

The Power of Storytelling: How to Build a Story- Creation Workflow

STEPHEN FOLLOWS

Creative Director at Catsnake

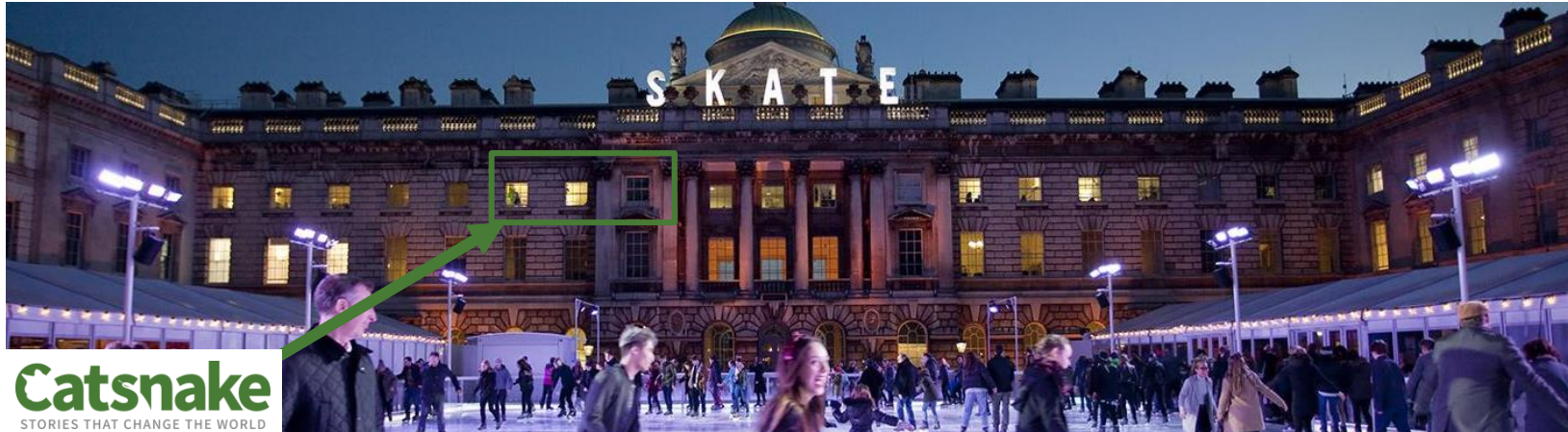


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Stephen Follows, creative director at Catsnake

- Catsnake is a story agency, focusing on the third sector and social impact



The three truths about stories



We all enjoy stories

Deep down, on a primal level



Stories affect us

We feel connected and personally involved

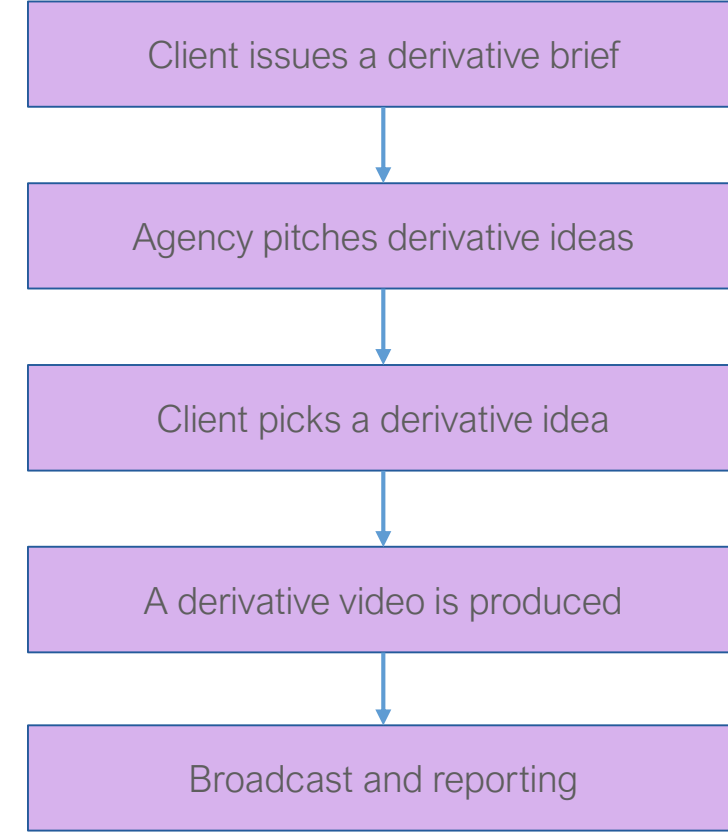
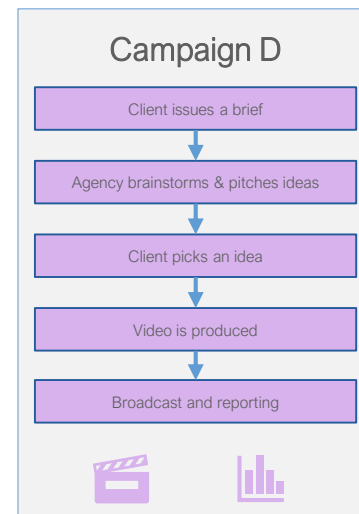
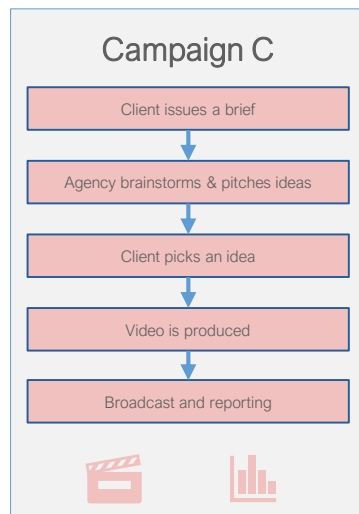
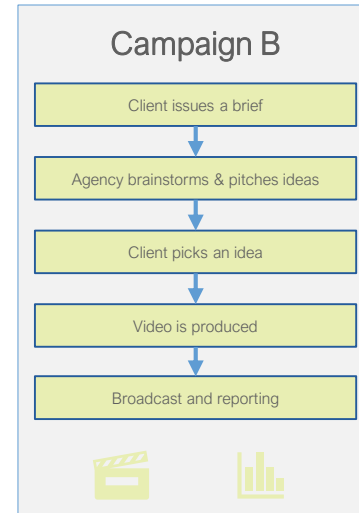
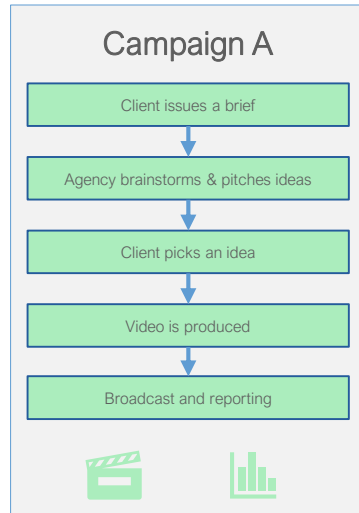
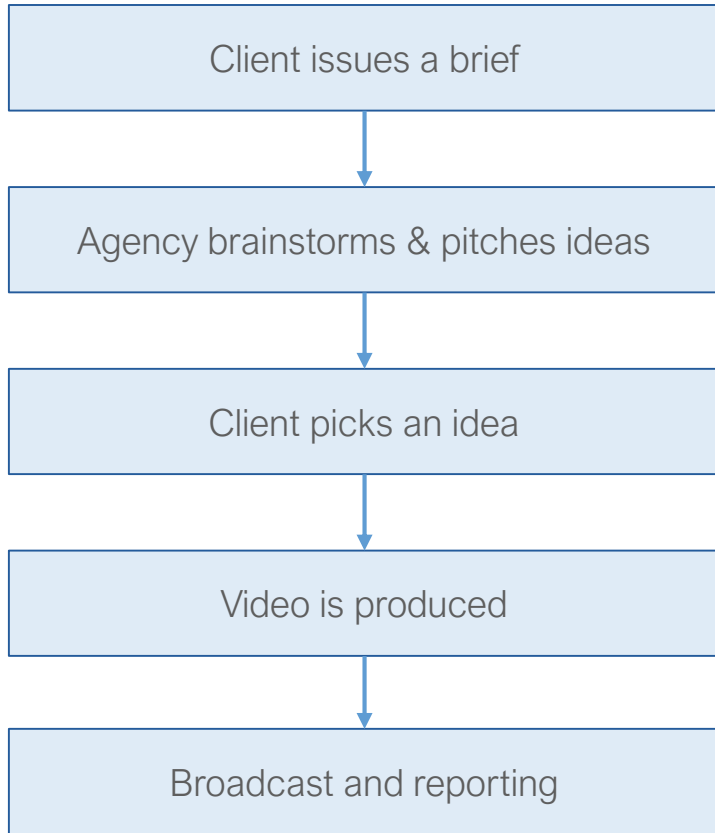


Stories inspire action

Far more than logic or reason

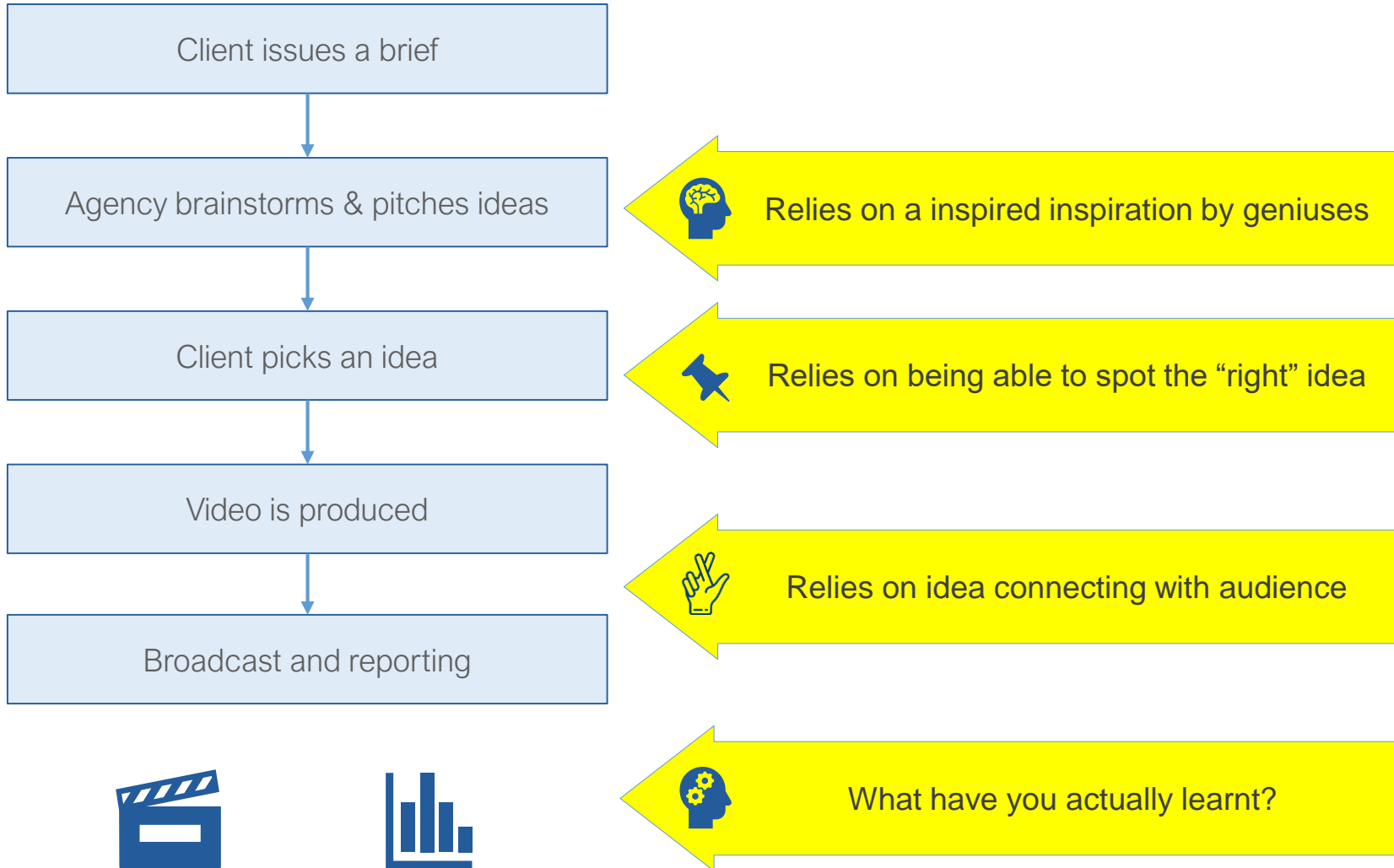
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A typical model for commercial video creation

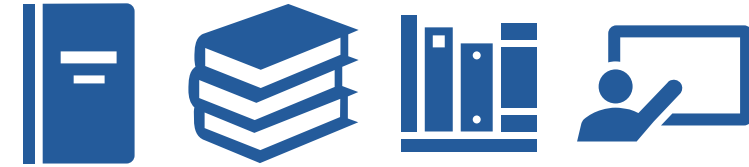
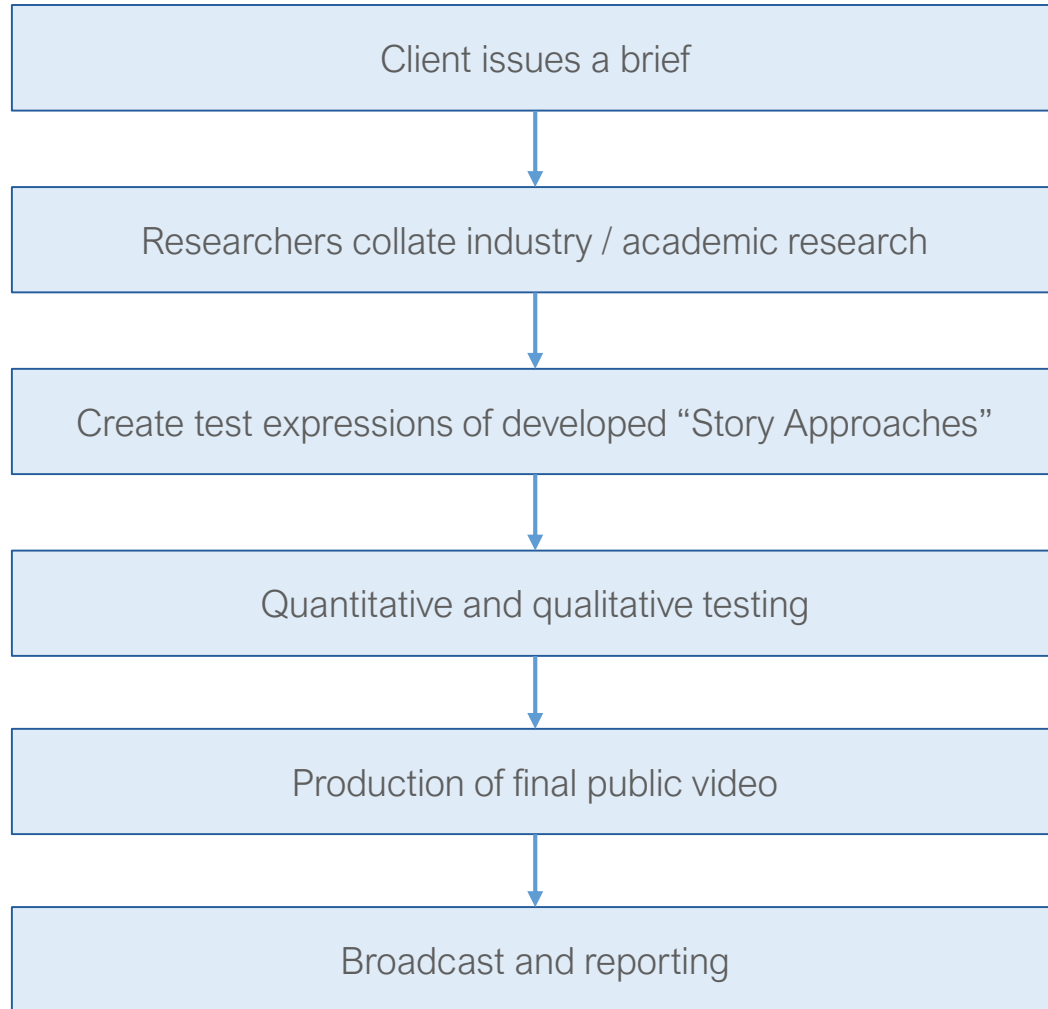


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The problems with this typical model



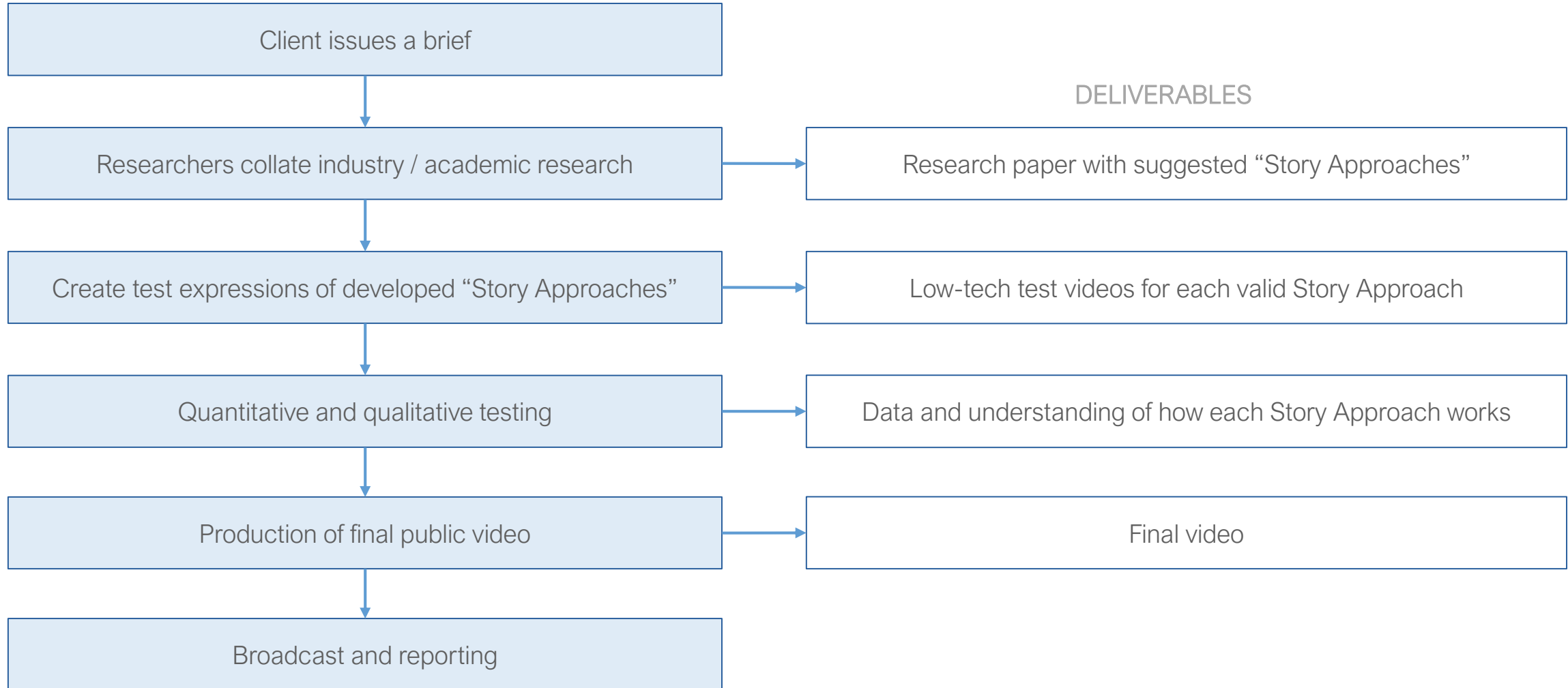
A smarter model for commercial video creation



“Personal Benefits”

Focus on the experience, process, and personal impact of donating to charity. Demonstrates what the donor gets out of giving. Namely: positive emotions (e.g. increased happiness); increased self-esteem; a sense of worth, value and purpose; reduced anxiety; increased feelings of gratitude and feeling being part of something; thereby presenting giving as a positive experience.

A smarter model for commercial video creation



Principals of iterative story development

- No-one automatically “knows” what will work...
- ...except for your audience.
- Understand what the inner cave-person inside them wants.
- Then develop multiple creative expressions of that truth.
- Don't be wedded to any idea, visual, song, person or concept.
- Be brave with the creative, and conservative with the inner story approach.

Thank you



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THANK YOU!

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