What is a story?

0 1

a story is a block of words and images that has an intention

0 1

designed

it exists for a reason and for someone


strength
beginning | promise

At 55, I met my father for the first time. I knew at once, I was the source of his pain. His deepest regret.

At 72, I began to ponder my accursed existence. Who am I? What is my purpose? Why are my arteries exposed?

At 107, I discover the truth. This body was


strength
beginning
promise
development
we want to complete the story

beginning
promise

development

we want to complete the story

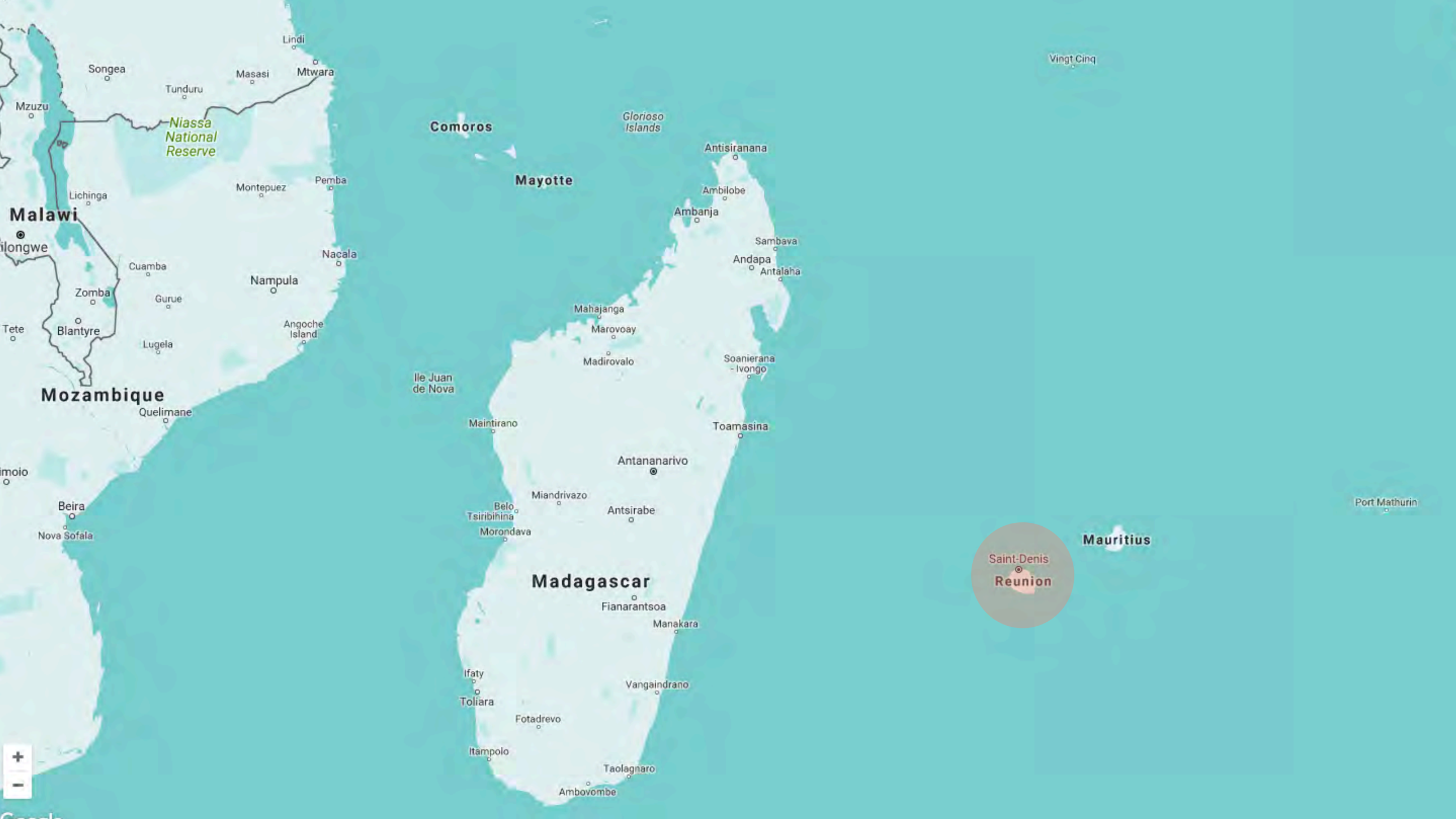
understood
something

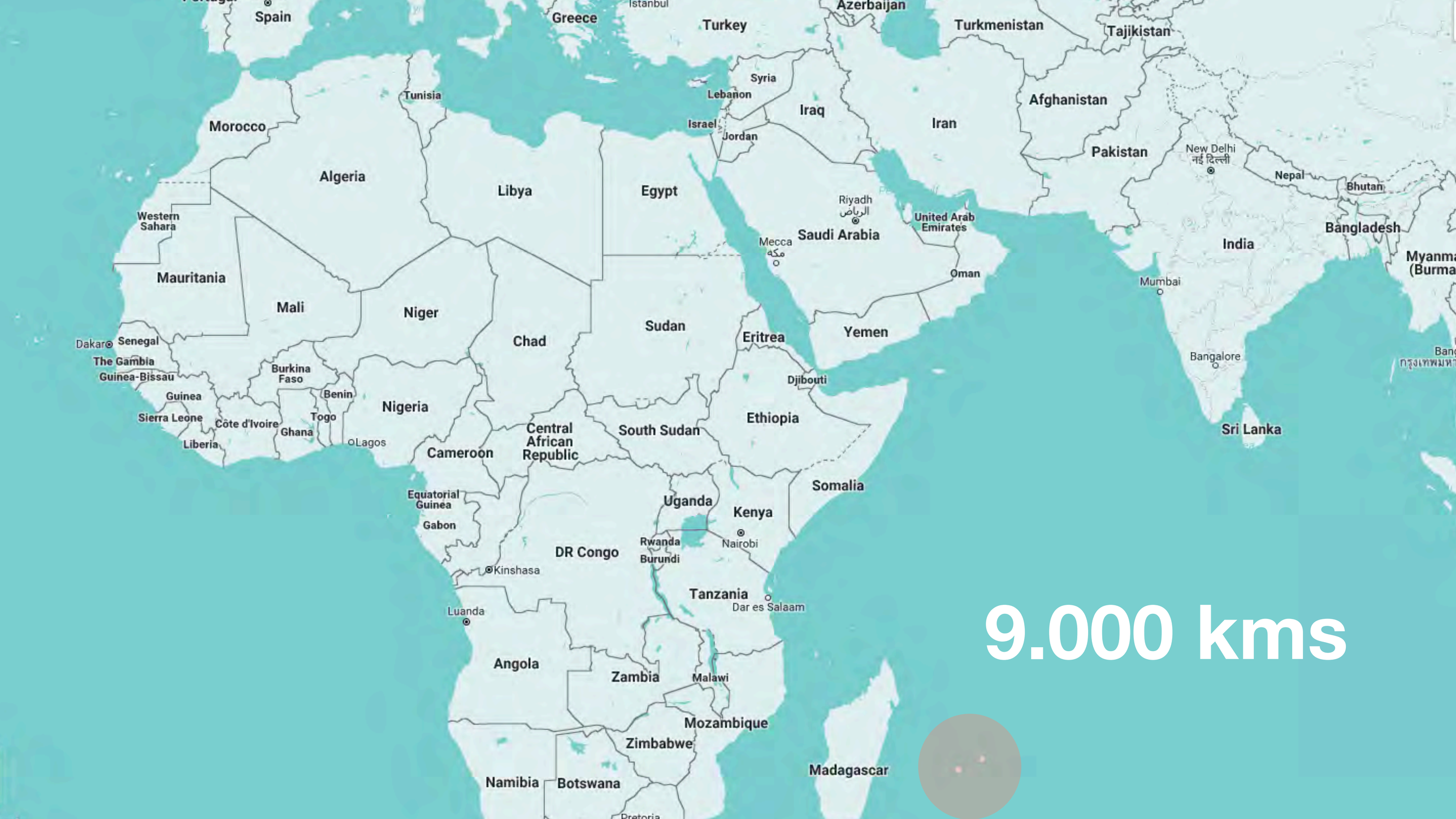
Up until the age of 23 I had never read a newspaper from the beginning to the end

I come from one of the most beautiful place on Earth


REUNION ISLAND
BACK AND FORTH

REUNION ISLAND


Lindi
Songea
Masasi
Mtwara
Tunduru
Mzuzu
Niassa National Reserve
Comoros
Glorioso Islands
Vingt Cinq
Antisiranana
Mayotte
Ambilobe
Ambanja
Montepuez
Pemba
Lichinga
Malawi
Sambava
Andapa
Antalaha
Nacala
Cuamba
Nampula
Zomba
Gurue
Mahajanga
Marovoay
Tete
Blantyre
Angoche Island
Lugela
Madirovalo
Soanierana - Ivongo
Ile Juan de Nova
Mozambique
Quelimane
Maintirano
Toamasina
Antananarivo
Beira
Miandrivazo
Belo Tsiribihina
Antsirabe
Nova Sofala
Morondava
Port Mathurin
Mauritius
Saint-Denis
Reunion
Madagascar
Fianarantsoa
Manakara
Ifaty
Vangaindrano
Toliara
Fotadrevo
Itampolo
Taolagnaro
Ambovombe


Spain
Istanbul
Greece
Turkey
Azerbaijan
Turkmenistan
Tajikistan
Syria
Lebanon
Israel
Jordan
Iraq
Iran
Afghanistan
Pakistan
New Delhi
नई दिल्ली
Nepal
Bhutan
Bangladesh
India
Myanma
(Burma
Tunisia
Morocco
Algeria
Libya
Egypt
Western
Sahara
Riyadh
الرياض
Saudi Arabia
Mecca
مكة
United Arab
Emirates
Oman
Mumbai
Mauritania
Mali
Niger
Chad
Sudan
Eritrea
Yemen
Dakar
Senegal
The Gambia
Guinea-Bissau
Guinea
Sierra Leone
Liberia
Côte d'Ivoire
Burkina
Faso
Ghana
Togo
Benin
Lagos
Nigeria
Cameroon
Central
African
Republic
South Sudan
Djibouti
Ethiopia
Bangalore
Sri Lanka
Somalia
Equatorial
Guinea
Gabon
Uganda
Kenya
Nairobi
Rwanda
Burundi
DR Congo
Kinshasa
Tanzania
Dar es Salaam
Luanda
Angola
Zambia
Malawi
Mozambique
Zimbabwe
Madagascar
Namibia
Botswana
Pretoria

9.000 kms

63.2m €

INTERREG V Océan Indien

Problem of distance
Problems of infrastructure
Problem of alcoholism
Problem of unemployment

We were not really told much about the world or about Europe

At 18 I went to study in France, Montpellier

Philosophy.

Hobbes (1588 - 1679)

Descartes (1596 - 1650)

Rousseau (1712 - 1778)

Kant (1724 - 1804)

EU25 - 2005

Le Monde

www.lemonde.fr

57e ANNÉE – N° 18770 – 1,20 € – FRANCE MÉTROPOLITAINE

MARDI 31 MAI 2005

FONDATEUR : HUBERT BEUVE-MÉRY – DIRECTEUR : JEAN-MARIE COLOMBANI

Chirac désavoué, l'Europe déstabilisée

Les résultats complets

PARTICIPATION, répartition du oui et du non, votes blancs et votes nuls : dans un cahier spécial, *Le Monde* détaille la totalité des résultats du référendum du 29 mai par régions, par départements et par villes de plus de 20 000 habitants, illustrés par des cartes et des graphiques.

Lire notre cahier Résultats

Référendum. La ratification du traité constitutionnel européen, soumise aux Français par référendum dimanche 29 mai, a été rejetée par 54,87 % des voix contre 45,13 %. La participation au scrutin a atteint près de 70 %, soit le même niveau qu'au référendum sur le traité de Maastricht, ratifié en 1992. Jacques Chirac a « *pris acte* » de la « *décision souveraine* » des Français. Après avoir assuré que la France « *reste dans l'Union* » et « *continuera à y tenir toute sa place* », le chef de l'Etat a indiqué qu'il fera connaître, « *dans les tout prochains jours* », ses « *décisions concernant le gouvernement et les priorités de son action* ». p. 2

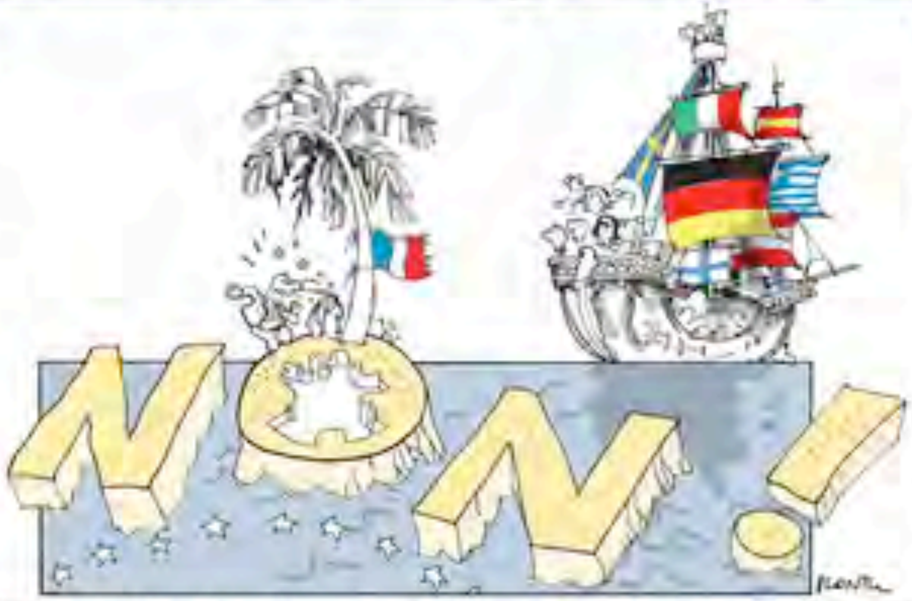
Union européenne. Les présidents des trois grandes institutions européennes ont déclaré que le processus de ratification du traité constitutionnel va continuer. Les Néerlandais sont appelés à se prononcer par référendum mercredi 1er juin. p. 3

Sondage. Un sondage de TNS-Sofres et Unilog, réalisé le jour du vote, montre que le premier motif du vote non a été la crainte que le traité n'aggrave le chômage en France. Le non a été choisi par 67 % des électeurs proches de la gauche, 24 % de ceux de la droite parlementaire, 96 % de ceux du Front national. p. 4

Droite. Nicolas Sarkozy a déclaré que « *les Français (...) appelent* » les responsables politiques à « *des remises en cause profondes, rapides et rigoureuses* ». p. 5

Gauche. Alors que l'électorat socialiste s'est divisé, Laurent Fabius, qui s'est opposé à François Hollande en se prononçant pour le non, devait s'exprimer sur TF1 lundi soir. p. 6-7-8

Vingt-Cinq. Le non de la France a soulevé l'inquiétude de ses partenaires européens. p. 10-14



L'impasse

FRANC ET MASSIF, comme aurait dit de Gaulle, le non français à la Constitution européenne n'est pas un accident. Il a été émis au terme d'un débat comme il y en a eu peu dans l'histoire de ce pays. Interrogés sur un texte, de nombreux citoyens ont pris connaissance de ses principaux articles et des commentaires opposés qu'en faisaient les promoteurs du oui et ceux du non. Personne ne prétendra que les Français se sont livrés à un pur exercice d'exégèse et qu'ils se sont prononcés pour ou contre le traité constitutionnel en raison de tel ou tel de ses 448 articles.

ÉDITORIAL

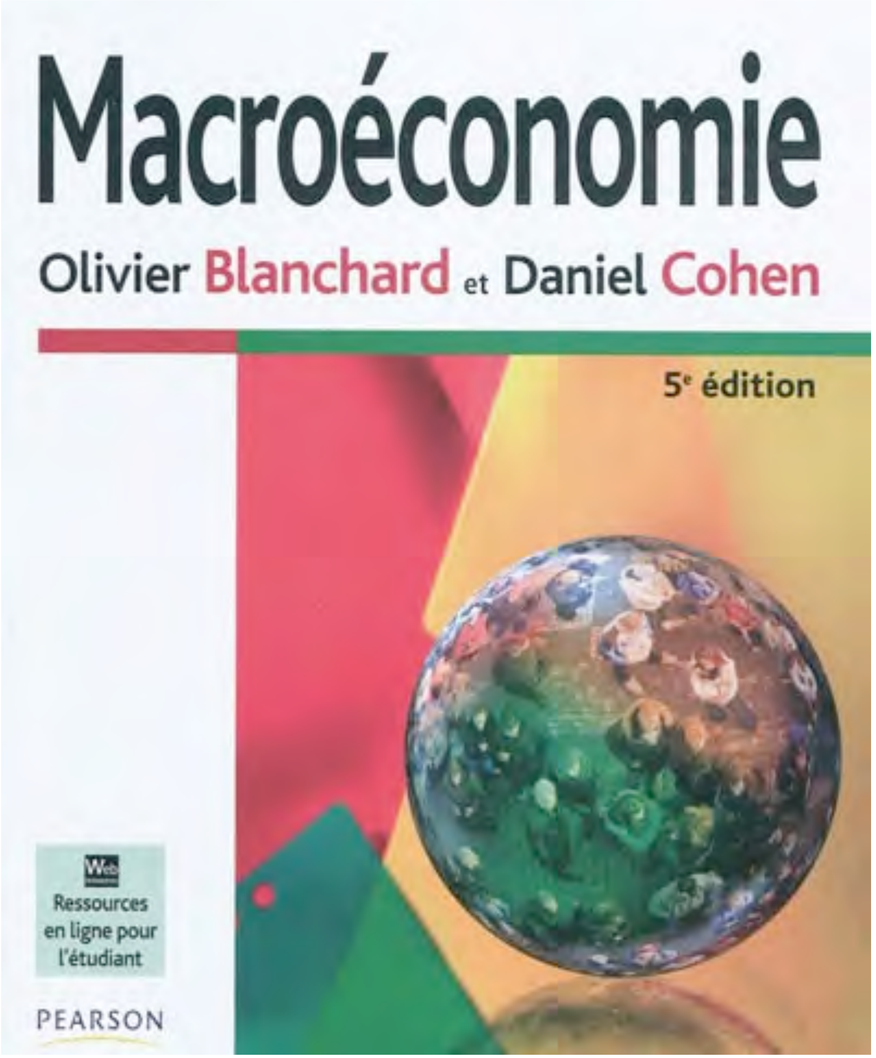
Une Constitution est en effet un contrat passé entre les citoyens.

L. M. C.

Lire la suite page 21

ERASMUS Czech Republic

SciencesPo



Youtube - 14.02.2005

English

Politics

Economics / Law

EU Affairs

Communication

Backpacking

Starting a business

Managing and recruiting people

Accounting and Finance

Technology

I have learnt the hard way
so I can teach it

European Commission

European Parliament

European Committee of the Regions

TEDx Brussels
x = independently organized TED event

Google

intel

WWF

Ogilvy

tipiK

Stories are the way we learn faster and rehearse mentally

ERASMUS Finland

a beautiful Spanish lady

have a company in Brussels

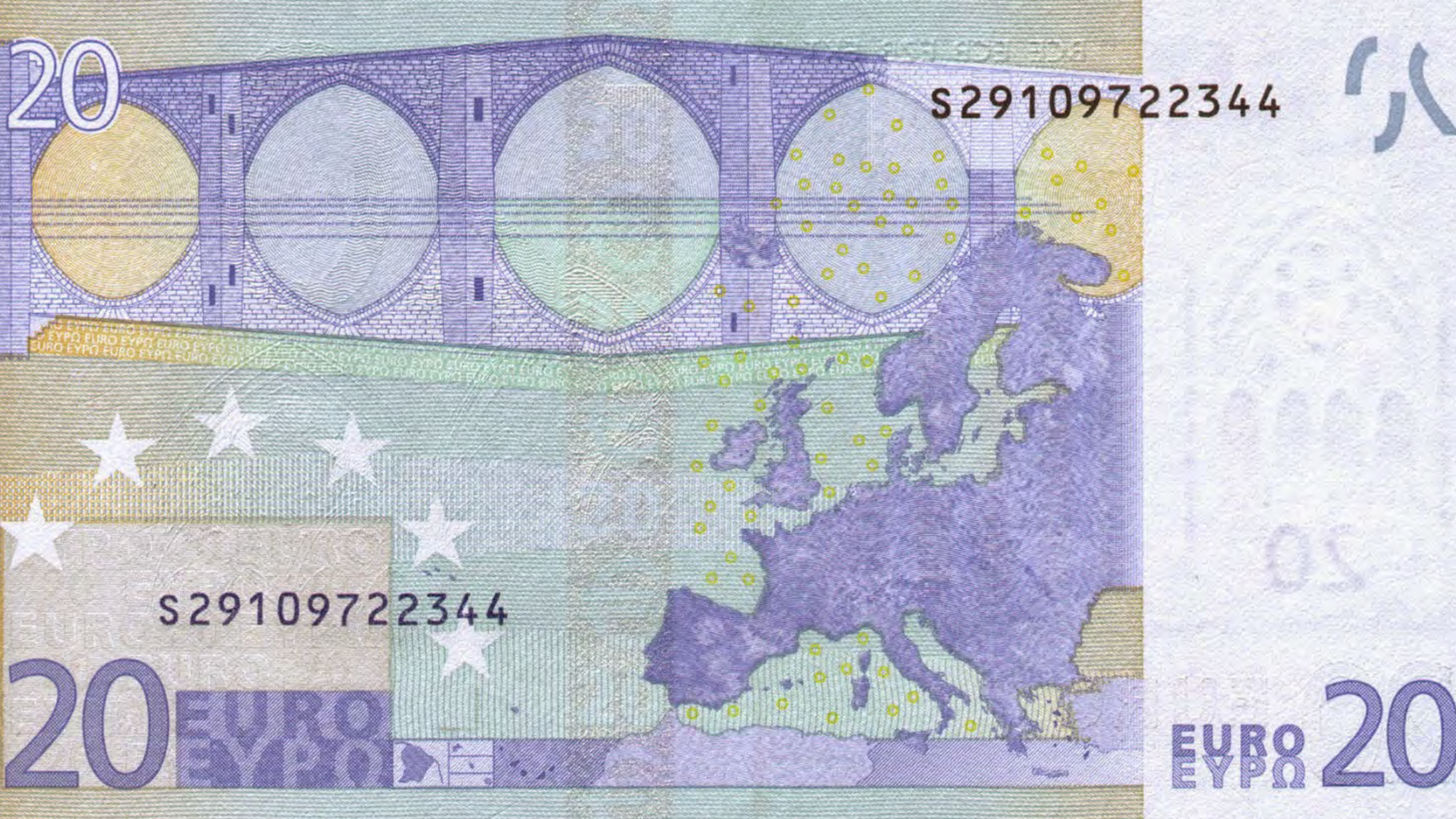
Live in Madrid

10 years later I can finally read a newspaper

90% of Europe biodiversity

Largest maritime zone in the world

Space launcher


20
S29109722344
S29109722344
20
EURO
ΕΥΡΩ
EURO
ΕΥΡΩ
20

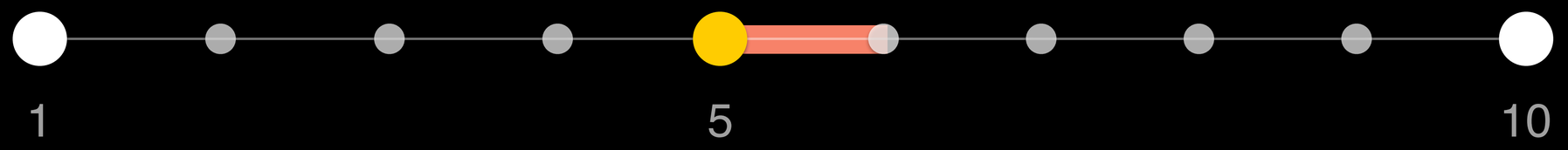
Charlelie Jourdan
Creative consultant @ Old-Continent

How to turn capitalisation results into engaging communication stories

What I'm not

an academic
a copywriter
a scriptwriter
a filmmaker

creative director



Bad Questions are the ones you do not ask

why communication is fundamental

1

5.000 signals per day

commercial brands are winning

Video games
marketing - 40%

Video games
115 billion dollars

FACEBOOK
27 billion dollars

ADVERTISING

529 billion dollars

Film industry
marketing - 50%

Film industry
89 billion dollars

GOOGLE
80 billion dollars

OMNICOM
15 billion dollars

PR
15 billion dollars

WPP
15 billion dollars

PUBLICIS
10 Bn dollars

Music Industry
18 billion dollars

Kellogg's

NESPRESSO

TWININGS

LAVAZZA

nutella


7UP
BEN & JERRY'S
Betty Crocker
Cadbury
Coca-Cola
DANNON
Doritos
Fanta
FROSTED FLAKES
KitKat
Ovaltine
OREO
Lay's
pepsi
PATAK'S Original
Milka
Special K
Pringles
Knorr
pop-tarts
OLD EL PASO
Sprite
m&m's
Mazola
SNICKERS
Nesquik
Tropicana
TOBLERONE
NESCAFÉ
Uncle Ben's
Lipton
WRIGLEY
Minute Maid
Slim-Fast!
Trident
Maggi
HELLMANN'S
Green Giant
Cheerios
Galaxy
DASANI
Kellogg's CORN FLAKES
evian
BONAFONT
Volvic


7UP
BEN & JERRY'S
Betty Crocker
Cadbury
Coca-Cola
DANNON
Doritos
Fanta
FROSTED FLAKES
Häagen-Dazs
KitKat
Ovaltine
OREO
Lay's
pepsi
PATAK'S Original
Milka
Special K
Pringles
Nestlé Pure Life
Knorr
Pop-Tarts
OLD EL PASO
Sprite
m&m's
Mazola
SNICKERS
Nesquik
Tropicana
RYVITA
TOBLERONE
NESCAFÉ
Uncle Ben's
Lipton
WRIGLEY
Minute Maid
Slim-Fast!
Trident
Maggi
TWININGS
HELLMANN'S
Green Giant
Cheerios
Galaxy
DASANI
Kellogg's CORN FLAKES
evian
BONAFONT
Volvic
Actimel

GOOGLE **sells** for 80 billion dollars of advertising space a year.

By offering the single most useful service ever created on the Internet

We cater to the need of 500 million people for **free**.

By spending 150 billion euros a year on programs and projects.

European Commission

What is the difference of objective in these 2 videos?

Tells a story

Tell a story
about a story

Tells a story

So that you can **move** someone in a direction

So that someone **feels** something, **thinks** something, **does** something now

So that someone **absorbs** information better and faster, avoid the mistakes, rehearse the situations before they present themselves

So that other storytellers can tell better stories.

So that other creators can build better creations.

Tell a story about a story


ANDREW STANTON

the competition

People working in advertising are the cleverest, most strategic and creative people you might ever meet at telling stories

Their job is to influence people’s decisions to do things.

Tells a story

A STORY ABOUT A STORY

CANNES LIONS

INTERNATIONAL FESTIVAL OF CREATIVITY


CANNES
LIONS

41.000 entries

keno®

easy to consume - video - 2mn
story about a story

can we beat them?

European Commission

REGIONAL POLICY

InfoRegio

Regional policy in your country

Select a country

- Available budgets
- Programmes
- Beneficiaries
- Results
- Managing authorities

EU regional policy is an investment policy. It supports job creation, competitiveness, economic growth, improved quality of life and sustainable development. These investments support the delivery of the Europe 2020 strategy.

More...

Funding

- Accessing the funds
- Financial instruments

Austria

- Rapid Open Innovation creates a cross-border network for innovation [DE] [FR] [IT]
- Encouraging women to explore science and technology fields [FR] [HU]
- Improving sustainable building standards across Europe [DE] [FR] [IT]
- Smart Energy – increasing cooperation between researchers and businesses to achieve energy efficiency [DE] [IT]
- SEDDON – clearing the way for a better flowing Danube [DE] [HU]
- Opening minds and improving lives in the border region between Italy and Austria [DE] [IT]
- EuRegio Barrierefrei: a travel website for people with disabilities in Germany and Austria [DE]
- ClusteriX: supporting innovation by linking regional clusters [DA] [DE] [FR] [HU] [IT] [RO] [SV]
- Support and coaching for Central Europe's next generation of entrepreneurs [DE]

Belgium

- Belgium's Walloon Region creates innovative process for recycling bulky plastics [DE] [FR] [NL]
- Joint programme brings North-West Europe food innovations to market [DE] [FR] [NL]
- Making ageing better: service design can innovate senior care [BG] [DE] [ES] [FI] [FR] [NL] [PL] [SV]
- Belgian municipality pioneers energy innovation – with help from farmers [FR] [NL]
- Bruxelles-Ecopôle (Brussels-Ecopôle) gives bulky waste a new lease of life [FR] [NL]
- SAFE-ICE: promoting and mapping initiatives for a low-carbon economy [FR] [NL]
- Community currencies get into action for local development [FR] [NL]
- Nurturing trendy new shops and businesses in Brussels [FR] [NL]
- Twin childcare facilities welcomed in single city district [FR] [NL]
- New nursery paves the way for passive-energy district buildings [FR] [NL]
- The Energy Box technology incubator: new green energy products brought to market [FR] [NL]
- Northwest Europe establishes itself as leading European region in bio-energy [DE] [FR] [NL]
- COBALT – promoting mobility through language learning [FR] [NL]
- Enriched network crosses more than borders between Belgium and the Netherlands [NL]
- FOODMET - Covered market at the Abattoirs de Cureghem [FR] [NL]
- Brussels Greenbizz - green and sustainable business incubator [FR] [NL]
- Urban benefits of efficient stock distribution [FR]

SEDDON – clearing the way for a better flowing Danube

The EU-funded SEDDON project is researching the effects sediment transport and river morphology have on the flow of the Danube River and creating a set of best practices for better river management.

"The project's outcomes are very relevant to stakeholders like hydropower, navigation and flood risk managers, as well as national parks, NGOs and all citizens along the river, each of whom will gain advantage from the measures developed by the SEDDON project. From the programme's perspective, SEDDON is a flagship project emphasising the importance of the water topic for cross border cooperation and especially showing the connective character of the Danube river for Europe."

Tatjana Paar, Regionalmanagement Burgenland GmbH

The Danube is one of Europe's iconic rivers. However, as a result of various environmental factors, the allure of the Danube is under threat. For example, hydropower reservoirs silt up and in free-flowing

So how can we show the things we already do for free, and help the right people hear about us?

Bad Questions are the ones you do not ask

The simplest way to talk about a project | 2

Elevator pitch

For	(target audience - e.g - policymakers)
Who have	(a problem to solve - e.g - do not have the time to read a 40 pages report)
we created	(Project name)
which is a	(market category)
That	(key benefit - what it does which is “particular”)
And that unlike	(competing solution / company)
Offers	(something very different from the competing solution)

For the people who want to produce the most interesting stories about European projects

Who have a problem to make these stories appealing

We created "**the Perfect Script**"

which is an interactive website to craft your story for impact and create your script with proper timings

That offers you templates, building blocks, words and images to fit any story

And that unlike companies proposing to do the work for you, in a commercial way,

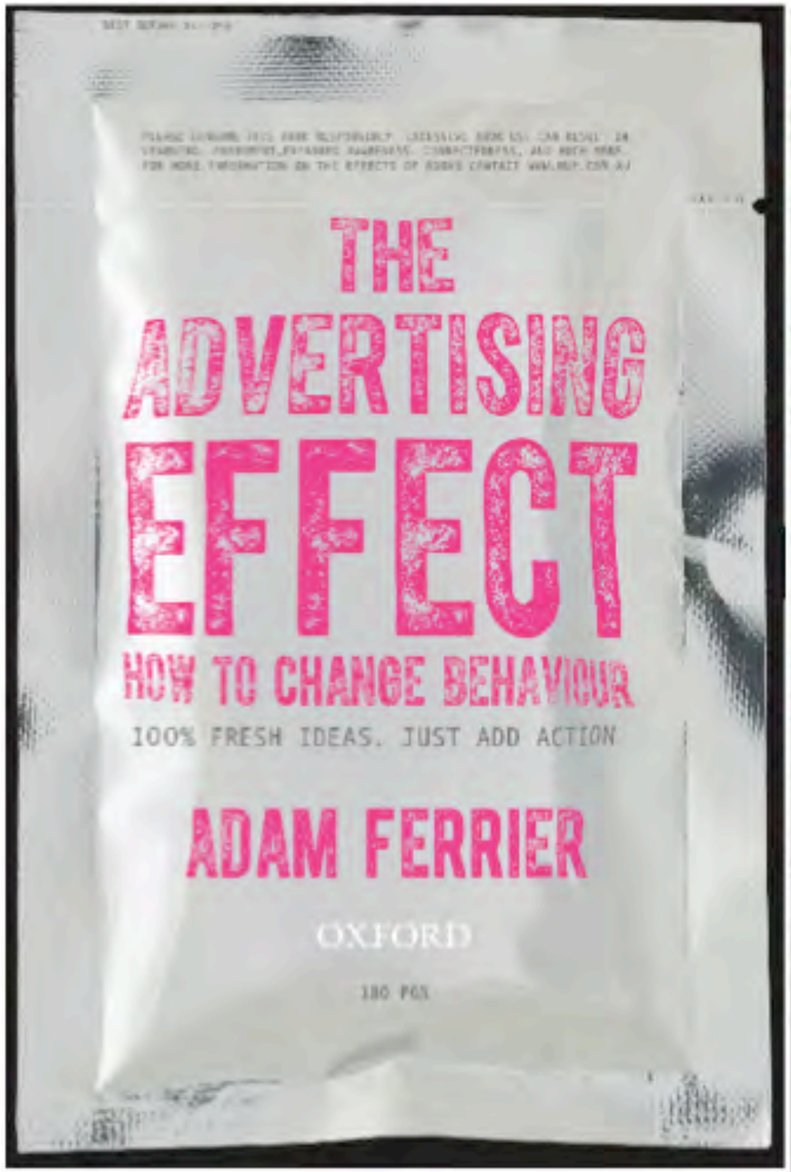
Offers a one-stop affordable solution to make sure your next public communication tool find its audience and make an impact.

For	(target audience - e.g - journalists)
Who have	(a problem to solve - e.g - do not have the time to read a 40 pages report)
we created	(Project name)
which is a	(market category)
That	(key benefit - what it does which is “particular”)
And that unlike	(competing solution / company)
Offers	(something very different from the competing solution)

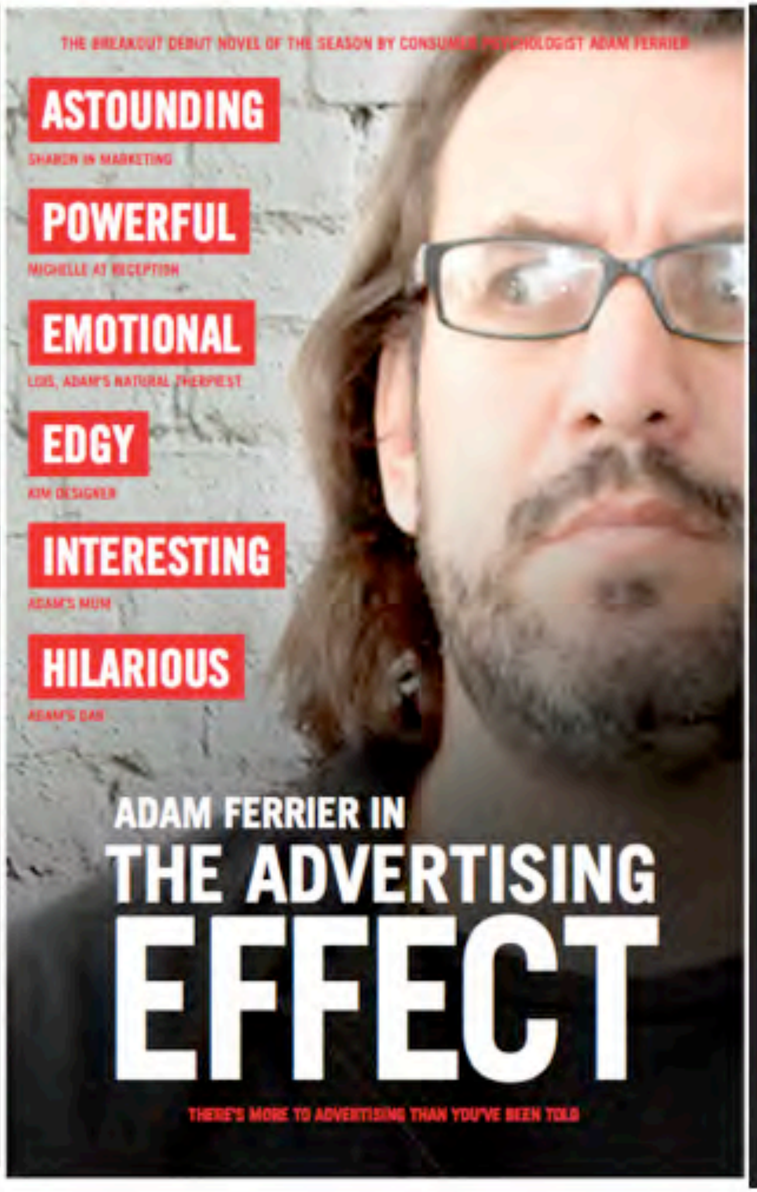
BREAK

Make people move and understand | 3

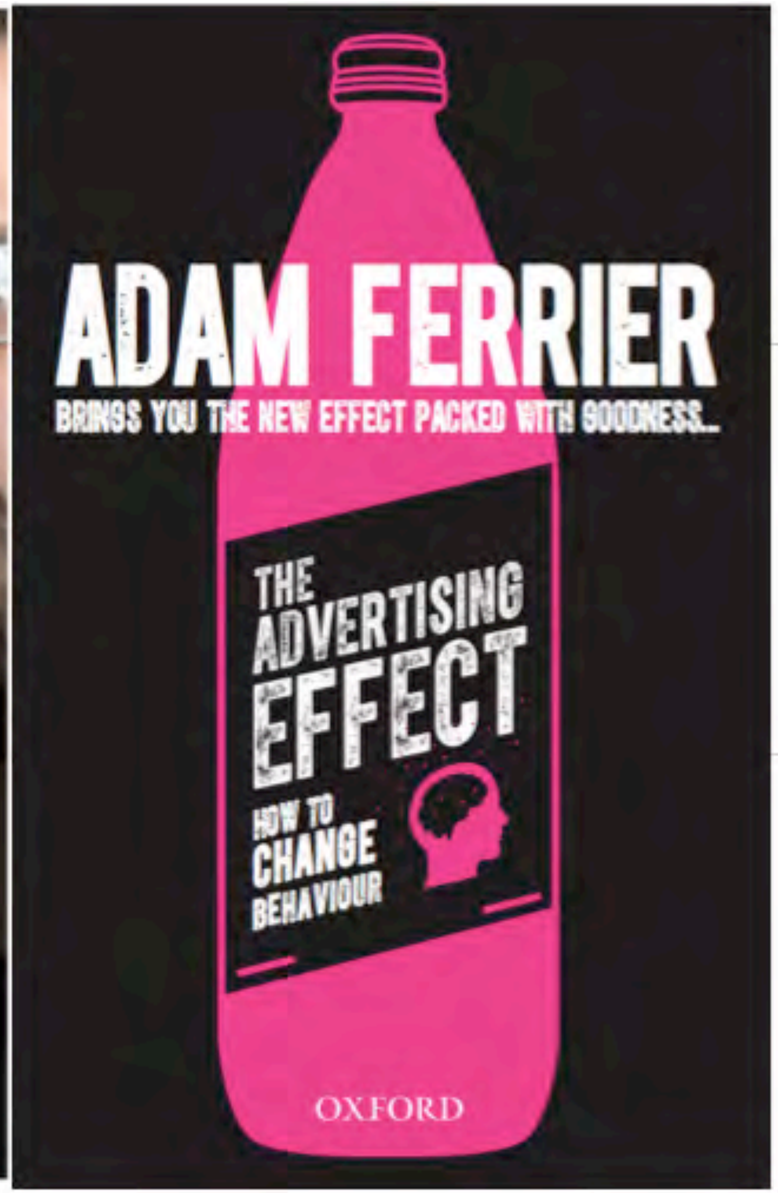
MOTIVATION or EASE?


THE
ADVERTISING
EFFECT
HOW TO CHANGE BEHAVIOUR
100% FRESH IDEAS. JUST ADD ACTION
ADAM FERRIER
OXFORD

A.


THE BREAKOUT DEBUT NOVEL OF THE SEASON BY CONSUMER PSYCHOLOGIST ADAM FERRIER
ASTOUNDING
SHARON IN MARKETING
POWERFUL
MICHELLE AT RECEPTION
EMOTIONAL
LOIS, ADAM'S NATURAL THERPIST
EDGY
KIM DESIGNER
INTERESTING
ADAM'S MUM
HILARIOUS
ADAM'S DAD
ADAM FERRIER IN
THE ADVERTISING
EFFECT
THERE'S MORE TO ADVERTISING THAN YOU'VE BEEN TOLD

B.


ADAM FERRIER
BRINGS YOU THE NEW EFFECT PACKED WITH GOODNESS...
THE
ADVERTISING
EFFECT
HOW TO
CHANGE
BEHAVIOUR
OXFORD

C.

MOTIVATION

high motivation

modelling - copying behaviour

utility - more services

play - enjoyable

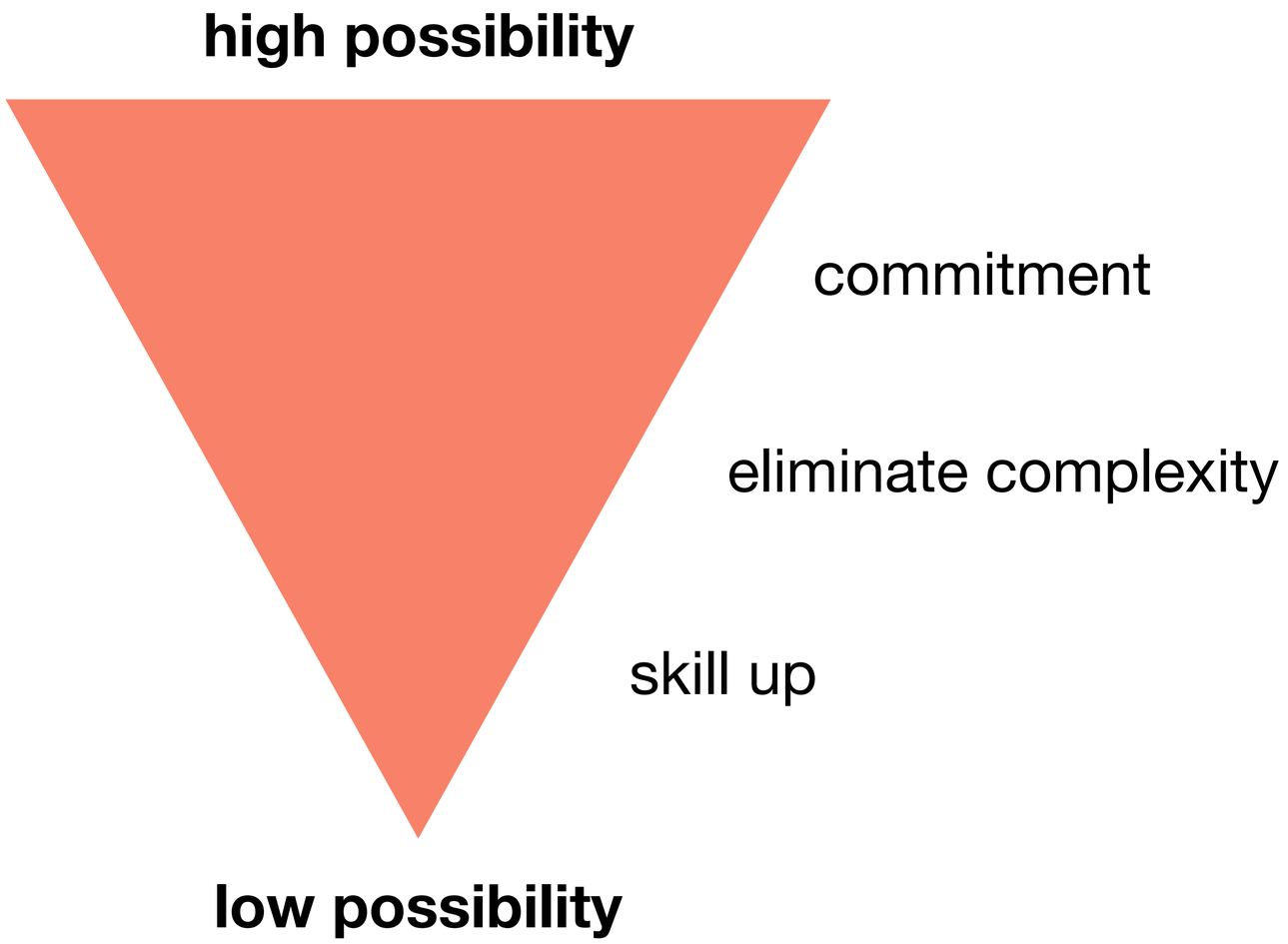
ownership - what you think

collectivism

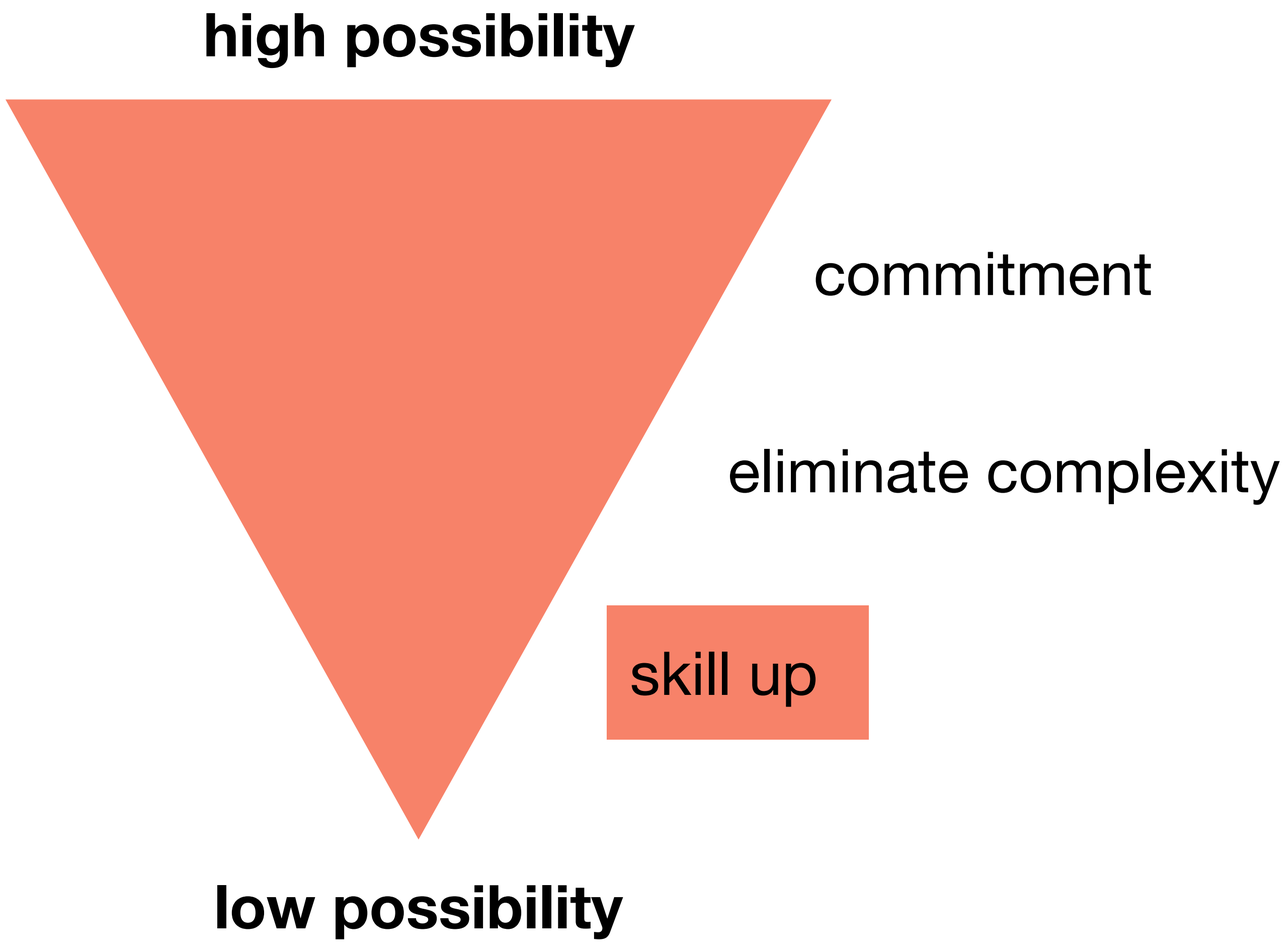
evocation by emotions

more appealing

low motivation

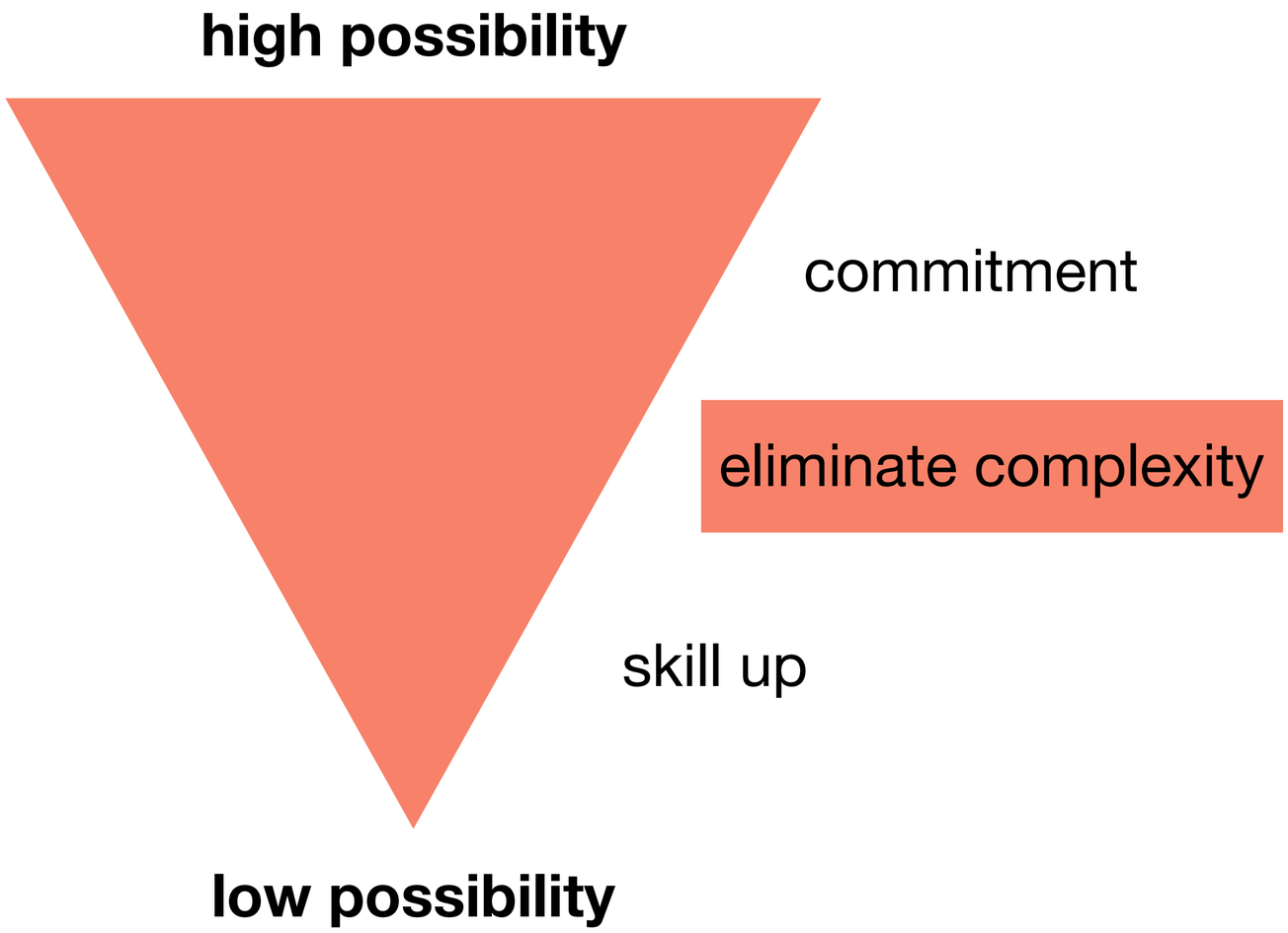

high possibility
commitment
eliminate complexity
skill up
low possibility

EASE


high possibility
commitment
eliminate complexity
skill up
low possibility

EASE


SINGLE MALT
"YOICHI"
15
years old
NIKKA WHISKY
SINGLE MALT
"YOICHI"
余市
15
years old
Whisky
45%alc./vol.
余市蒸溜所15年貯蔵シングルモルト
Produced by The Nikka Whisky Distilling Co.,Ltd.,Japan
ウイスキー
NIKKA COFFEY
GRAIN WHISKY
NIKKA
COFFEY GRAIN
WHISKY
PRODUCED BY THE NIKKA WHISKY
DISTILLING CO., LTD., JAPAN
カフェグレーン
alc.45%
NIKKA WHISKY
ウイスキー
AGED 12 YEARS
THE HAKUSHU JAPANESE WHISKY
THE
HAKUSHU
JAPANESE WHISKY
DISTILLED AT A SINGLE DISTILLERY,
USING MALTED BARLEY
白州
AGED 12 YEARS
The distillery surrounded by forest
at the foot of the Southern Japan Alps
HAKUSHU DISTILLERY
PRODUCED AND BOTTLED
BY SUNTORY
PRODUCT OF JAPAN
ALC.43% by VOL 750ml
NIKKA WHISKY
TAKETSURU
PURE MALT
NIKKA WHISKY
竹鶴
This whisky is named in
honor of Masataka Taketsuru,
who established
Nikka Whisky in 1934.
TAKETSURU
WHISKY
PURE MALT
PRODUCED BY
THE NIKKA WHISKY DISTILLING CO.,LTD.,JAPAN
ウイスキー
43%alc./vol.


high possibility
commitment
eliminate complexity
skill up
low possibility

EASE

107 programs
10.1Bn Interreg
thousands of projects

41.000 entries
30 categories
130 shortlists / 50 winners
800 x 2mn = 1600mn / 60 = 26h

Simplicity does not precede complexity, but follows it.

Alan Perlis

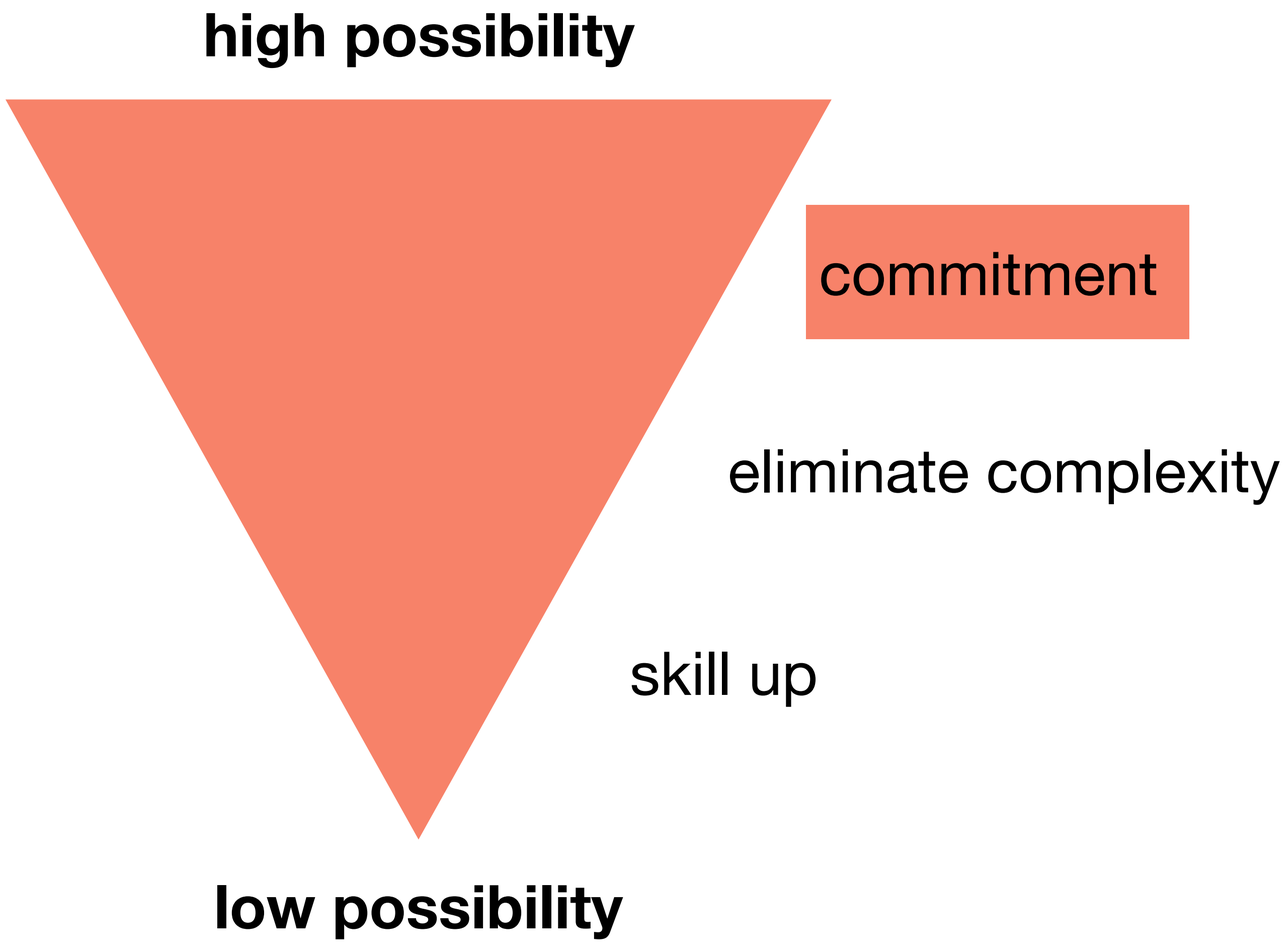
Simplicity is the ultimate sophistication.

Leonard Da Vinci

I didn't have time to write a short letter, so I wrote a long one instead.

Mark Twain


GMT
BBC NEWS


high possibility
commitment
eliminate complexity
skill up
low possibility

EASE

Practical training: How and when to communicate the capitalisation results – the importance of lobbying

Mercedes Acitores

Bad Questions
are the ones
you do not ask

Target audience = People

4

target audience

Age
Gender
Salary
Place of living
Family members
Ethnic background
Digital connection

Questions (2mn)

meet your neighbour - 1st group

Age

Gender

Salary

Place of living

Family members

Ethnic background

Digital connection

Questions (2mn)

meet your neighbour - 2nd group

What is your favorite music?

What is your favorite hobby?

What you like to do in a perfect Sunday?

What is the magazine you read most often?

Where do you see yourself for retirement?

Questions (2mn)

who do we know best?

1. **If I'm producing a video, should it be made of real images, cartoon images or hard core data?**
2. **What is the soundtrack I should put for a video?**
3. **Should it be very rational and analytical or should it be rather emotional and deep?**

Sophistication

LAVAZZA

LAVAZZA

Carrefour

NESPRESSO

illy

Senseo

Arabica

Robusta

US Hawaii	Panama	Rwanda
Ethiopia	Colombia	Indonesia
Guatemala	Jamaica	Honduras
Kenya	Brazil	Tanzania
Mexico	Costa Rica	Yemen

largest producers ?

US Hawaii	Panama	Rwanda
Ethiopia	**Columbia**	Indonesia
Guatemala	Jamaica	Honduras
Kenya	**Brazil**	Tanzania
Mexico	Costa Rica	Yemen

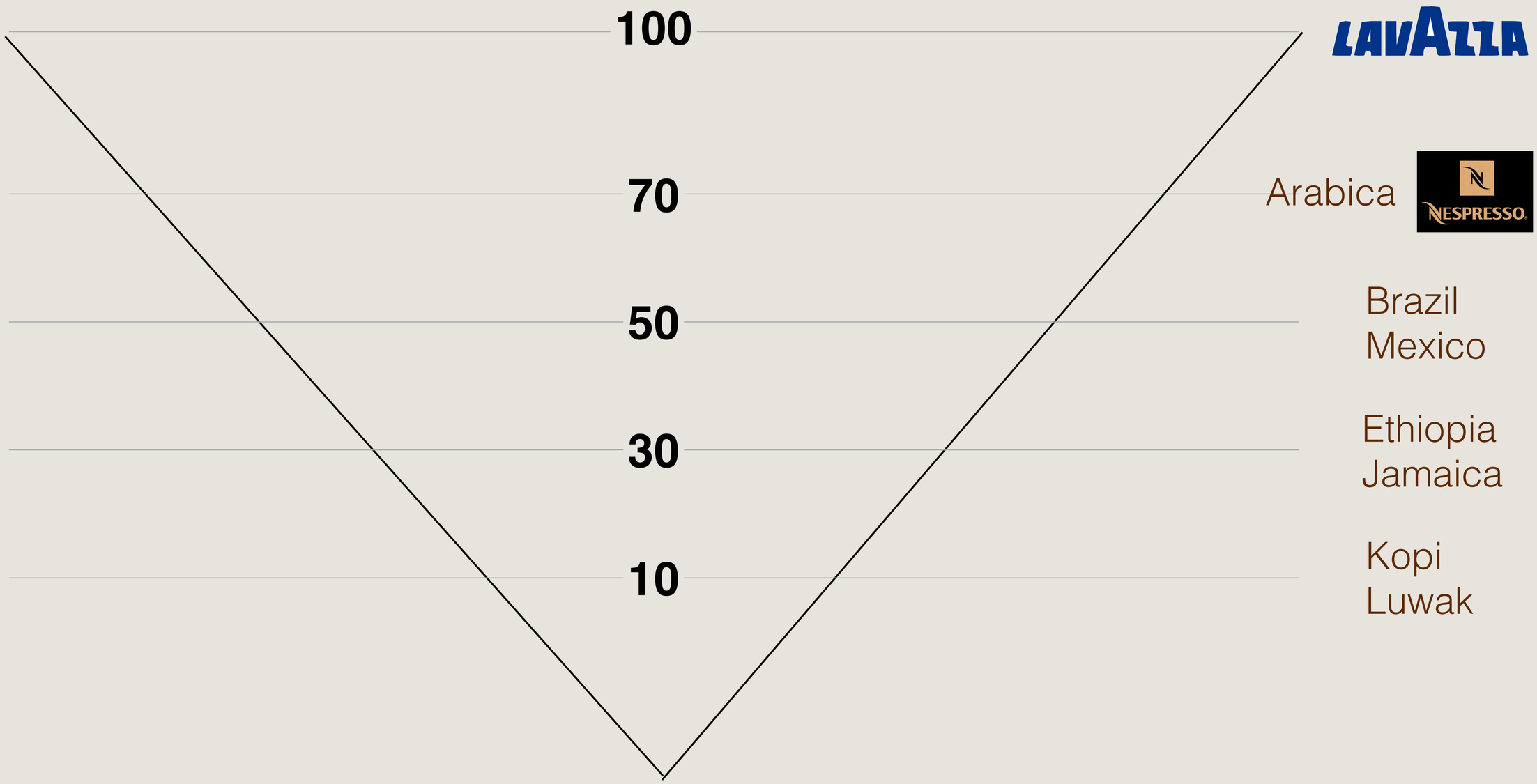
US Hawaii	Panama	Rwanda
Ethiopia	Colombia	Indonesia
Guatemala	Jamaica	Honduras
Kenya	Brazil	Tanzania
Mexico	Costa Rica	Yemen

best producer ?

US Hawaii	Panama	Rwanda
Ethiopia	Colombia	Indonesia
Guatemala	Jamaica	Honduras
Kenya	Brazil	Tanzania
Mexico	Costa Rica	Yemen

Most expensive coffee?

Kopi Luwak


100
70
50
30
10
LAVAZZA
Arabica
NESPRESSO
Brazil
Mexico
Ethiopia
Jamaica
Kopi
Luwak

Sophistication in a topic


MAX
x10
x8
x6
x4
x2


Breville
POWER
GRIND AMOUNT
FILTER SIZE
SINGLE
DOUBLE
PROGRAM
CLEAN ME
HOT WATER
STEAM
LOCK


HARIO
TCA-2


FINE
MEDIUM
COARSE
JUDGE
YORK COFFEE EMPORIUM
Emporium Excelsior Blend


GATER

know who you are talking to, so you can talk to him in his own words

Exercice

Pick-up one specific field where you are more sophisticated than average

physics	mathematics	biology	engineering
acting	computers	juggling	driving
language	writing	fishing	mushrooms
board games	dancing	gardening	wine tasting
drawing	fashion	horse riding	coffee
cooking	decoration	playing music	beer
computers	DIY	camping	sport

Exercice

Pick-up one specific field where you are more sophisticated than average

Write down 2 sentences on your topic:

1 that speak to **you** as a sophisticated audience

1 that speak to **someone** who does not know much about the field

SOPHISTICATION

Write down 2 sentences on your topic:

1 that speak to **you** as a sophisticated audience

1 that speak to **someone** who does not know much about the field

rough — sophisticated

rough — sophisticated

rough — sophisticated

The fruitiness of a great Jamaica Blue Mountain bean is better appreciated while using a burr coffee grinder during less than 20s, and slowly infused in a French press

rough — sophisticated

Miles Davis is considered one of the greatest trumpet player in the world, because he knew that only intensive practice and rehearsal could lead to the grace of improvisation, the moment when the musician on stage do not have to think about the how anymore, but can focus entirely on the why.

rough — sophisticated

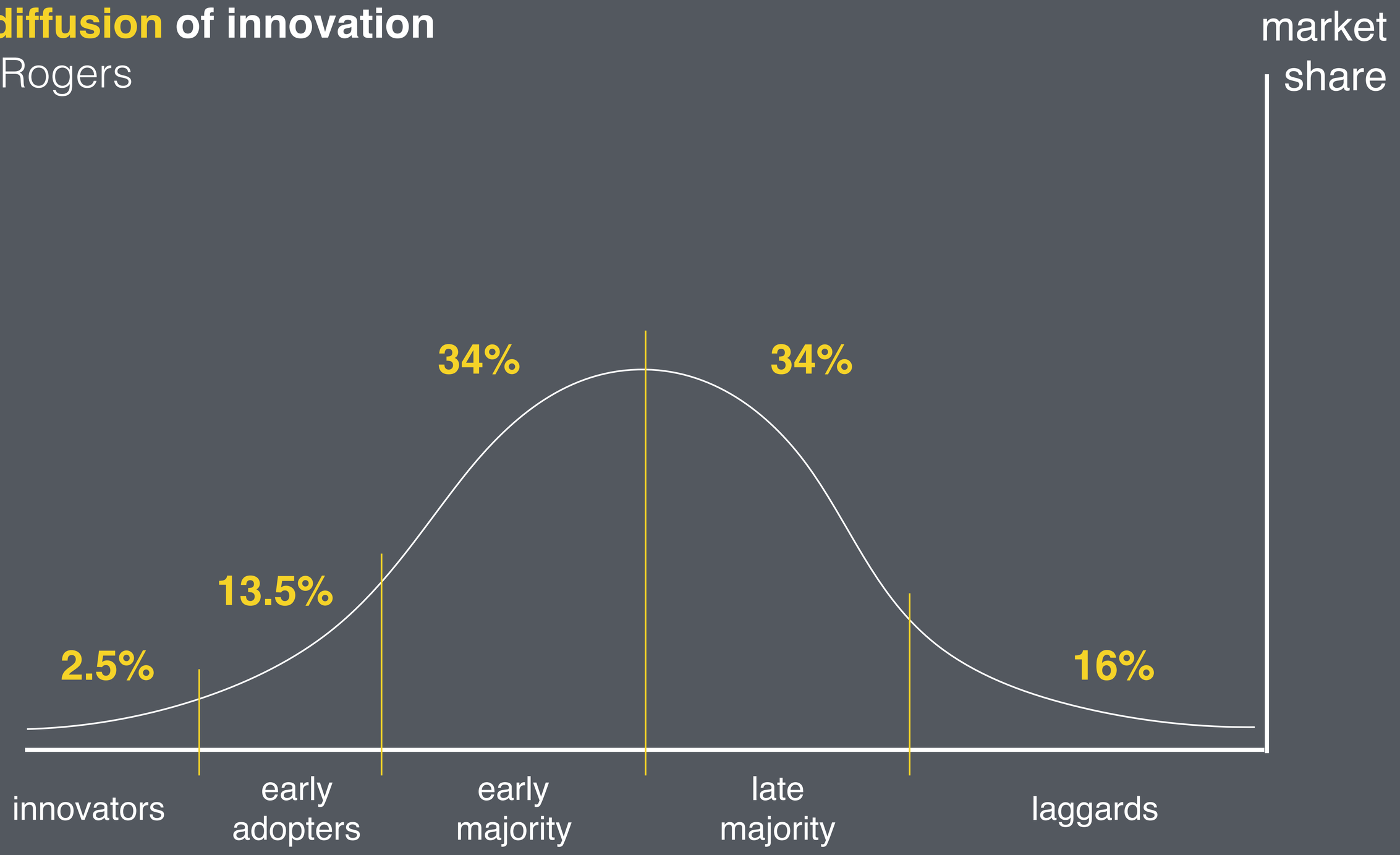
EU regional policy is an investment policy. It supports job creation, competitiveness, economic growth, improved quality of life and sustainable development.

These investments support the delivery of the Europe 2020 strategy.

rough — sophisticated

law of diffusion of innovation

Everett Rogers



“

The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself.

Peter Drucker

Peter Ferdinand Drucker (1909 – 2005) was an Austrian-born American management consultant, educator, and author, whose writings contributed to the philosophical and practical foundations of the modern business corporation. He was also a leader in the development of management education, he invented the concept known as management by objectives and self-control, and he has been described as "the founder of modern management".

Bad Questions
are the ones
you do not ask

INTERVIEW 1

Matteo Salvai / Peter Fisher

Directorate-General for Regional and Urban Policy - Communication unit

INTERVIEW 1 - MATTEO SALVAI

When we receive a great case study we re-publish it on the social media accounts of DG REGIO and we eventually **pay advertising** so that it spreads.

We also try to “re-sell” the story to journalists who are covering EU funding themes so they can share it to their own readership.

INTERVIEW 1 - MATTEO SALVAI

We hear about these projects mostly via:

- The Communication officer of the “project”
- The Communication officer of the whole funding scheme
- Social Medias - when they “tag-us” back
- Press clippings if it’s not “too local” and we can have access to it in our press briefing

INTERVIEW 1 - MATTEO SALVAI

We share them back on

- our own social media channels
- our network of press officers
- the EC cabinet / and other DGs depending on the topic
- we “re-sell” it to journalists - most of the time by using the project as a point of entry into the larger topic of funding

Video case studies of 2 minutes are excellent for rapid-sharing if they fit the proposed template

A Single webpage containing more

- detailed information about the location (map)
- funding structure
- a background story (3 paragraphs) why it was important to do this project
- some pictures
- and a sort of “Before After” analysis so we can show impact to a journalist

Things to do even better

We hear less about INTERREG project maybe because of their own constraints - but the cross-border dimension is really interesting

National coordinator of INTERREG are maybe less pro-active than other programs to contact us, while we would be very glad to hear from them

Joining other programs in terms of communication can be superb for sharing even more the results

It all starts by doing something

5

in order to tell a story you first need to do something important

would you listen to someone
who has nothing to say?

A good story shows the real challenges, and how someone overcame them

1. PROBLEM

SMART GROWTH:
Unleashing SME growth potential for a digital economy

"SCANDINAVIAN GAME DEVELOPERS"

Midtjylland & Västsverige - Denmark and Sweden

RegioStars 2015

what is the problem?

what is the real deep unbelievably hard challenge here?

how do you start a company when you are young and have no idea how to do it?

consistently get successes in the hardest and most competitive industry in the world

transforms the lives of people who have been struggling for years with their parents, their friends, their teachers to explain that video games is actually something

1. PROBLEM
2. INSIGHT

SMART GROWTH:
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RegioStars 2015

1. PROBLEM
2. INSIGHT
3. SOLUTION


SULPHUR EMISSION CONTROL AREA

1. PROBLEM
2. INSIGHT
3. SOLUTION
4. PROOF


LIVE
POLLING SHORTAGE?
NEW YORK 20:26
FORMER #FLYDUBAI PILOT TO RT: PILOTS WERE OVERWORKED, CRASH NOT SURPRISING

1. PROBLEM
2. INSIGHT
3. SOLUTION
4. PROOF
5. VISION & BRAND

PRESS RELEASE

Write what a journalist would say if the project was a complete success

– Sheryl Sandberg

Dunning - Kruger effect

https://en.wikipedia.org/wiki/Dunning%E2%80%93Kruger_effect

[people] of low ability suffer from illusory superiority, mistakenly assessing their cognitive ability as greater than it is

https://en.wikipedia.org/wiki/Dunning%E2%80%93Kruger_effect

[people] of high ability tend to underestimate their relative competence, and erroneously presume that tasks that are easy for them to perform also are easy for other people to perform.

https://en.wikipedia.org/wiki/Dunning%E2%80%93Kruger_effect

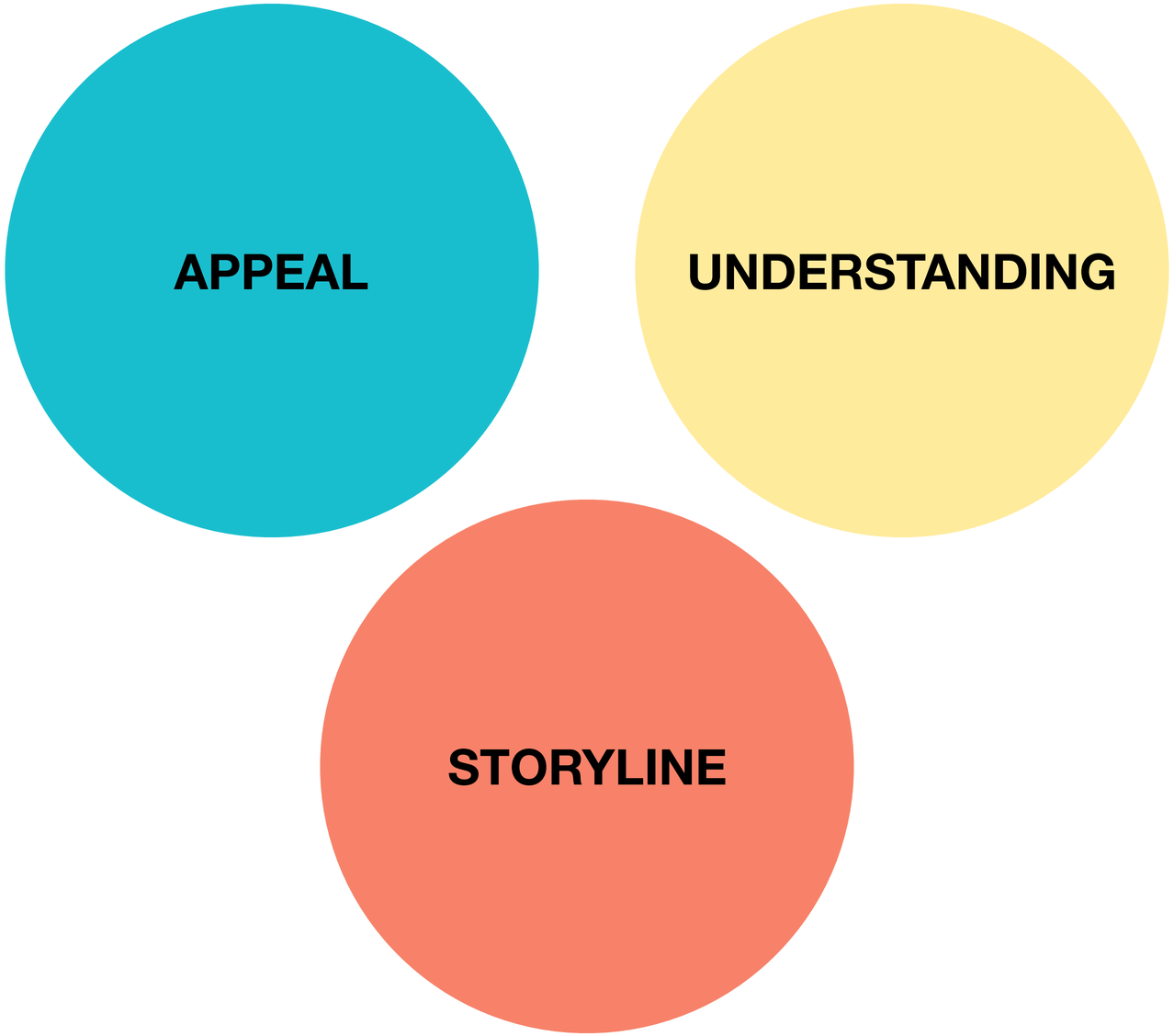
copy

copy transform

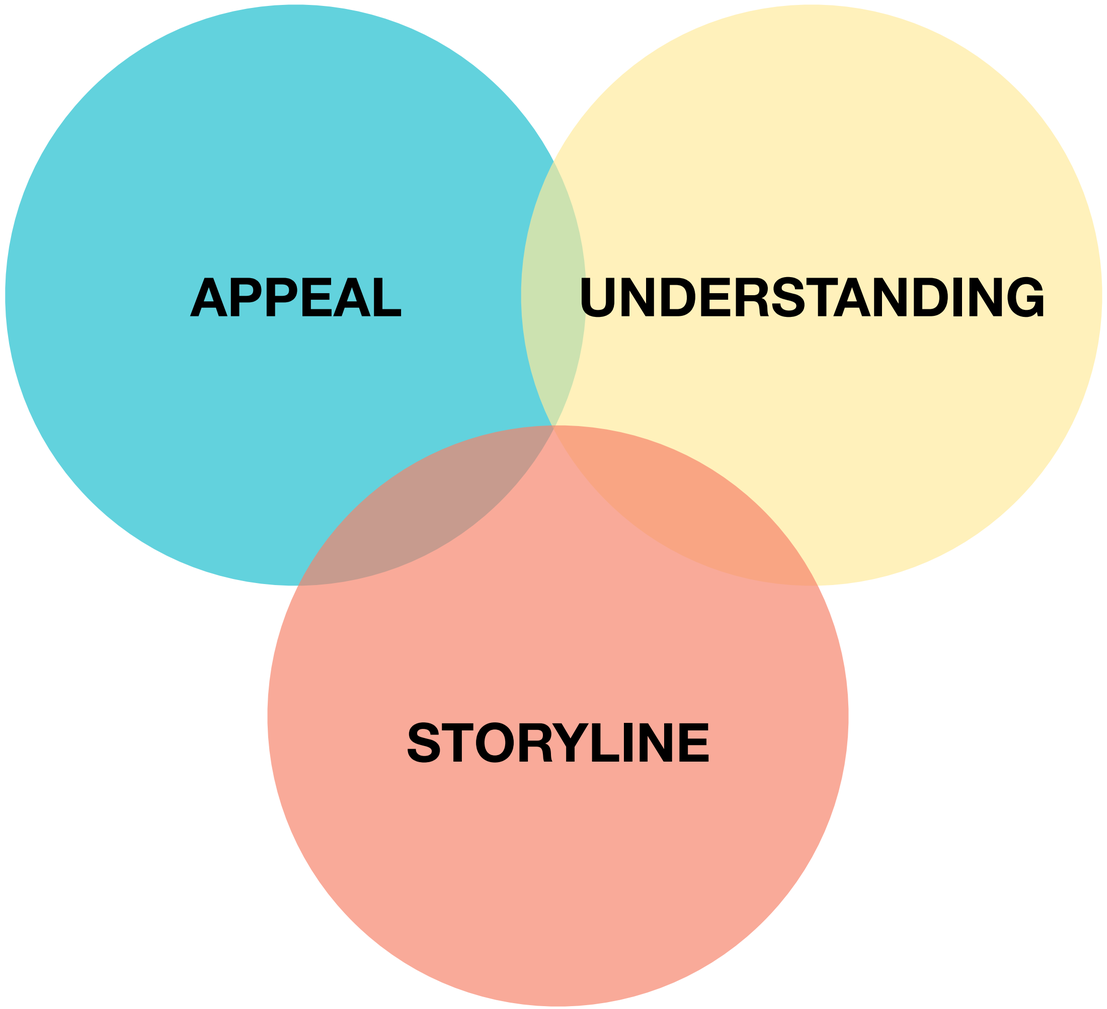
copy transform combine

Everything is a Remix

Competences you need in your team | 6


APPEAL
UNDERSTANDING
STORYLINE

Images
Sound
Tone of voice



Tone of voice
Information

Script
Information
Articulation / Images + sound

Script
Cinematography
Direction
Animation
Editing
Art Direction
Sound Design
Visual Effects

http://player.canneslions.com/index.html#/works?category=film-craft&festival=CL&view=cards

Script
Cinematography
Direction
Animation
Editing
Art Direction
Sound Design
Visual Effects

http://player.canneslions.com/index.html#/works?category=film-craft&festival=CL&view=cards

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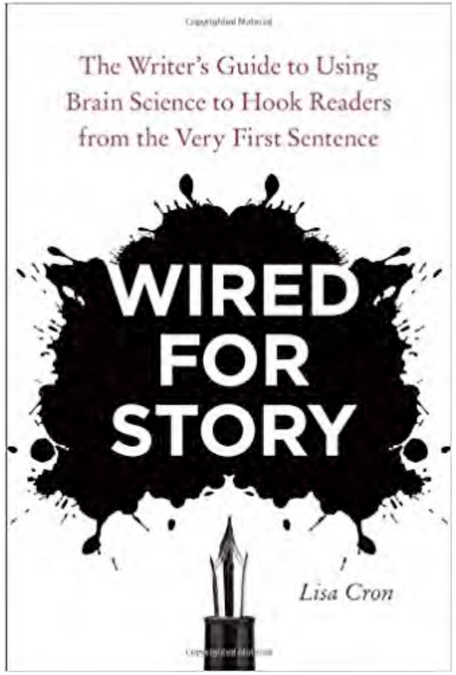
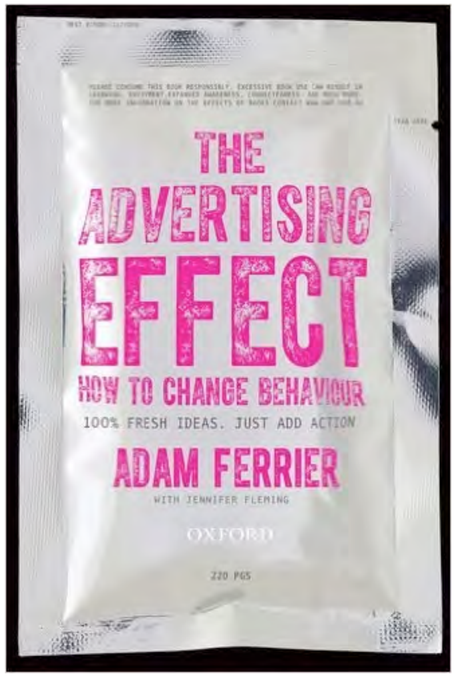
References | 6



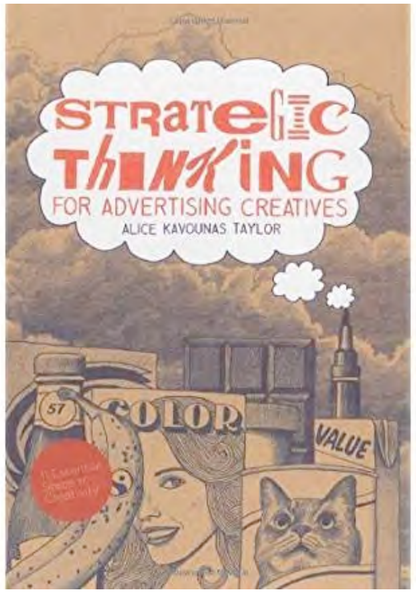
Wired for Story: The Writer's Guide to Using Brain Science to Hook Readers from the Very First Sentence Paperback – 10 Jul 2012

by Lisa Cron (Author)



The Advertising Effect: How to Change Behaviour
Paperback – 12 Jun 2014

by Adam Ferrier (Author)



Strategic Thinking for Advertising Creatives Paperback – 30 Sep 2013

by Alice Kavounas Taylor (Author)