

WHOLE HUMAN VIDEO

how to make video that engages the whole human and gets results



WHY

Shorter Attention Spans

- Average attention span is now 8 seconds or less
- People are more likely to watch video than skim

Mobile Video Drives Demand

- 73% of people say their phone is **always** with them
- People check their phones 150x per day
- Video accounts for 90% of the mobile moments spent in app

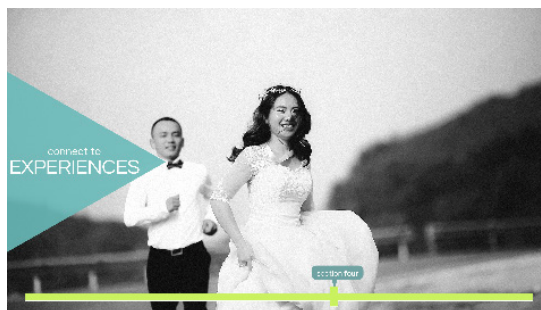
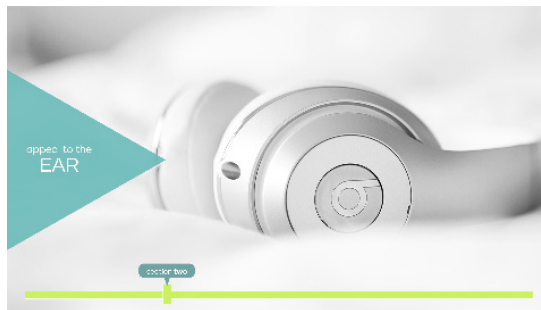
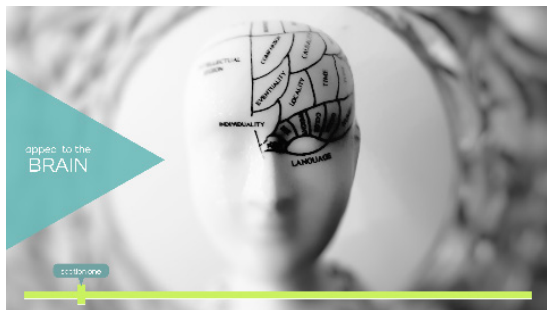
Greater Recall

- 20% of people remember what they hear
- 30% of people remember what they see
- 70% remember when they see **AND** hear

Better storytelling

- Tell people who you are
- Explain What, How, Why & Where
- Other: position, values, ...etc

Source: Hubspot



HOW

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WHOLE BODY TIPS



CONNECT TO THE HEAD

- The brain craves stats. Research can mold the narrative, if you let it.
- Titles help your brain fill in visual gaps and add meaning.



CONNECT TO THE EAR

- The ear connects to nostalgia, emotion, and pace. It's the channel to the soul.
- Experiment with music to change the feeling of a piece.
- Music can boost the emotion in a scene.



CONNECT TO THE HEART

- The heart is the center of our emotions and instincts.
- Humor, sex, anger, and even food are all ways to connect to the heart.
- A good story has "heart."



CONNECT TO EXPERIENCES

- Humans have similar milestone events (weddings, birthdays, funerals). Leverage common experiences.
- Moving with the action gives you a sense of being there.

GET THE SLIDES

Would you like a copy of today's presentation? You're in luck! Just **TEXT STAVideo to 22828** to get a copy of this presentation along with Sean's presenter notes.