BUILD TRUST
THE HUMAN ELEMENT
STORY OF TRUST
LOCAL
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
DOG
WALK
NIGHT
BULLETS = HARD

STORY = EASY
95% Retention with Video
10% RETENTION WITH TEXT
BROCA'S AREA
LANGUAGE PROCESSOR
STORIES

TOTAL BRAIN ENGAGEMENT

HYPER NEUROLOGICAL ACTIVITY

RELEASES OXYTOCIN

TRUST
NARRATIVE TRANSPORTATION
CHARACTER IDENTIFICATION
88% feel manipulated
92% WANT FILMED STORY ADS
GLOBAL REACH
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
AFFINITY
AWARENESS
TRUST
KNOW WHAT'S WORKING
COMPOUND IMPACT
FILM STORIES
BUILD TRUST
DRIVE IMPACT

hello@thinkhm.com