



Story doing

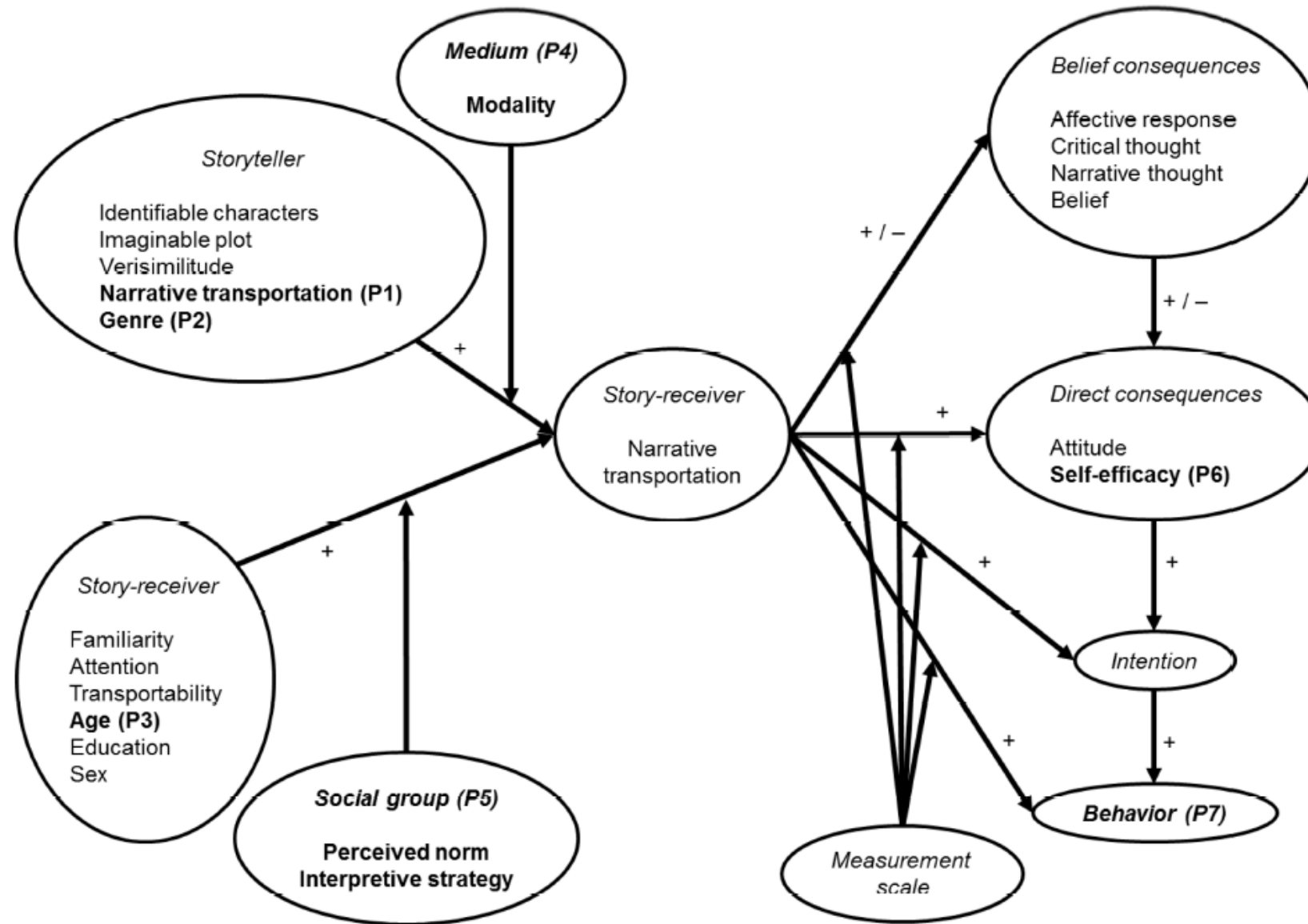
Ed Peelen, UvA, FutureofBusiness

Green et al

- A murder at a shopping mall
- An innocent child
- A psychiatric patient

- Source: How We Die (Nuland, 1994)
- Assignment; how to read it (surface, immersion)
- Quality of the text
- Source (a dream, fiction, non-fiction)





NOTE.—Variables suggested for future research directions appear in bold.



Green et al

- "Two Were Left" (H. B. Cave, in Berger, 1956)
- Kid and dog stranded on an iceberg
- They do not hurt/attack each other (for food)
- Both were saved

- Positive story





Green et al

- Cognitive processing (elaboration)
 - Analytical processing
- Transportation
 - Imagery
- Belief change
 - Story specific, generic beliefs (crime does not pay off f.e.)
- The role of absorption
 - Will it influence belief change?
- The influence of the source
 - No re-call?
 - Framing influence
- The narrative
 - Also positive text works
- The quality of the text
- Truth or fiction
- Situation
 - A boring situation... longing for another world?

Personality / gender



How is a story being processed?

Analytical persuasion

- Persuasion based upon arguments and facts - high motivation
- Previous knowledge is used to process the information

Narrative persuasion

- Receiver is seduced by the story
- No clear arguments
- Getting lost in the story
- Own interpretation



Dynamic storytelling



Drink

Coca-Cola

Delicious and
Refreshing

The story

8





Dynamic story telling

One approach...

- Ambition
- Ideas, stories not to be controlled, liquid, contagious
- Provoke conversations and disproportionate share
- Deeper emotional connections
- Stories should add value and significance to people's lives



Dynamic story telling

One approach

Story telling re-invented

- Move away from one way story telling to dynamic story telling
- Serial story telling, multi faceted story, spreadable story, emergent and discovering
- Ruthless editor
- Bravery and a creative culture
- 70% low risk content, 20% innovative, 10% high risk content



Dynamic story telling

How to

- Emergent safaris
- Qualitative tests of scripts all together
- Interactive feedback and participant dialogue tools
- Participants produce more brand stories than we do

Dossiers

Videomarketing

Dutch Digital Design

Cannes Lions 2017

Channels

Creatie & Campagnes

Media

Bureaus & Accounts

Merk & Strategie

Marketing Technology

Mensen & Carrière

 marketing
ONLINE

 COMMUNICATIE.

 creatie

 Abonneer je nu!

KRO-NCRV introduceert WhatsApp tegen pesten

[Christian Manuputty](#), redactie | 14 september 2016, 10:17



Omroep komt met chattend concept ter gelegenheid van de Week Tegen Pesten.



Against bullying





De kalender





Discover and address
the right question

“Real” Social change in Dove’s campaign for real beauty



UNIVERSITEIT
VAN AMSTERDAM



The agenda...

The following steps have been taken:

- Global research study with telephone interviews
 - 3200 woman, Age 18 - 64, 10 country's
 - Conclusions
 - Less than 2% of the woman feel beautiful.
 - 75% wants representations of woman to reflect diversity through age shape and size.
 - 76% wants the media to portray beauty as more than physical.
- Life workshops and events
 - Discover real beauty
- Self-Esteem Fund:
 - Television and Viral Video
 - Self esteem toolkits
 - Parent kits
 - Use of non profit girls organizations
- Dove movement



- appendix





Show products




CM & Marketing communication
Augmented reality IKEA
Advise

Kneeling, Fiercely Debated in the N.F.L., Resonates in Protests

Some demonstrators, and in some cases the police, have paused to kneel, recalling the manner of George Floyd's death and the gesture by Colin Kaepernick.





Nike has previously said that it 'supports athletes and their right to freedom of expression on issues that are of great importance to our society' (Bain, 2018).

80% of stakeholders – particularly young consumers – are expecting corporations, as a part of a civic society, to take a lead in fighting social injustice issues that are deeply affecting the world (Edelman 2020).

30 YEARS OF "JUST DO IT"

NIKE MAKES KAEPERNICK FACE OF CAMPAIGN

SOME DESTROY THEIR NIKE PRODUCTS IN PROTEST OF AD

JUST DO IT
CAMPAIGN CELEBRATES SOME
OF THE MOST INSPIRATIONAL
WHO HAVE
MATTER
OUTCOME."

CBSN



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Methodology

The following steps have been taken:

- Global research study with telephone interviews
 - 3200 woman, Age 18 - 64, 10 country's
 - Conclusions
 - Less than 2% of the woman feel beautiful.
 - 75% wants representations of woman to reflect diversity through age shape and size.
 - 76% wants the media to portray beauty as more than physical.
- CFRB Prints
- Self-Esteem Fund:
 - Television and Viral Video
 - Self esteem toolkits
 - Parent kits
 - Use of non profit girls organizations
- Dove movement