

## Hypothesis:

In today's instant media world the art of good storytelling has been lost



Forecast Series



Our Forecast Series presents the results of comprehensive research undertaken by TVNZ and Colmar Brunton, and presented by Nigel Latta, to better understand what's at the heart of consumerism in NZ today.

### Methodology: 5 stage research approach



#### Quantitative Research



n=898  
Green Room  
Online Interviews



#### Facial Coding



n= 440 Online Interviews  
• Using Link™  
• Capturing facial responses via webcam



#### Global Desk Research

History of storytelling, stories in the future and the impact of good stories on behaviour



#### Delphic Group Method

5 industry experts exploring their views and thinking



#### Neuroscience Research

Global narrative report

### Overview:



Humans are better at processing **emotions** than they are at processing **information** and **statistics**.

Neurological research shows that our brains **despite evolution**, still **look for the story** to make sense of information today.

The make up of a **memorable story** doesn't change much between generations, with key attributes being around a **lesson learnt** and being **involving/engaging**.

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# Outtakes:

## When comparing story and non-story ads we found...

Stories simulate more expressions & higher positive involvement

Average level of Expression throughout viewing

17

9.7

Story

No Story

but

It's not just about the overall levels of emotions...  
It's also the journey you take

Mean movement in expressiveness during the ad

6.9

1.6

Story

No Story



## Storytelling in the future?

Story immersion

Consumers becoming part of the story



Likely to evolve into **story-showing, story-feeling and story-living.**

## How has technology changed the way we tell stories?

Positive impact:

"More immediate, on the spot, we hunger for instant news on our phones & devices & social media."

Female 40-49

Negative impact:

"There is such a massive volume of available media that we are simply swamped by the quantity. This can make finding quality harder"

Male 30-39

Story-based ads can make your communications:

Be more motivating for your brand

MORE impactful

MORE engaging

GO VIRAL

stimulate a **STRONGER** emotional response

As attention spans **lessen** storytelling skills will become

**more highly valued**

...

which could pave the way for **sensory stories, virtual and augmented realities.**



95%

Agree

A good storyteller is worth their weight in gold



Technology 'induced passivity'

Consumers have lower levels of commitment and can quickly move on to something else.



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