

Storytelling and Content Workshop

Thursday 29th September

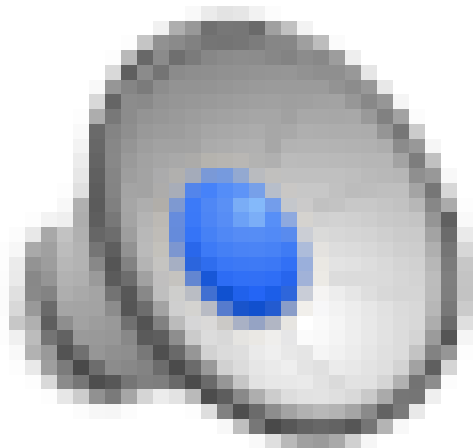
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Europe**

European Union | European Regional Development Fund



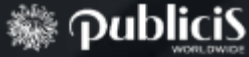


‘Story’ is pretty powerful
isn’t it?

Agenda


- Introductions
- Objectives
- Story
- Government
- Plan
- Narrative
- Content
 - Harvest
 - Refine & create
 - Publish
 - Manage
 - Analyse

We are part of the **PUBLICIS COMMUNICATIONS SOLUTION HUB**




SAATCHI & SAATCHI



 Prodigious

Leo Burnett

nurun 

BBH



MSLGROUP is the flagship communications and engagement company in the Publicis Groupe and is part of the Publicis Communications Solution Hub



One of the world's largest communications companies, Publicis Groupe employs over 76,000 professionals in 108 countries and offers local and international clients a complete range of marketing, digital and communications services

About me...



Dominic Payling
Planning director

—
Dominic joined MSLGROUP as Planning Director in 2008. He is an insight and creativity expert who believes that through the 'magic' and 'rigour' of storytelling he can help deliver communications that truly connect audiences one-to-one.

He has twenty years experience in both consultancy and in-house positions. Clients past and present include Amex, Audi, Coca-Cola, COI, HSBC, Novartis, P&G, Philips, Rolex, Scottish Govt., Virgin & Vodafone.

Dominic has been exploring the power of storytelling for many years now culminating in the workshop techniques you will experience today. These have already been successful for Coca-Cola, P&G and Nestle amongst others

...but who are you?

Please introduce yourself around
your table using your six word story



‘Baby shoes. For Sale. Never Worn.’

‘Found true love. Married someone else’

‘Coyote Howls, dark night, flat tire.’

‘Wax wings. High hopes. Long fall.’

‘Loved a broad. She moved abroad’

‘Wanted silence. Moved to New York.’

‘Loved the city. Bought a farm’

‘Have won lottery. Please send cash.’

‘Gun. Fired once. No longer needed.’

What is a story?

The
communication of
linked events...

Content communicated in the form of a causally-linked set of events that can be true or fictitious. *There is no story when events are not linked!*

...that create a
new whole...

Each event leads to another and when added together create a new whole. The meaning of each event comes from its role in and contribution to the story and how it is related or connected to something else.

...which delivers
meaning.

Meaning is social. It is produced by individuals, communities and cultures. They maintain knowledge of the connections between signifying events (myths, fairy tales, legends, histories and stories). To be social requires knowledge of these accumulated narrative meanings. The cultural stock of meanings are dynamic and are added to by new contributions from members and deleted by lack of use.

Storytelling is...

A simplified way of
expressing otherwise
complex topics so your
audience can relate to
them

Content is...

The tangible things your
audience reads,
watches, views or
interacts with

What we want you to get from today

1. To learn how stories work – as stories in themselves, as a way for human beings to think about the world and as a tool for organisations like yours.
2. A greater understanding of what makes fantastic content – and how the EU's stories can most optimally be told online
3. To think about your communications in ways that you haven't done before
4. To try out tools and techniques that we regularly use at MSL to help clients shape and manage their communications
5. Today isn't about the pressure of finding final and perfect solutions but about experiencing how a different way of thinking and working could help you in your jobs and help the EU to better interact
6. Fun – this is a stimulating way of thinking and a fun way to work

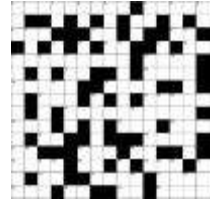
Story

We just can't help but use
'Story' in the way we
think.

Our brains are hungry



The Brain at rest uses 0.1
calories per minute



The Brain at work uses
1.5 calories per minute

Although the brain represents only 2% of total body weight, it receives 15% of cardiac output, 20% of total body oxygen consumption and 25% of total body glucose utilisation.

Patrick R. Hof & Charles V. Mobbs
Functional Neurobiology of Aging (2000)

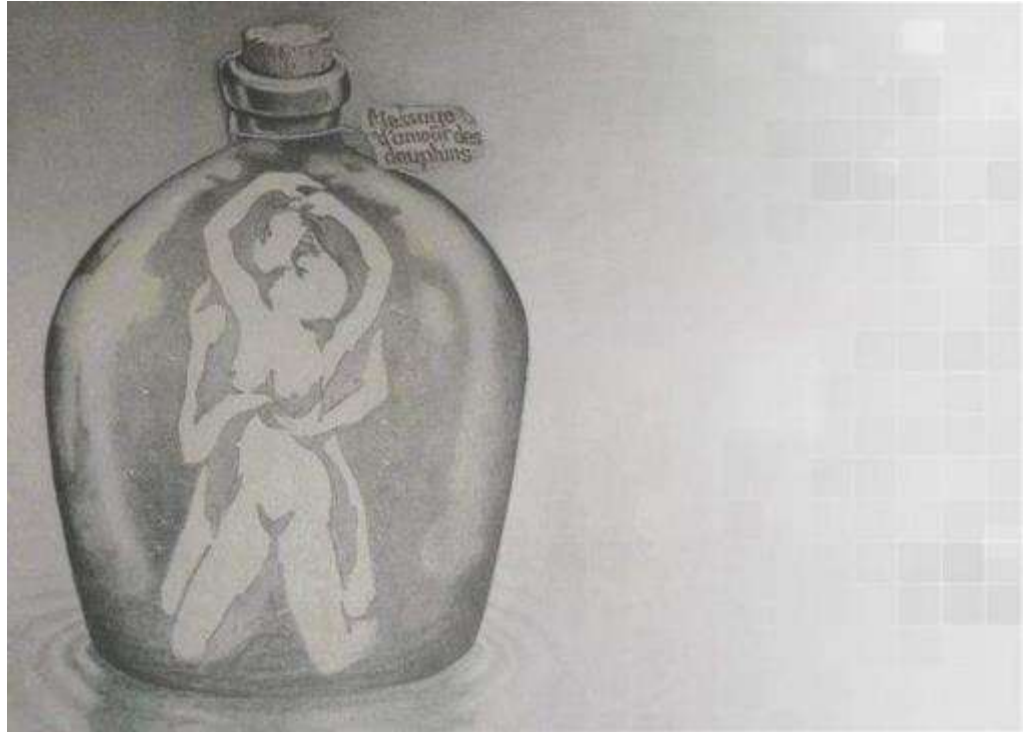
We need to be efficient thinkers

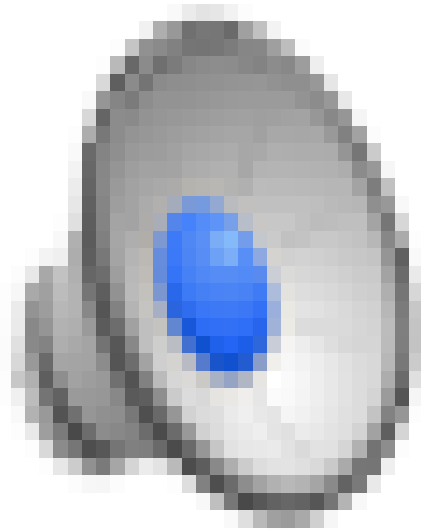
- Our main challenge as a human being is to *not* think at all – or think as little as possible!
- We have many strategies for achieving this which psychologists call *heuristics*
- Stories are a perfect example of efficient thinking – stories feel true without us having to work out the facts



Stories are a form of pattern recognition

Try to count the dolphins



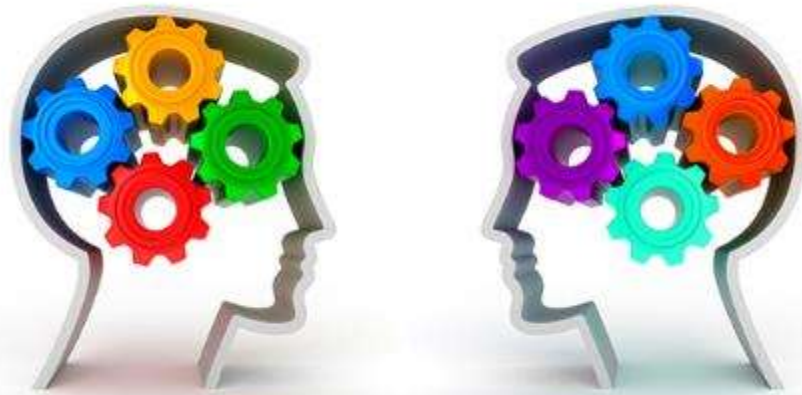


Explain the film.
Please

A man has planned to meet a girl and the girl comes along with another man. The first man tells the second to go; the second tells the first, and he shakes his head. Then the two men have a fight, and the girl starts to go into the room to get out of the way and hesitates and finally goes in. She apparently does not want to be with the first man. The first man follows her into the room after having left the second in a rather weakened condition leaning on the wall outside the room. The girl gets worried and races from one corner to the other in the far part of the room. Man number one, after being rather silent for a while, makes several approaches at her; but she gets to the corner across from the door, just as man number two is trying to open it. He evidently got banged around and is still weak from his efforts to open the door. The girl gets out of the room in a sudden dash just as man number two gets the door open. The two chase around the outside of the room together, followed by man number one. But they finally elude him and get away. The first man goes back and tries to open his door, but he is so blinded by rage and frustration that he can not open it. So he butts it open and in a really mad dash around the room he breaks in first one wall and then another.

Stories help us 'join-the-dots'

- Life is full of events that could be connected together in many ways
- The meaning of events is often unclear or can be seen in more than one way (is the glass half-empty or half-full?)
- We worry almost as much about how we will explain our decisions as the decisions themselves



A brief digression about
numbers (more on which
later)

What is a story NOT?

Which story from Save The Children do you think got the biggest response?

Food shortages in Malawi are affecting more than three million children.

In Zambia, severe rainfall deficits have resulted in a 42% drop in maize production from 2000

As a result, an estimated three million Zambians face hunger. Four million Angolans -- one-third of the population -- have been forced to flee their homes.

More than 11 million people in Ethiopia need immediate food assistance.

Meet Rokia, a seven-year-old girl who lives in Mali in Africa.

Rokia is desperately poor and faces a threat of severe hunger, even starvation. Any money that you donate will go directly to Rokia. Her life will be changed for the better as a result of your financial gift.

With your support, and the support of other caring sponsors, Save the Children will work with Rokia's family and other members of the community to help feed and educate her, and provide her with basic medical care.

...it isn't just data



Rokia now!

The narrative was well told - and narrative beats statistics by more than a factor of 2

- Statistical communication = average donation \$1.14
- Personal communication = average donation \$2.38

A story is always a **dialogue**, it is about **action**, and **emotion**. A story **changes the way we think**. It helps us **remember**. A story helps us **understand... increasingly a story is social fuel**

98%

Of all murders in Mexico
remain unsolved

Storytelling – pick the killer stat

- Avoid cramming every relevant statistic into your content
- Use the killer stat to craft your story around. Tuck the rest into supplementary materials (e.g. background, fact sheets – or really put some effort into bringing them to life – see later)
- Use the killer stat to lure people into your world – then unpack further detail

98%

GOVERNMENT

Communicating in the Public Sector



The proposed project entitled “Regional Policies towards Greening the Social Housing Sector” is oriented to jointly tackling the topic of housing deprivation and energy efficiency in the scope of social housing sector towards a lower carbon economy. In this context the overall objective of the project is to improve regional policy instruments targeting the link between social housing sector and fuel poverty with green building interventions considering policy, institutional, financial and technical levels.



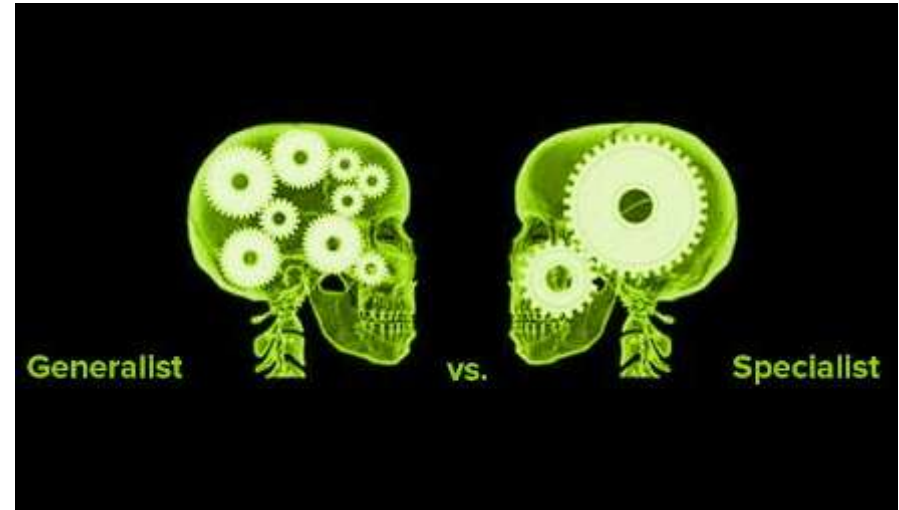
Communicating in the Public Sector

Common pitfalls



Jack of all trades, master of none.
- Anon.

- Assumption that people care (about your work)
 - Why is this relevant to me?
- Assumption that people see the need (for your expertise)
 - I didn't realise this was a problem
- Assumption that people understand (your language)
 - Written by insiders, for insiders
- Assumption that process matters more than outcome
 - Describing bureaucracy isn't communications



Communicating in the Public Sector

Revisiting the example



The proposed project entitled “Regional Policies towards Greening the Social Housing Sector” is oriented to jointly **tackling the topic of housing deprivation and energy efficiency in the scope of social housing sector** towards a lower carbon economy. In this context the overall objective of the project is to improve regional policy instruments **targeting the link between social housing sector and fuel poverty with green building** interventions considering policy, institutional, financial and technical levels.



How to communicate effectively in government

Where it tends to go wrong

- Assumption that people **care** about your work
 - Most people don't think about government.
- Assumption that people see the **need** for your expertise
 - In most cases, they don't know there is a problem
- Assumption that people **understand** your language
 - Gov't communication too often written by insiders, for insiders, using jargon and acronyms only insiders understand
- Assumption that **process** matters more than outcome
 - Too much time describing government processes, and not what the programs are meant to achieve (i.e. solve problems)



Communicating in the Public Sector



The proposed project entitled “Regional Policies towards Greening the Social Housing Sector” is oriented to jointly tackling the topic of housing deprivation and energy efficiency in the scope of social housing sector towards a lower carbon economy. In this context the overall objective of the project is to improve regional policy instruments targeting the link between social housing sector and fuel poverty with green building interventions considering policy, institutional, financial and technical levels.

- **This text:**

- **Assumes** that people can easily understand two seemingly unrelated topics. Helping to fight social deprivation and improving the environment at the same time.
- Doesn't describe the problem (what are we fixing – fuel poverty or the environmental effects of social housing?)
- Hides the most important message that it will help focus on the things that are obstructing solutions to fuel poverty (I think?)
- Uses **language** most people don't use (e.g. “Greening”, “oriented”, “instruments”) to describe the most important information (i.e. fixing social housing and making it better for the environment)

How to communicate effectively in government

How to get it right: your new mantra



If you want what you're saying heard, then take your time and say it so that the listener will actually hear it.

- Maya Angelou

PLAN

Planning worksheet

HACK

What is the purpose of my story?

What is the motive that lies behind it?

Brief overview of context

Bring your audience to life

How do I tell my story?

What is the purpose of my story?

HACK

Who I am
announce, state, introduce



Awareness

Check-out:

http://www.ted.com/talks/rory_sutherland_life_lessons_from_an_ad_man?language=en#t-77288

Why I'm here
explain, comprehend, relate



Relevance

Check-out:

https://www.youtube.com/watch?v=d_2jR2qNloY

I have a dream
inspire, excite, galvanise



Vision

Check-out:

<https://www.youtube.com/watch?v=mcqO8DVR8Q>
&
https://www.youtube.com/watch?v=RmqY6zY_jek

I'll show you how
demonstrate, teach, describe



Education

Check out:

<http://www.youtube.com/watch?v=4WNcjkZ6d0w>

I do therefore I am
participate, join, compete



Principles in action

Check out:

<https://www.youtube.com/watch?v=rhcp0w3oiok>

I know what you're thinking
provoke, challenge, surprise



Dealing with the elephant in the room

Check out:

<https://www.youtube.com/watch?v=88nYFHN9C3U>

How to get it right:

What is the motive?



Every action needs to be prompted by a motive

- Leonardo da Vinci

- A motive is a reason for doing something
- If you don't ascribe motive to your action, other people can ascribe a less-favourable motive to your action
- In government, there are often different reasons for acting. What might be a noble attempt to fix a problem can be misinterpreted if people don't trust, or don't know the reason for your action

Gov't says: "A number of studies have shown that a simplified tax system, with a lower base rate, will bring in more revenue to fund the valuable social programs we all care about. That's why we're lowering taxes for job-creating businesses."

Opposition says: "The government has cut taxes for their friends in business at a time when families are struggling."

By including motive, the government will let fair-minded observers determine their motive is valid, versus the motive that has been ascribed to them by their opposition.

TOP TIP: Motive matters. Address motive in your communications. Tell them why you want to solve the problem

How to get it right

Who is the audience for my communication? Clar

“

A good teacher, like a good entertainer, must first hold his audience's attention, then he can teach his lesson

- John Henrik



Who is the audience for my story?



Think like a journalist.
- media truism

A journalist always seeks to answer the five questions: who (is it about), what (happened), when (did it take place), where (did it take place), and why (did it happen)?

Thinking like a journalist will put the most important parts of your story at the forefront of your communication.



Who is the audience for my story?

HAC
K

- ✓ What language does your audience speak?
- ✓ What do they care about?
- ✓ What's their/the problem?
- ✓ How much do they know? Where do they get information?
- ✓ What do they need (from you) to act?
- ✓ Research— find out everything you can about your audience
- ✓ Make your audience real – give them a name and a face
- ✓ Write for them, not for you (or your colleagues);
- ✓ Think about channel (off-line vs online; print vs. TV; social vs. digital)
- ✓ Remember outcome: what do they need from you to act?

How to get it right:

What is the context?



To effectively communicate, we must realize that we are all different in the way we perceive the world

- Tony Robbins

- Is there history behind your decision to act? (Compare “Europe was torn asunder by war twice in the 20th century, hence the need for closer cooperation today” with “We need to cooperate closely”).
- Is your action in response to current events? (Compare “In response to this month’s episodes of street violence, the government will be bringing in new legislation to toughen penalties for looting” with “the government will be changing the laws for looting.”)

- Describe the problem you are trying to solve (Compare “Foreign investment in Canada creates jobs for Canadians right across our country. Unfortunately, there is too little foreign investment coming into our country. That’s why the government is making changes to its foreign investment review program that will increase the amount of investment into job-creating industries” with “The government today made changes to its foreign investment review program.”)

TOP TIP: Context matters. Survey the external landscape and incorporate relevant context into your communication. Describe the **problem** you’re trying to solve, describe why it’s **important** that you solve that problem, and tell them your **solution**.

What is the story context?



To effectively communicate, we must realize that we are all different in the way we perceive the world

- Tony Robbins

- Communications doesn't happen in a vacuum
- How people will receive information from government depends to some extent on their views of government
- How people receive information from government will also depend on what else is competing for their attention

REMEMBER: Survey the external landscape before you communicate



How to get it right

To hold an audience, you must know your audience

- What language does your audience speak?
- What do they care about? What motivates *them*?
- What's their/the problem?
- How much do they know? Where do they typically get their information?
- What do they need (from you) to act?
- ✓ Research— find out everything you can about your audience
- ✓ Make your audience real – give them a name and a face (personalisation helps bring examples home)
- ✓ Write for them, not for you (or your colleagues);
- ✓ Think about channel (off-line vs online; print vs. TV; social vs. digital)
- ✓ Remember outcome: what do they need from you to act?

How to get it right

Think like a journalist to keep the audience hooked



Think like a journalist.

- media truism

A journalist always seeks to answer the five questions: **who** (is it about), **what** (happened), **when** (did it take place), **where** (did it take place), and **why** (did it happen)?

A journalist leads with the most important fact (the “news”) and then supports that fact with explanation and argument.



How to get a story right

Be a journalist: lead with the news and a killer fact

- Facts and statistics are not stories – but they can help bring stories to life
- Use the killer fact to craft your story (e.g. press release) and tuck the supporting facts into the supplementary materials (e.g. backgrounder or fact sheet)
- Use the killer stat to lure people into your world – then hit them with the detail

TOP TIP: Lead with the most important piece of information. Avoid cramming every fact and statistic into your communication/story



How to get it right

Think like a journalist, but also think like a politician

Thinking like a (good) politician will help you with your communication. Good politicians:

- Understand context before they act
- Talk a lot about problems – before they get to solutions
- Think about their audience (who elect them!)
- Use real world examples, and don't over-rely on statistics
- Are disciplined communicators and will repeat key messages.



How to get it right – summing it up

Real examples – from bureaucratese to effective language

Before (bureaucrat)

An Act to amend the Copyright Act and the Trade-marks Act and to make consequential amendments to other Acts

An Act to amend the Criminal Code, the Canada Evidence Act, the Competition Act and the Mutual Legal Assistance in Criminal Matters Act

An Act to amend the Food and Drugs Act

After (politician)

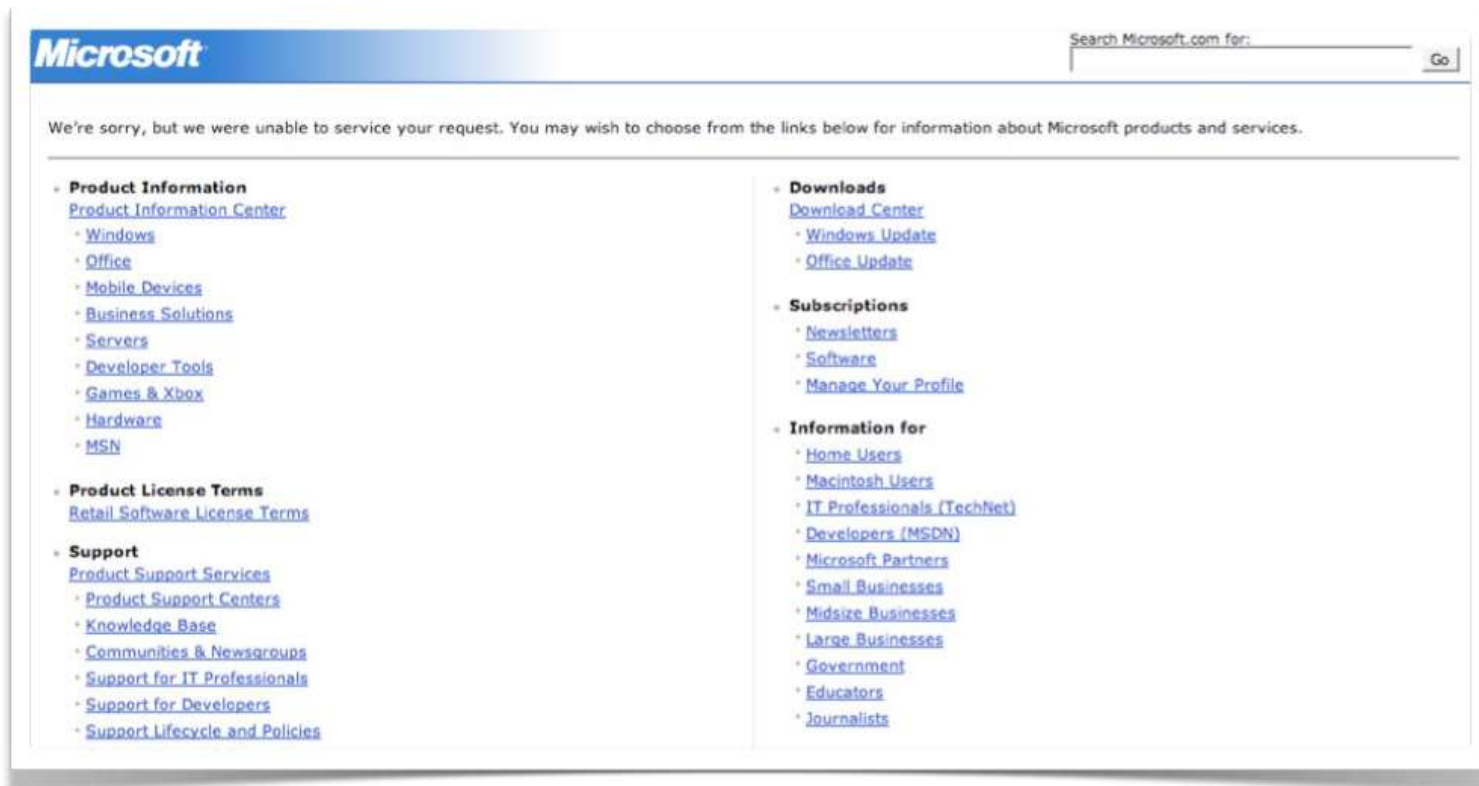
Combating Counterfeit Products Act

Protecting Canadians from Online Crime Act

Protecting Canadians from Unsafe Drugs Act (Vanessa's Law)

How to get it right

TOV



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How do I tell my story?



An Act to amend the Copyright Act and the Trade-marks Act and to make consequential amendments to other Acts

Combating Counterfeit Products Act

An Act to amend the Criminal Code, the Canada Evidence Act, the Competition Act and the Mutual Legal Assistance in Criminal Matters Act

Protecting Canadians from Online Crime Act

An Act to amend the Food and Drugs Act

Protecting Canadians from Unsafe Drugs Act
(Vanessa's Law)

How do I tell my story?



“Think like a politician.”

- Andrew MacDougall

- Talk about the problem you’re trying to solve
— BE SPECIFIC
- Use “real” language – nobody likes jargon, or acronyms
— BE AUTHENTIC
- Use real world examples, don’t quote statistics
— BE ENGAGING
- Message discipline – be consistent. Repeat yourself. Repeatedly. Over and over again. Constantly.
— BE APPROPRIATE



SUMMARY



Government communications

How to get it right: remember these techniques

- Tell them why you care, and why they should too
 - Highlight your motive for action (e.g. people want safe streets and communities, and so we want to crack down on crime)
- Describe the problem you're trying to fix
 - Only once a problem is identified will people accept action (e.g. violent crime is too high)
- Use language that the general population will understand
 - Limit the use of jargon, acronym, and statistics
- Tell them what you want to achieve
 - Be sure to include a “call to action” so the impacted parties can participate in solution (e.g. where they can find more information, sign a petition, contact officials)



Addressing the pitfalls...

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K

Consider the world around you before you begin to draft your communication.

CONTEXT

Use emotion and reason in your communication to help build the case for action.

MOTIVE - OUTLINE THE PROBLEM /
OUTLINE SOLUTION

Know your audience

UNDERSTAND THEIR WORLD

Lead with the most important fact.

DON'T BURY THE LEDE

Have a clear purpose

DRIVE ACTION

Write for your audience, not for yourself.

TELL STORIES / NOT STATISTICS

Exercise 1.

Applying the lessons of story planning: on your own please begin to plan a story

EXERCISE 1

“Regional Policies towards Greening the Social Housing Sector”

The proposed project entitled “Regional Policies towards Greening the Social Housing Sector” is oriented to jointly tackling the topic of housing deprivation and energy efficiency in the scope of social housing sector towards a lower carbon economy. In this context the overall objective of the project is to improve regional policy instruments targeting the link between social housing sector and fuel poverty with green building interventions considering policy, institutional, financial and technical levels.

Through interregional cooperation, regions will identify, share and transfer innovative methodologies, processes and good practices in developing and implementing greener social housing sector policies, targeting new constructions or retrofitting existing buildings. For do so, study visits, good practices workshop, local stakeholders meetings, among other dissemination events will be organised. Within this interregional learning process (phase 1 - 5 semesters) the regions involved in the project will develop important outputs, namely: self-assessment reports, good practices guides and regional action plans. Following the phase 1, it will start a period with the duration of four semesters - phase 2, focused on monitoring the implementation of the action plans developed previously and a final result report will be produced to summarise its achievements.

The partnership includes 8 partners from 6 countries (Portugal, Spain, Croacia, Estonia, Sweden, Romania), with capacity to influence the policy instruments related to greening the social housing sector. One advisory partner, Nordregio (Sweden) will provide scientific and technical support to the consortium. The other partners, mainly municipalities, energy agencies and Managing Authorities will jointly work in the development of the main project's activities, namely preparation, implementation and monitoring.

Planning worksheet

HACK

What is the purpose of my story?

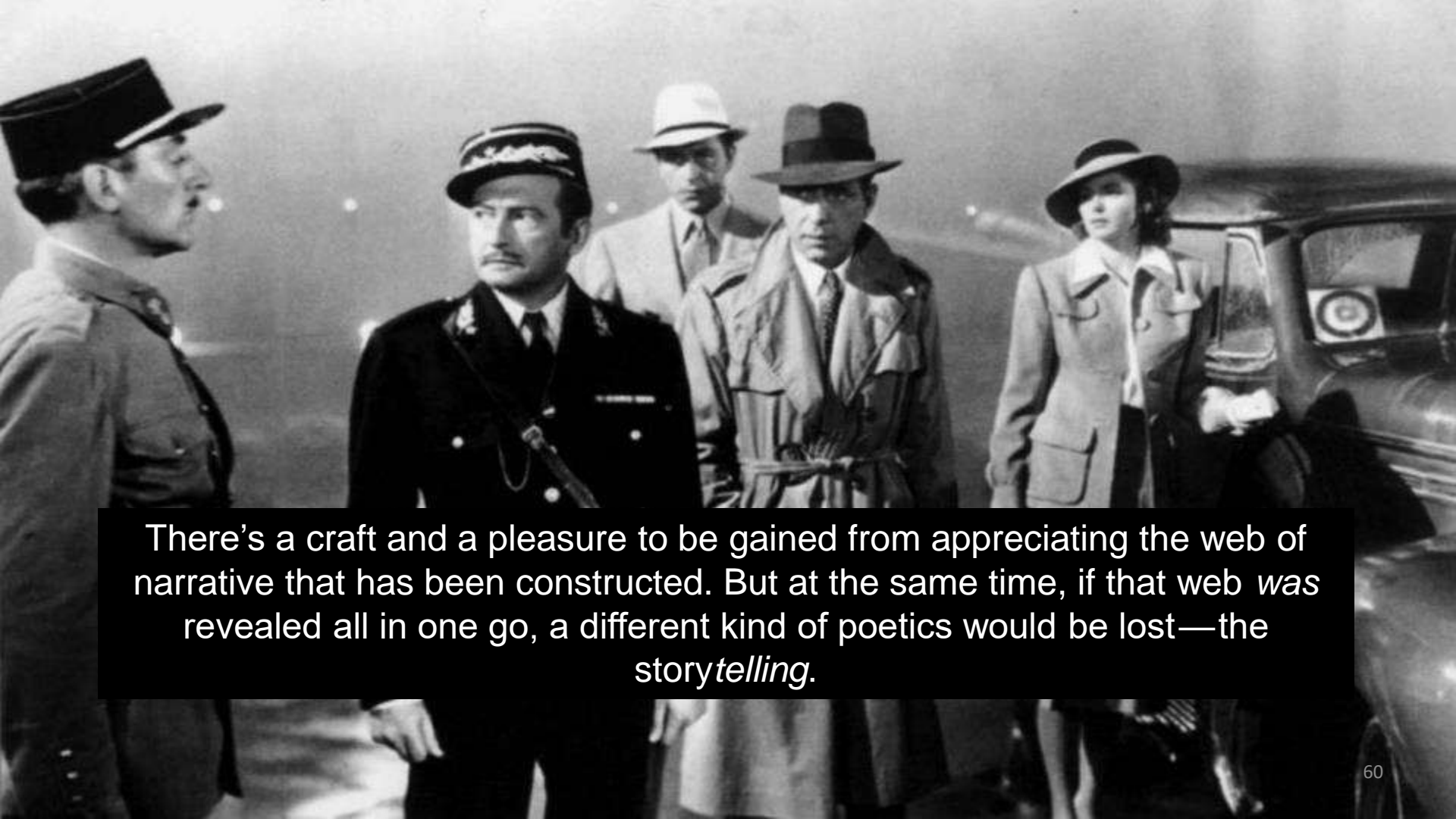
What is the motive that lies behind it?

Brief overview of context


Bring your audience to life

How do I tell my story?

NARRATIVE



There's a craft and a pleasure to be gained from appreciating the web of narrative that has been constructed. But at the same time, if that web was revealed all in one go, a different kind of poetics would be lost—the *storytelling*.



‘Storytelling’ is the revelation of connected
information over time



The order in which you reveal things fundamentally changes how people experience a story—thus for anybody involved in creating narratives, this design is extremely important, and depends on the message that is intended to be conveyed.





For a story to move along something has to be at stake. (It can be as small as ‘why is this person rushing?’) but it has to be there.

There are repeating forms of basic narrative tension – e.g. boy meets girl, murder mysteries – where we both know and *don't* know what will happen next.

All narratives have basic elements that are brought into tension to drive the story forward.

The narrative builds tension by expressing how and what you are willing to do.



E.g. Fairy Liquid (you may know me as Dreft or Dawn) makes the promise to keep the kitchen going, at the heart of family life

Fairy's makes a promise to **the kitchen itself. The kitchen is the focus of the story**

Which is why it commands the trust of mums and dads, restaurants, schools, canteens, etc

Constructing a narrative

In a world that often pulls people apart, there is one place that brings families together again and again. The kitchen.

Sometimes, things go wrong. Things get broken, milk gets spilled, food gets burned, tempers are lost.

But it's also where important decisions are made and where we sort it out afterwards. It's where the small things that are the fabric of daily family life happen: packing the school lunch, making a cup of coffee, trying a new recipe, pinning a photograph to the fridge, debating TV shows and sharing news, loading the dishwasher and doing the washing up.

And every day we start again.

And Fairy is always there. It's our job to help keep the kitchen going.

This is the simple story we want to tell and to facilitate – because we help make it happen. Let's discover and share these kitchen stories, big and small – the stories that feed family life.





THE WORLD WHERE THE FOCUS OF THE STORY PLAYS OUT

In a world that often pulls people apart, there is one place that brings families together again and again. The kitchen.

AND WHAT'S AT STAKE IN THAT WORLD

Sometimes, things go wrong. Things get broken, milk gets spilled, food gets burned, tempers are lost.

WHAT WE UNDERSTAND ABOUT THAT WORLD

But it's also where important decisions are made and where we sort it out afterwards. It's where the small things that are the fabric of daily family life happen: packing the school lunch, making a cup of coffee, trying a new recipe, pinning a photograph to the fridge, debating TV shows and sharing news, loading the dishwasher and doing the washing up.

YOUR ROLE IN THAT WORLD TO RESOLVE TENSION

And every day we start again.

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Constructing a government narrative



On a continent with a long history of conflict, there is one institution that brings people together. The European Union.

Sometimes, there are differences. Over economic policy, energy, borders, or the basic tenets of citizenship.

But the European Union is also where important debates are held and where we resolve our differences. It's where the decisions that keep our communities safe, prosperous, and united happen: defining our role in the world; delivering jobs and economic growth; or determining standards for product and drug safety.

And every day we take new decisions on our shared future.

The EU is always there. It's our job to improve the quality of life of our citizens.

Constructing a government narrative



THE WORLD WHERE THE FOCUS OF THE STORY PLAYS OUT

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WHAT WE UNDERSTAND ABOUT THAT WORLD

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YOUR ROLE IN THAT WORLD TO RESOLVE TENSION

And every day we take new decisions on our shared future.

The EU is always there. It's our job to improve the quality of life of our citizens.

A guided narrative template

Before arriving at a fully polished narrative we work on a checklist template to help guide out thinking.

- We believe in a world where...
- (This is the focus of the story expressed as a belief about the world, e.g. We believe in a world where play is as sacred a human right as education, food or water)
- We know in that world that....
- (This is what you know about the world that brings tension, e.g. We know that not every child can play as they deserve and that not everything that is called a toy is really worth playing with)
- So we make sure...
- (This is what you do to resolve the tension, e.g. So we make sure our products are perfect for stimulating play for all children at all times)
- Which is why we...
- (This is what you do in terms of product, services and overall behaviour, e.g. Which is why we make Duplo, LEGO, Technics, Mindstorms in sets of all sizes suitable for all ages.)

Exercise 2.

Applying these lessons: on your own please develop one of the sample government communications that follow into coherent, relevant and appealing narrative based on plans developed in exercise 1

EXERCISE 1

“Regional Policies towards Greening the Social Housing Sector”

The proposed project entitled “Regional Policies towards Greening the Social Housing Sector” is oriented to jointly tackling the topic of housing deprivation and energy efficiency in the scope of social housing sector towards a lower carbon economy. In this context the overall objective of the project is to improve regional policy instruments targeting the link between social housing sector and fuel poverty with green building interventions considering policy, institutional, financial and technical levels.

Through interregional cooperation, regions will identify, share and transfer innovative methodologies, processes and good practices in developing and implementing greener social housing sector policies, targeting new constructions or retrofitting existing buildings. For do so, study visits, good practices workshop, local stakeholders meetings, among other dissemination events will be organised. Within this interregional learning process (phase 1 - 5 semesters) the regions involved in the project will develop important outputs, namely: self-assessment reports, good practices guides and regional action plans. Following the phase 1, it will start a period with the duration of four semesters - phase 2, focused on monitoring the implementation of the action plans developed previously and a final result report will be produced to summarise its achievements.

The partnership includes 8 partners from 6 countries (Portugal, Spain, Croacia, Estonia, Sweden, Romania), with capacity to influence the policy instruments related to greening the social housing sector. One advisory partner, Nordregio (Sweden) will provide scientific and technical support to the consortium. The other partners, mainly municipalities, energy agencies and Managing Authorities will jointly work in the development of the main project's activities, namely preparation, implementation and monitoring.

XXX believe in a world where... (this is where you bring the focus of your story to life)

In that world XXX know... (what do you know about the world which means something's at stake?)

So XXXX makes sure... (this is how the brand relates to the world of the focus of your story & grounds its 'quest')

Which is why XXXX... (this is what you are going to do to prove that you will keep your promise)

Content

Stories in the old world of media



In the past we could think of communications as simple infrequent and largely one-way

People always talked to each other but their networks were small so control over the story could be exerted with key partners (retailers, PR, etc.)

Content marketing

Today, content plays a central role in most corporate and institutional communications strategies.

Industries with the highest rates of content marketing adoption:

- Professional Services94%
- Computing/Software93%
- Advertising/Marketing89%
- Healthcare.....89%
- Business Services84%
- Manufacturing/Processing83%

'2014 B2B Enterprise Content Marketing Trends'
Content Marketing Institute

94%

CONSIDER CONTENT AN EFFECTIVE WAY
TO ENGAGE THE AUDIENCE

71%

SEE CONTENT AS A NEW WAY TO
REACH THEIR TARGET AUDIENCE

MSLGROUP 'Curing the Content Headache' Survey, 2014

And yet...

Good content is not good enough.

We are suffering from a deluge of content and severe content pollution across digital spaces...

Resulting in search and social platforms now acting as gatekeepers that punish 'bad' content to prevent content pollution.



Content searched



VS

Content shared



Mail Online

Best-in-class for accessibility and retention

Full,
explanatory
headlines
Bulletpoint
summaries

Instant
visibility on
popularity
Flags to
additional
content

Large images

'When I see a cute little cupcake perverse things come to mind': The 28-stone mother sexually obsessed by cakes and pastry

- Sammee Matthews, 42, from Las Vegas has sitophilia
- Gets turned on by cakes: a bakery sends her 'weak at the knees'
- Erotic obsession with food contributes to her morbid obesity
- Weighs 28 stone, but was 32 stone at heaviest
- Runs Thick Sundaes, a strip club for overweight women

By DENI KUKOVA
PUBLISHED: 11:41, 8 October 2013 | UPDATED: 13:13, 9 October 2013

151 shares

A morbidly obese mother-of-two suffers a condition which compels her to devour doughnuts during sex.

Sammee Matthews, 42, from Las Vegas has been diagnosed with sitophilia - an erotic obsession with food. In her case, she gets turned on by cakes and sweets.

She says just the sight of a baker...

Scroll down for video



DATE: 13/10/2013
Always denied any form of plastic surgery

DATE: 13/10/2013
Guede unable to perform as Strictly Come Dancing star faints twice during rehearsals...

DATE: 13/10/2013
The incredibly shrinking Simpson! Jessica shows off her VERY avette figure for Weight Watchers shoot... four months after giving birth to son

DATE: 13/10/2013
She looks familiar: Strictly Come Dancing's Abbey Clancy looks just like professional dancer Flavia Cacace in her black wig. Not her usual look.

And, of course, this...

DON'T MISS

- **Halo girls!** It's Suki, Cara and Ryleigh May Jagger in sexy Vegas poses. The BFFs posed in the hotel lobby for Vogue shoot.
- **BLONDER** sensation! Kim Kardashian reveals why she went after spending THREE hours getting her newly dyed locks lightened at Paris salon.
- **Andie Rose** poses in nothing but skimpy lingerie as she hits back at critics for attacking her racy Instagram selfies. Not taking back.
- **Spring's definitely in bloom!** Genesis Collins shows off her vibrant floral print two-piece as she displays her continued weight loss. Definitely seasonal number.
- **Bathing beauty!** Zoe Kravitz shows off her incredibly slim figure in a teeny black bikini while relaxing in the Miami sun. Escaped freezing NYC.
- **The moment** blasted Harrison Ford was carried away from his smooch scene. Dramatic pictures show the aftermath of golf course crash.
- **PICTURE EXCLUSIVE:** Calista Flockhart looks distraught looking hospital after keeping her date night with Harrison Ford following his plane crash.
- **Wacky Paltrow** battles her latest curves in a tight white bodice costume dress as she joins celeb pal Casey Battersby for a night out in Manchester.
- **Wides hot!** Harriet Jones displays her slender legs in mini-skirt for Extra London street party in Paris. Like an eagle.

Buzzfeed quizzes and lists

Best-in-class for social sharing



'Hatton Garden, The Heist' - Telegraph

A long-form read, with anchors and multiple formats



The Hatton Garden raid was meticulous in its planning, dazzling in its complexity – yet still the burglars were caught. In this interconnected age, is the Hollywood-style heist now a thing of the past?

By Laurence Dodds, Friday 15 January 2016

It was, said the counsel for the defence, a crime fit for the big screen. The men who gathered on Friday evenings at the

Harvest

Effective content...

Attracts

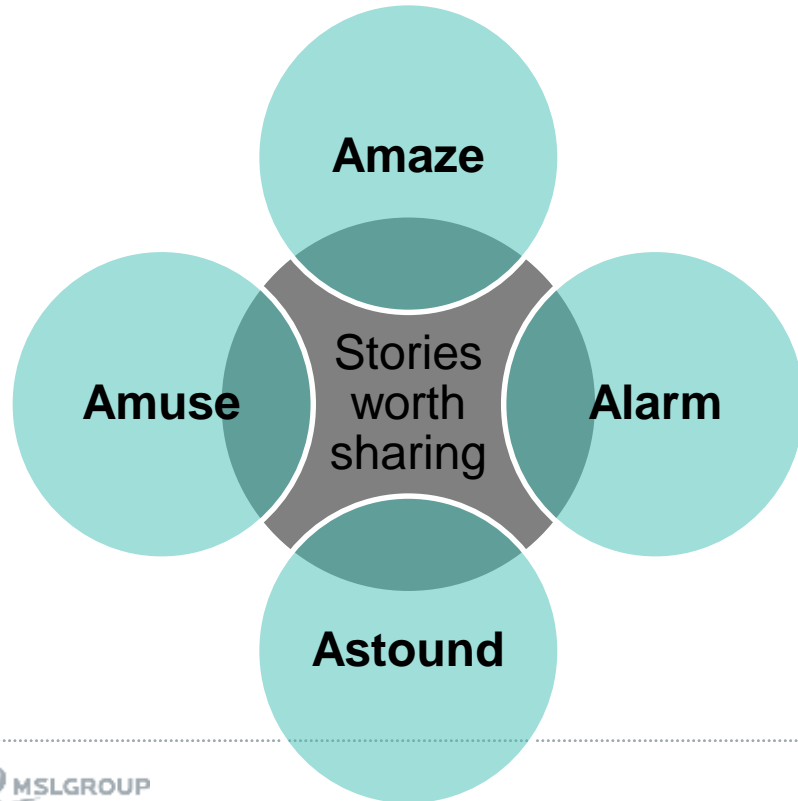
Engages

Retains

...your audience

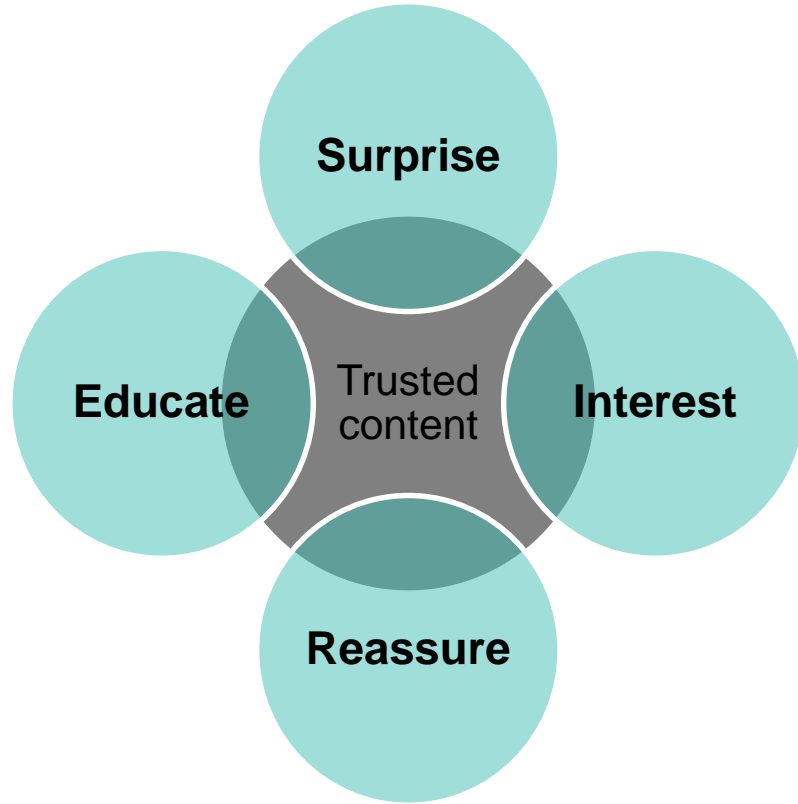
Consumer media

(Metro) – “Stories Worth Sharing” loves



- Will this enhance my day?
- Will this make me look more interesting to others?
- Will this create debate?
- Is this a story I have to know about?

EU?



- Will this enhance my day?
- Will this make me look more interesting to others?
- Will this create debate?
- Is this a story I have to know about?

Refine, create & publish

Content formats

Take your pick...

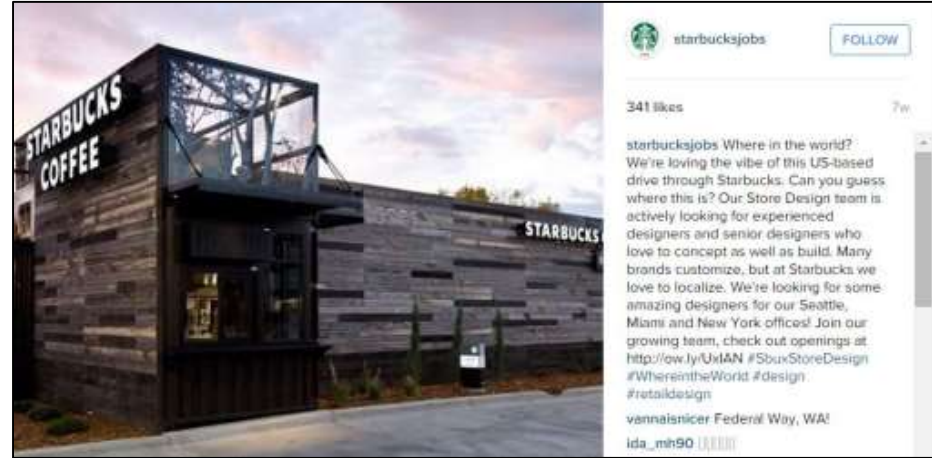
- Image
- Short form copy
- Long form copy
- Standard video
- Social video
- Live video
- Infographic
- Listicle
- Stats-led/data visualisation

Content formats best practice

Image / copy articles – short-form (80-300 words)

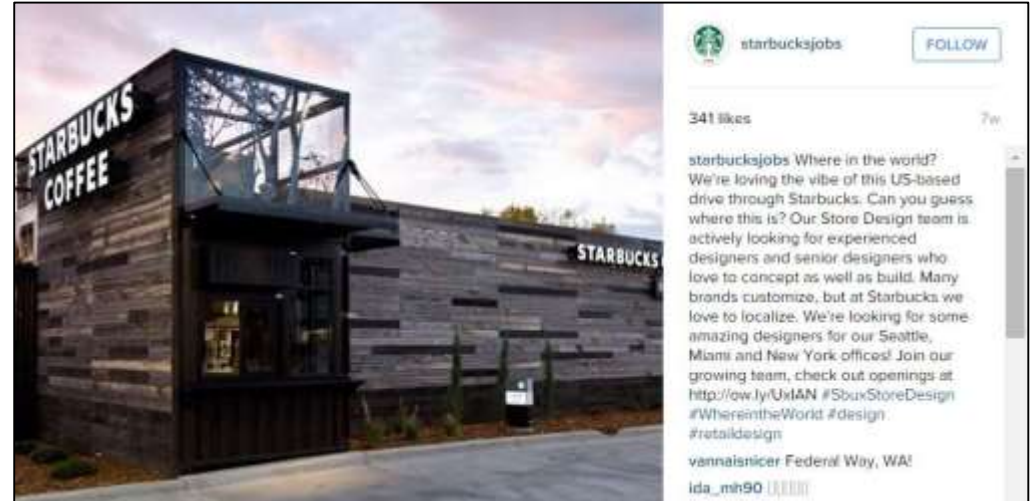
Requirements/tips:

- Make your **headline enticing** for your target audience
- Keep it **punchy and succinct** – no long explanations
- Spend **90% of your time on the first 10%** (headline/first line/image)
- No fewer than **80 words** for SEO



Content formats best practice

Image / copy articles – short-form (80-300 words)



Content formats best practice

Image / copy articles – short-form (80-300 words)

Good for:

- Providing a topic snapshot
- Topic where limited information is available
- Being well shared on social
- Mobile consumption
- SEO

Bad for:

- In-depth coverage
- Complex/multi-faceted topics
- Content with multiple visuals (or none!)

Content formats best practice

Image / copy articles – long-form (800+ words)

Requirements/tips:

- Your **headline** is still the most important part
- Space is unrestricted – but **audience attention span** is not
- Use **subheadings, images and pull-quotes** to break up text
- **Anchor points** are also useful



Content formats best practice

Image / copy articles – long-form (800+ words)



Content formats best practice

Image / copy articles – long-form (800+ words)

Good for:

- **Complex topics**
- **Bringing together multiple content strands (interviews, context, images, videos, etc)**
- **SEO (esp time on page)**

Bad for:

- **Quick consumption**
- **High-volume production**
- **Mobile audiences**

Content formats best practice

Standard video

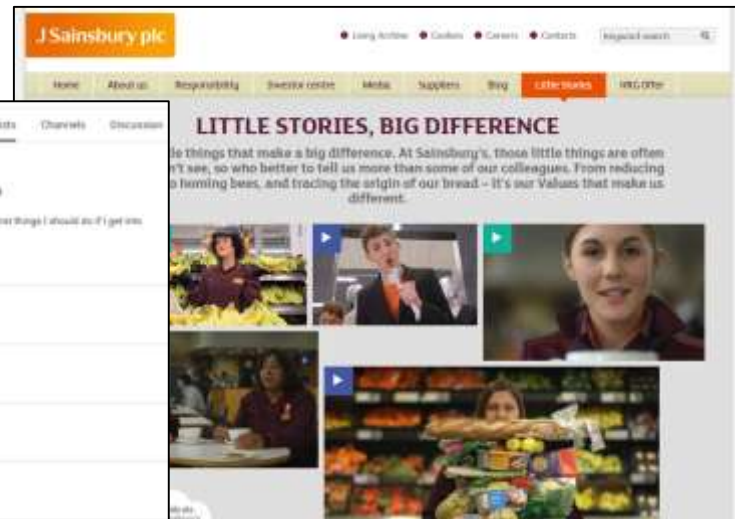
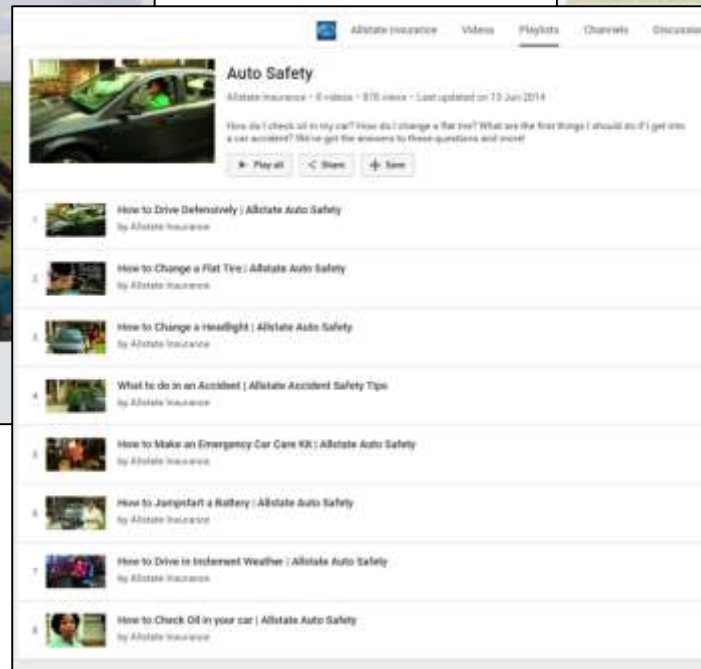
Requirements/tips:

- Optimal length of **60-90 seconds**
- Still needs a structured narrative (a **beginning, middle, and end**)
- Something to grab the attention **within 5secs**
- Definite **conclusion/CTA** that relates to video title/sell



Content formats best practice

Standard video



Content formats best practice

Standard video

Good for:

- Anything heavily visual
- Something that requires demonstrating, rather than explaining
- Creating an immersive, emotional experience

Bad for:

- Non-visual content
- Complex content that cannot be simplified/structured
- Limited budgets (except social video and short-form amateur-style production)

Content formats best practice

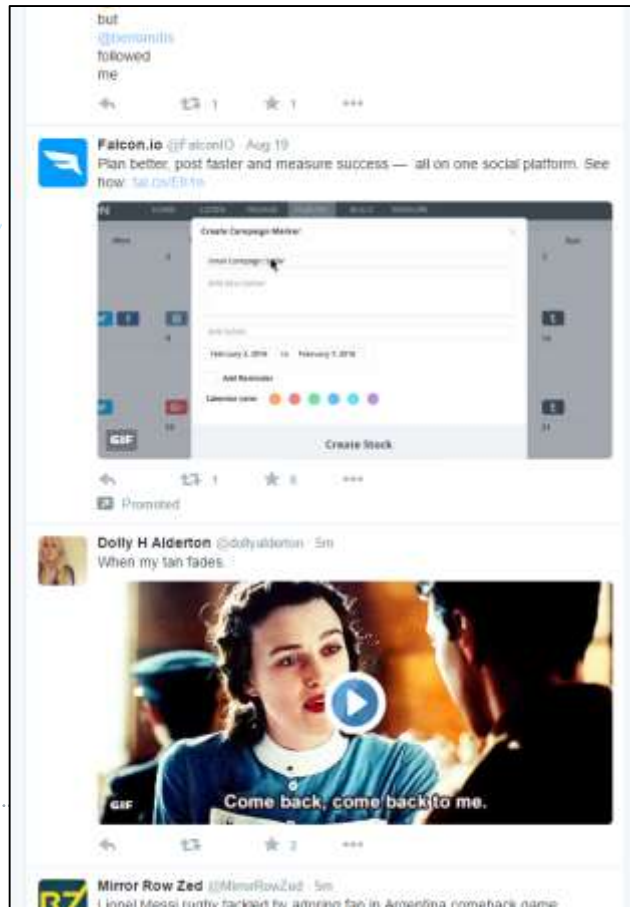
Social video

Requirements/tips:

- Optimal length of **5-30 seconds (60secs max)** but this depends on platform
- Less need for a structured narrative, more about **a snapshot of your message**
- Name of organisation/project **within opening 2secs**
- Include **subtitles (in English)** to ensure as many people as possible can understand and engage without audio



Social video



Content formats best practice

Social video

Good for:

- Engagement metrics (shares, views)
- Using innovative new formats of video (e.g. FB 360) at low cost
- Targetting specific audiences using a variety of acceptable quality
- Teasing longer, more in-depth video content hosted elsewhere

Bad for:

- Supreme, aspirational-quality content
- Organic reach without paid support
- Audio (other than Snapchat)

Content formats best practice

Live video

Requirements/tips:

- No **set length** BUT the longer it is there's a better chance your audience will find you
- **Interact** with your audience - live is a unique opportunity to do this
- Organisation/project name **throughout / at regular intervals**



Content formats best practice

Live video



Content formats best practice

Live video

Good for:

- Engagement metrics (shares, views) – even more than regular social video
- Producing video content relatively cheaply and easily
- Quick turnaround from content idea to inception (within reason, see opposite)

Bad for:

- Risk-averse clients
- Doing once and never again
- Releasing content unannounced

Content formats best practice

Infographics

Requirements/tips:

- You still need a **strong headline**
- Don't be tempted to make it **too long or complicated**
- Strike an **equal balance** between 'information' (copy) and 'graphic' (visuals)
- Ensure all your information is **accurate**



Infographics



Content formats best practice

Infographics

Good for:

- Content with a balance of stats/facts and context/narrative
- Displaying a variety of disparate information clearly
- Condensing lots of information into one hit

Bad for:

- Mobile audiences
- Tight deadlines
- Easy amendments

Content formats best practice

Listicles

Requirements/tips:

- Odd numbers are **better**, prime numbers are **best** (e.g. “11 things you didn’t know...”)
- List should be **at least 5, no more than 35 items**
- **Start and finish** with the best bits
- Keep items in the list **punchy** (one image or 50 words max)



Content formats best practice

Listicles



Content formats best practice

Listicles

Good for:

- Making complex content more digestible
- Increasing readership
- Generating social shares
- Readers who like to scan information
- Using pictures and copy together

Bad for:

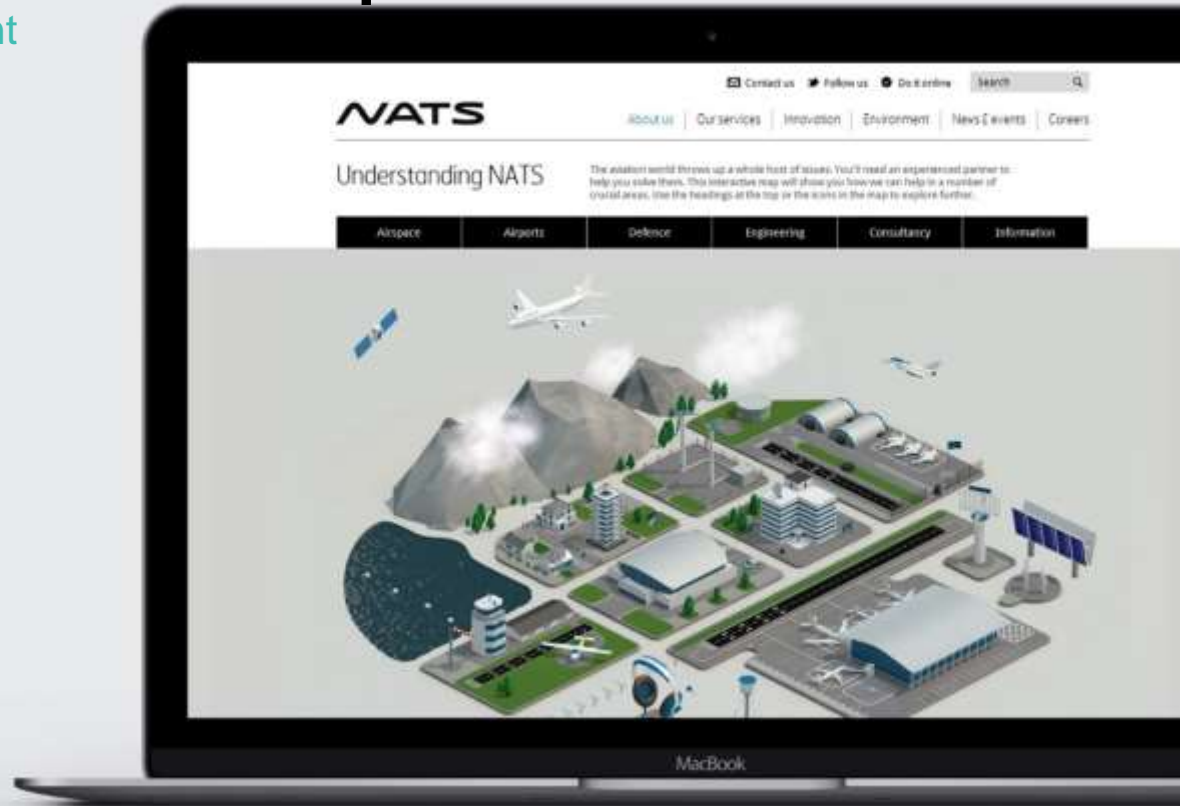
- Search ranking
- Explaining individual points in any depth

Content formats best practice

Stats-led / data visualisation content

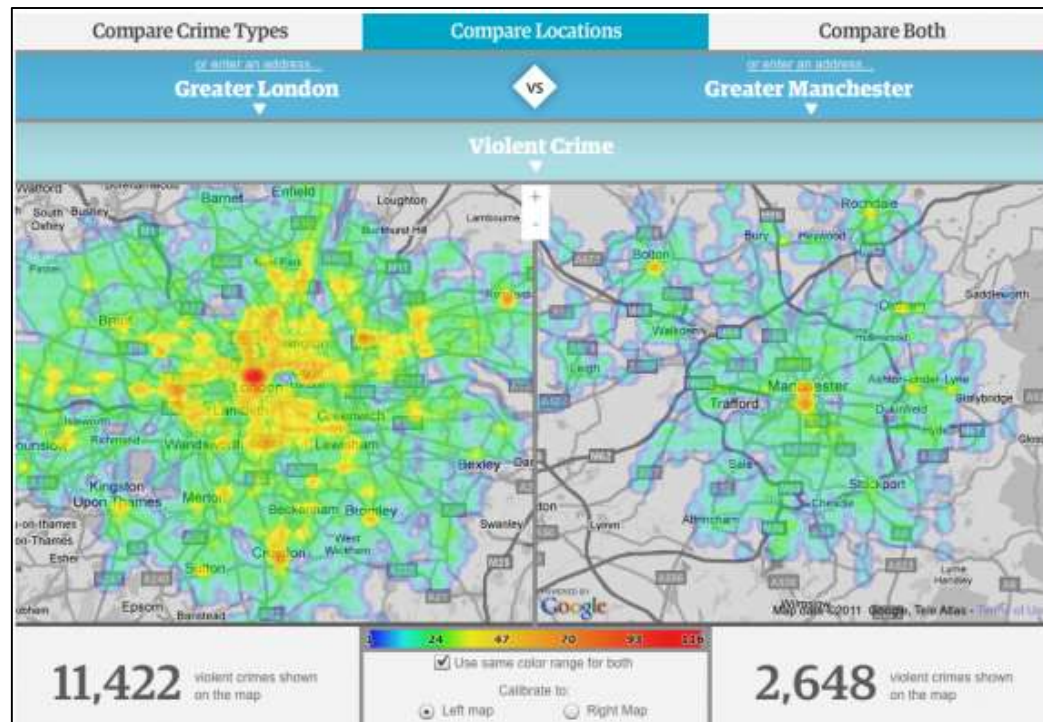
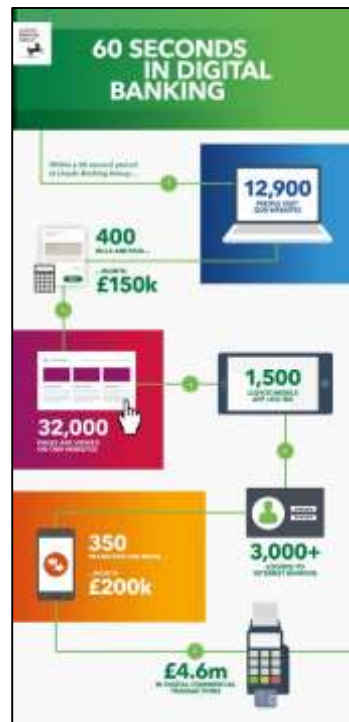
Requirements/tips:

- One identified **'killer' stat** to lead with (ideally two – “top and tail”)
- At least **five stats** in total (unless 'killer' stat is incredible on its own), or
- Centred around **one topic**, not too disparate or varied



Content formats best practice

Stats-led / data visualisation content



Content formats best practice

Stats-led / data visualisation content

Good for:

- When the best thing about your content is the numbers
- Inducing shock/surprise in your audience
- Sharing on social
- Creating debate

Bad for:

- Anything that needs more than a one-line explainer
- Search ranking

Analyse & Manage

Analyse

Basic metrics that demonstrate effective content

- ✓ Total page views
- ✓ Total social media shares
- ✓ Time on site
- ✓ Bounce rate
- ✓ User sentiment (survey)

Editorial process

We are all publishers now



Thank you

Storytelling and Content Workshop

MSLGROUP

Thursday 29th September

—
Interreg Europe