

| Type of story | Sequence | Structure | Why | How to | Timing (in s.) |
|--|--|---|---|---|----------------|
| PROBLEM / INSIGHT / SOLUTION / RESULTS | PROBLEM | PROBLEM Global / Impact | One single short sentence to say "there is a problem" | Line of text / drama music / VO possible | 4 |
| | | | 3 to 4 other people stating the problem at a smaller or larger scale / or images showing this problem | Short cuts / quick testimonies / other news videos (4 or 5 examples) | 20 |
| | | PROBLEM Insight more precise | Wrap-up of the problem in a sentence with a higher level of vocabulary | One sentence, written on screen / said with the VO | 5 |
| | | PROBLEM explain it in a sentence | | | |
| | INSIGHT | INSIGHT - Something we discovered | Something made sense to us that motivated this project | VO - we talk about it / images generic or about the insight | 5 |
| | | INSIGHT - proof of the insight | Showing what we discovered that is unique | Video / Images of the insight, showing people if possible + VO explanation | 5 |
| | SOLUTION | SOLUTION - Quick exposure of the solution | This is what we've done to get other the problem | VO + Text + one image of the solution | 4 |
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| | | SOLUTION - How we made it in details | Explaining the huge challenge ahead and how we build a solution | Images of the challenge, and detail images of the solution / the project / possibly VO but more emotional without | 10 |
| | | SOLUTION - Showing all the work | We made lots of things to bypass the problem (we did a lot / lots of images) | More images of the solution, the people at work, the details of it / more rythm | 10 |
| | RESULTS | RESULTS - And this brought all this change | Our solution brought a massive change | Emotional / let the image talk | 8 |
| | | RESULTS - prove effect on people | Other people saying how much it helped | Testimonies / let other talk about it | 8 |
| | | | | Number on screen / possibly with VO / number can be enough if well understood (not more than 5) | 6 |
| VISION | RESULTS - showing metrics | Show the numbers / data proving the change | | | |
| | VISION - showing the underlying philosophy | Remind people why you did it in the first place | VO - this is why we did it | 3 | |
| | VISION - slogan | One simple 5 words max sentence to remember the project | Slogan + VO - this was us, this was our story | 5 | |
| | | | | | 93 |

Classic Case study, oriented towards showing results - the most complete form of information while keeping a high level of appeal

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|---|----------|--|--|--|----|
| INSIGHT / PROBLEM / SOLUTION / BREAK / SOLUTION / RESULTS | INSIGHT | INSIGHT - Something that is true for most | One single, well expressed insight | VO - or text | 8 |
| | PROBLEM | PROBLEM - to resolve based on the insight | One single problem we resolved | VO (more personal) | 12 |
| | SOLUTION | SOLUTION - something that shows it working | Discovery of the solution by the viewer, wonder what it is exactly | Images / let the question arise (the viewer fill in the gaps) | 10 |
| | | SOLUTION - How we overcame the problem | One single solution / fun or deep / one sentence | VO + text | 8 |
| | | SOLUTION - other people say it | Praise about how the solution worked so well | Multiple voices / extracts from the project and what people said about it | 12 |
| | BREAK | BREAK - Fun part / or Drama part | Comes back to the reality of the solution and the campaign | A relevant extract, a testimony from someone - the deeper the better | 10 |
| | SOLUTION | SOLUTION - Dig into the mechanics | Dig into the mechanics of the solution, and the various tools | Lots of shots / extracts of the actual implementation that shows how it works | 20 |
| | RESULTS | RESULTS - prove effect on people | Testimony from the project leader / or from a happy user | One single testimony can be powerful enough if it is short / or 2 of them even shorter and emotional | 10 |
| | | RESULTS - showing metrics | Show the numbers / data proving the change | Number on screen / possibly with VO / number can be enough if well understood (not more than 5) | 6 |
| | END | PACKSHOT Logo | Logo + end message of the campaign to remember it | One short snappy sentence + logo | 3 |
| | | | | | 99 |

Emotional / funny case study - more impactful and engaging, can resonate very highly with people and push for even more engagement. More delicate balance to create, requires a lot of sensitivity to what works or not visually.