



Once a upon a time...  
[*but for Comms  
Peeps*]

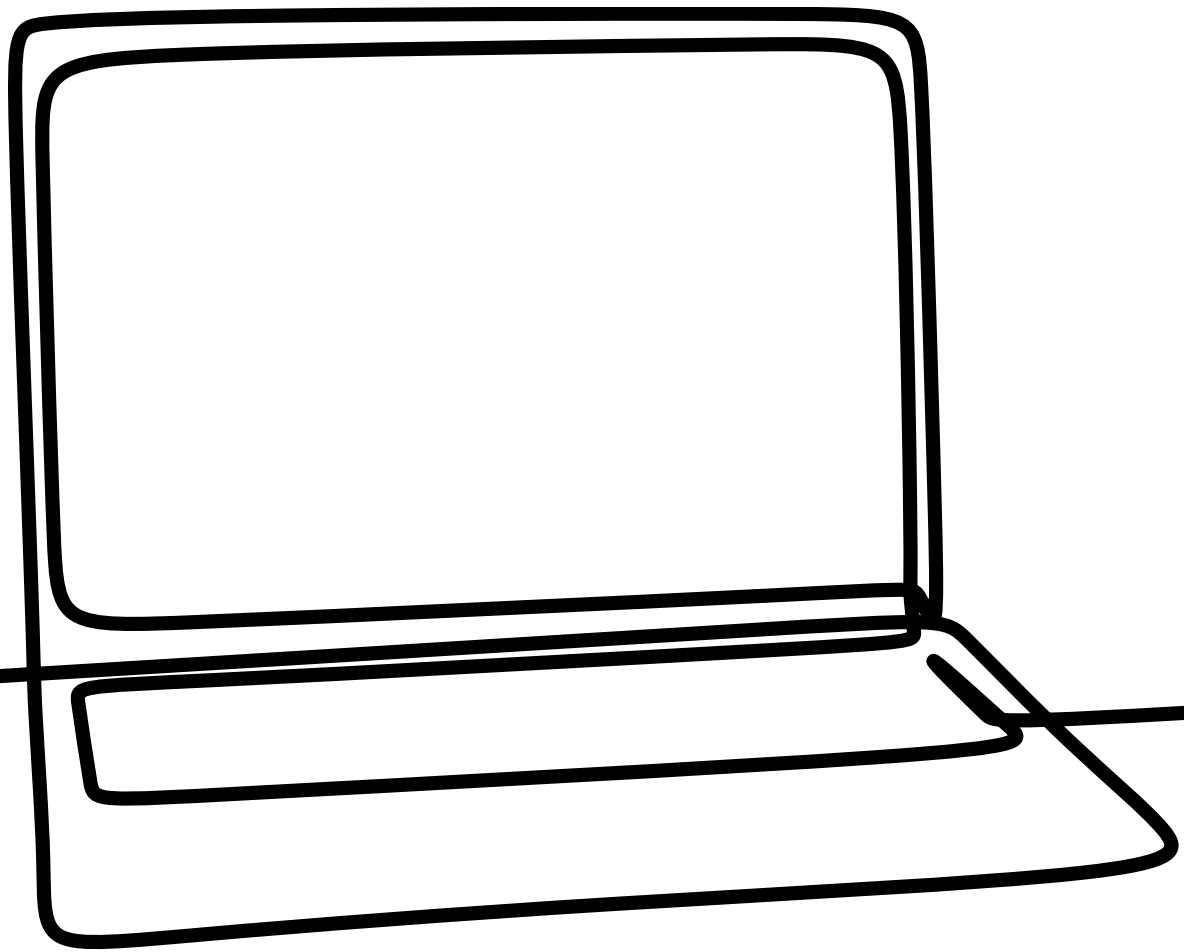
*Eunice Kilongo*

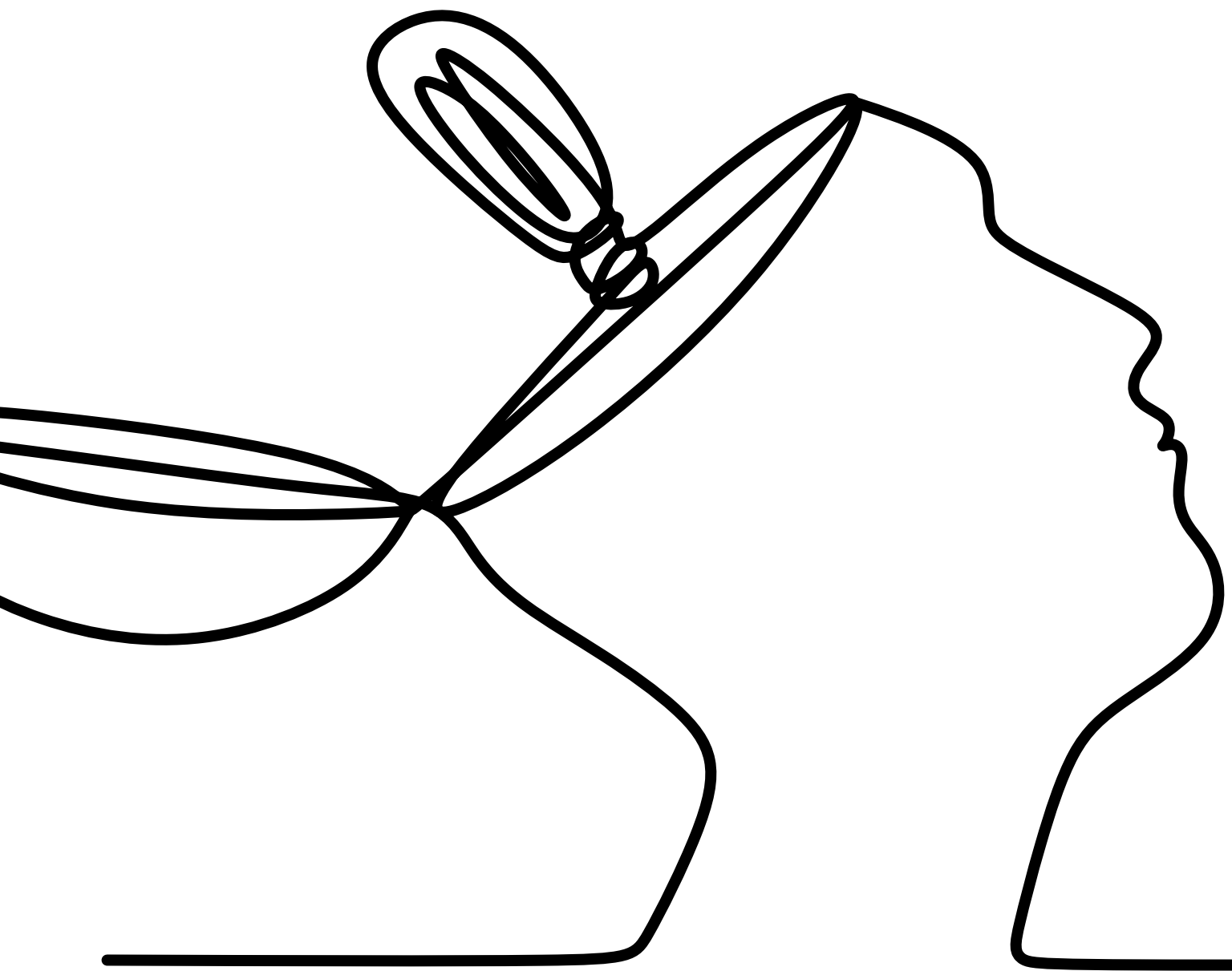


**Stories are**  
**everywhere**

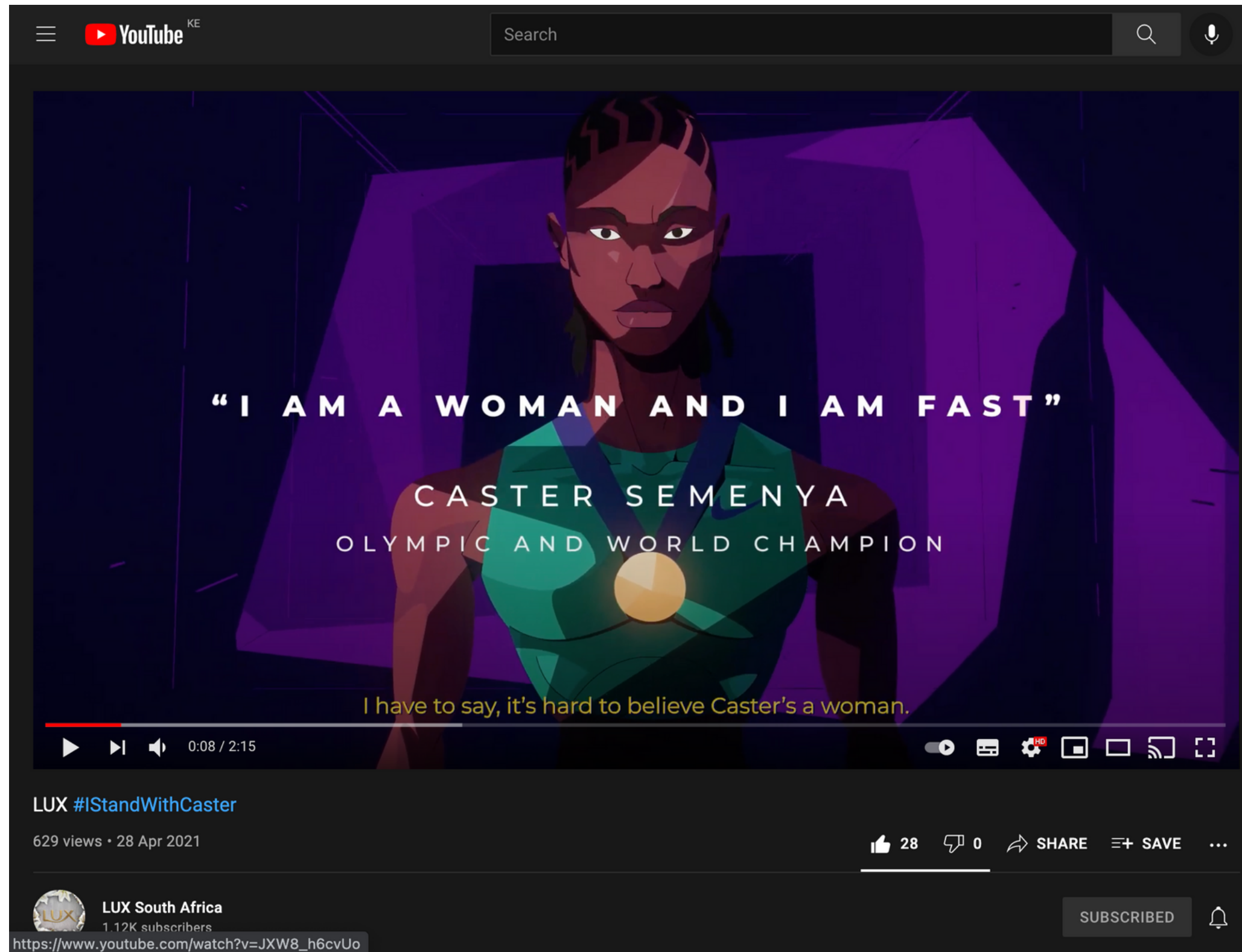
# Purpose

- Inform
- Influence
- Engage
- Raise awareness
- Inspire
- Challenge





**Stories** change the  
way your audience  
**thinks, feels, and**  
**acts.**



**Caster Semenya:** <https://www.youtube.com/watch?v=EUh3UYCsJJk>

Emotions

**Stories = Power**

Impact



**What makes a  
good story?**

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# News Values

- Timeliness
- Proximity
- Impact
- Prominence
- Conflict
- Novelty







- **Characters** (empathy + to humanize the issue)
- **Setting** (place/where it is happening)
- **Action/conflict** (they want something but can't get it)
- **A goal** (to address the conflict + win)





## The Pixar Pitch


Six simple sentence starters, when filled in, give you a basic but powerful starting place for a story/content creation.

1. Once upon a time there was...
2. Every day...
3. One day...
4. Because of that...
5. Because of that...
6. Until finally...



YouTube<sup>KE</sup>

Search



Thanks.

0:42 / 8:43

#SparkShorts

Purl | Pixar SparkShorts

24,043,116 views · 4 Feb 2019

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 Pixar 6.39M subscribers

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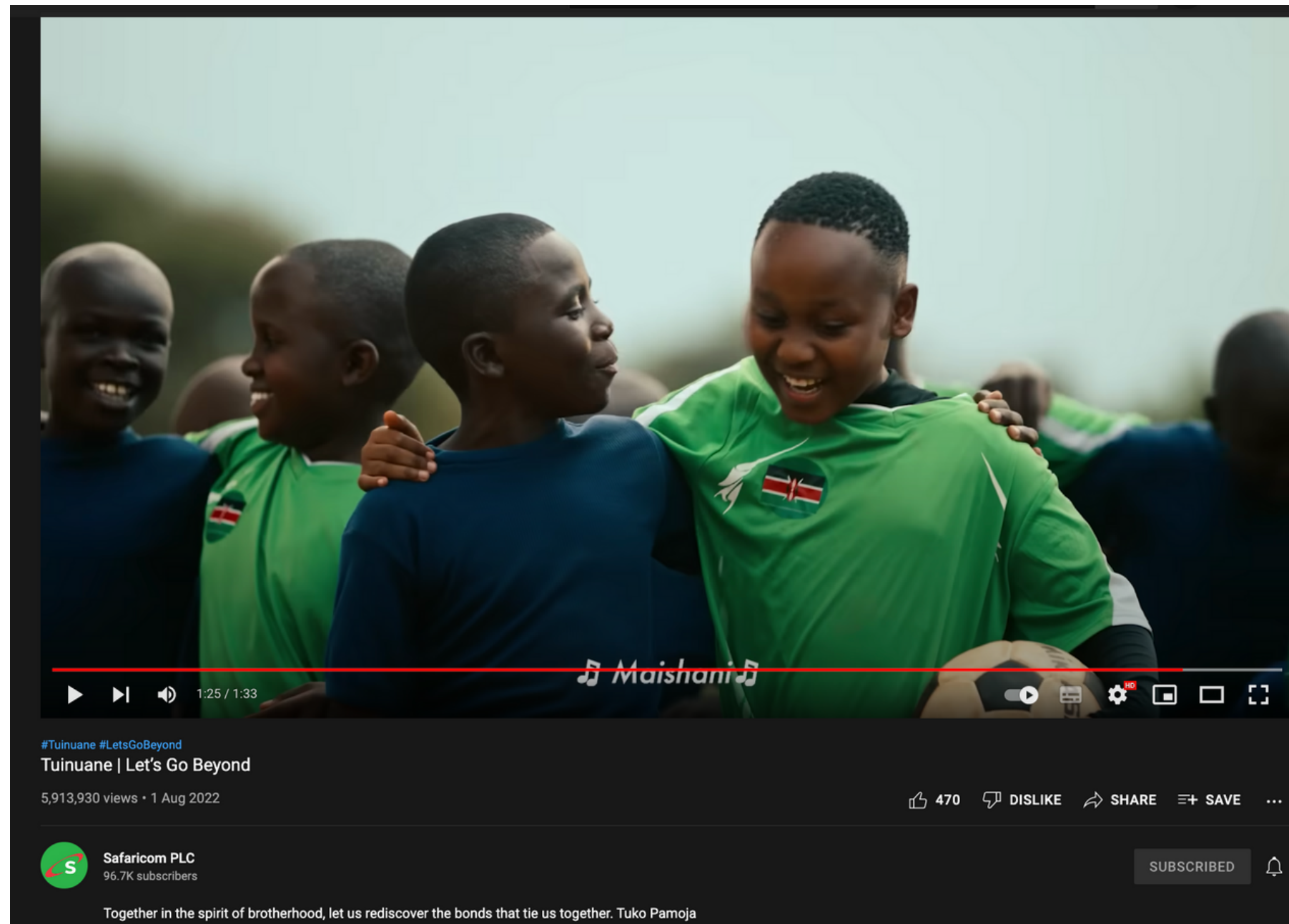
**Purl:** <https://www.youtube.com/watch?v=B6uulHpFkuo>



**What is your  
story?**

Safaricom's new brand campaign, "Tuinuane" is aimed at encouraging Kenyans to uplift one another.

In the spirit of "Tuinuane", Safaricom intends to **empower communities, give students easy and simple access to learning materials, and unveil innovative products and services that give customers value for money.**



**Tuinuane Brand Campaign:** <https://www.youtube.com/watch?v=vLtS3XlqTxw>



# How to tell your story

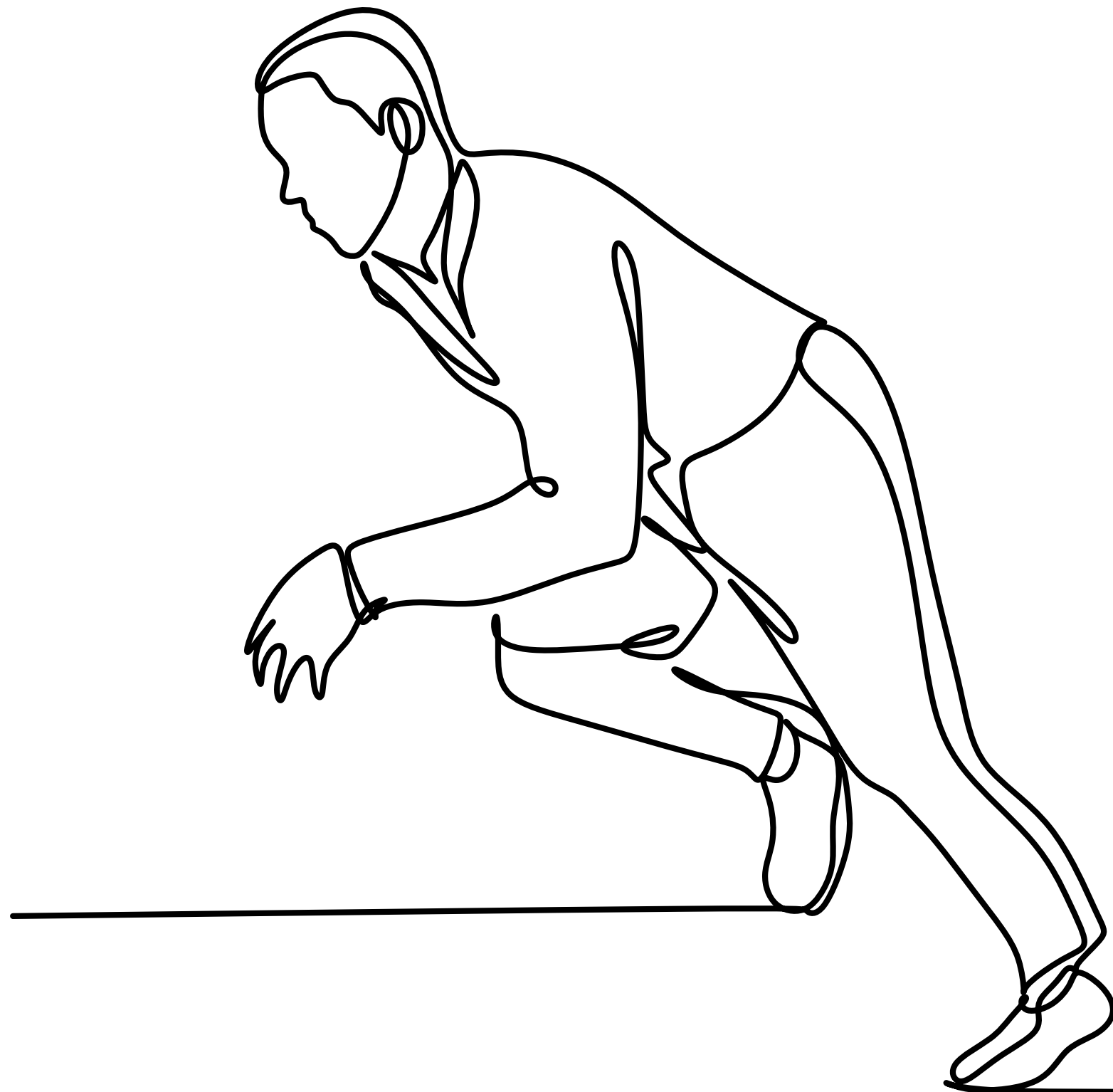
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- **Visual stories** (photos, online videos, long-form documentaries, illustrations, animations and infographics);
  - **Digital Text;**
  - **Audio** (podcasts, Twitter spaces, radio);
  - **In-person** (pitch, fireside discussions)
-





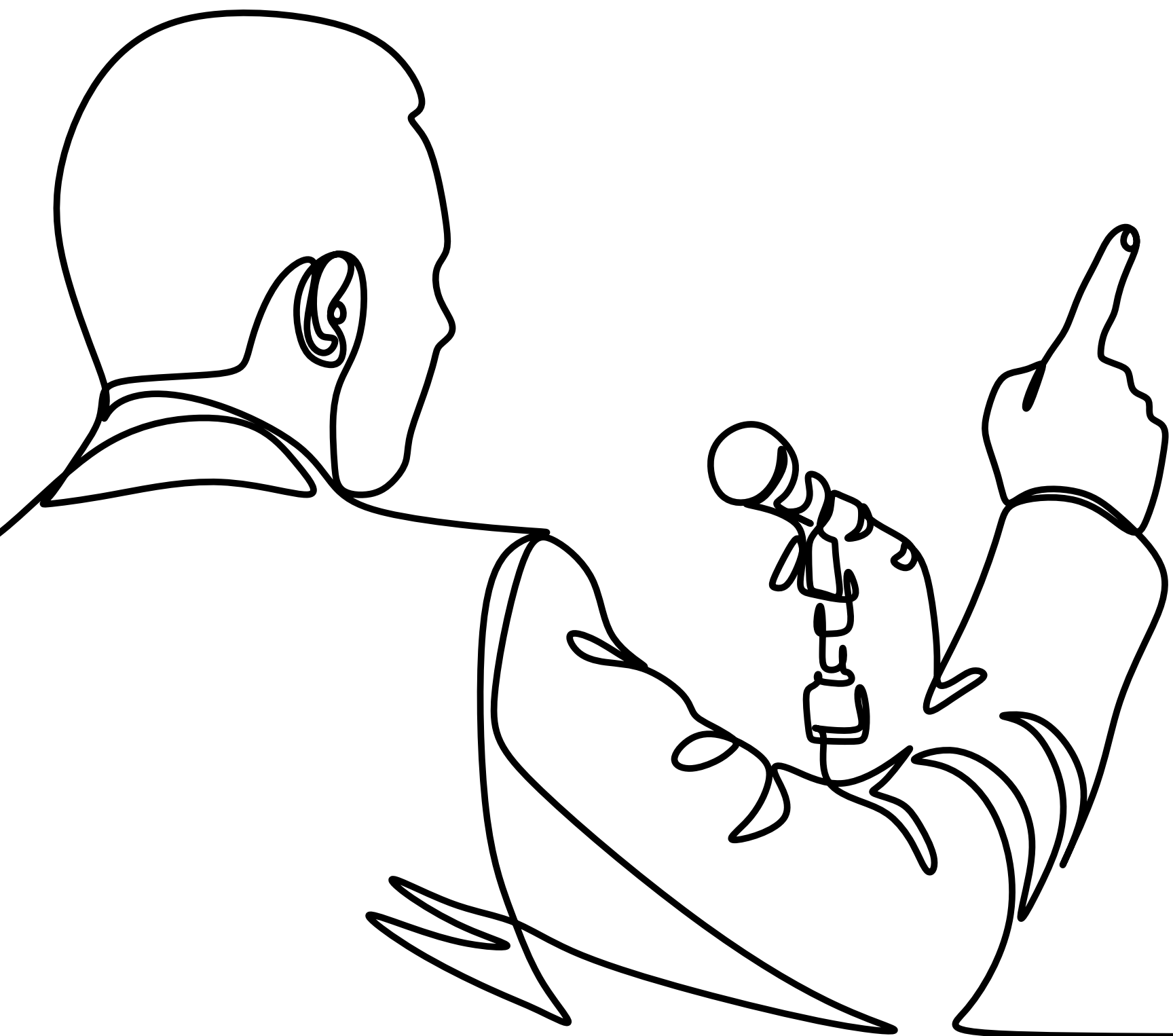
- **New media + Experiential** (Social Media, TikTok, Augmented Reality + Virtual Reality)
- Create an **immersive experience** (senses, imagination, emotions)

# Picture of Success?

- Show don't tell
- Uncover the human side of the brand/org
- Completely involve the audience in the story







**Questions?**





# Get in Touch

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Storyteller, (Health)  
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