HARNESSING THE POWER OF STORYTELLING TO EFFECTIVELY SHARE SAFETY MESSAGES

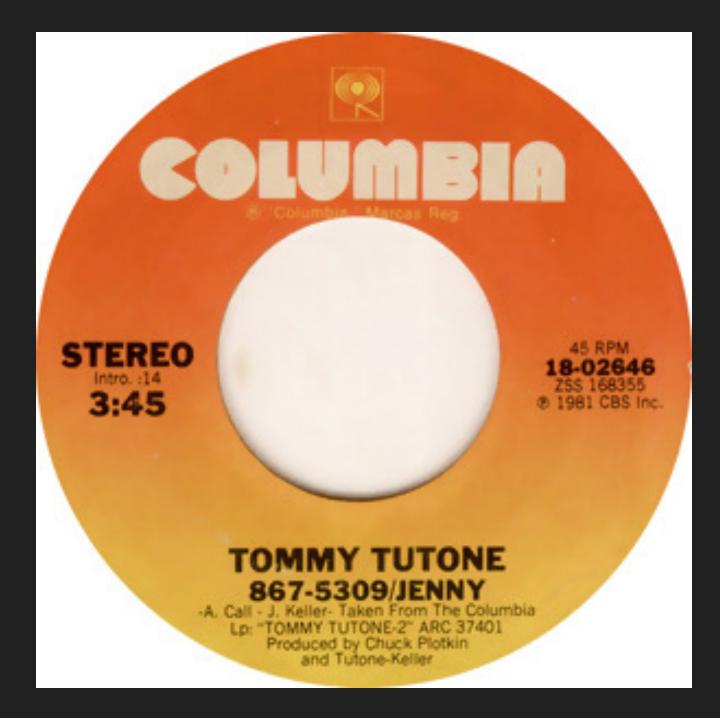
STEVEN BULL | steve@bullitage.com | 647-971-1382



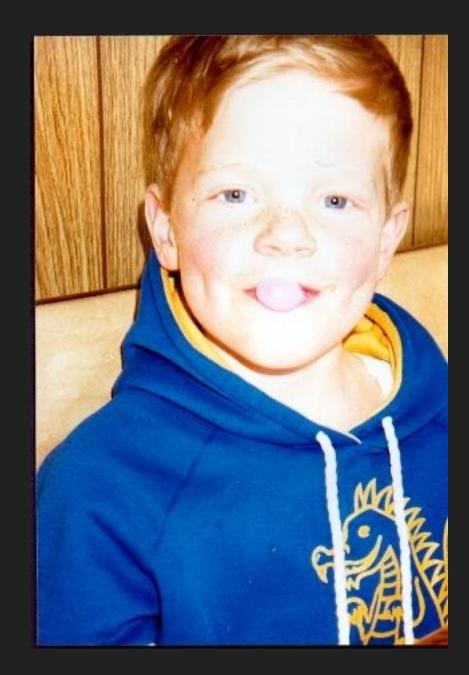
HARNESSING THE POWER OF STORYTELLING TO EFFECTIVELY SHARE SAFETY MESSAGES

STEVEN BULL | steve@bullitage.com





Also released in 1981



Look, Ma! I'm on TV!

Bachelor of Commerce – 2005 – University of Windsor Master of Arts (Journalism) – 2009 – Western University

NTV News (Kenya) – 2009-2010 CBC News (Canada) – 2010-2014 PowerBoat Television – 2014-2019 Bullitage Media Inc. – 2019-Present



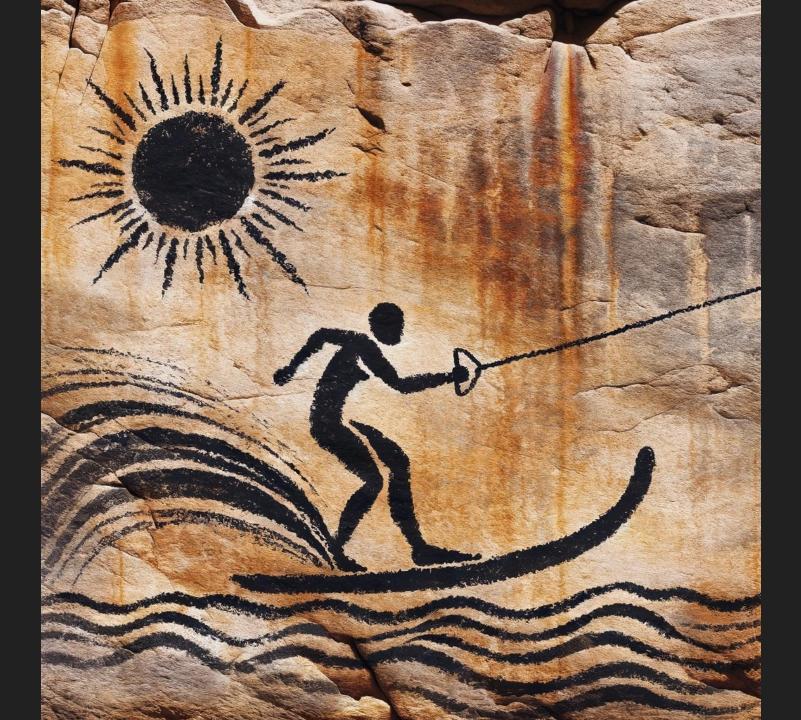
WE HAVE BEEN STORYTELLING **FROM THE START**

44,000 years old

"This ancient cave art is the oldest known 'storytelling'"









MONTREAL-to-MANHATTAN Chambly + Champlain Canals

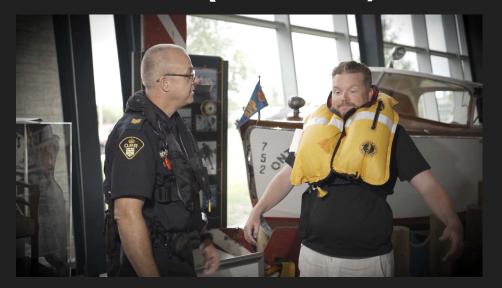


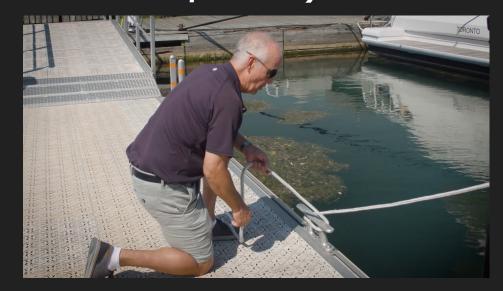






Sometimes show-and-tell works well (Water Ways TV: Season 2 – Various Episodes)





The origin of "Mayday"

(Water Ways TV: Season 2, Episode 4)

SIGNAL HIL

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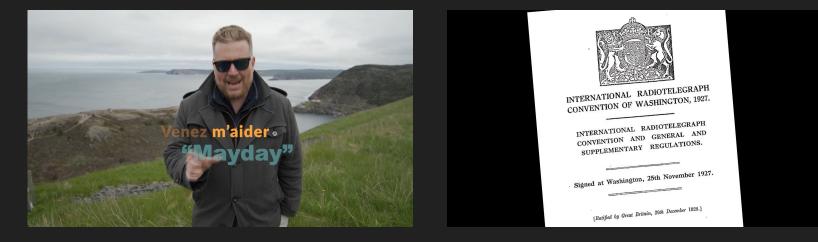
The origin of "Mayday"

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		prio tran tion l'en diat cept ou éco éco	samis trois fois. Cet appel a sent three times. This call has prife absolues art toutes attress absolute priority over all other samissions. Toutes les sta- transmissions. All mobile or land a mobiles ou terrestres qui stations which hear it must imme- tendent doivent cesser immé- distely cease all transmissions distely cease all transmissions the de trouber les appels distress calls or messages and les messages do détresse, et must listen on the wave used for uter sur l'onde d'émission de the emission of the distress call. pel de détresse. Cet appel This call must not be addressed doit pas être adressé à une to a particular station.
Venez m'aider	INTERNATIONAL RADIOTELEGRAPH CONVENTION OF WASHINGTON, 1927. INTERNATIONAL RADIOTELEGRAPH CONVENTION AND GENERAL AND SUPPLEMENTARY REGULATIONS.	stat (2 quer radi dan (corr tion	doit pas etre adresse a une to a partocular saturol. (a) These memory and the partocular saturol. (b) Les mêmes règlies s'appli- (c) The same rules apply to the radiotelephone distress call which otéléphonique, qui consiste erespondant à la prononcia- française de l'expression pression "n'aider"), aider "). Message de détresse.
	Signed at Washington, 25th November 1927.	com du t ou d indic de c détre dem	3. Le message de déresse - § 3. The distress message com- prend l'appel de déresse suit i prises the distress call followed non du navire, de l'aéronef lu véhicule en déresse, et des or vehicle in distress, and parti- actions relatives à la position cultars of its position, the nature celui-ci, à la nature de la of the distress and the kind of sesse et à la nature de sassitance désiréed.

CASE STUDY: UPenn + Save The Children

- Two versions of marketing outreach:
 - "Any money that you donate will go to Rokia, a seven-year-old girl who lives in Mali in Africa. Rokia is desperately poor and faces a threat of severe hunger, even starvation..."
 - 2. "In Zambia, severe rainfall deficits have resulted in a 42% drop in maize production from 2000. As a result, an estimated three million Zambians face hunger..."

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Version 1 (The story) = Twice as effective

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- 15% will buy the product immediately

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✓ 79% of Gen Z and Millennials reported the reason they viewed short-form mobile video content was for storytelling

"Someone doing something for a reason."

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- Stories allow people to "self personalize"
- TV news uses this template ALL. THE. TIME.
- Secret Sauce: Authenticity meets Entertainment

In the early Anglo-Saxon era, 'thanc' meant 'thought' and gratitude came from thinking good thoughts.

In the 11th century, the Anglo-Normans introduced the modern concept of courtesy.

Thank you!