

Script: The Power of Video.

We all love watching a good video.

But, why are they so effective? They engage our senses of sight and sound, they pique our interest through the use of language, and they appeal to us with story.

It's little wonder then, that video is such an effective form of communication.

We all love watching videos, and there's no doubt you would've heard the stats of how effective video is.

You would've heard stats like...

- "YouTube is the second largest search engine in the world";
- "One minute of video is equal to 1.8 million words";
- "59% of executives would rather watch video than read text."

The statistics will keep changing. One thing that won't change, is the importance of storytelling.

Video is a communication tool, and storytelling is the most effective way to communicate. So, for a video to be truly effective in its communication, it needs to tell a good story...

Storytelling dates back to early human civilisation.

When we're exposed to images and sounds, our brains naturally try to create meaning. That is, we're hardwired to look for a story to explain what we're experiencing.

This helps explain why we can't handle too much information at once. If we're bombarded with ideas, concepts, facts and stats, we're so busy trying to create meaning all at the same time, and it simply becomes too hard. We become fatigued, and ... we switch off.

Our brains are wired for storytelling. The information we learn through a good story is remembered.

There are some known basic storytelling structures that work, but there really is no hard and fast rule about how to tell a good story.

Storytelling is a mixture of science and art: the science of how our brains process information, and the art of bringing in the right elements at the right time to have the right impact on our audience.

Video is an excellent medium for conveying a good story, and video content can be distributed in a variety of ways and can be accessed from a range of devices.

No wonder we watch so much video content and we keep demanding more!

Remember that video is a tool for communication, and the most effective way to communicate an idea is through **story**.

To learn more about storytelling through video, follow us, and get in touch any time.

We're friendly and we care. We'd love to help you share ideas in the most effective ways. If ideas aren't communicated well, they get lost and forgotten. And that's a loss.

If we can help you communicate your ideas more effectively, we're helping build a better world.

So, get in touch with us today so we can start the journey together.