

HARNESSING THE POWER OF STORYTELLING TO EFFECTIVELY SHARE SAFETY MESSAGES

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???????????



COLUMBIA

© Columbia - Marcus Reg.

STEREO

Intro. :14

3:45

45 RPM

18-02646

ZSS 168355

© 1981 CBS Inc.

TOMMY TUTONE

???????????

JENNY

-A. Call - J. Keller- Taken From The Columbia

Lp: "TOMMY TUTONE-2" ARC 37401

Produced by Chuck Plotkin
and Tutone-Keller



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867-5309/JENNY

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Lp: "TOMMY TUTONE-2" ARC 37401

Produced by Chuck Plotkin
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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'”*

SOURCE:  THOMSON REUTERS





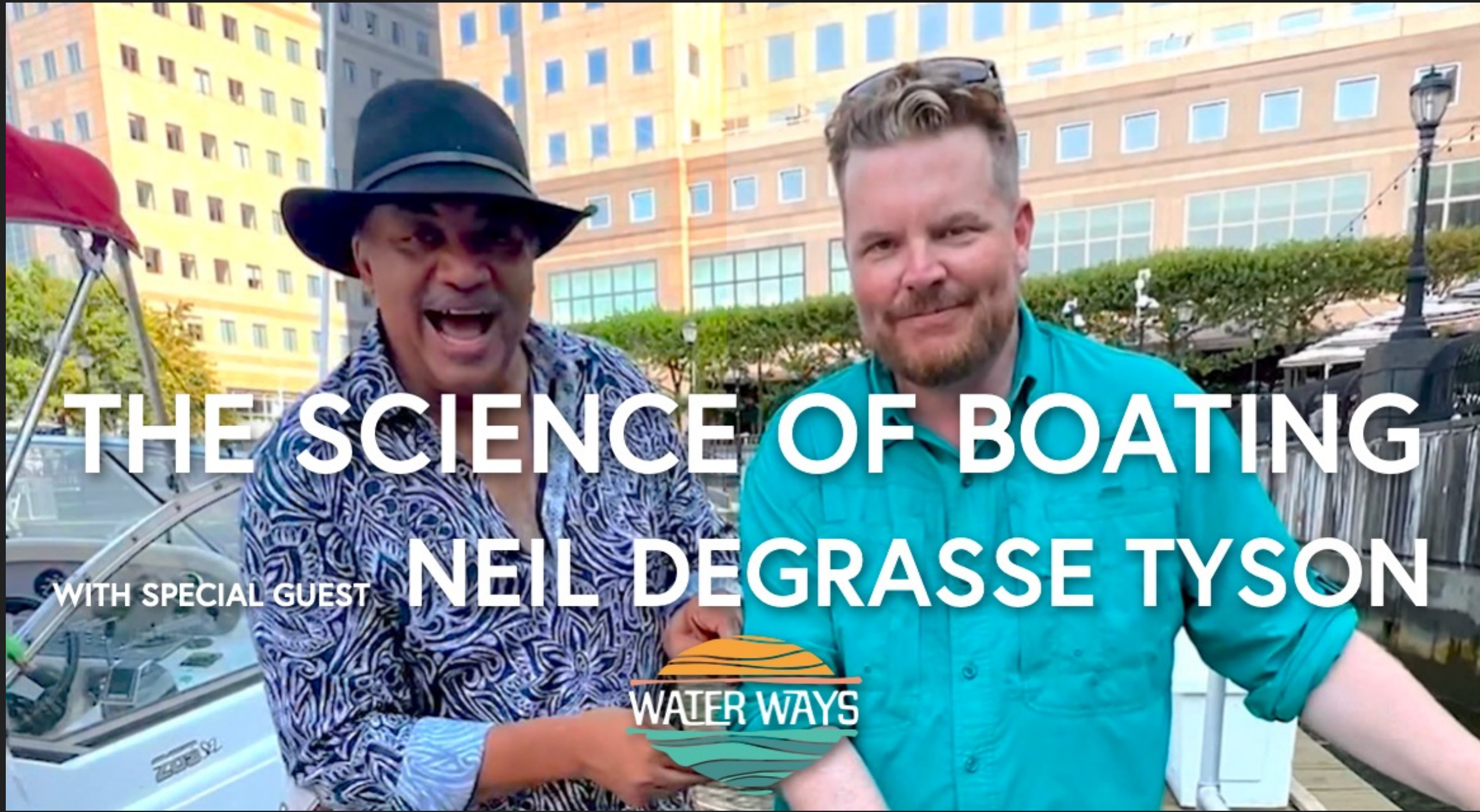


WATER WAYS

MONTREAL-to-MANHATTAN Chambly + Champlain Canals



WATERWAYS



THE SCIENCE OF BOATING

WITH SPECIAL GUEST NEIL DEGRASSE TYSON







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 HILL





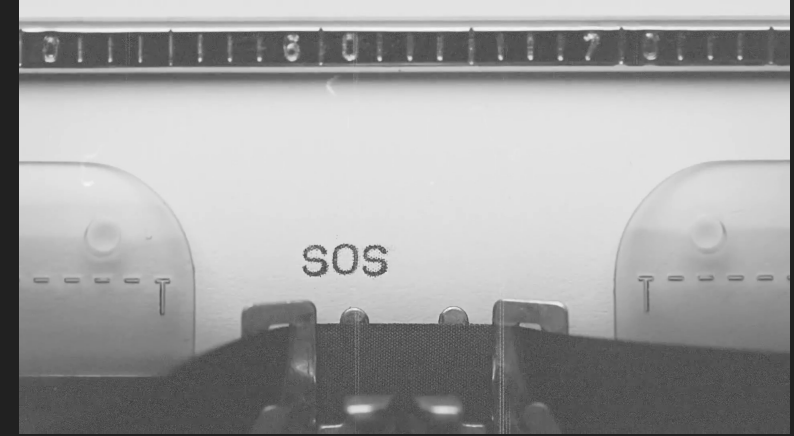
The origin of “Mayday”

(Water Ways TV: Season 2, Episode 4)



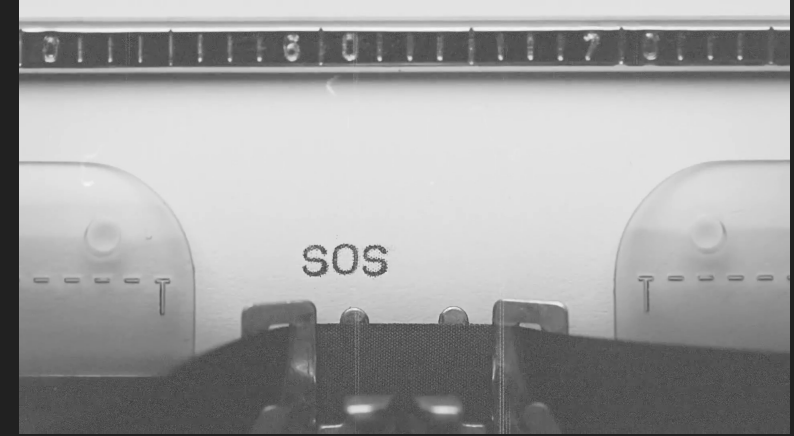
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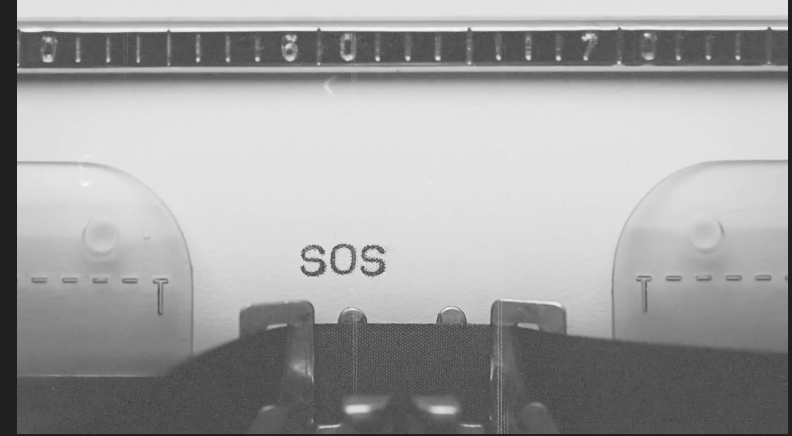
(Water Ways TV: Season 2, Episode 4)



The origin of “Mayday”

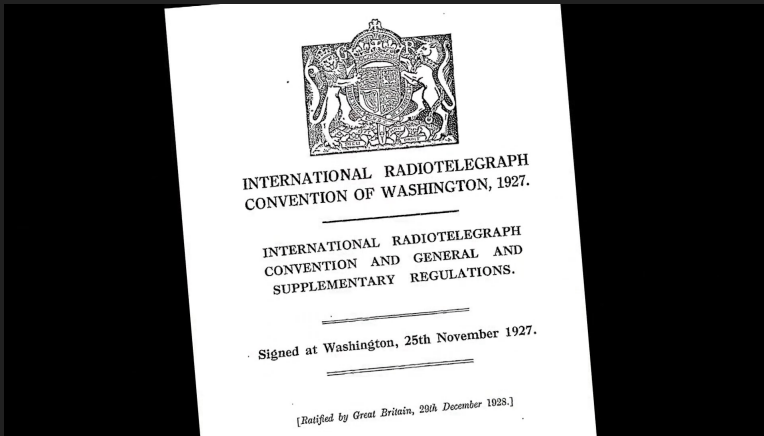
(Water Ways TV: Season 2, Episode 4)

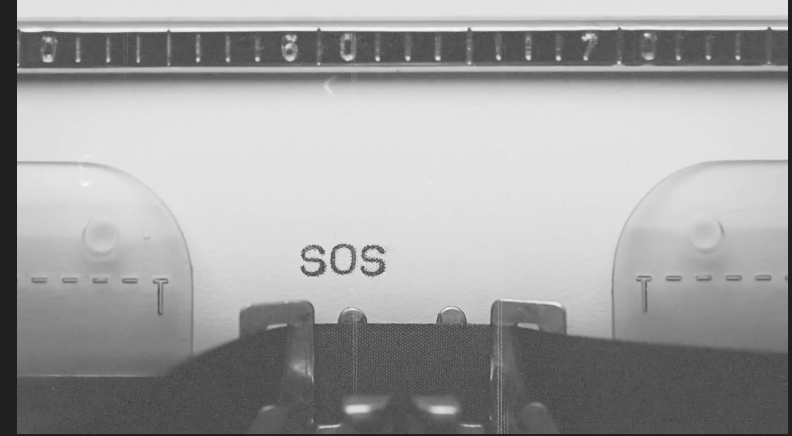




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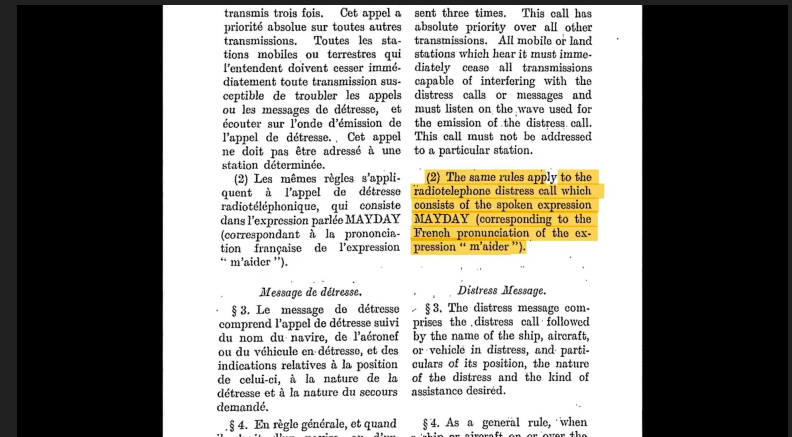
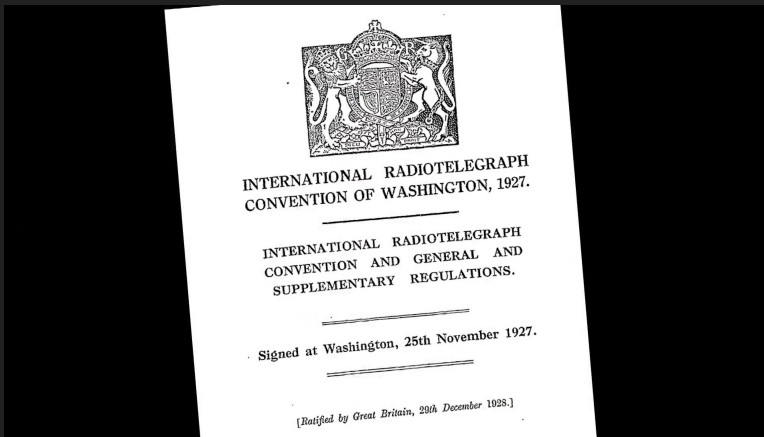
(Water Ways TV: Season 2, Episode 4)





The origin of “Mayday”

(Water Ways TV: Season 2, Episode 4)



CASE STUDY: UPenn + Save The Children

- Two versions of marketing outreach:
 1. "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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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..."~~

Version 1 (The story) = Twice as effective

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- ✓ If people love a brand story,
 - 55% are more likely to buy the product in the future
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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.”**

“Someone doing something for a reason.”

- 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!