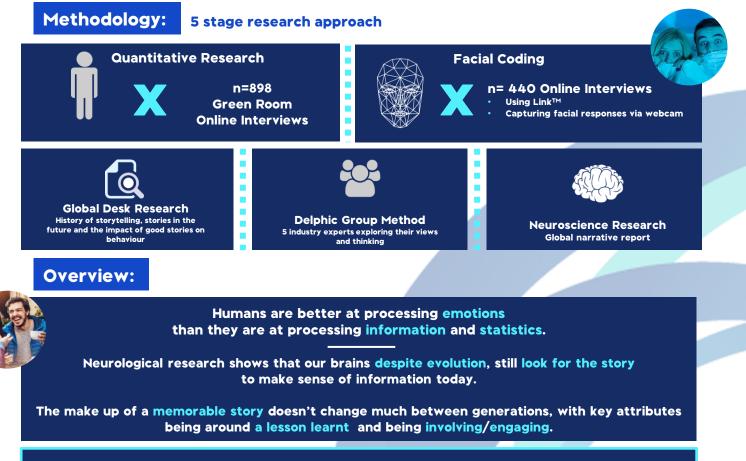
Hypothesis:

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



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.



Want to know more? Visit tvnzsales.co.nz



Outtakes:

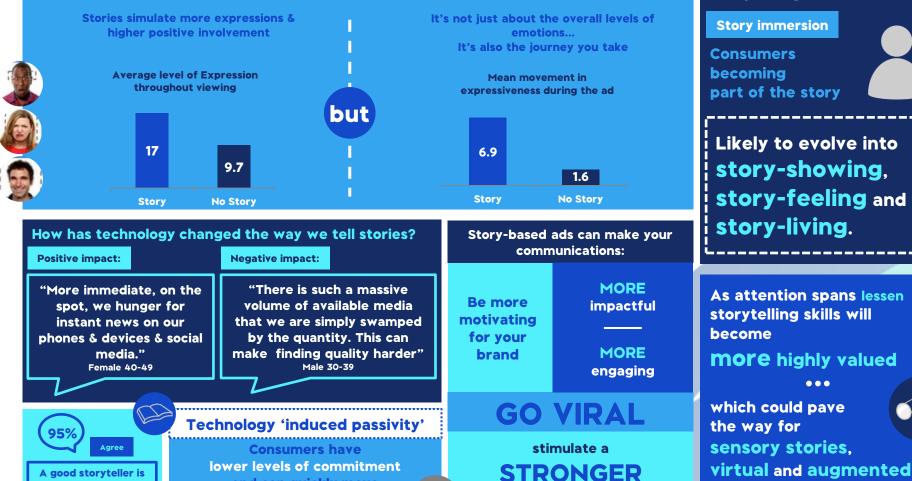
worth their weight

in gold

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

and can quickly move

on to something else.



Storytelling in the future?

...

realities.

Story immersion

Consumers becoming part of the story

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emotional response