The Power of Story

Turning Your Bank into a Storytelling Machine
Stories are the Currency of Connection
Connect with Emotive Stories
Reconnect with Emotive Stories
Your Brain on Story

- Tension releases Cortisol
- Dopamine from emotion increases Recall
- Oxytocin induces Empathy

Emotive Stories
Video is the Killer App

One-third of online activity is spent watching video.

YouTube has over a billion users, almost one-third of total internet users.

45% of people watch more than an hour of Facebook or YouTube videos a week.

85% of the US internet audience watches videos online.
Video on a landing page can increase conversions by 80% or more.

An initial email with a video receives an increase click-through rate by 96%.

Blog posts incorporating video attract 3x as many inbound links as blog posts without video.

51% of marketing professionals worldwide name video as the type of content with the best ROI.
Seeing Themselves in Your Story
Capital One Define Your Dream Campaign

Catherine’s philosophy: Design the life you want. See her take action on her dreams. #DefineYourDream

Take the job or follow your dreams. What would you do?

Catherine Smith wasn’t satisfied with the life she had, so she changed it. Now, she’s challenging others to follow her lead.
Lisa's non-profit You Night Empowering Events has helped over 150 women rebuild their lives and regain their confidence.

But this is just the start. Each woman that completes the program is able to pay it forward and nominate another survivor to take part. Lisa's dream only grows bigger each day.
Your Brand is the Stories in Their Mind

Emotive Stories
If you want to change how people feel about your brand, you have to change the stories in their heads.
Branding is an Act of Alignment

WHAT YOU DO

WHAT YOU SAY

Emotive Stories
PAPA JOHN’S WHY

We want to inspire people be all in and put everything into everything they do.
If by example we inspire people to put their all in everything they do then we have made more than just a better pizza but have helped make our world a better world - one pizza at a time.
Don’t Chance it. Take Control of Your Stories.
Begin Today

Three Actions for Turning Your Bank Into A Storytelling Machine

• Define what your brand stands for.
• Activate a Story Culture
• Plan: Turn Ideas Into Action
• Tell Your Stories
ACTION 1: Define What Your Brand Stands For

Emotive Stories
ACTION 1: Define What Your Brand Stands For

Emotive Stories
ACTION 2: Activate Your Organization

Turn your team into your story finding antenna. Make them the eyes and ears that find powerful stories to tell.

EXAMPLES

• Storytelling Lunch

• Story Finding Intranet Portal

• Email/Newsletter with storytelling success stories and tips
ACTION 3: Build a Plan

Emotive Stories
ACTION 3: Share Your Stories

Imerman Angels: Live Legendary - Jen's Story
Producing a video brand story

Structure of a Video for Web/Social Media

**Beginning**

**THE HOOK**
You need to grab their attention in the first 15 seconds

**Middle**

The Meat
3 -5 20 second mini stories

**The End**

The message and call to action
15 seconds

2 Minutes or less

Emotive Stories
Producing a video brand story | Living Legendary

Key Questions:

• Who is the heart of the story?

• Where does the heart live?

• What challenge does the protagonist face and how must they overcome it?
Producing a video brand story | Living Legendary

Key Words: Courage | Love | Giving | Connection | Hope

Creating Magical

Emotive Stories
Connect with Emotive Stories

- Define what your brand stands for – 5 Keywords.
- Activate your team.
- Build out your plan – Story Mapping.
- Share your stories to drive customer engagement
Thank You!

EMOTIVE STORIES
Brand Strategy + Video Storytelling