

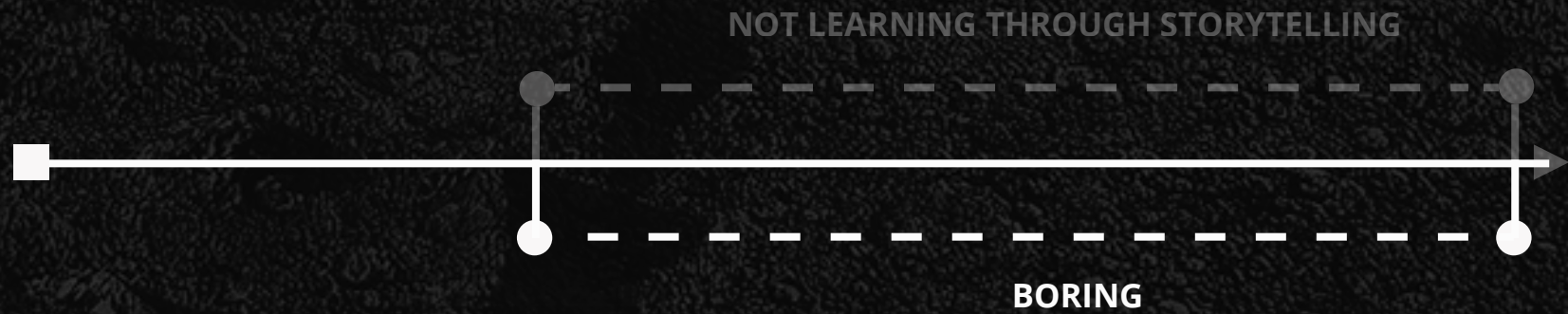
# STORYTELLING

WHY



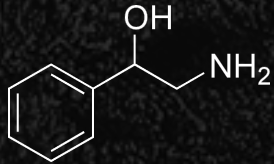


WHY

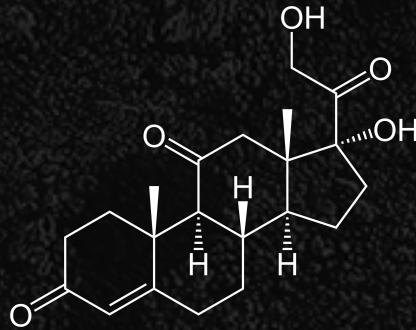




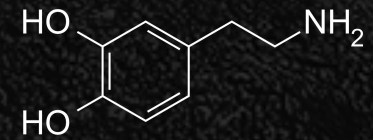
WHY



PHENYLETHANOLAMINE



CORTISOL



DOPAMINE

**WHY**

**BETER MEMORY**

**MORE LIKELY TO TAKE ACTION**

**PERSONAL CONNECTION WITH BRAND OR PRODUCT**

**MORE \ EASY FOCUS**

**UNIFYING THEORY OF 1 + 1**

**ANDREW STATON**



**HOW**

**1. CREATE WORLD**

**RULES**

**ENVIRONMENT**

**REGULAR INHABITANTS**

**HOW**

**1. CREATE WORLD**

**RULES**

**ENVIRONMENT**

**REGULAR INHABITANTS**

**HOW**

**1. CREATE WORLD**

**RULES**

**ENVIRONMENT**

**REGULAR INHABITANTS**



**HOW**

## **2. CREATE CHARACTERS**

**PROTAGONIST**

**ANTAGONIST**

**WISE GUY**

**HOW**

## **2. CREATE CHARACTERS**

**PROTAGONIST**

**ANTAGONIST**

**WISE GUY**



**HOW**

## **2. CREATE CHARACTERS**

**PROTAGONIST**

**ANTAGONIST**

**WISE GUY**

**HOW**

### **3. START WRITING**

**PITY**

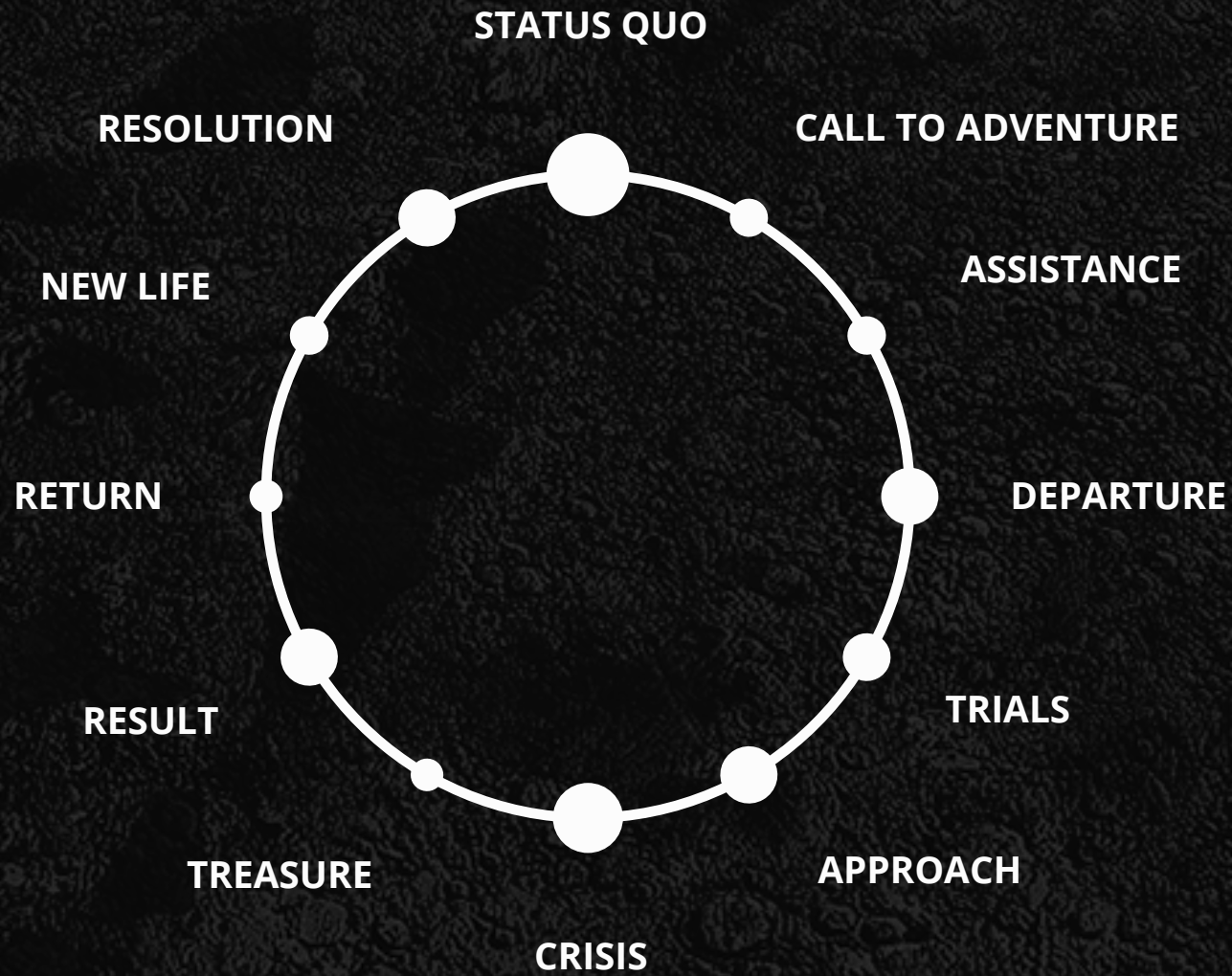
**FEAR**

**CATHARSIS**



HOW

### 3. START WRITING



**USE**

**IOT**

**PRODUCT CASE**

**PITCH**

**CROWD FUNDING**



**USE**

**ANDROID**

**GAMES**

**CALL TO ACTION ON WEB**



**USE**

**WEB**

**SUBSCRIPTIONS**

**ONLINE STORE**

**DONATIONS**



**USE**

**DEVELOPERS**

**EXPLAIN**

**HELP**

**ENTERTAIN**

**CONCLUSION**

**MAKE ME CARE**

**EMOTIONALLY, AESTHETICALLY, INTELLECTUALLY**

**JUST MAKE ME CARE**



**REMEMBER**

**EXPLAIN**

**ENGAGE**

# THANK YOU

WOUTER VAN DEN BROECK  
PHILLIPE LÜCK