



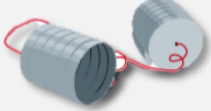


# STORYBORD

1	2	3	4	5
				
<ul style="list-style-type: none"> <li>• What's the Reason Why of your story?</li> <li>• What should the audience learn about the world &amp; our brand while watching your story?</li> </ul>	<ul style="list-style-type: none"> <li>• Who is the Main Character, your Hero?</li> <li>• Why will the audience identify with him/her/it?</li> <li>• What's your plot: how will the hero be transformed from beginning to end („Heros Journey")?</li> </ul>	<ul style="list-style-type: none"> <li>• What's the conflict you start your with?</li> <li>• How is your story structured? Do you have a hot start? Hightlights?</li> <li>• How much time do you give your conflict to evolve. Don't jump too quick to solution.</li> </ul>	<ul style="list-style-type: none"> <li>• Why is your story relevant?</li> <li>• How do you trigger emotions? Think about Words – Images – Sound.</li> <li>• Do you help the audience to immerge into your story?</li> </ul>	<ul style="list-style-type: none"> <li>• What's the main mediahub for your story?</li> <li>• How can you slice the story in snackable content?</li> <li>• Can you tell your story from different angles/perspectives?</li> <li>• Do you have shareable, magnatic content?</li> </ul>