

Unlocking the secrets of memorable content

emotionise
by Marie Toft



Social Media & Video

**In less than 2 years
80% of Internet
traffic will be video**

- Video conveys what it FEELS like
- Viewers retain 95% of a video message, only 10% of a text message



Content is King

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Authenticity
Integrity
Credibility

- Storytelling only succeeds when it affects us emotionally
- World of Emotion has entered Business
- Safety, Trust, Listening, Thanking
- What kind of emotion do you want your audience to feel?



Find your audience

Find your Audience

**Generalised
audience =
Generalised
story**

- Big Data
- Target audience, need, action
- Emotionise
- Find the shared humanity





Aerial #ShareTheLoad

**Viewed by 65
million people in
22 countries**

- Sheryl Sandberg and Melinda Gates
- Children's comics re-designed
- Sales up 76%
- 2.1m Indian men 'Share the Load'
- Justice Vs Injustice
- 70% of Generation Z believe business should be giving back
- What's your Purpose/Meaning?




Neuroscience of emotion

Emotion is the side-effect of change

- Transition to the positive
- Chemicals into the bloodstream
- Princeton fMRI
- Brain writes memories
- The 'Open Mind Moment', 6-8 seconds
- It will be remembered





A woman wearing a blue hard hat and a safety vest is smiling and holding a green leafy plant. She is in a laboratory or industrial setting. The background is slightly blurred, showing a white wall and a doorway.

Molly Morse

Discovered how to turn harmful methane gas into biodegradable plastic

Companies who discover how to connect emotionally win

- Connecting emotionally builds trust and moves people to action
- Creativity, Innovation, Collaboration
- Create a Sense of Belonging
Think political, support causes, create a stunt
- Be creative, take risks
- Emotionising demands skill, knowledge and creativity



A view of Earth from space, showing the horizon of the planet against a dark, star-filled background. A white rectangular box is centered over the image, containing the text "THIS IS A GENERIC BRAND VIDEO" in a white, sans-serif font.

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