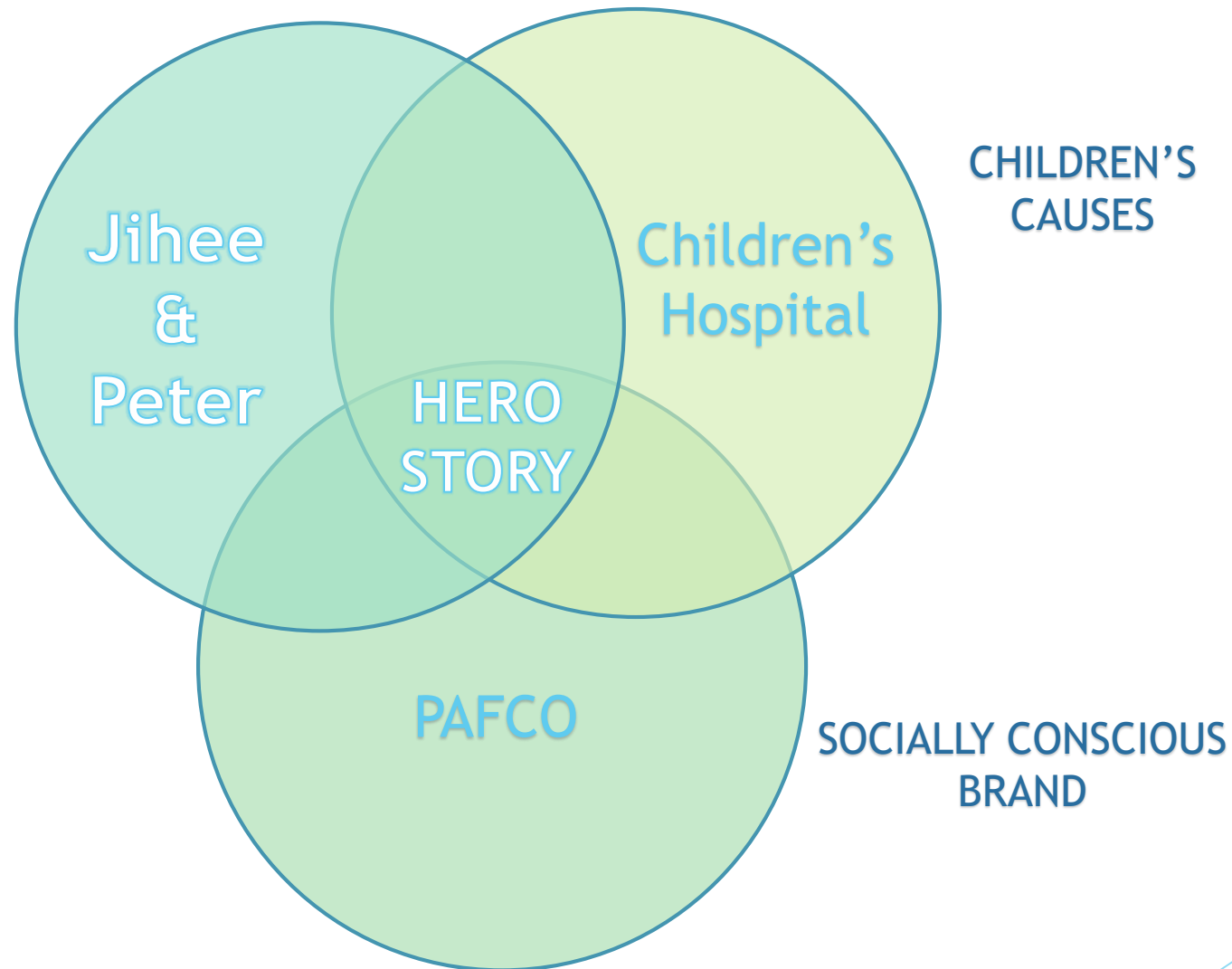
BRAINSTORM SESSION with the goal to **select 1 or 2** hero stories

# Jihee's AREAS OF INTEREST

- ▶ SOCIAL JUSTICE
- ▶ JIHEE'S PROJECT FOR SOCIALLY CONSCIOUS & ENVIRONMENTALLY FRIENDLY COMPANIES (TRANSFORMATION ORGANIZATIONS)
- ▶ PAFCO

## EXAMPLE of COMBINED STORY LINES

Hero Story about Children's Causes by featuring Jihee in the context of the LA Children's Hospital & work made possible by PAFCO





# Jihee Huh - Social Justice Ambassador

## IDEAS FOR POSSIBLE HERO STORIES

- ▶ Jihee - Feature Story about ...
  - ▶ THEME: **CHILDREN** - Children's Hospital of Los Angeles
  - ▶ THEME: **WOMEN** - Comfort Women movement
  - ▶ THEME: **HUMAN RIGHTS** - Human Rights Watch
  - ▶ THEME: **EDUCATION**: Chadwick School, California.
  - ▶ THEME: **EMPOWERMENT** - C.A.U.S.E., Center for Asians United for Self Empowerment
  - ▶ THEME: **LEADERSHIP** - C.L.V.V., Community Leaders Vital Voices. - Civic Engagement



# JUSTICE - Social Justice - Hero Story Ideas

- ▶ **Women's Rights**
  - ▶ Hero Moms
  - ▶ Courageous Women
  - ▶ Professional Women
- ▶ **Social Equality**
  - ▶ Heroes among minorities (relationships between people of different backgrounds)
- ▶ **Economic Equality**
  - ▶ Hero Nurses & Doctors (Health Care)
  - ▶ Hero teachers (education)
  - ▶ Hero Entrepreneurs (Livable Wage)
- ▶ **Mother Nature's Justice**
  - ▶ Hero Brands - Environmentally friendly products or services

# TRANSFORMATION ORGANIZATIONS - e.g. PAFCO

- ▶ Hero **Entrepreneurs** (PAFCO - feature family or team members)
- ▶ Hero **Brands** (PAFCO - socially conscious or environmentally friendly)
- ▶ Hero **Initiatives** (e.g. PAFCO supporting worthy causes)

# PAFCO - ideas for hero stories about:

- ▶ Initiatives for a **healthy ocean**
- ▶ Initiatives for a **healthy consumer**
- ▶ Initiatives for **happy** workforce
- ▶ Other initiatives