



A photograph of two men sitting on a dark leather couch in a dimly lit room. The man on the left has a beard and is wearing a striped shirt and a cap. The man on the right has a beard and glasses, wearing a light-colored button-down shirt. A single light source, possibly a lamp, is visible in the upper right corner, casting a soft glow. The background consists of a wall with a textured, possibly paper or fabric, covering.

HALF MACHINE

**BUILD
TRUST**









**THE
HUMAN
ELEMENT**



STORY
OF
TRUST



LOCAL



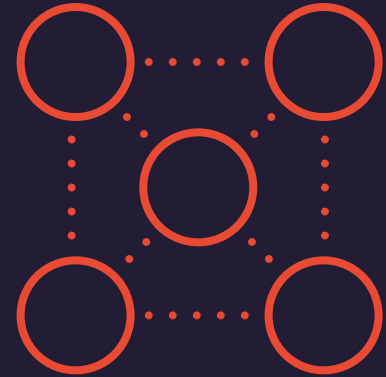
INSTITUTIONAL



LOCAL



INSTITUTIONAL



DISTRIBUTED

"INSTITUTIONAL TRUST WASN'T
DESIGNED FOR THE DIGITAL AGE"

— RACHEL BOTSMAN

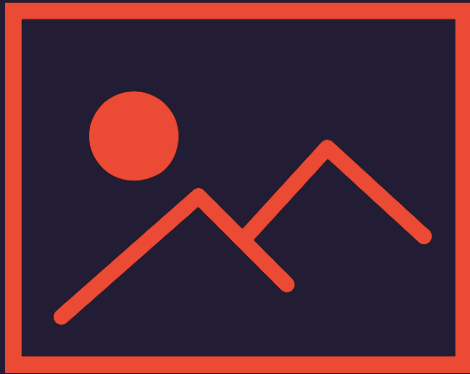
AUTHOR - "WHO CAN YOU TRUST"

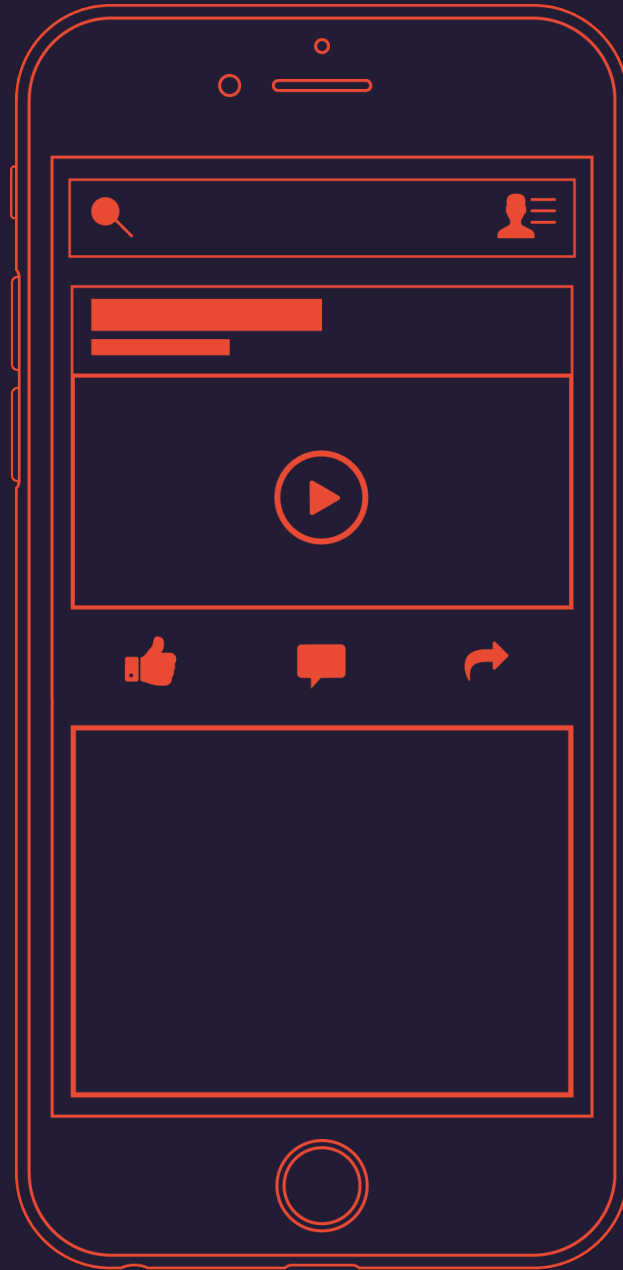
TRUST
IS LIKE
ENERGY

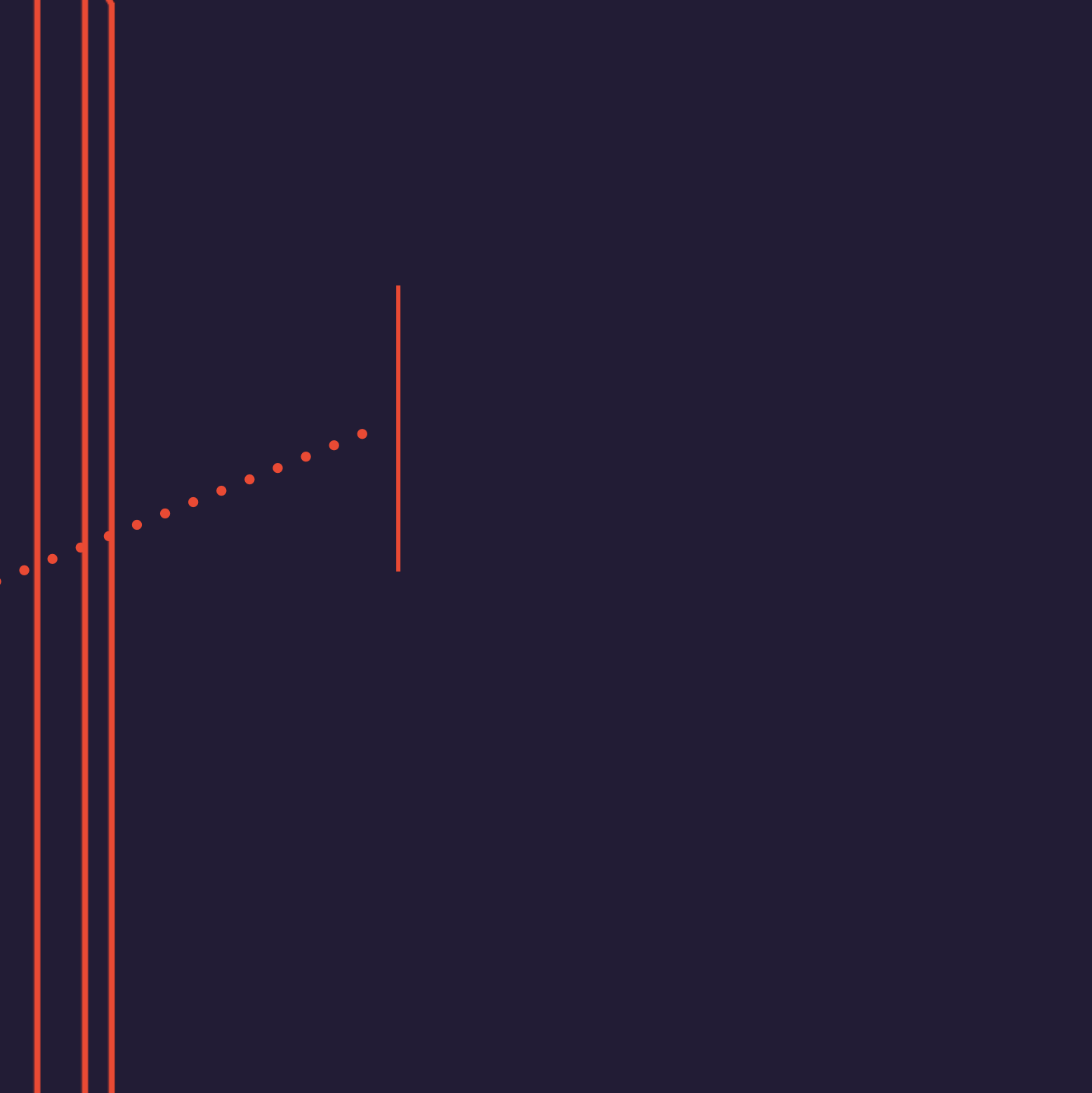












"[Facebook] will probably be all video in the next 5 years."

— Nicola Mendelsohn

Facebook VP Operations
Europe, Middle East, & Africa

"Video is the best way to tell stories in this world."

— Nicola Mendelsohn

Facebook VP Operations
Europe, Middle East, & Africa

"Video helps us to digest much more information."

— Nicola Mendelsohn

Facebook VP Operations
Europe, Middle East, & Africa

YOUR
BRAIN ON
STORY

**DOG
WALK
NIGHT**

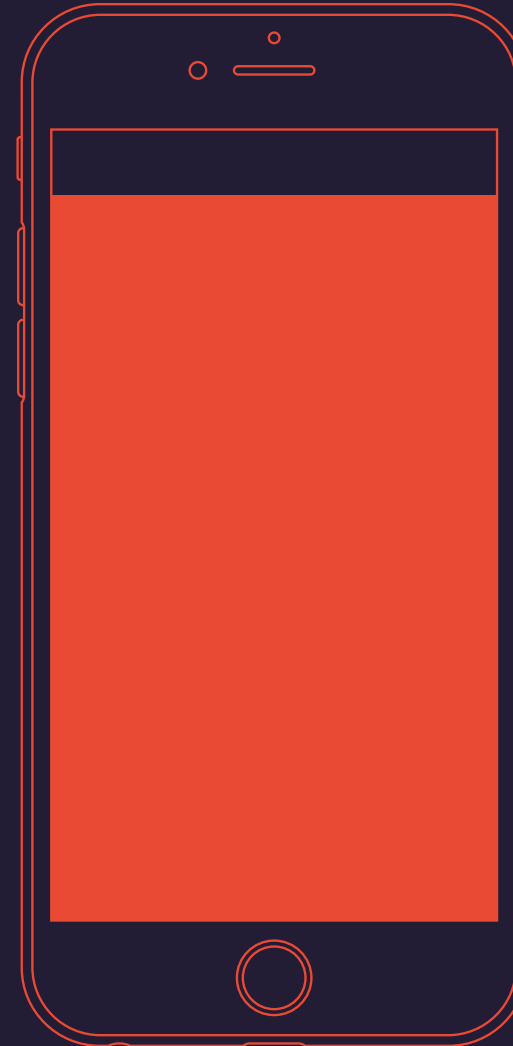


BULLETS = HARD

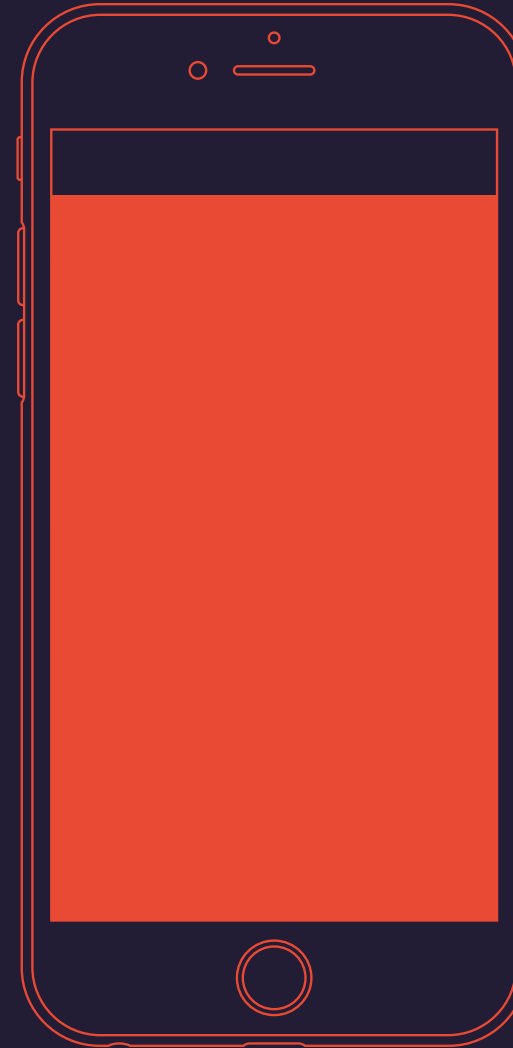


STORY = EASY

95%
RETENTION
WITH VIDEO



10%
RETENTION
WITH TEXT







BROCA'S AREA

LANGUAGE PROCESSOR





STORY



BULLETS



NARRATIVE TRANSPORTATION

CHARACTER IDENTIFICATION

**VIDEO
BUILDS
TRUST**



88%
FEEL
MANIPULATED



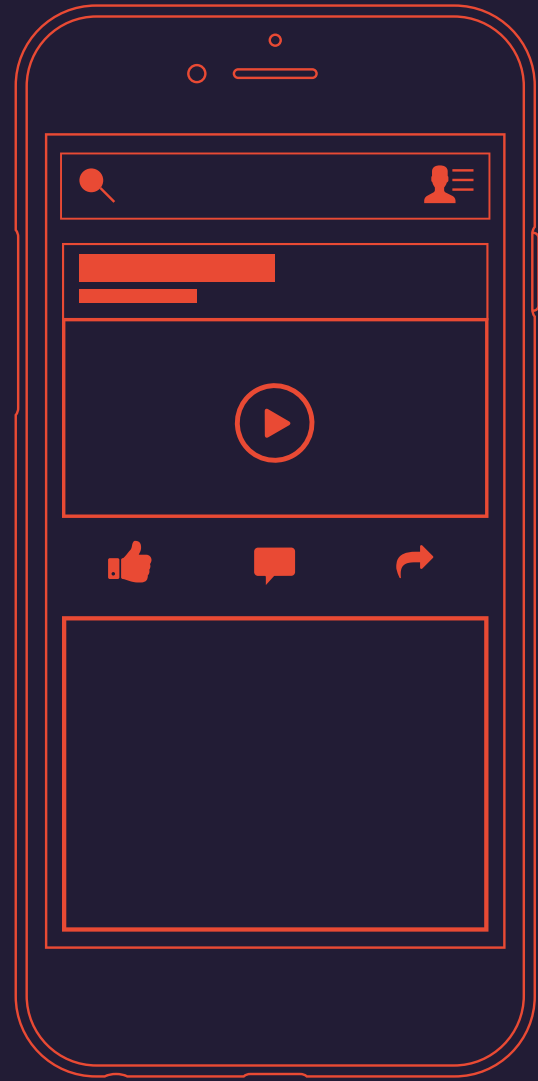


Real Customers and Team Members paid for their testimonial.

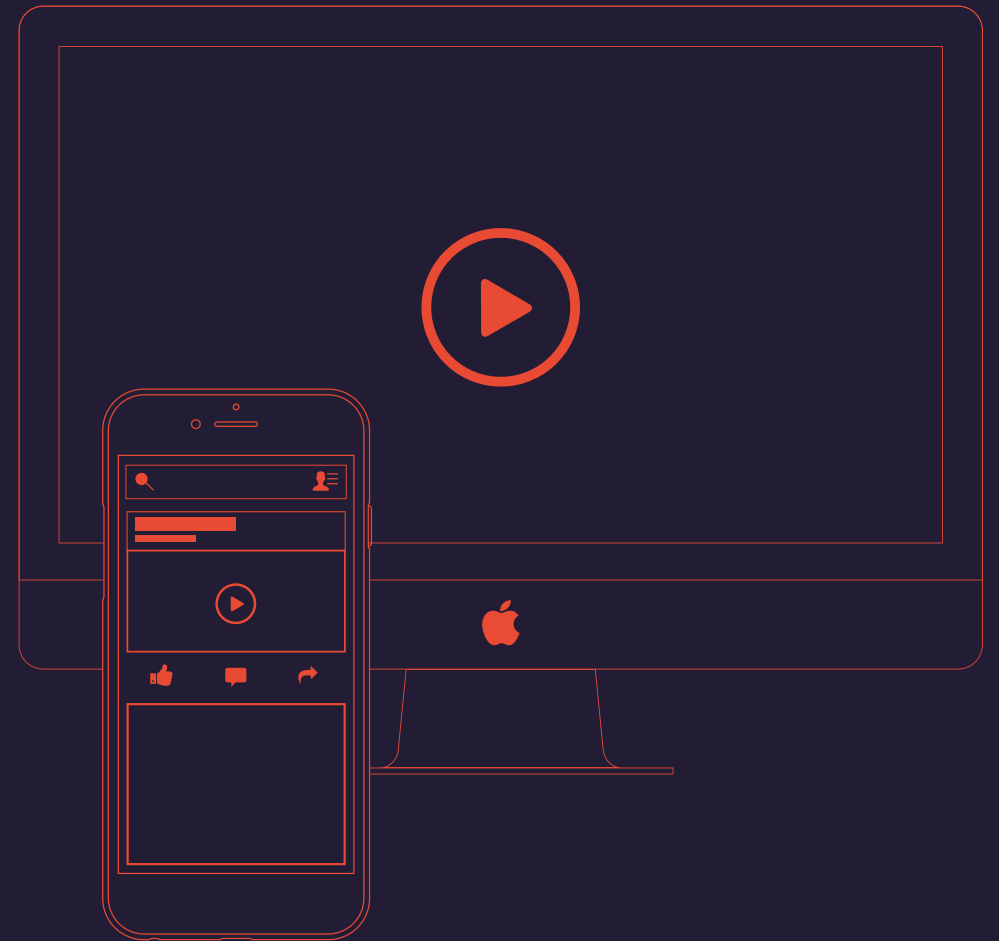
92%
**WANT FILMED
STORY ADS**



GLOBAL REACH



FORCE MULTIPLIER





80%

**WEB TRAFFIC
IS VIDEO**

VIDEO IS
600%
MORE EFFECTIVE
THAN PRINT & DIRECT
MAIL COMBINED

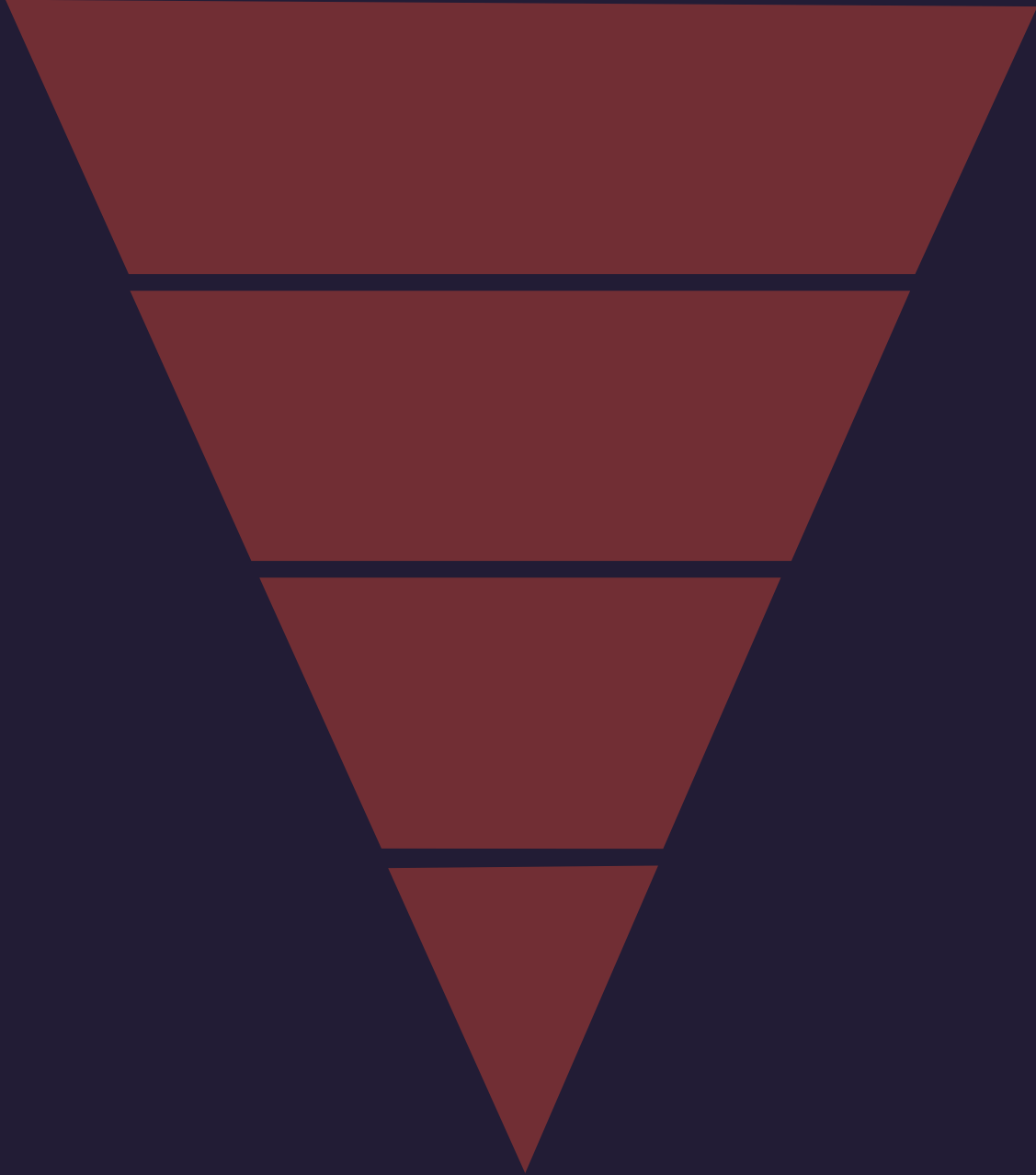
VIDEO IS SHARED

1200%

**MORE THAN
TEXT & IMAGES
COMBINED**

90%
SAY VIDEOS
CONVINCE THEM
TO ENGAGE

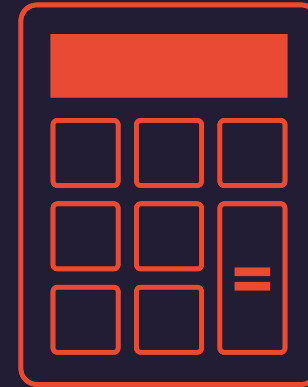
USE DATA
TO BUILD
TRUST



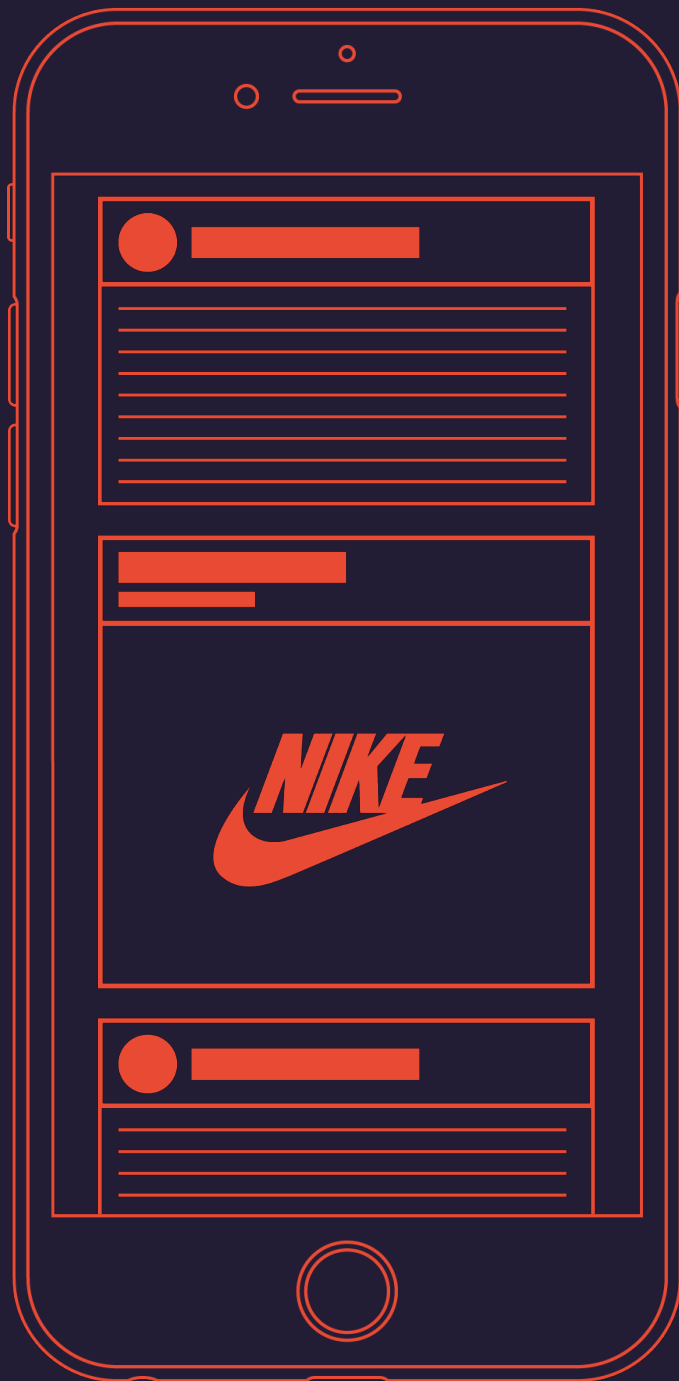
**KNOW
WHAT'S
WORKING**



HOPE MARKETING



INVESTMENT MARKETING



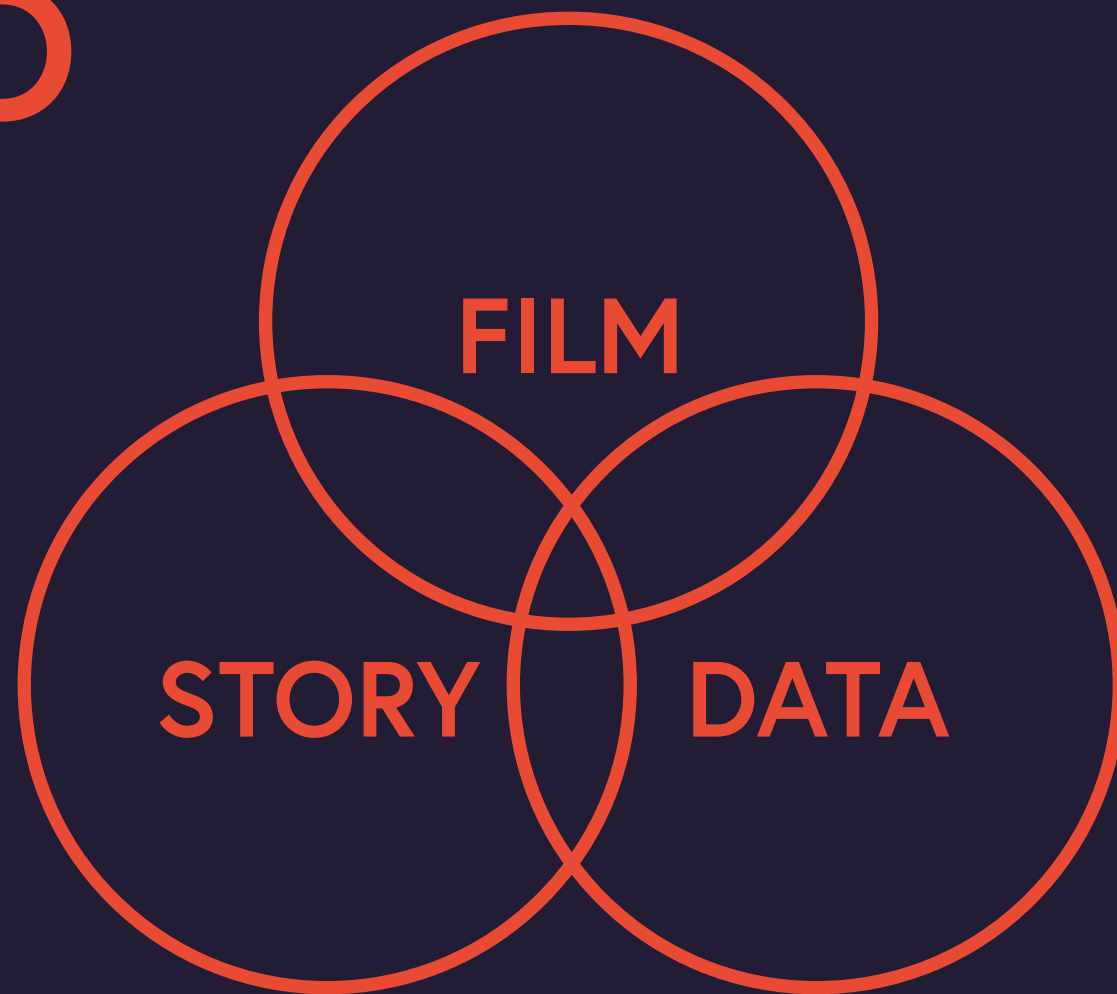


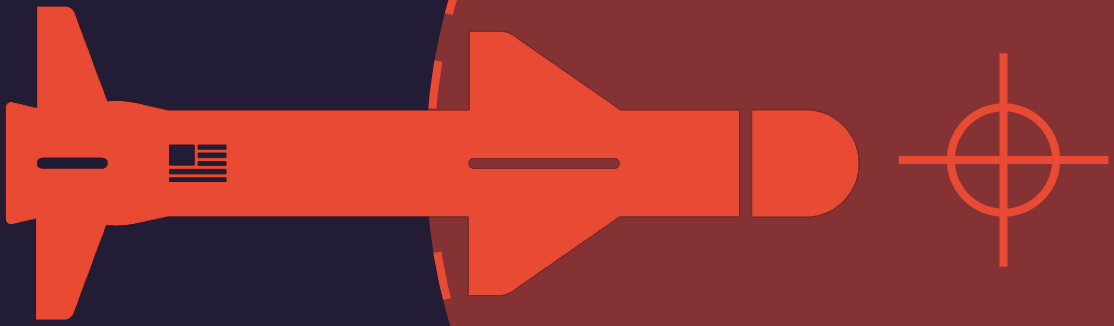
FILM

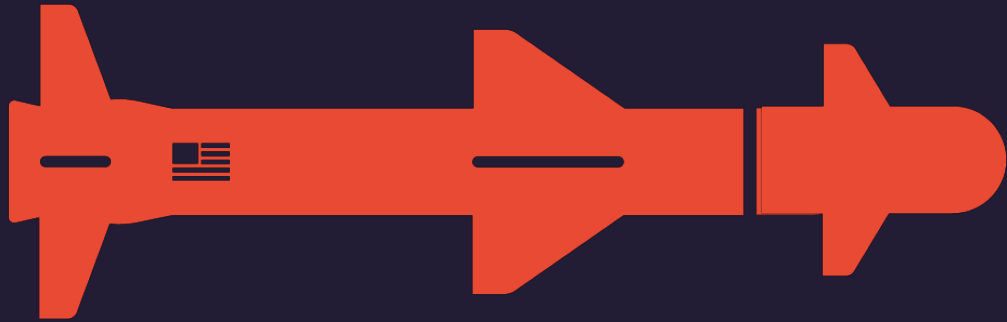
STORY

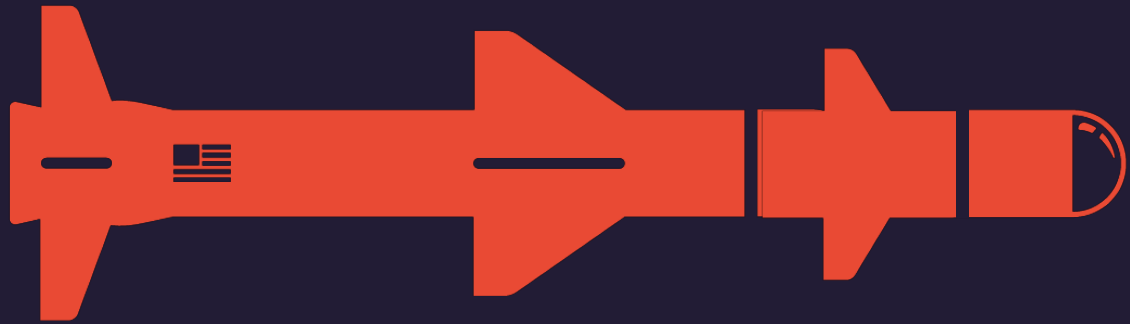
DATA

COMPOUND IMPACT









| CASE
STORY

FILM STORIES
BUILD TRUST
DRIVE IMPACT

hello@thinkhm.com