



Visual Storytelling:

How to make an impact
in the blink of an eye

w/ @Matt_Prince



**“A story is a trick
for sneaking a
message into the
fortified citadel of
the human mind.”**

- Jonathan Gottschall





**We've been telling
stories literally
forever.**



The fundamental human behavior has remained — the only thing that's changed is how we express it.

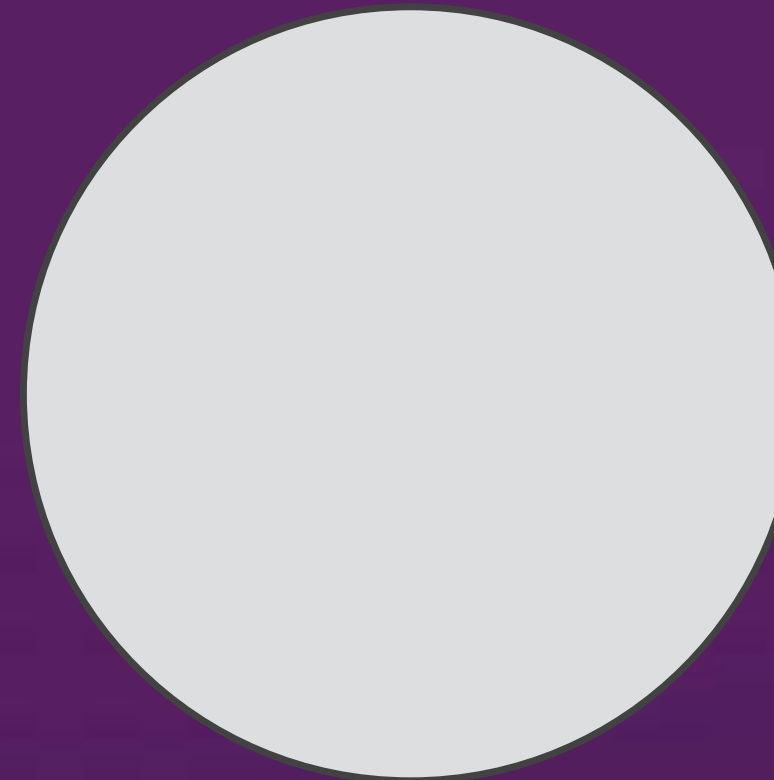


**The Brand
Ecosystem
Has Been Flipped**

Industry



Brand



Branded







**Every Story Needs a Hero.
Make it Your Consumer.**

RICHARD AXTON
THE BEEFY CRUNCH MOVEMENT





- Don't get capped
- Decisions are felt, not made
- Understand your ecosystem
- Know WHO is talking
- Make consumers the hero



**As a brand, sometimes
the best practice in
storytelling is listening.**



Thank You!

@Matt_Prince