

Brand Storytelling Through Film



Event attendees look for experiences that deepen trust and appreciation of the brand. Successful creative has to generate honest communication or we risk turning off audiences. So to sustain competitive advantage, businesses must become masters of brand storytelling.

The guidelines of effective storytelling are pretty simple:

- Tell honest stories with style and quality.
- Don't take yourself too seriously.
- Create a story that you personally would want to experience.

With those in mind, the marriage of emotion and film technique will enhance your brand story in a way that creates an authentic message and deepen connections.

4 TRENDING FILM TECHNIQUES FOR EMOTIONAL FILMMAKING:



PLAY VIDEO

Humanize the Brand

Google played with film storytelling styles in a fun and clever way by using various documentary filmmaking techniques to connect audiences with their brand in ways that traditional third person POV filmmaking cannot always do. This includes up close and personal interviews, wide shots so we can see the environment and the use of graphics to augment a rich, multilayered and authentic story.



PLAY VIDEO

Humor

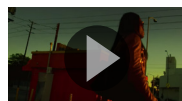
Done right, this remains a fantastic way to enchant the audience and create an atmosphere of trust and confidence. If your brand has a good sense of humor like HP, the viewer's more likely to believe in you, knowing that you're not merely spinning a marketing yarn. But if comedy isn't appropriate, a light, friendly approach helps make the right emotional connection. Occasionally it's the most serious message that's best communicated with humor.



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Virtual Reality

VR immerses the viewer in ways 2D or 3D can't do. Since it requires headsets, the experiences are individual instead of communal, but the depth of involvement is impressive. Some VR now combines virtual reality, augmented reality and live video which opens doors to amazing possibilities. There's a lot of smart experimentation being done: brands like Mini, Lufthansa and Facebook have produced interesting content and the New York Times, music performances and film festivals are featuring it.



PLAY VIDEO

Hybrid Filmmaking

The iPhone, GoPro and DSLRs are making it possible for everyone to become filmmakers. Tangerine, a feature film shot entirely on the iPhone 5, told a story in locations that traditional films would have to spend significant money to secure. The relaxed filmmaking style is unintimidating and feels more like they're making a home movie or selfie. Inexpensive filming technology in the hands of skilled and creative filmmakers can lead to quiet, unexpected and powerful stories.