### Unlocking the secrets of memorable content









### 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





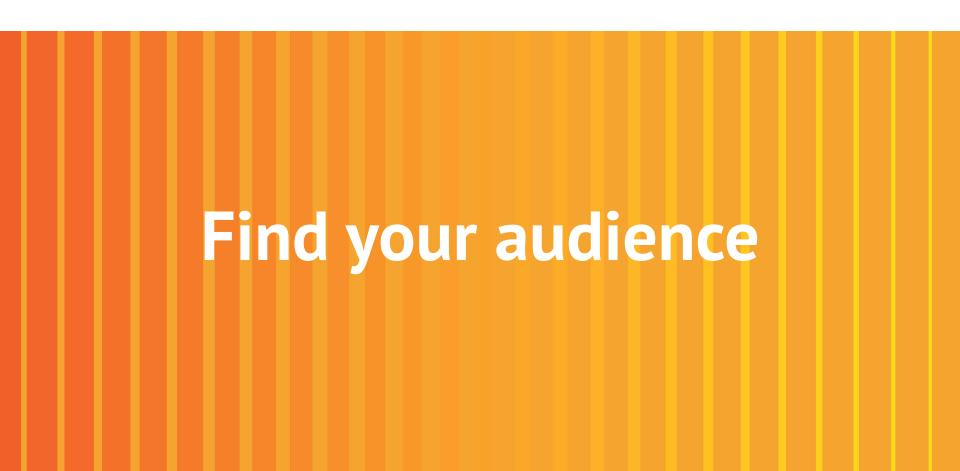
### Content is King



### 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



# Generalised audience = Generalised story

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



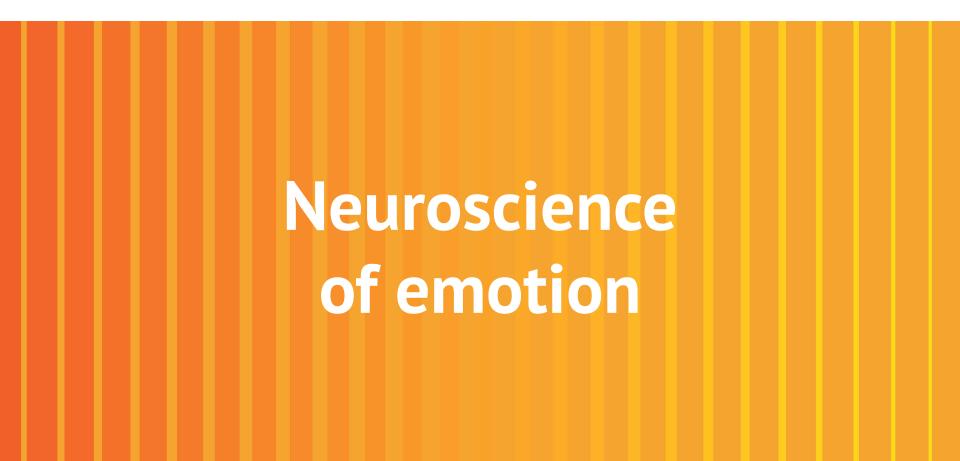


### Aerial #ShareTheLoad

## 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





### Conclusion



# 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

