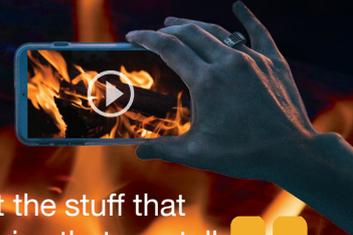


STORY

IT CONNECTS US ALL. EVERYDAY.



“Marketing is no longer about the stuff that you make*, it's about the stories that you tell.”
 (*or the services you provide) - Seth Godin

What do we know about today's not-for-profit and community sector? Supporters and donors respond to the emotional connection that video can deliver.



— STATS FROM —
AUSTRALIAN COMMUNITIES National Research Study
 Community Trends Report 2016

Pg 29

Preferred Content in Communication

Supporters highlighted their preference for receiving engaging and transformational stories of the organisation at work

Pg 30

Pg 70



EMOTIONAL

- ↑ Oversaturation of charities
- ↑ Doubting how much gets through
- ↑ Already give to people in need
- ↑ Role of government funding

BLOCKERS

- ↓ Donation requests intrusive
- ↓ Rising costs, variable income
- ↓ Set amounts/ongoing contracts
- ↓ Complex giving process

Pg 27

- ↑ **Personal Connection**
- ↑ **Show impact of individual gift**
- ↑ **Stories of change/impact**
- ↑ **Frontline participation**

ENABLERS

- ↑ Tech-enabled communications
- ↑ Values alignment
- ↑ 'On-click' giving
- ↑ Micro-giving, small steps

PRACTICAL

Pg 28

Engaging Younger Generations

Young people absorb information very differently now, they like to see results of their giving.

- ▶ an experience
- ▶ engagement

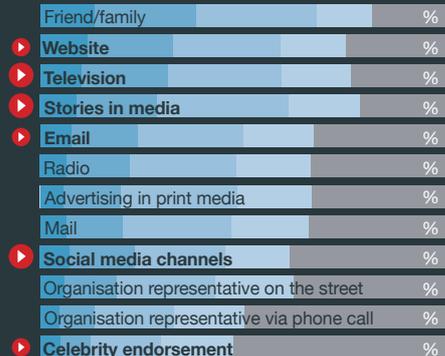
They desire a strong emotional connection

a sense of partnership with an organisation



Pg 29

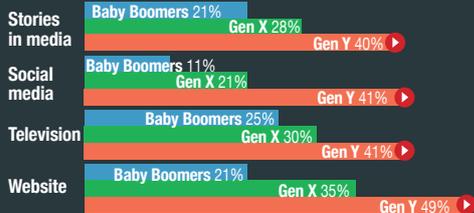
The importance of the following communication channels in helping people engage with causes, NFP's and charitable organisations (%):



The right multi-channel strategy - spearheaded by video - will connecting with your audience and generate revenue

Pg 30

Generational insights: Gen X require a wide variety of communication channels in order to engage with causes, NFP's and charities. These in particular are Extremely + Very Important:



While Word of mouth is still extremely strong, video plays a vital role across multiple channels for Gen Y, incl. website and TV

For the full report visit australiancommunities.com.au

Original statistics above provided by McCrindle. Source: The Australian Community Trends Report, National Research Study 2016



PEOPLE SIMPLY WANT VIDEO CONTENT, AND DEMAND IS ON THE INCREASE.



Visuals are processed **60,000 TIMES FASTER** in the brain than text



1 MINUTE OF VIDEO IS EQUIVALENT TO **1.8 million words**



SOCIAL VIDEO GENERATES **1200% more shares** than text and images combined

There are a lot more stats to support video use. These stats from Forbes.com and hubspot.com - more available at www.strategicminds.com.au/story



Ultimately people are **EMOTIONAL**

Human beings make decisions based on how they feel rather than on what is rational. There is no better way for marketers to communicate emotionally than with video

An effective way to tell emotive stories is through a 'hero's journey', a **CUSTOMER CENTRIC** story



Powerful stories involve a conflict or a struggle and transformation

While these are four core elements for a great video there are always exceptions to the rule and multiple ways to tell a story

The greater the battle the greater the victory = better story



In five years the majority of Facebook will be video.

- Mark Zuckerberg



In a world of fake-news and lies, use video stories and animation to tell the truth: beautifully, emotionally and inspirationally

Be authentic - people will reward you for it and it will build your brand at the same time

Pre-production is the most critical stage: plan and organise, start well to end well

Film the right scenes and action on location, record sound + voiceover

Craft it beautifully + powerful music

Distribution strategy = key to success

Strategic Minds Communications can help you with:

- ▶ Video strategy (as part your marketing strategy)
- ▶ Video + TV production: concept, plan, film and edit
- ▶ Animated infographics and explainer videos
- ▶ Coaching and assisting in-house production teams
- ▶ Brand Storylines workshop for integration across brand



THE VIDEO PRODUCTION PROCESS



Spark something. For more information, ideas and resources: www.strategicminds.com.au/story

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