



THE POWER OF VIDEO STORYTELLING

April 10, 2015

1.



1. PEOPLE LIKE STORIES

2. DON'T JUST TELL YOUR STORY, SHOW IT





example 1

Every year 100,000 people are born with this disease. Our organization helps fund research to find treatments that can potentially save lives.



example 2



example 1
(REASON)

Every year 100,000 people are born with this disease. Our organization helps fund research to find treatments that can potentially save lives.

example 2
(EMOTION)



“If I look at the mass, I will never act. If I look at one, I will.”

- Mother Teresa

***“First capture their hearts and minds,
then their wallets will follow.”***

**– Harold Sumption, founder of the
International Fundraising Congress.**

***“When people are financially invested
they want a return. When people are
emotionally invested they want to contribute”***

– Simon Sinek, author and motivational speaker

EMOTION + FACTS = ACTION

**When you combine the two — emotion,
backed up with compelling facts — it
drives people to act**





- YouTube has more than 1 billion viewers
- YouTube viewership increases by 50% every year
- By 2017, video will account for 69% of all Internet traffic

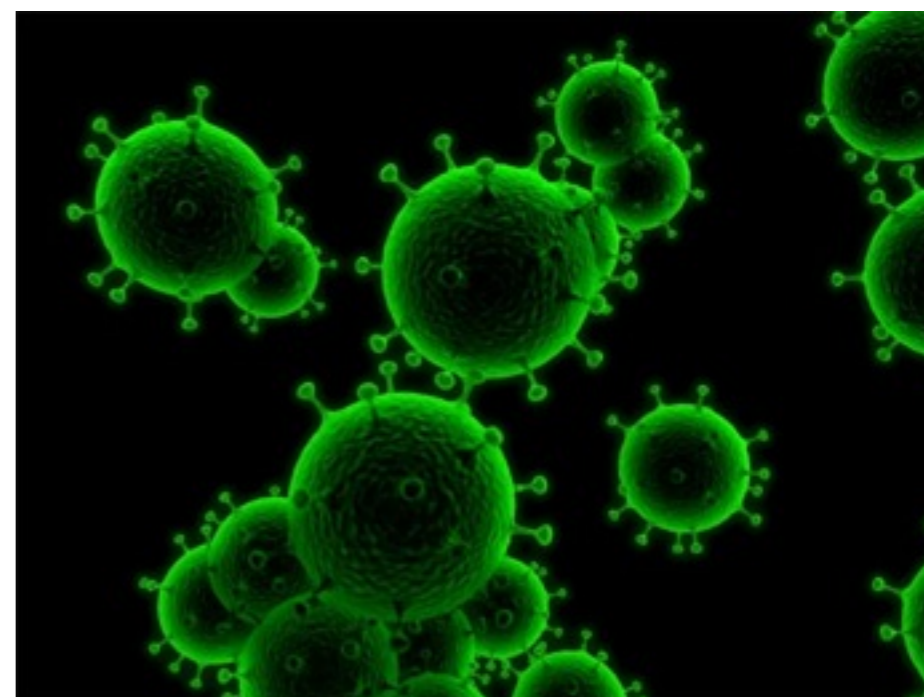
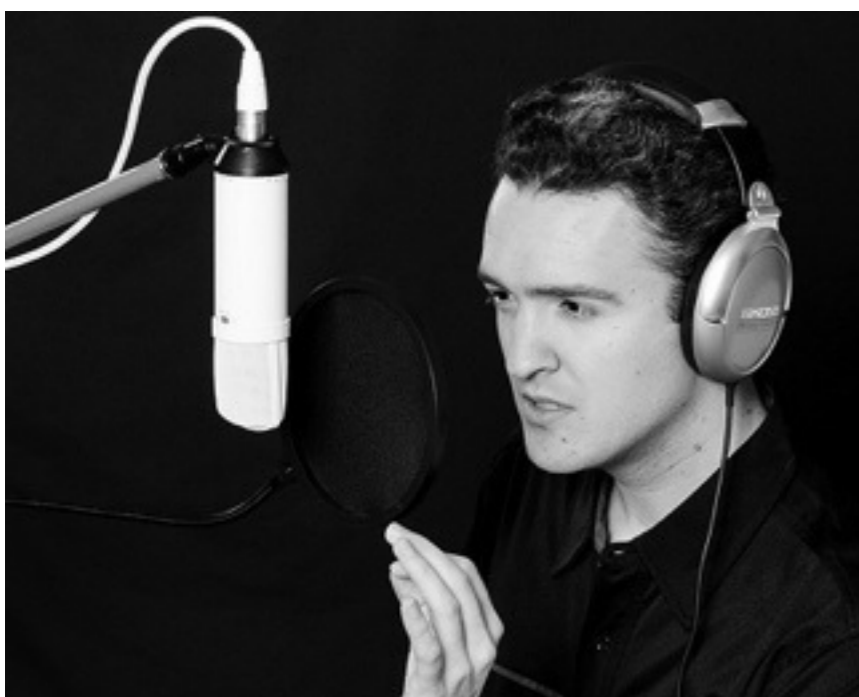


**Our brains process
visual information
60,000 times faster
than words**

Seeing and hearing = perceptual coherence



SHOW not TELL



Marketing Add-On Potential



- **More than 100 million YouTube viewers share or like a video every week**
- **3.2 billion likes and comments are posted to Facebook every day**
- **Twitter has over 200 million active users**

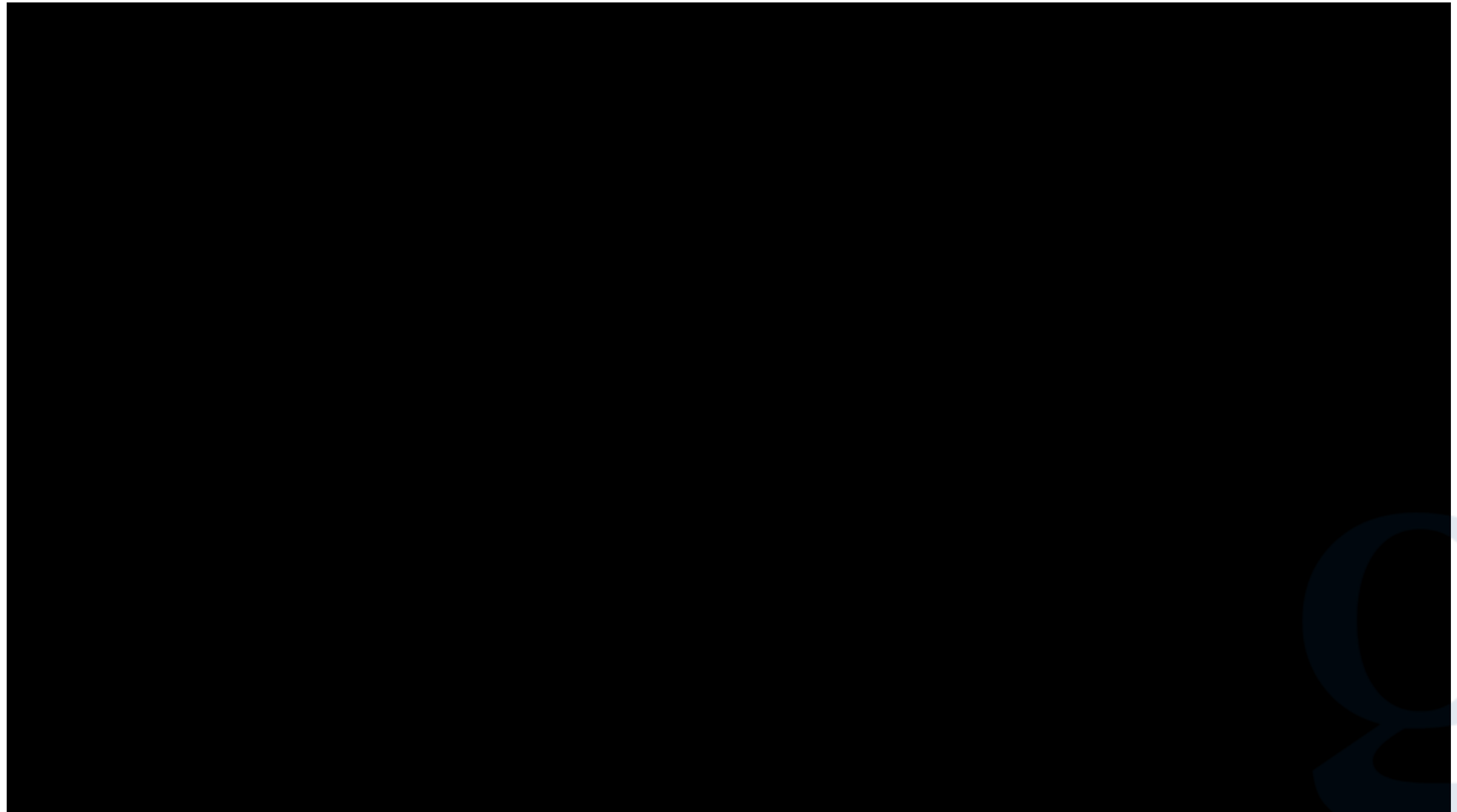




**The cell phone:
The best, most efficient marketing
tool on the planet!**



“Do They Know It's Christmas?”
Band Aid 30



ALS Ice Bucket Challenge

The screenshot shows the MailOnline website interface. At the top, there are social media links for Facebook (2.5m likes), Twitter (@MailOnline), and DailyMail. The date and time are Tuesday, Apr 7th 2015 2PM, with a temperature of 8°C and a 5PM forecast of 8°C. The main navigation bar includes Home, News, U.S., Sport, TV&Showbiz, Australia, Femail, Health, Science, Money, Video, Travel, and Fashion Finder. Below this is a secondary navigation bar with Latest Headlines, News, Arts, Headlines, Pictures, Most read, News Board, Wires, and a Login link. The main content area features a carousel of news items with images and headlines: 'Geologist claims Jesus was', 'Frail widower, 60, died after woman', ''Baby brain' DOESN'T exist:', 'British accountant falls to his death', 'Are YOU smart enough to join', and 'High-flying banker nicknamed 'Crazy''. Below the carousel is a search bar with 'Site' and 'Web' radio buttons, a search input field, and a 'Search' button. At the bottom of the carousel area are 'Like' and 'Follow' buttons.

Bill Gates does the ice bucket challenge like a boss - but Obama says no thanks

The Telegraph

The screenshot shows the The Telegraph website. At the top right, there is a search bar with the text 'Search - enhanced by OpenText' and a magnifying glass icon. The date is Tuesday 07 April 2015. The main navigation bar includes Home, Video, News, World, Sport, Finance, Comment, Culture, Travel, Life, Women, Fashion, Luxury, Tech, and Cars. Below this is a secondary navigation bar with Apple, iPhone, Technology News, Technology Companies, Technology Reviews, Video Games, Technology Video, and Mobile Apps. The breadcrumb trail is HOME > TECHNOLOGY > BILL GATES. The main headline is 'Microsoft founder Bill Gates excels at charity Ice Bucket Challenge'. The sub-headline is 'Microsoft pioneer and multi-billionaire Bill Gates douses himself in freezing cold water after accepting a dare from Facebook founder Mark Zuckerberg'. To the right, there is a 'RELATED VIDEO' section with a video thumbnail and the text 'Harry Styles gets soaked in ALS ice bucket challenge' and '23 Aug 2014'.

Microsoft founder Bill Gates excels at charity Ice Bucket Challenge

Microsoft pioneer and multi-billionaire Bill Gates douses himself in freezing cold water after accepting a dare from Facebook founder Mark Zuckerberg

RELATED VIDEO

Harry Styles gets soaked in ALS ice bucket challenge
23 Aug 2014

Raised 15.6 million dollars

Bill Gates - ALS Ice Bucket Challenge



EMOTION + FACTS = ACTION

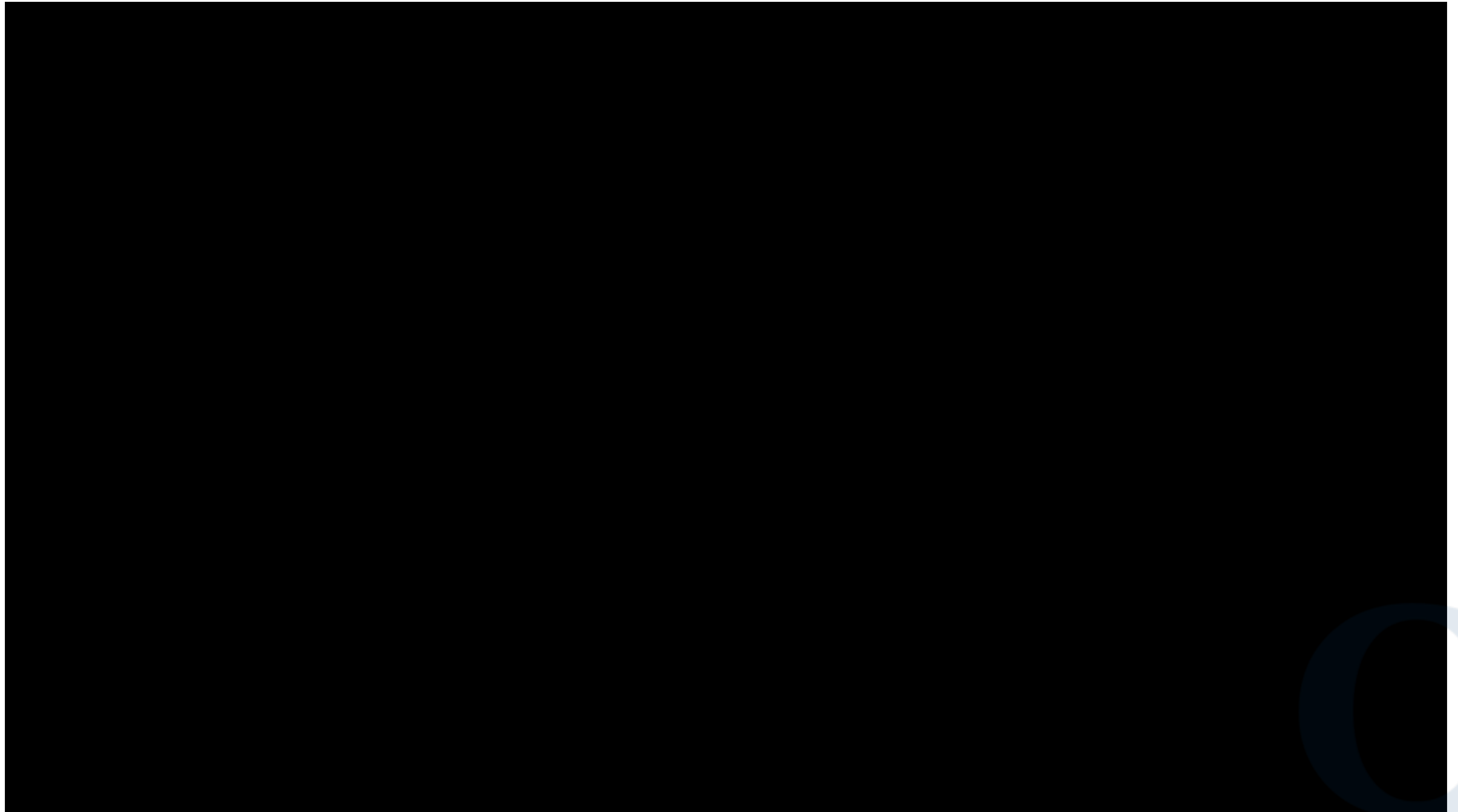


HOW DO YOU THANK A DONOR?

**HOW DO YOU EXPRESS YOUR THANKS,
AND AT THE SAME TIME, ENCOURAGE
THE GIFT TO KEEP ON GIVING?**



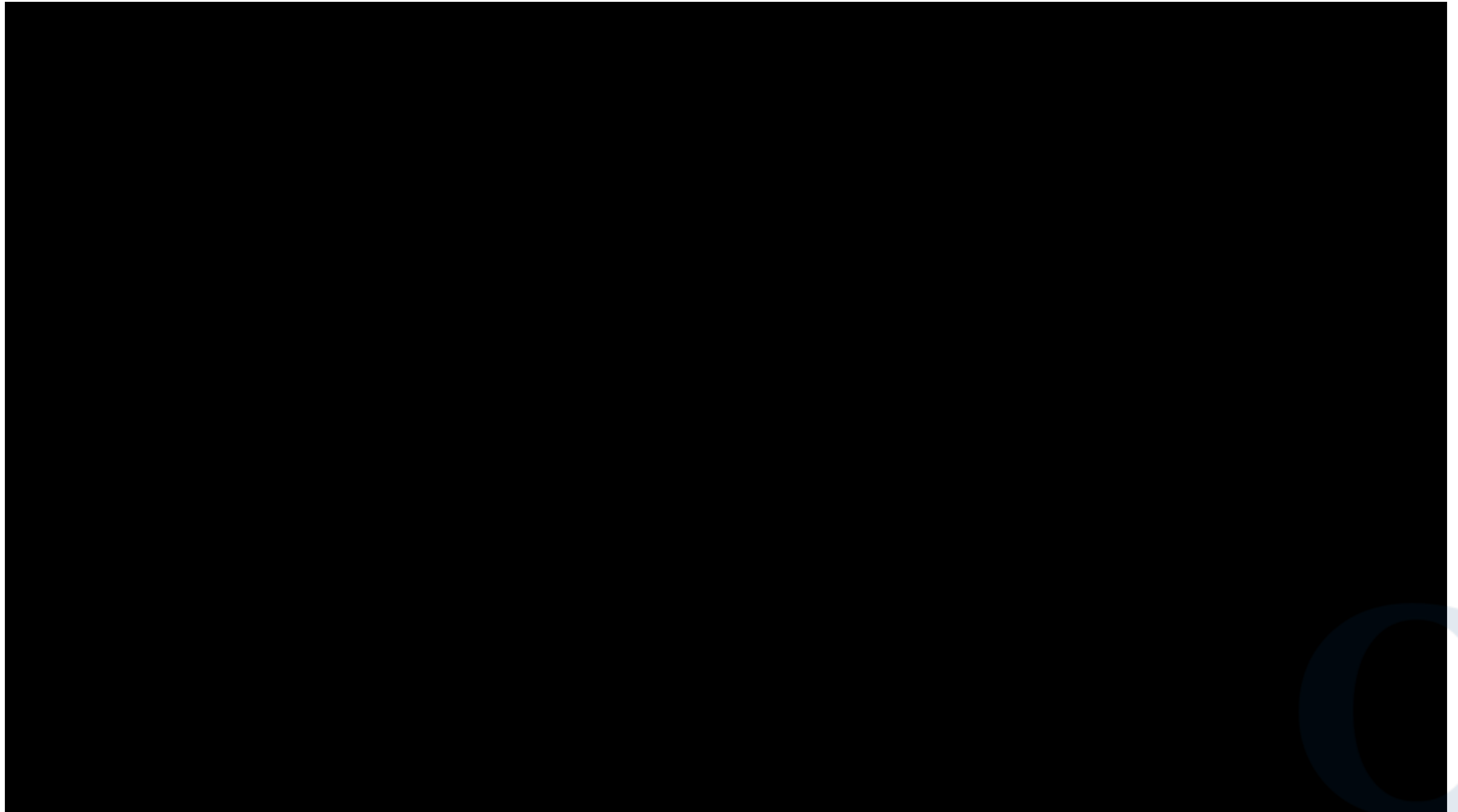
Heather Munroe-Blum — McGill University



A Mother's Story — SickKids Hospital



TORYS LLP — C.W. Jefferys scholarship fund



Strategy

- **Make sure you have all the elements for your story — dig for those “golden nuggets”**
- **The power of video reaches far beyond the tools used to create it**
- **Creativity, strategy, execution: the formula for producing an impactful video**



**WHEN YOU HAVE A
POWERFUL MESSAGE
LET GARDNER TELL
YOUR STORY**

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