



ONCE
UPON
A TIME...

THE ART
OF VISUAL
STORYTELLING

STORYTELLING IS NOTHING NEW

STORIES HAVE BEEN TOLD, SHARED, ENJOYED AND REMEMBERED SINCE TIME BEGAN...



Storytelling definitely stands the test of time.

In the business world storytelling has become a buzzword and marketers have leapt on the term to help share their brand messages and rightly so! We all know that storytelling is incredibly effective and adds personality to a brand and there is substantial proof that storytelling improves engagement and information retention.

The benefits of storytelling are well documented at every level and a simple google search will return thousands of well written insightful articles about the topic as well as many people and businesses who can help you with your storytelling.

Visual Storytelling, however, is *another* skill set in itself.



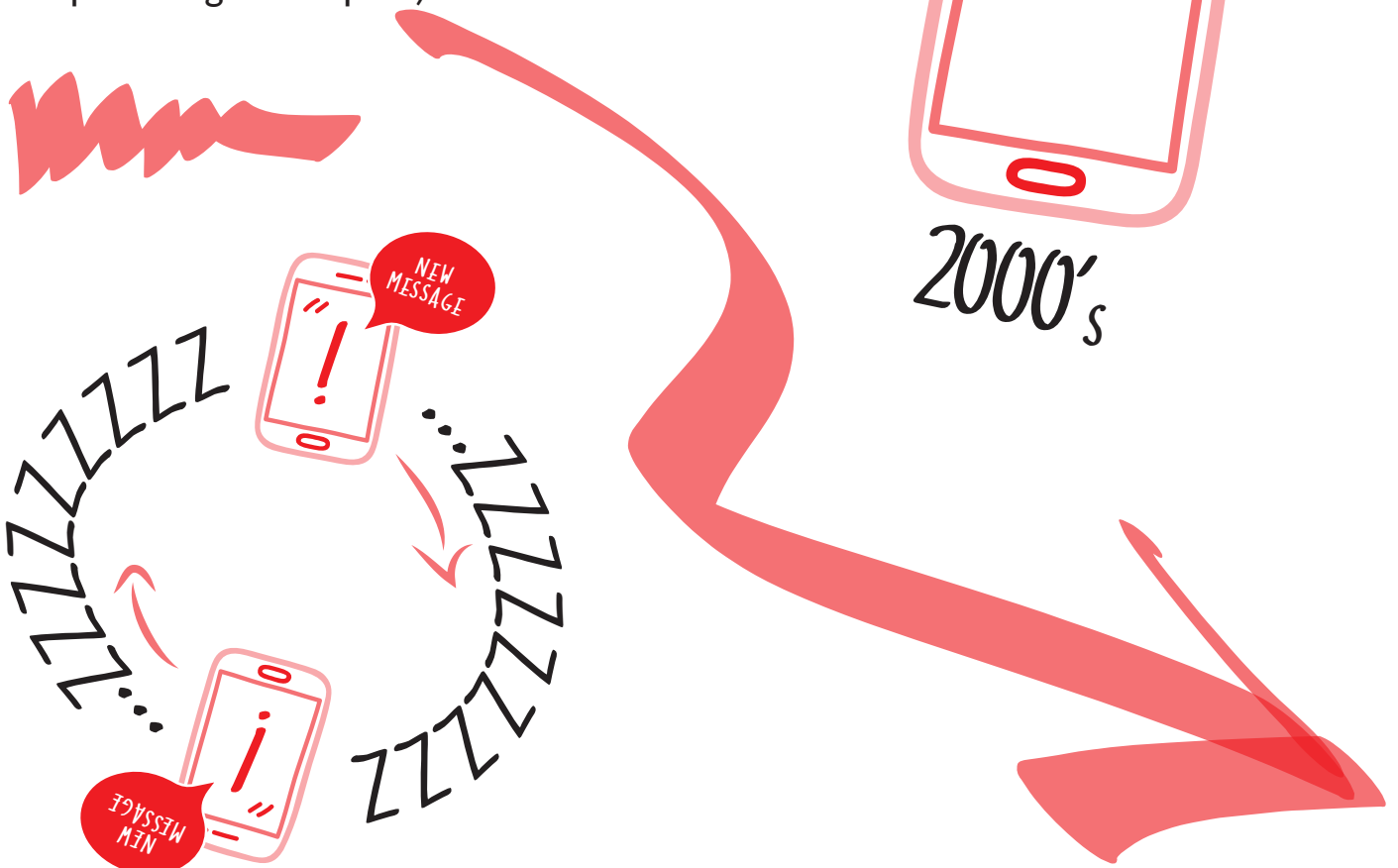
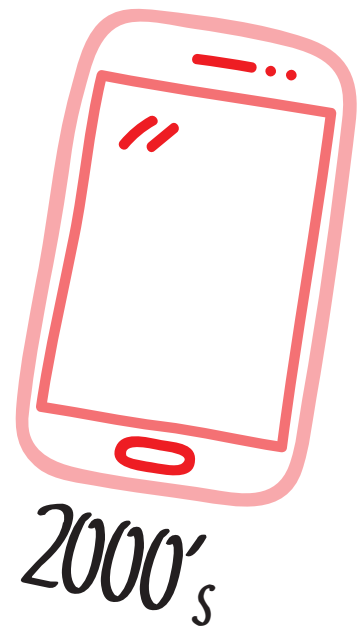
STORYTELLING IN A DIGITAL AGE

Whilst not everyone is an artist or feels able to share a story visually, there are plenty of ways to do so and lots of helpful resources to help you do that. The benefits of Visual Storytelling in this digital age are *vast*.

There is now *so much* information fed to us at every angle that standing out from the crowd is today's real communication challenge, whatever your business.

An individual in the 1800's consumed as much information in their whole lifetime as a daily tabloid publishes on one single day in the 2000's.

We are bombarded with information at every level from the moment we wake to the moment we sleep (*and even then with mobile phones our sleep is being interrupted*).



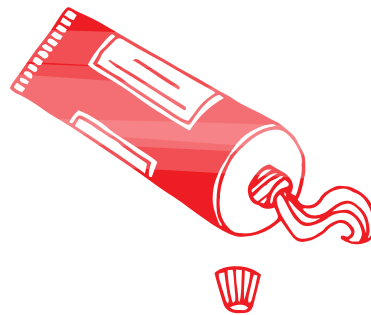
THINK ABOUT A TYPICAL DAY

You wake up - check your phone - there are messages, reminders, emails, social media, blah, blah and *more* blah!

Communication attacks us from every angle - the radio in the background - your house mates or family members attacking your head space.

There is information on the breakfast cereal box to the toothpaste packaging - everywhere and at every angle we are being constantly bombarded.

You might jump in the car for your daily commute with the radio serving up even more information, your SatNav reminding you of congested roads, you may notice the roadside billboards advertising *this* product or *that* service, even the clothes we wear communicate something from a brands logo through to memorable straplines or more popular than ever 'motivational quote' t-shirts!



INFORMATION IS QUITE SIMPLY...EVERYWHERE!
Grabbing attention and making it stick means that we need to be more *creative* than ever!

A PICTURE PAINTS A THOUSAND WORDS

Yes it really does - in the digital age, with attention spans dwindling, grabbing attention is a tough ask. Even a goldfish has a longer attention span than us humans!

According to McQuivey's Forrester study he calculated that if a picture is worth 1,000 words then 1 minute of video must be worth 1.8 million words - want to know how - then check out the maths:

1 picture = 1,000 words

Video shoots at 30 frames per second (or 24 frames per second...but who's counting!)

Therefore, 1 second of video = 30,000 words...and...



ATTENTION SPANS ARE NOW 7 SECONDS
WHICH IS LESS THAN A GOLDFISH!

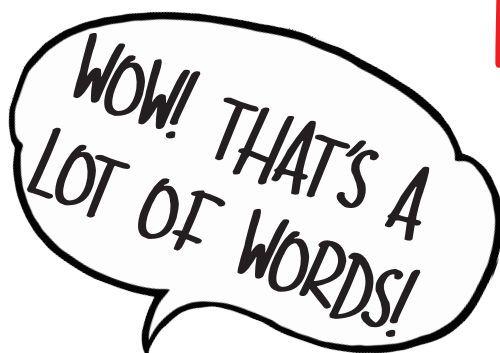
30,000 WORDS

X

60 SECONDS

(A COMMON EXPLAINER VIDEO LENGTH)

1.8 MILLION



WHAT'S YOUR STORY?



Visual storytelling is just what it says on the tin!

Visual storytelling helps organisations like yours share their stories about themselves, their products or services they sell, convey a message or an update to their colleagues, a story to train or inform their employees and so forth...

We know that a successful visual story is engaging, compelling, memorable...and more importantly...shareable! Posts that include images produce *650 percent higher engagement* than text-only posts.

Visual storytelling can take the form of an infographic, a leaflet or brochure, a short picture or comic book, a series of social media images or digital stories, a video (animated or filmed footage), layering content using Augmented Reality (AR) over print on packaging and brochures/leaflets or for maximum impact a combination of some or all of the above!

Red Lemon helps organisations of all sectors and types share their stories. Why not take a look at our blog for ideas to help you successfully share your story visually?

And more importantly **get creative** and **enjoy your visual storytelling!**

WWW.REDLEMONCREATE.COM

