

There's your version of the story

There's my version of the story

There's the real story

And they're all a part of the truth ...

Robert Evans from "The Kid Stays in the Picture"

Story is in the mind of the of the beholder.

Roger Holzberg

Why Video?



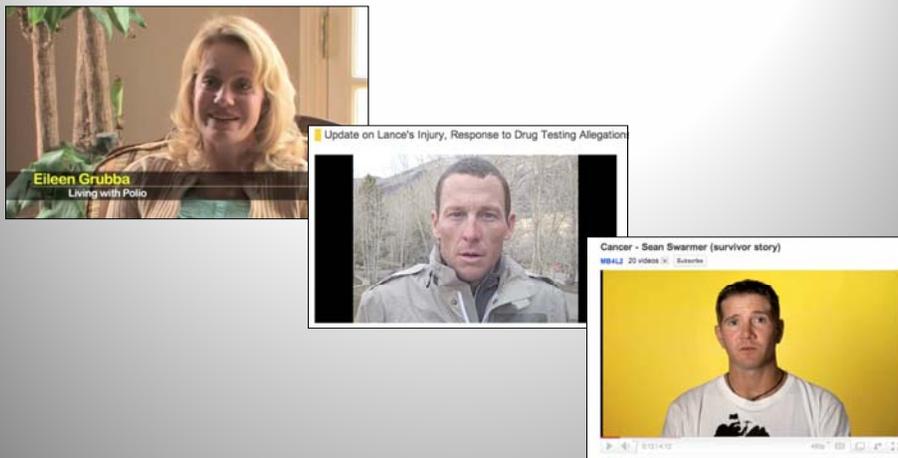
Age 13
Brain Cancer
Post clinical trial #3
Purple = Radiation target
(11 words.....)

Why a VIDEO story?

- YouTube average watching time (under 5 minutes)
- Why video?!?! (emotion, scope, immersion...)
- Is there a HOOK? (grab them fast)
- Is it a Teaser, a Trailer, or *really* a Story?
- What's the song you want them singing when they leave the theatre? Your "call to action".

Case Studies: Livestrong.com health videos

Act 1 - Establish your Story, your Hero, your Hook, your Conflict



Sample NCI / OCE New Media Studio video

