

The Art of Visual Storytelling

in an era of scorched earth marketing

Innovation Begins with Understanding.

[An emotional connection is your most powerful tool]

- *There has always social media*
- *Putin has always been calling the shots in Russia*
- *The Sandy Hook tragedy is their Columbine.*
- *College does not guarantee success – the recession showed educated family members losing stability.*
- *The United States has always been at war.*
- *Euros have always been the coin of the realm...well, at least part of the realm.*
- *Serena Williams has always been winning Grand Slam singles titles.*
- *SpongeBob has always lived at Bikini Bottom.*
- *They have never had to watch or listen to programs at a scheduled time.*
- *They have never seen billboard ads for cigarettes.*
- *Each year they've been alive the U.S. population has grown by more than one million Latinos.*
- *Vaccines have always been linked to autism.*
- *If you want to reach them, you'd better send a text—emails are oft ignored.*
- *They disagree with their parents as to which was the “first” Star Wars episode.*
- *Bluetooth has always been keeping us wireless and synchronized.*
- *Snowboarding has always been an Olympic sport.*
- *DreamWorks has always been making animated creatures heroic and loveable.*
- *They have never used a rotary phone – or a pay phone or dial-up.*
- *Robots have always been in the O.R.*

THE SCIENCE OF STORYTELLING

As more brands make the move towards content marketing, cutting through the noise is more vital than ever before. But our brains are built to connect with compelling stories.

HOW STORYTELLING AFFECTS THE BRAIN

NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experiences thanks to a process called neural coupling.

MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



DOPAMINE

The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.

THE SCIENCE OF STORYTELLING

As more brands make the move towards content marketing, cutting through the noise is more vital than ever before. But our brains are built to connect with compelling stories.

IF

100,500

digital words are consumed
by the average US citizen
every day

92%

of consumers want brands to
make ads that feel like a story

60x
faster

rate at which the brain
processes images in
comparison to words

THEN



Keep it short.
Have a great title
to grab attention.



Deliver content
that is linear
and expresses a
clear narrative.



Show more, tell
less. Use video/
images for more
compelling content.



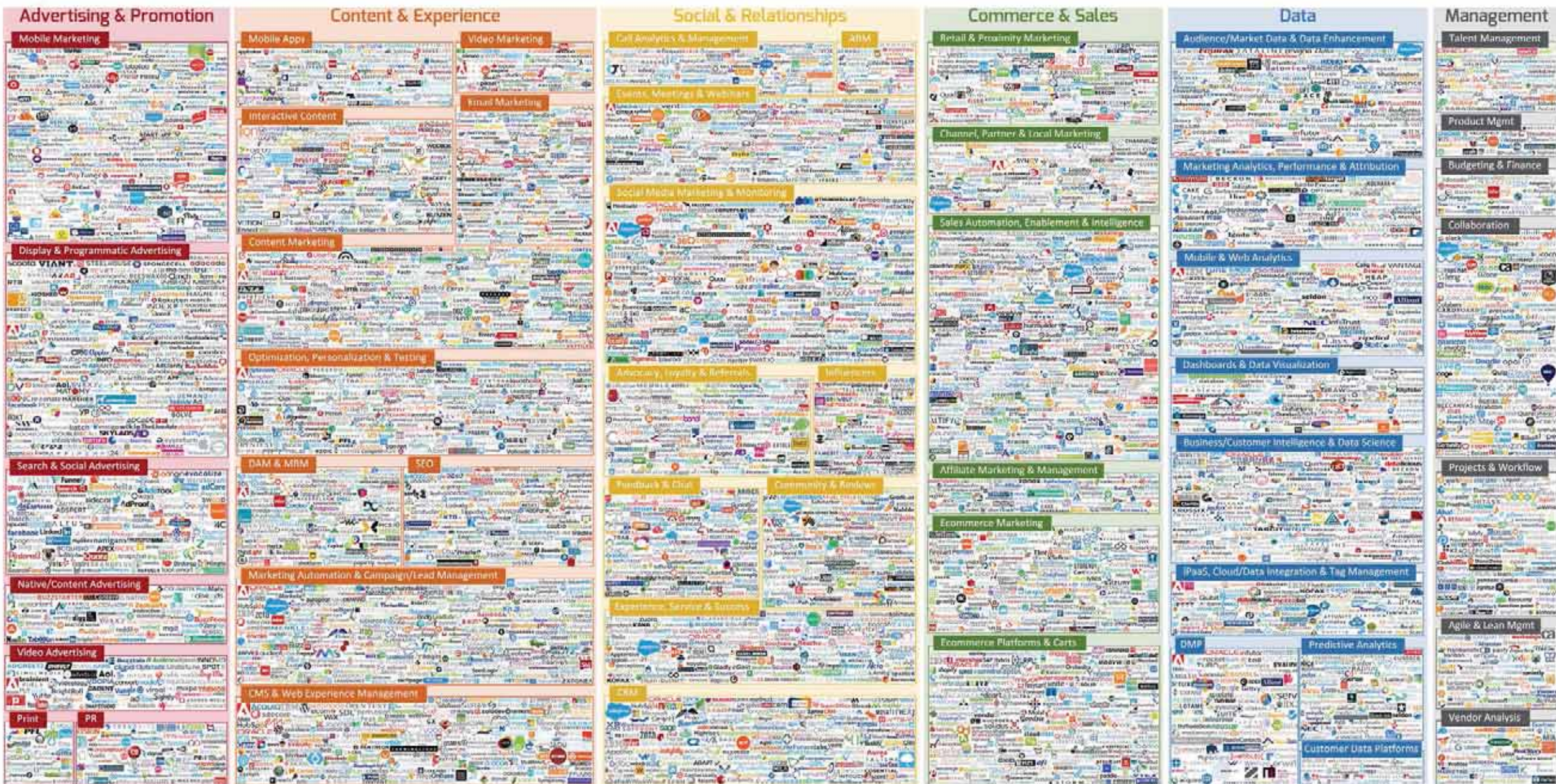
The Enemy of Remarkable Storytelling is Impatience.

There is a desperation at play in most marketing organizations. A low grade panic to solve short-term needs and strategy has become as fleeting as a Snapchat video.



Scorched Earth Marketing

New media channels emerge, in part, because we marketers ruin old one – we trade strategy for tactics, storytelling turns into rabid gaming the system



2011

Marketing Technology Landscape



~150

2012

Marketing Technology Landscape



~350

2014

chiefmartec.com Marketing Technology Landscape



~1,000

Growth of the marketing
technology landscape
over 7 years

2015

chiefmartec.com Marketing Technology Landscape



~2,000

2016

chiefmartec.com Marketing Technology Landscape



~3,500

2017

chiefmartec.com Marketing Technology Landscape ("Martech 5000")



~5,000

Left brain

I am the left brain.
I am a scientist. A mathematician.
I love the familiar. I categorize. I am practical.
Analytical. Strategic. I am precise.
Always in control. A master of words and language.
Realistic. I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.

**We've become experts at spotting a fake.
As consumers, our eyes have become
more sophisticated and what we look for,
above all, is something real.**

Right brain

I am the right brain.
I am a free spirit. I am passion.
I am the sound of roaring laughter.
I am the feeling of sand beneath bare feet.
I am movement. Vivid colors.
I am the urge to paint on an empty canvas.
I am boundless imagination. Art. Poetry. I sense. I feel.
I am everything I wanted to be.



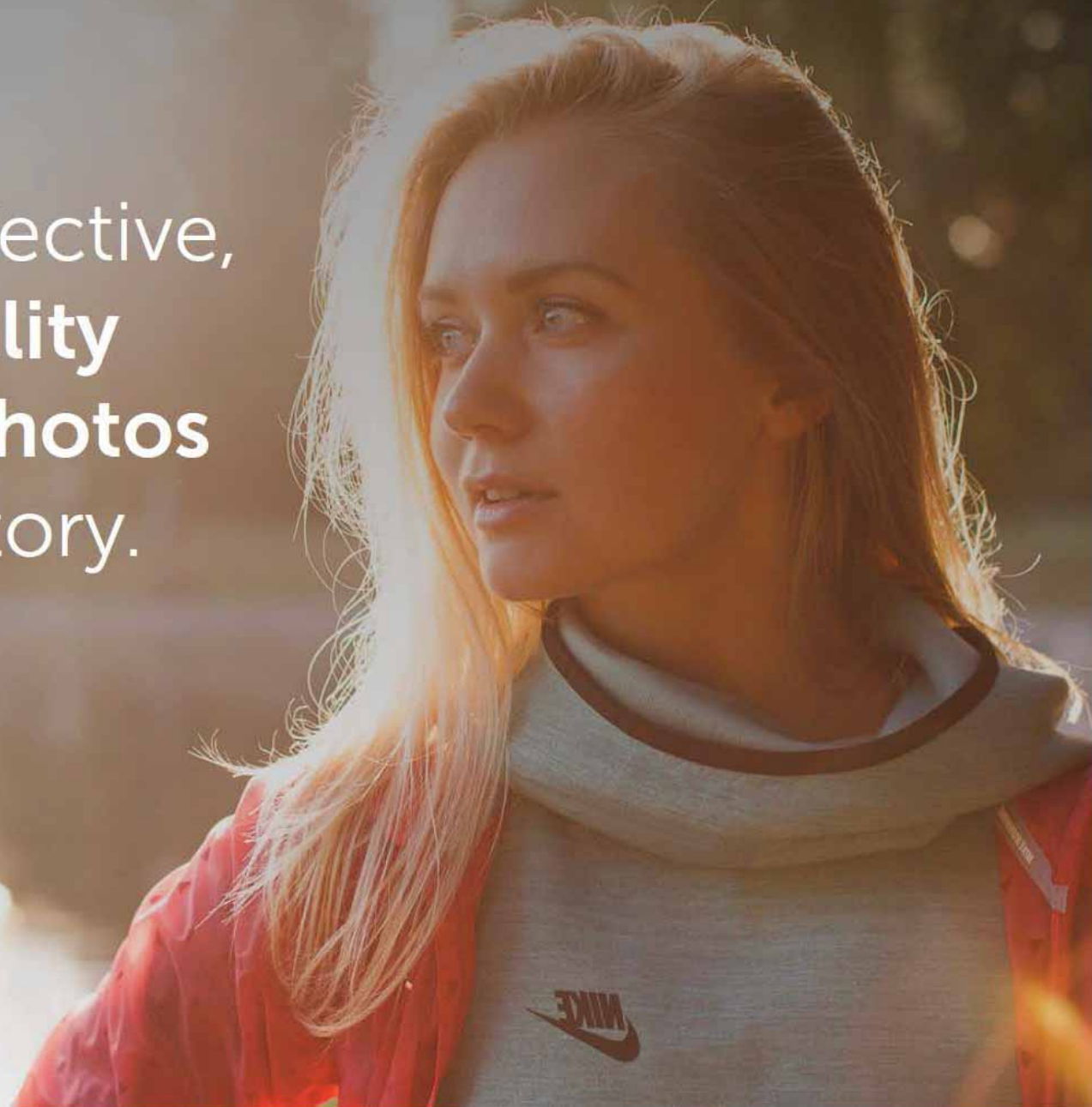
Mercedes-Benz
The best or nothing.

**We live in a world
that is built on
empty promises
constructed by liars.**

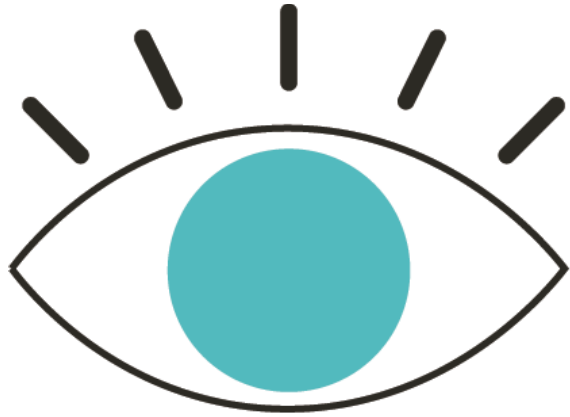


Fake Friends & Betrayal Quotes
www.geckoandfly.com

And to be effective,
use **high quality
real-world photos**
to tell your story.







83% of learning is visual

01

MRI scans reveal that when we read words like "perfume" and "coffee", our primary olfactory cortex activates.



04

Our brain will ignore clichéd words and phrases – a phenomenon that scientists theorize is caused by loss of storytelling power.



02

Individuals who frequently read fiction seem to better understand other people and display greater empathy.



05

The "hero's journey" story model is the foundation for half of all Hollywood movies and the majority of the most-watched TED talks.



03

When someone listens to a character-driven story, their brain immediately floods with oxytocin, a love hormone.



06

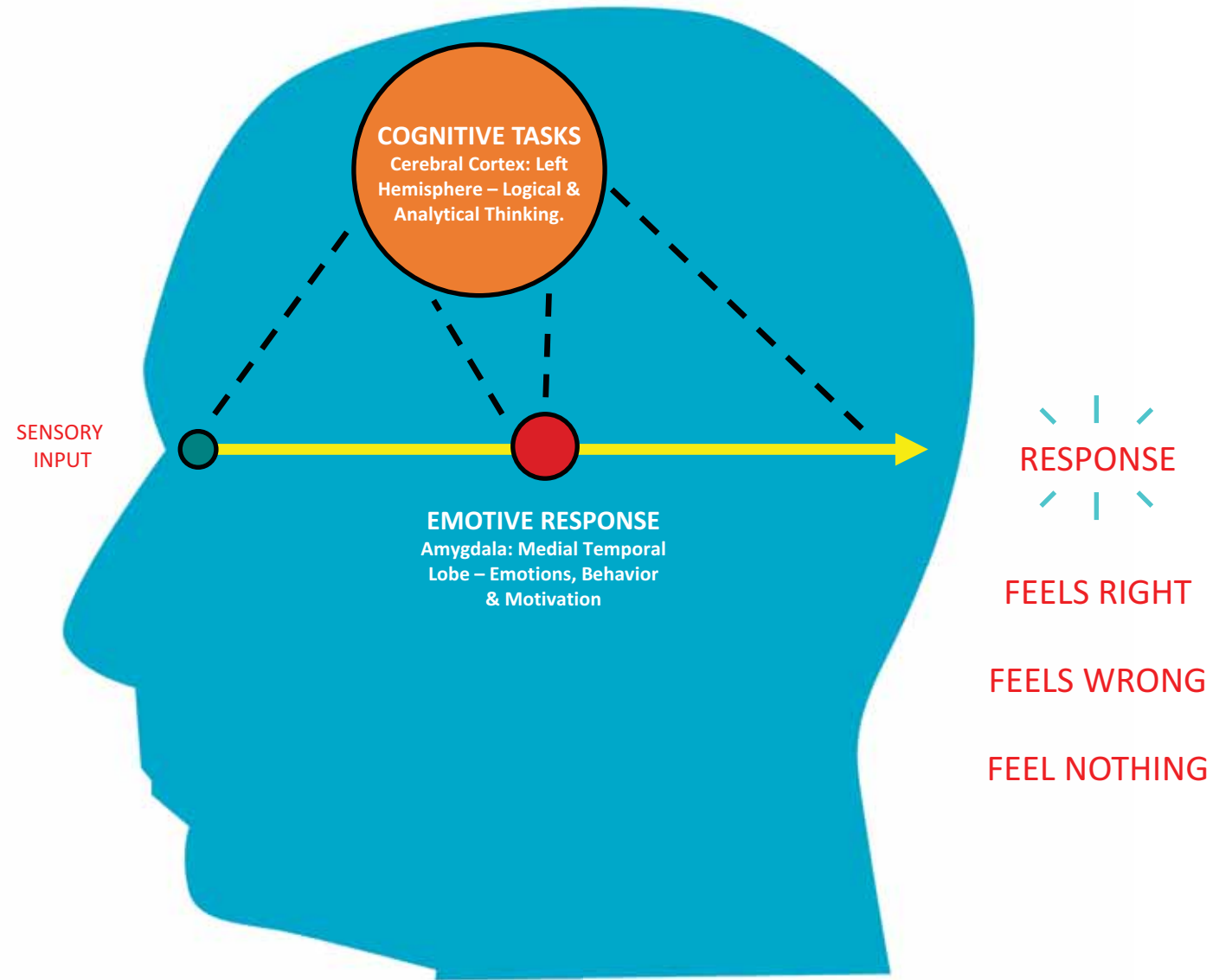
The hormone cortisol is released during the rising arc of the story, prompting a powerful emotional reaction even when the listener knows the story is fiction!



For most, understanding of the world is being accomplished, not through words, but by reading images."

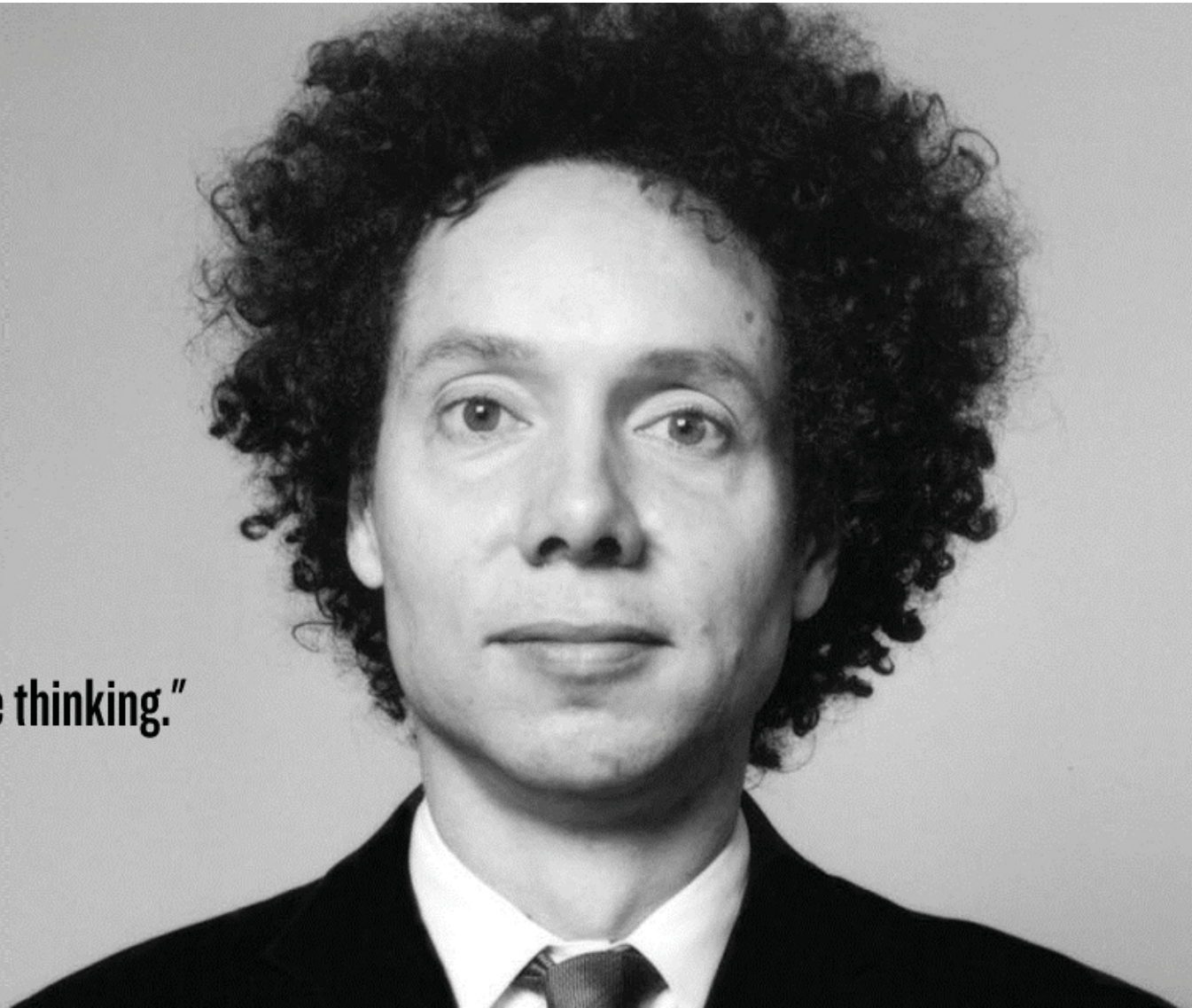
— Paul Martin Lester, "Syntactic Theory of Visual Communication"

THINSLICING



**"Truly successful decision-making relies on
a balance between deliberate and instinctive thinking."**

-Malcolm Gladwell







***Q: How do we increase quality, diversity,
geography, and lower discount rate – right?***

***Q: How do WE forge a strong emotive connection
through powerful and authentic narrative?***

- and -

***How's that story going to be told so we can
turn connection into desire?***

***SAFE
IS
DEATH***



K E E P

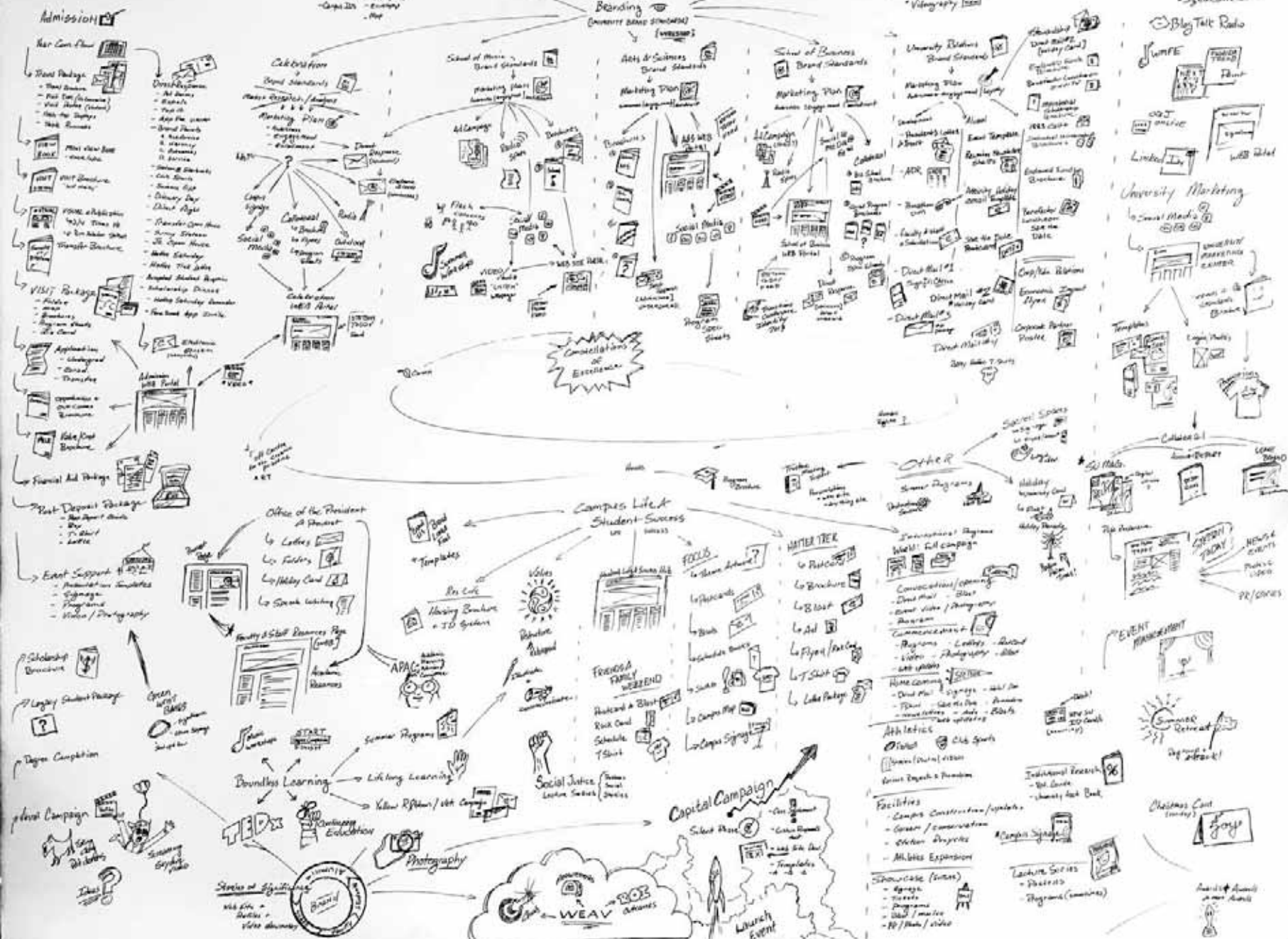
H E

S H M P L E

JONES



Diagram of a simple machine, possibly a pulley or lever system, with a weight hanging from it.



Significance. Since 1853

Stetson University's history of innovation, leadership, and academic excellence is a testament to the power of education to shape the future. Our commitment to excellence is a testament to the power of education to shape the future.



Significance

Possibility within.



FLEXSTER: Hipster types, merging the best of the past with the present. (best of both worlds)

VISIONIST: Adventurous, outgoing, looking to blaze new trails & startups (entitlement is a good thing)

EXPRESSIONAL: Leadership, traveler & social media mogul sharing every experience (Memories over milestones)

PROFSSIONIST: Flex Schedules, professional & personal growth with purpose (More than a paycheck)

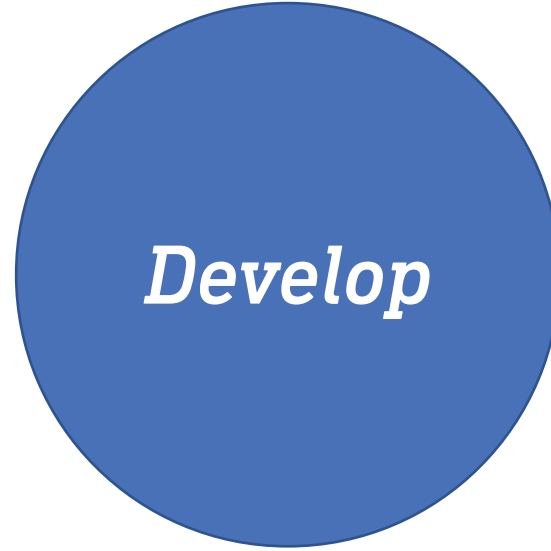
EMERGENT: Explorers, connecting to causes over careers. Acceptance and equality (longer to launch)

TECHSTER: Knows code and Comic Con. Gamers who can make an app for that...



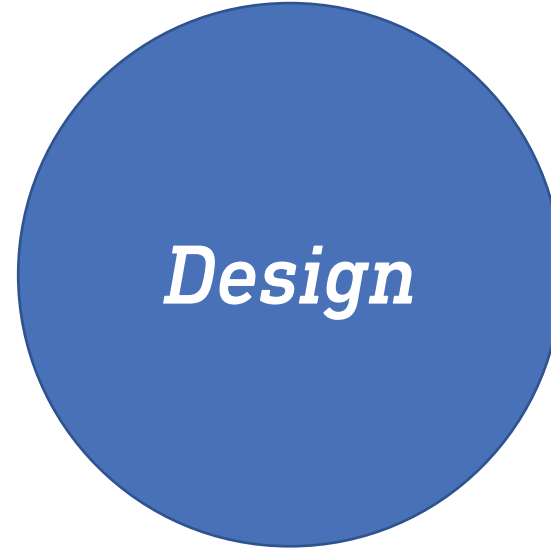
Discover

***What is the Problem
Budget and Resources
Competitive Research
Audience Personas
Strategic Approach***



Develop

***Creative Brief - Big Idea
Ideation - Brainstorm
Conceptual Approach
Emotive Appeal
Channel Integration***



Design

***Photo/Video Shoots
Narrative Development
Layout & Design
Test & Refine
Coordinate & Schedule***



Deploy

***Launch
Measure & Track
Refine and A/B Test
Promote & Survey
Adjust/Improve***

the brand

A LENS FOR CLARIFYING & MAGNIFYING YOUR BRAND

***IF THERE IS NO CONNECTION
THERE IS NO EXPERIENCE***

***EMOTIVE CONNECTION IS HOW
SUCCESSFUL BRANDS ARE BUILT***

UNDERSTANDING & DISCOVERY

YIELDS

Data and context



FINDINGS REPORT

BRAND LABS BRAND AUDITS

Mission & Vision
Customers & Experience
Touchpoints
Sales History & Processes
Customer Satisfaction
Key Products & Services
Culture & History
Business Strategy
Market Environment
Competitor Landscape
Research & Analysis
Site Visits
Observation
Interviews
Surveys
Focus Groups

YIELDS

Personality and the potential

Positioning & Differentiating

Brand Attributes

Brand Values

Brand Personality

Brand Voice

Brand Story

Brand Identity

Brand Experience

Brand Perception

Brand Reputation

Brand Equity

Brand Loyalty

Brand Advocacy

Brand Community

Brand Partnerships

Brand Collaborations

Brand Extensions

Brand Innovation

Brand Sustainability

Brand Social Responsibility

Brand Philanthropy

Brand Activism

Brand Cause Marketing

Brand Social Impact

Brand Environmental Impact

Brand Governance

Brand Compliance

Brand Risk Management

Brand Crisis Management

Brand Reputation Management

Brand Monitoring

Brand Reporting

Brand Evaluation

Brand Improvement

POSITIONING & DIFFERENTIATING

Brand Attributes

Brand Values

Brand Personality

Brand Voice

Brand Story

Brand Identity

Brand Experience

Brand Perception

Brand Reputation

Brand Equity

Brand Loyalty

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Brand Reputation Management

Brand Monitoring

Brand Reporting

Brand Evaluation

Brand Improvement

Brand Innovation

YIELDS

Your identity and

Brand Attributes

Brand Values

Brand Personality

Brand Voice

Brand Story

Brand Identity

Brand Experience

Brand Perception

Brand Reputation

Brand Equity

Brand Loyalty

Brand Advocacy

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Brand Environmental Impact

Brand Governance

Brand Compliance

Brand Risk Management

Brand Crisis Management

Brand Reputation Management

Brand Monitoring

Brand Reporting

Brand Evaluation

Brand Improvement

Brand Innovation

APPLYING & EXTENDING

YIELDS

How you show up in

the world

Brand Attributes

Brand Values

Brand Personality

Brand Voice

Brand Story

Brand Identity

Brand Experience

Brand Perception

Brand Reputation

Brand Equity

Brand Loyalty

Brand Advocacy

Brand Community

Brand Partnerships

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Brand Crisis Management

Brand Reputation Management

Brand Monitoring

Brand Reporting

Brand Evaluation

Brand Improvement

Brand Innovation

Brand Sustainability

Brand Social Responsibility

Brand Philanthropy

***True storytelling relies on the audience
to develop their own imagery and detail
to complete and, most importantly,
to co-create, whereas content does not.***

Left
brain

I am the left brain.
I am a scientist. A mathematician.
I love the familiar. I categorize. I analyze.
Analytical. Strategic. I am practical.
Always in control. A master of words and language.
Realistic. I calculate equations and play with numbers.
I am a planner. I am logical.
I know exactly what I want to be.

Right
brain

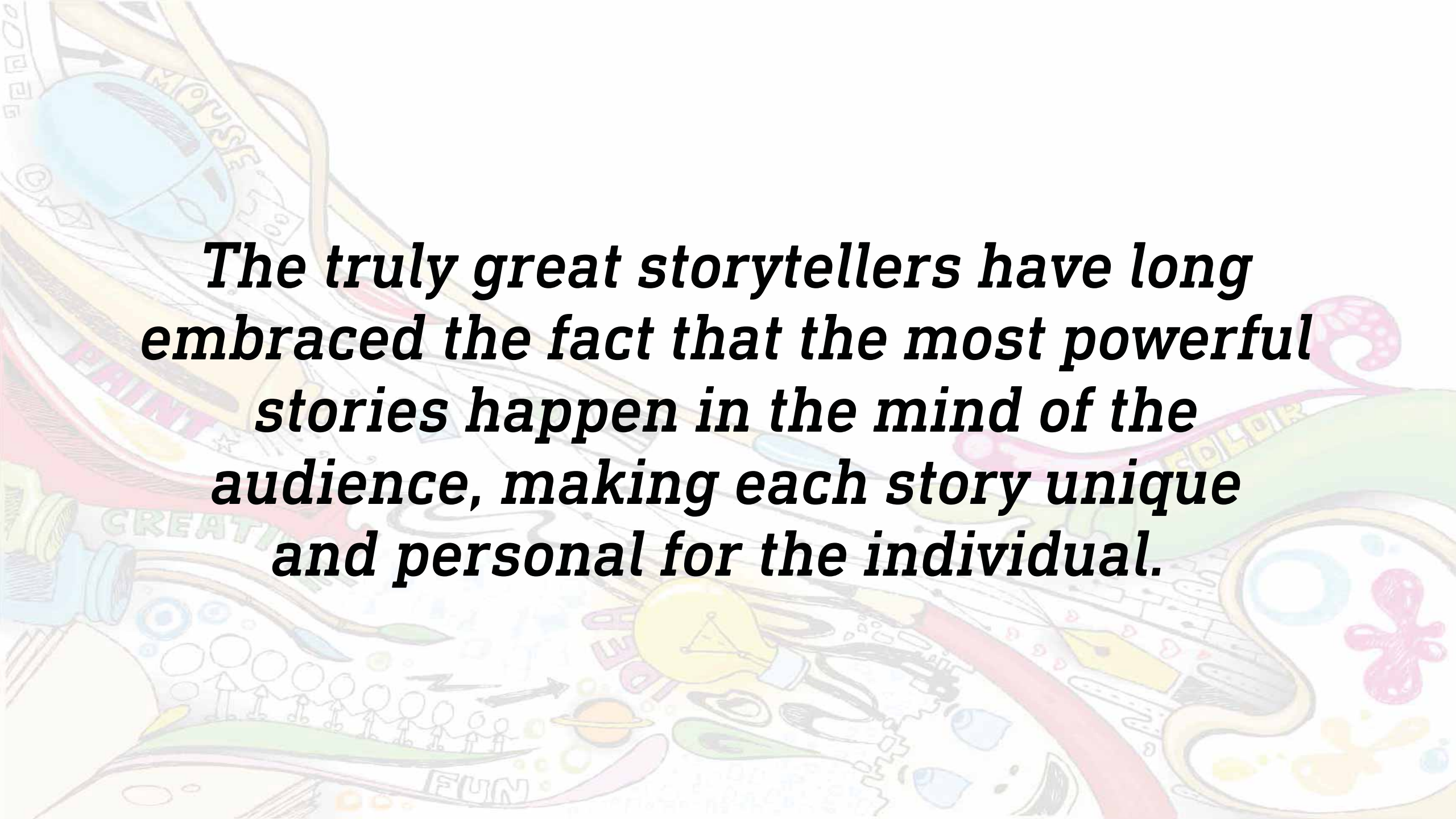
I am the right brain.
I am a free spirit. I am passion.
I am the sound of roaring laughter.
I am the feeling of sand beneath bare feet.
I am movement. Vivid colors.
I am the urge to paint on an empty canvas.
I am boundless imagination. Art. Poetry. I sense. I feel.
I am the dream I wanted to be.



Mercedes-Benz
The best or nothing.

A cinematic still from the movie Interstellar. Two astronauts in full space suits are shown from the chest up, floating in a dark, blue-tinted environment. The astronaut on the left is in the foreground, slightly out of focus, while the one on the right is in the background, looking towards the left. The suits are detailed with various straps, buckles, and a large, clear helmet visor. The lighting is dramatic, with a bright light source creating a lens flare effect across the scene.

“In Space No One Can Hear You Scream”



The truly great storytellers have long embraced the fact that the most powerful stories happen in the mind of the audience, making each story unique and personal for the individual.





Principles of Storytelling:

1. Authenticity

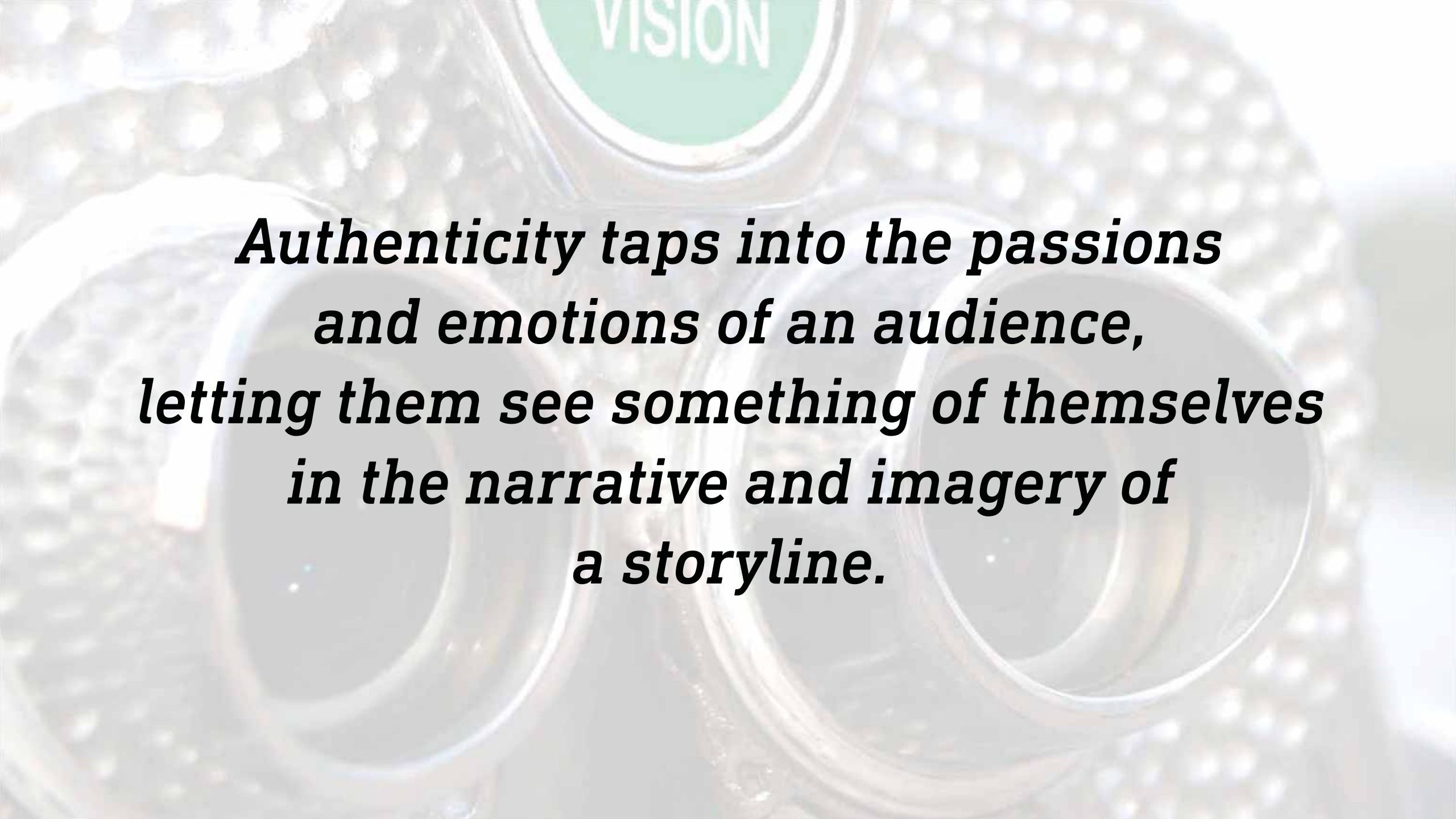
2. Relevance

3. Emotive

4. Archetype



Authenticity



***Authenticity taps into the passions
and emotions of an audience,
letting them see something of themselves
in the narrative and imagery of
a storyline.***

Freshman Year

[Click here to watch video](#)



Dan Levins 1 week ago

can't wait for this! moving in in 20 days!

REPLY

1



Rachel Mikaela 1 year ago

LOVE THIS.

You're gorgeous and your college life looks like it was so much fun.

I hope you make another video like this next year. :)

REPLY

1



autumn rain 3 months ago

my dream college

REPLY



Vanessa 5 months ago

mah hometownnn

REPLY

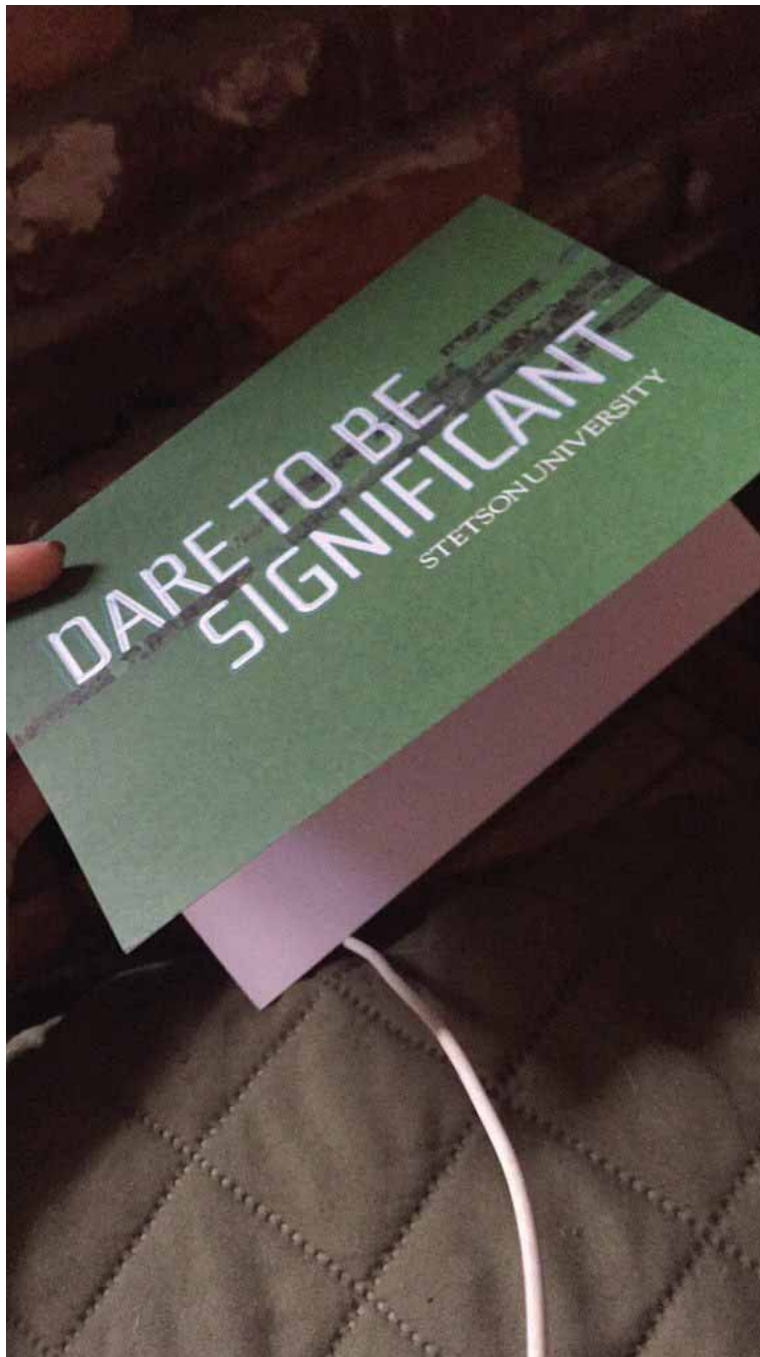


Mickenzie Hannon 8 months ago

What was the background music used?

REPLY





The power of the story – real social posts



GIVE THEM A PICTURE FRAME

WE'RE CREATING
MORE CONTENT THAN
OUR AUDIENCE CAN
ACTUALLY CONSUME.

THAT'S A GOOD TOPIC
FOR OUR NEXT BLOG POST,
WHITEPAPER, INFOGRAPHIC,
LISTICLE, AND ANIMATED GIF.



A woman with long red hair, wearing a dark patterned sweater and a green scarf, is sitting at a table outdoors. She is looking down at an open book in front of her. The background is a blurred outdoor setting with a wooden fence and some foliage. The text is overlaid in the center of the image.

Tie strong and important ideas into real slice-of-life imagery. Share that you understand who you're talking with and their life and concerns.

Screens are the most relevant



Social Media
59%



TV
57%



Word of Mouth
45%



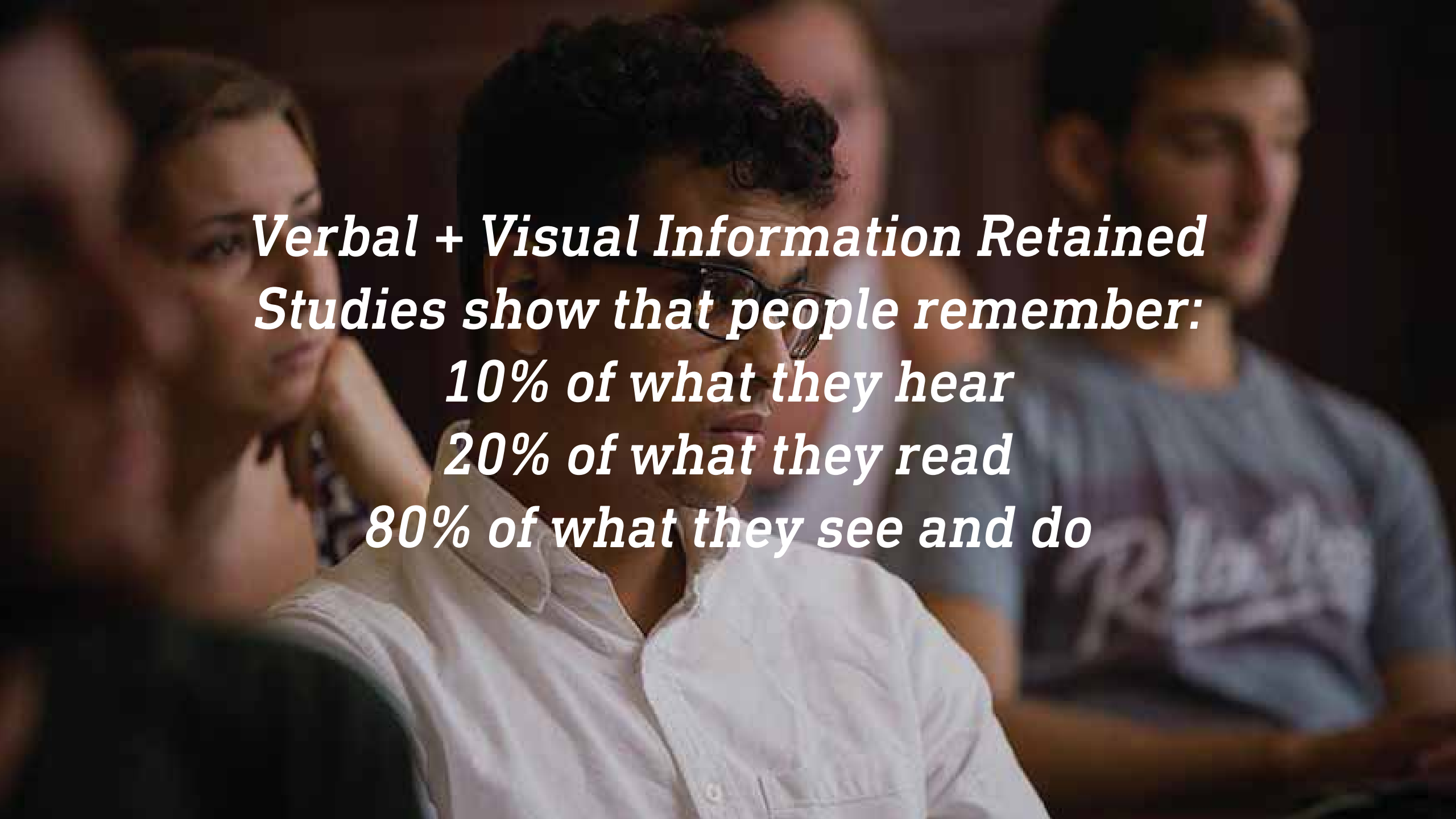
Newspapers
42%



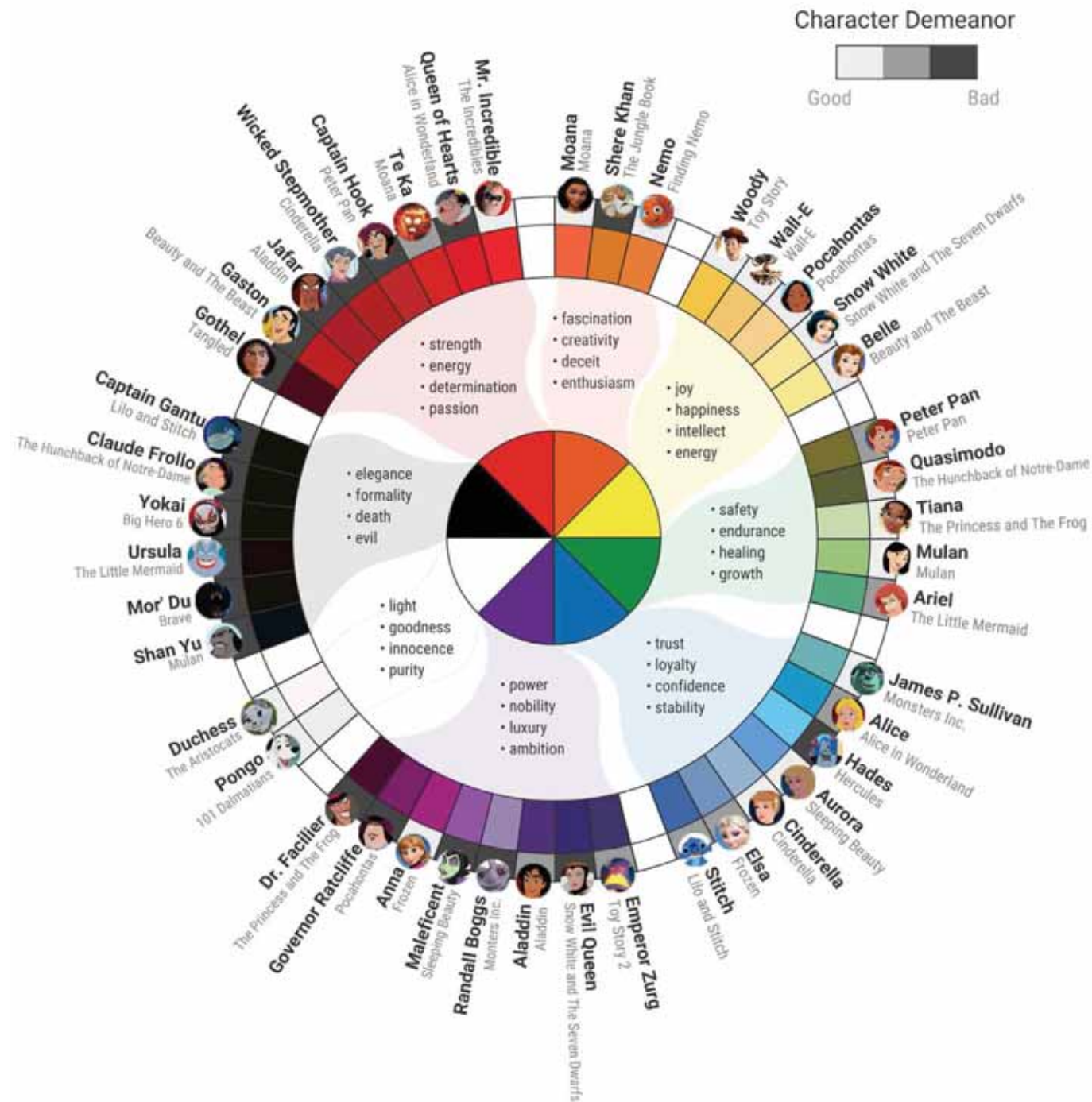
Online News
41%

In today's macro trends, screens win out over people every time as the most important place for finding relevant information.

***The image that speaks to each generation
is constantly changing, and visual producers
need to be on top of that evolution.***



Verbal + Visual Information Retained
Studies show that people remember:
10% of what they hear
20% of what they read
80% of what they see and do

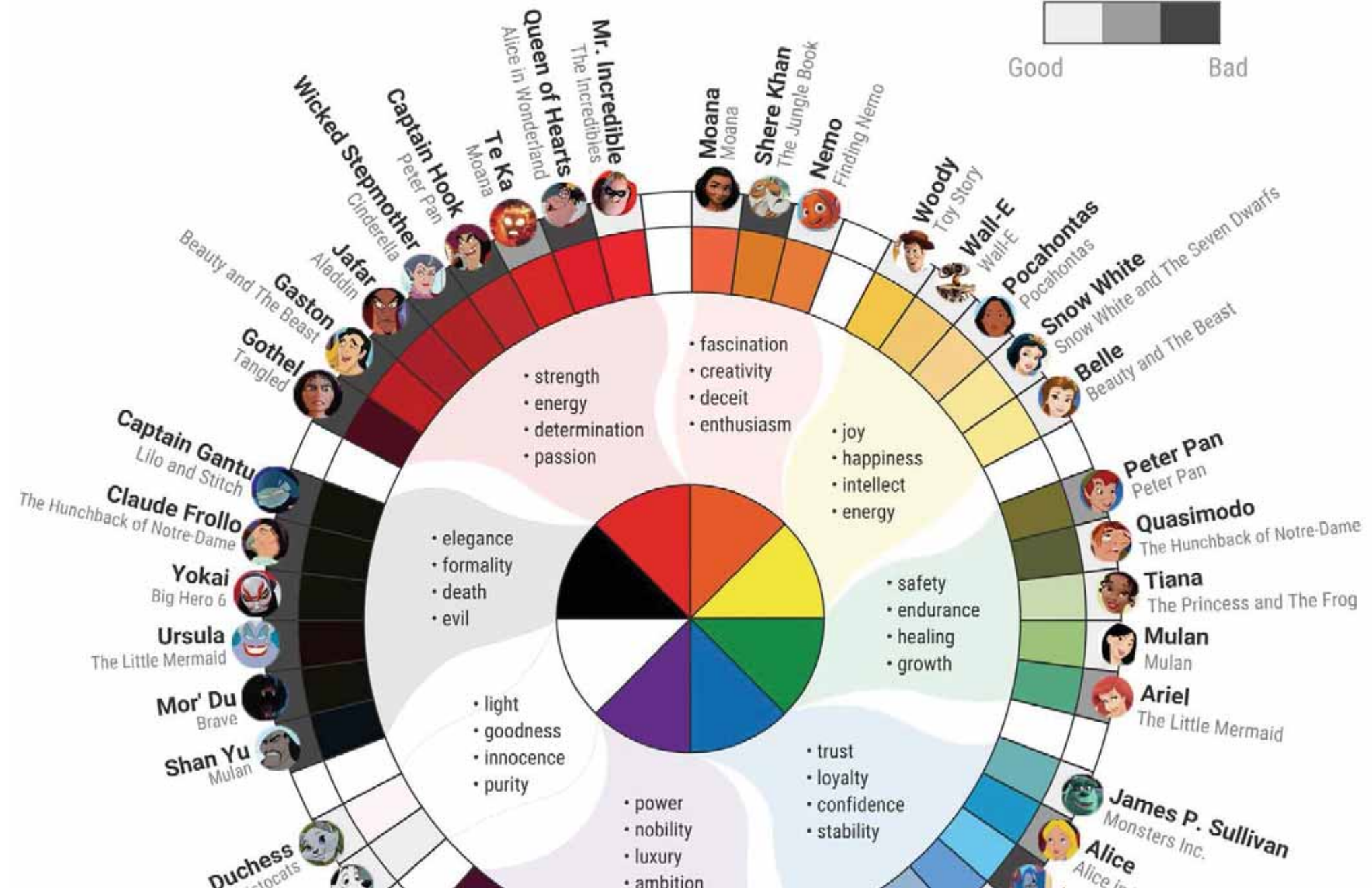


Character Demeanor



Good

Bad



The background of the slide is a photograph of the interior of Antelope Canyon. The walls are composed of smooth, undulating sandstone that has been eroded into flowing, wave-like patterns. The lighting is dramatic, with warm orange and yellow light entering from an opening in the distance, creating a strong contrast with the deep reds and purples of the shadowed areas. The overall effect is one of organic, sculptural beauty.

Senses



Amazement



Cheerfulness



Suprise



Caring



Happiness



Fear



Love



Optimism



Multiple



Joy





A black and white artistic photograph of a woman's face and hand. The woman's face is partially visible on the left, with her hand raised in front of it, fingers spread. The lighting is dramatic, with strong highlights and shadows. The background is dark and out of focus.

LOUIS VUITTON

PRESENTS

[Click here to watch video](#)

What Makes Online Content Viral?

Research Shows It's Anger, Shock and Awe.

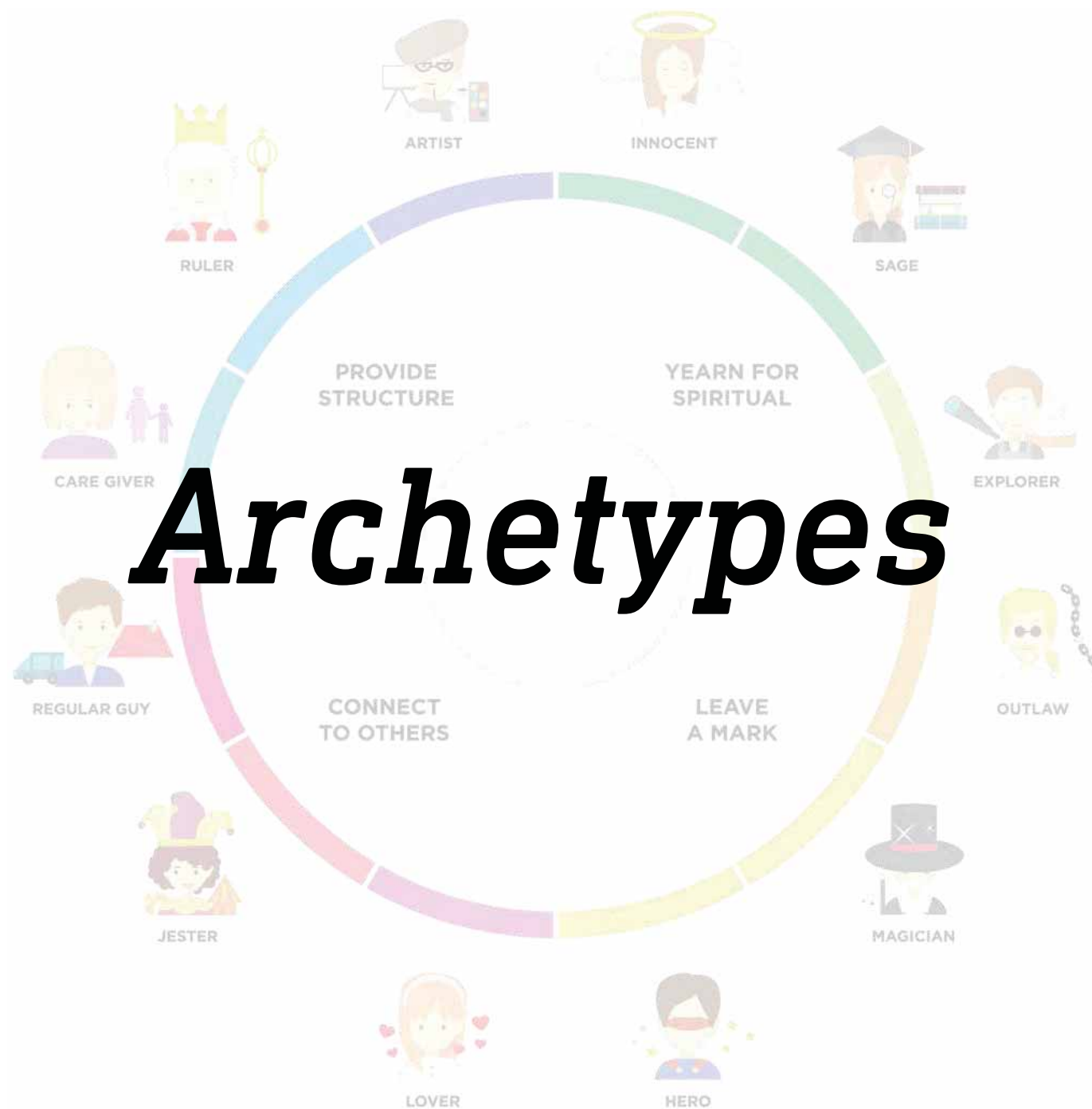
- AMA, August 5, 2017

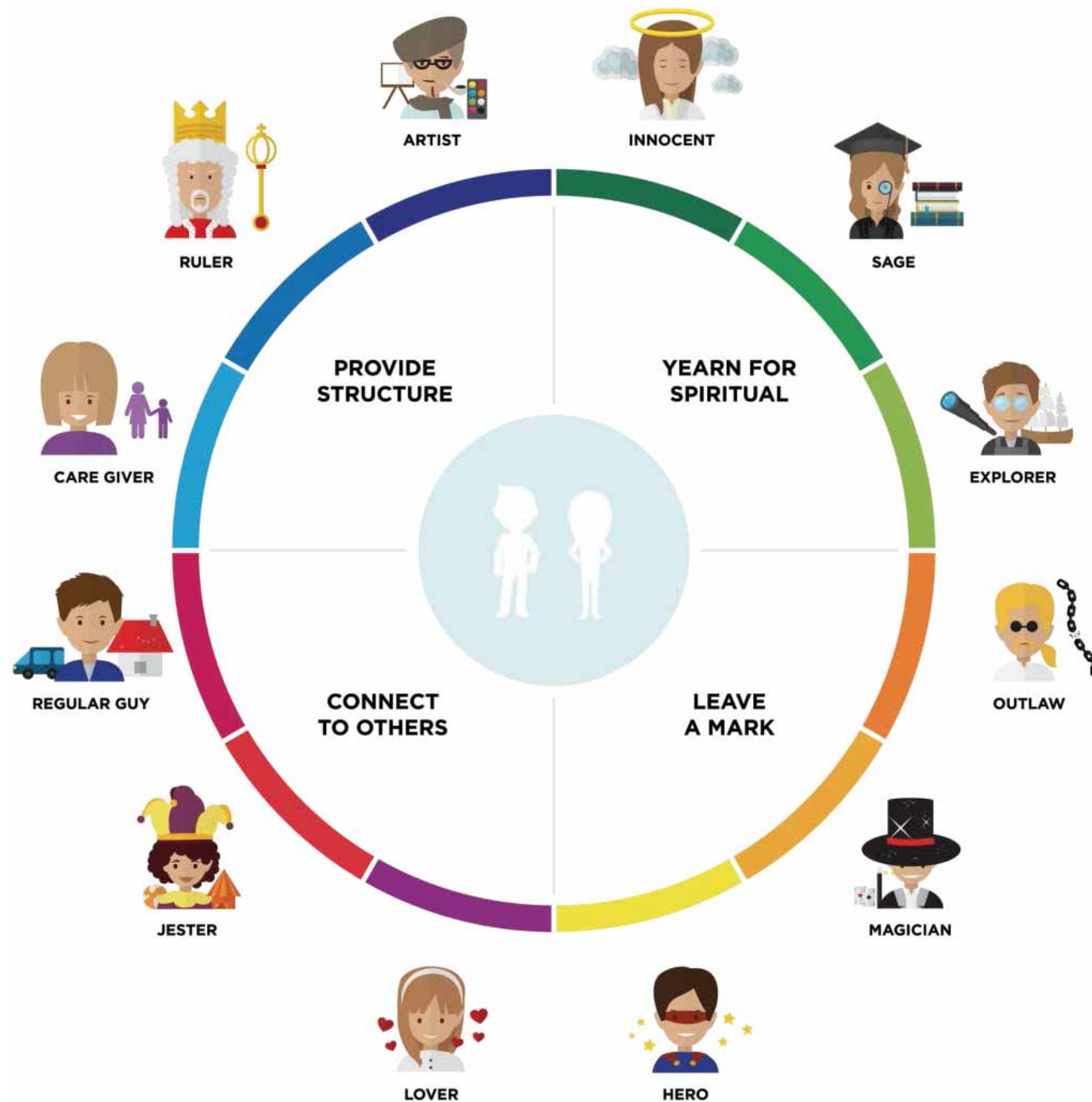
We Share Because:

We want to strengthen social bonds/status

We want to equalize the emotional impact of content

We want to share awe-inspiring stories







The Innocent — pure, forgiving, trustworthy, optimistic and happy. Wants to be happy and do things right. Is a faithful optimist but lives with a fear of being punished for doing something bad. Might also be naive or boring.

THE INNOCENT

The Explorer — adventurous, searcher, independent, values liberty and self-driven. He helps people feel free and express their individuality. He is associated with new and exciting products or experiences. His weakness is the possibility of becoming a misfit.



THE EXPLORER



The Sage — philosopher, dependable, efficient, confident, an advisor and a teacher. Main goal is to use intelligence and analysis to understand the world. Acts are often based on new scientific findings or esoteric knowledge. Has wisdom and intelligence but there is a chance that they will study details forever and never act.

THE SAGE

The Hero — warrior, competitive, righteous, upright, improves the world, proud and superior. Goal is to master expertise in a way that improves the world. Can be arrogant, too focused on being as strong and competent as possible. Needs a clear opponent that he wants to beat.



THE HERO



The Outlaw — rebellious, outrageous, influential, authoritative, radical and openminded. Breaks the industry conventions and wants to overturn what isn't working. Does things radically differently on purpose. Bad feature is temptation for illegal activity.

THE OUTLAW

The Magician — charismatic, values magical moments, transformative experiences and instinctive. Best fits with transformative products or services (medium to high pricing). Is the master of experience and details. Has a tendency to become manipulative.



THE MAGICIAN



The Regular Guy— dependable, realistic, values practice, down to earth and unpretentious. Main advantage is the ease of connecting with others. Is grounded and sticks to the common truth. Believes that all men and women are created equal.

THE REGULAR GUY

The Lover — passionate, intimate, likes to pamper, searching for true love and seeks enjoyment and. Strategy is to become more and more physically and emotionally attractive. Helps people belong. Lovers tap into our senses by building relationships and long-lasting memories. This archetype contains the risk of losing its own identity



THE LOVER



The Jester — funny, playful, impetuous and spontaneous. Wants to lighten up the world. Gives people a sense of belonging and helps them to have a good time. Can be reckless and lazy. Greatest fear is becoming boring to others.

THE JESTER

The Care Giver — caring, unselfish, noble, nurturing, considerate, compassionate and generous. Wants to help others. Often serves the public sector, helps people care for themselves and, for example, gives customers a competitive advantage. Main fear is ingratitude.



THE CAREGIVER



THE ARTIST

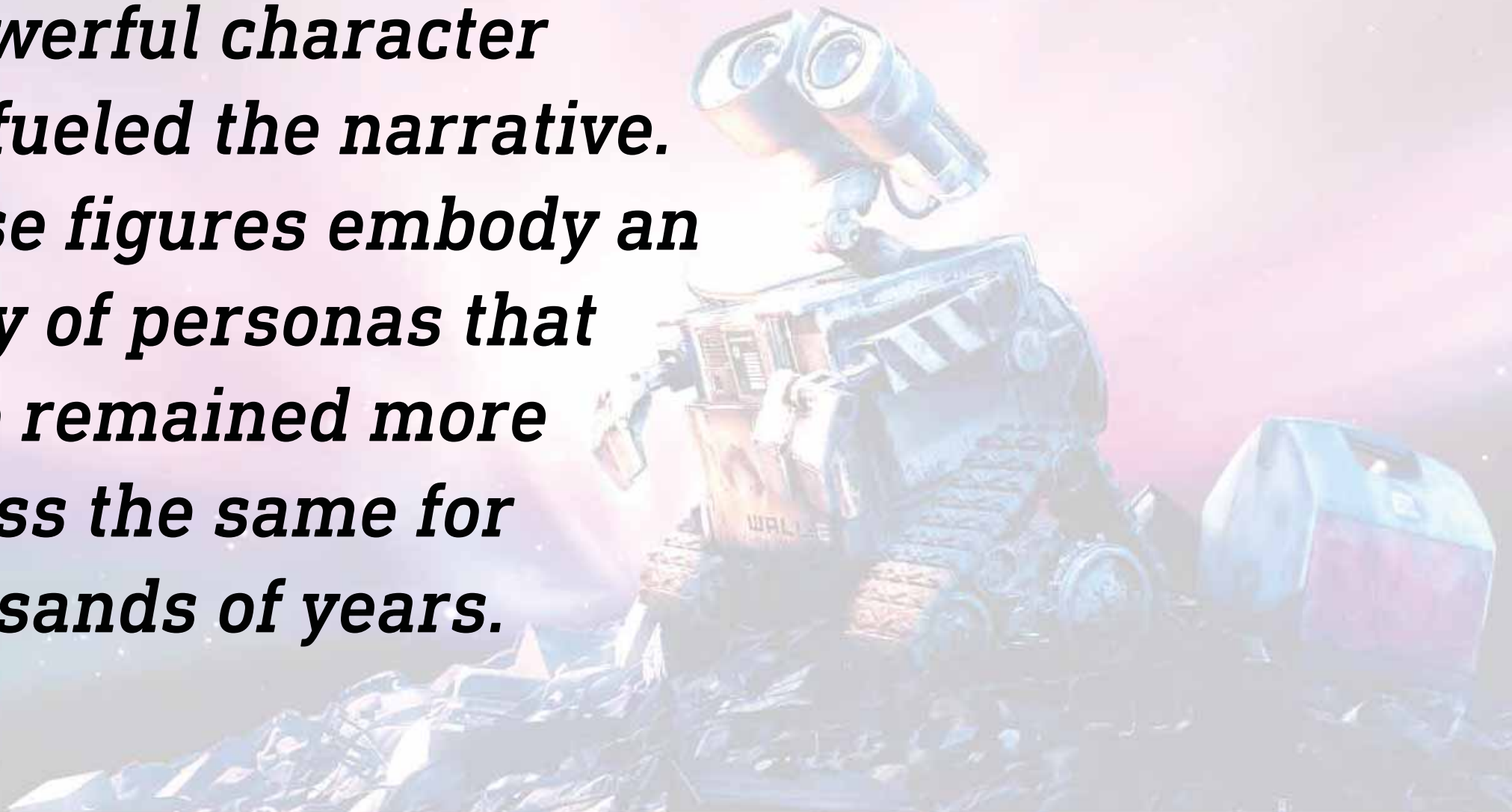
The Artist — inventive, creative, imaginative, determined and experimental. Life is not about finding themselves but about creating themselves. Goal is to realize a vision. Best creative fields are marketing, public relations, the arts, or tech innovation. Most problematic feature could be perfectionism.

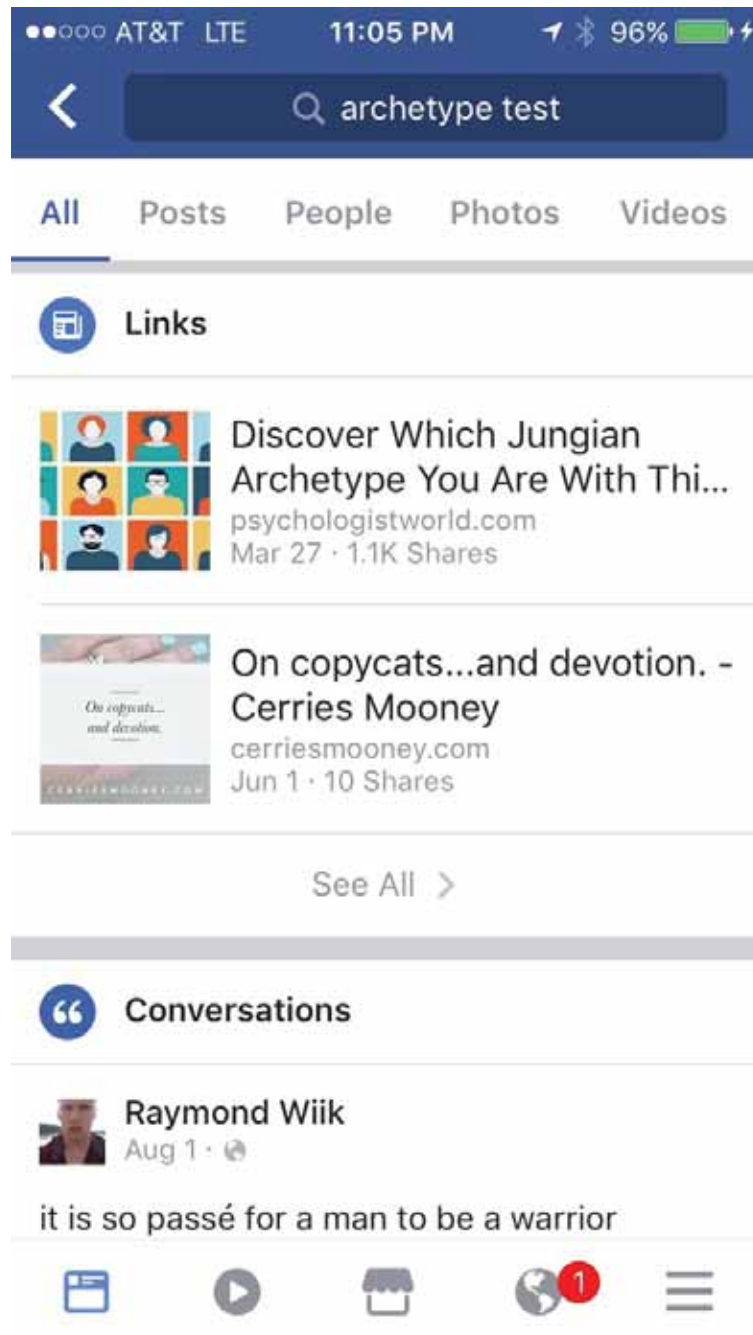
The Ruler — dominant, efficient, well organized, role model, responsible and dynamic. Strategy is to exercise power and his driving desire is to control. Mostly wants to create a prosperous, successful family/community. Encourages people to be more organized but can also bring micromanagement to the organization.



THE RULER

***In every story ever told,
a powerful character
has fueled the narrative.
These figures embody an
array of personas that
have remained more
or less the same for
thousands of years.***







***You can't be
what you
can't see***

***Sheryl Sandberg
COO, Facebook***

<http://leanin.org/>



***Create an aspirational persona
for your brand – move beyond
demographic and think about
emotional connection.***

(Hint: Most of us are the Sage)



Create personas for your target audience.

***Defining the personas for your audience is key to
understanding the images and people that
will resonate with them.***

See within the story.

***1. You admire a character more for trying
than for their success***

2. Keep in mind what's interesting to an audience, not what's fun to do as a writer or designer – they can be very different.

3. Trying for theme is important, but you won't always see what the story is actually about until the end – write and rewrite

***4. Once upon a time there was _____
Every day, _____. One Day _____.
Because of that, _____. Because of that,
_____. Until finally_____.***

***5. Simplify. Focus. Combine and shorten,
cutting detours – you'll feel like you're
losing valuable stuff – but your shortening
the path from A to E.***

6. What is your hero good at? Throw a challenge at them and show how they deal with it.

7. Figure out the ending before the middle. Endings are hard, get yours worked out up front.

***8. Finish your stories and let them go.
Even if it's not perfect, move on and do
better next time.***

9. Stuck? Make a list of what wouldn't happen next. What you need usually shows up.

10. Pull apart the stories you like. What you like and dislike in a story is usually part of you – recognize it to use it.

***11. Put it on paper. Ideas in your head
could be outstanding, but we will never
know will we.***

***12. The first thing is usually not the thing
(or the 2nd, 3rd, 4th). Move past the obvious
to surprise yourself and the audience.***

***13. Give your characters opinions.
Passive characteristics are poison
to the audience.***

14. Go for the heart – why must you tell the story? What's the single most important idea – that's the heart of it.

15. If you were the main character in the story, how would you feel? Honesty and lends credibility.

16. If it's not working, let it go – it might be useful later, but don't keep wasting time forcing it.

***17. You have to identify with your
storyline and characters. You just can't
create cool – do you believe it?***

18. Take a story you don't like and rearrange it into what you do like.

***19. Always know the essence of the story.
If you know that, you can always build out
from there.***

20. Know thy self to know thy audience.

***How we embrace this difference between
content and stories is the key to the future
success of our industry.***

Content is dead. Long live storytelling. Thank you.