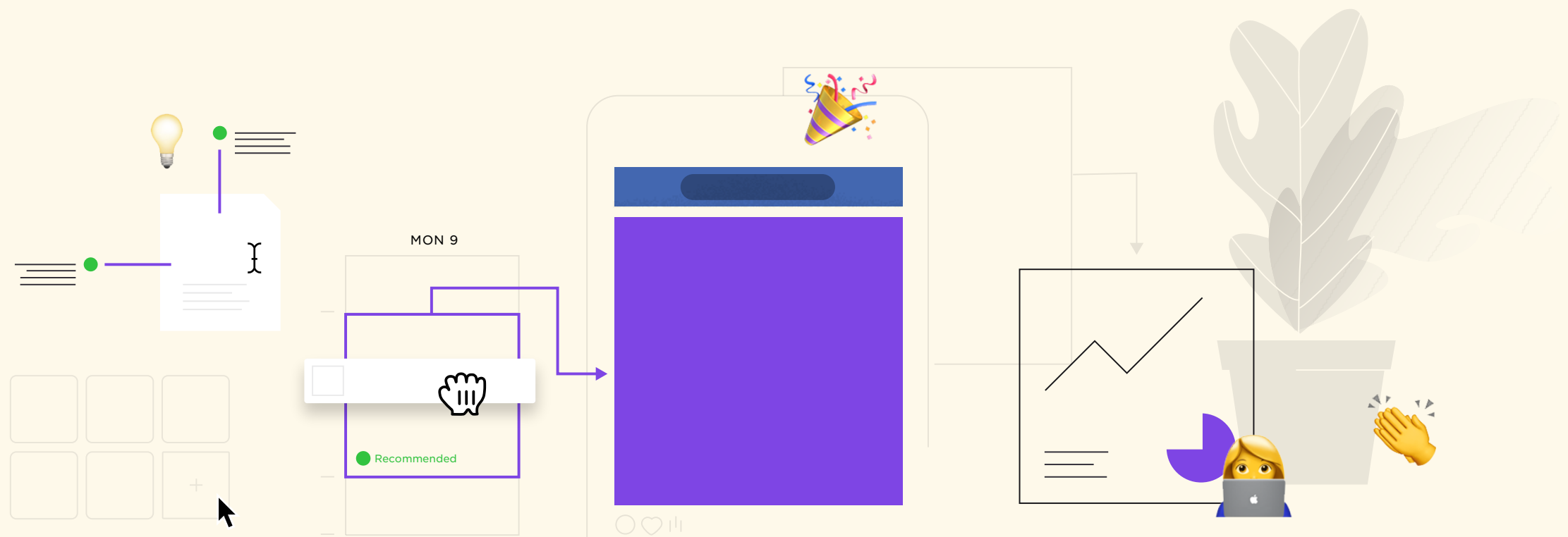


Story Engine

a product by 

Tell better stories



HI THERE!



Find me @jonnaekman

jonna@kit.se

[linkedin.com/in/jonnaekman](https://www.linkedin.com/in/jonnaekman)

Why is social storytelling so complicated?



Unpredictable

Lack of input data forces us to trust gut feeling, experience or just sheer luck when publishing in social.



Expensive

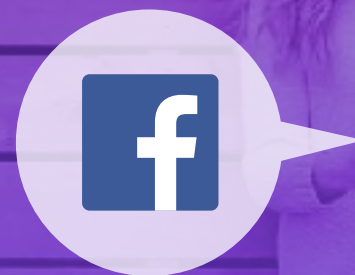
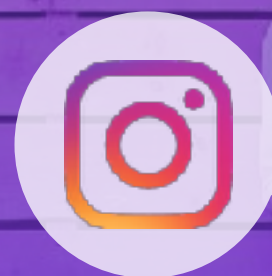
Lack of the right tools makes the content process expensive and slow and causes low productivity.



Unadaptive

Lack of data connections between social networks and your CMS makes it difficult, or impossible, to understand why a specific piece of content performed well.

It's a new world!



...

The product is dead

We no longer decide what the user will see.

AFTONBLADET

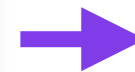


"Bryr sig inte om att folket svälter – kommer testas"

TV+TEXT Trump i ny morgonattack mot Kim Jong-un ✓ "En galning som uppenbarligen inte bryr sig om folket svälter"

Kina: "Det Trump sa stämmer inte"

TV+TEXT Uppgav i går ett Kina beordrat sina banker att ställa in all handel med Nordkorea: "Ett djärvt och oväntat beslut"



AFTONBLADET
56 min · 🌐

Vilken version är din favorit?



Här blir obehagliga clownscenen plötsligt jätterolig – med enkla knepet

AFTONBLADET.SE

Gilla Kommentera Dela

AFTONBLADET
3 tim · 🌐

Det har blivit playa del baja på flera håll.



Flera stränder stängda på semesterön – på grund av avföring

AFTONBLADET.SE

Gilla Kommentera Dela

AFTONBLADET
1h · 🌐

"Jag var skitförbannad"



Yvonne blev lurad – av populära säljsajten

The persona is dead

Something for everyone has become everything for someone.



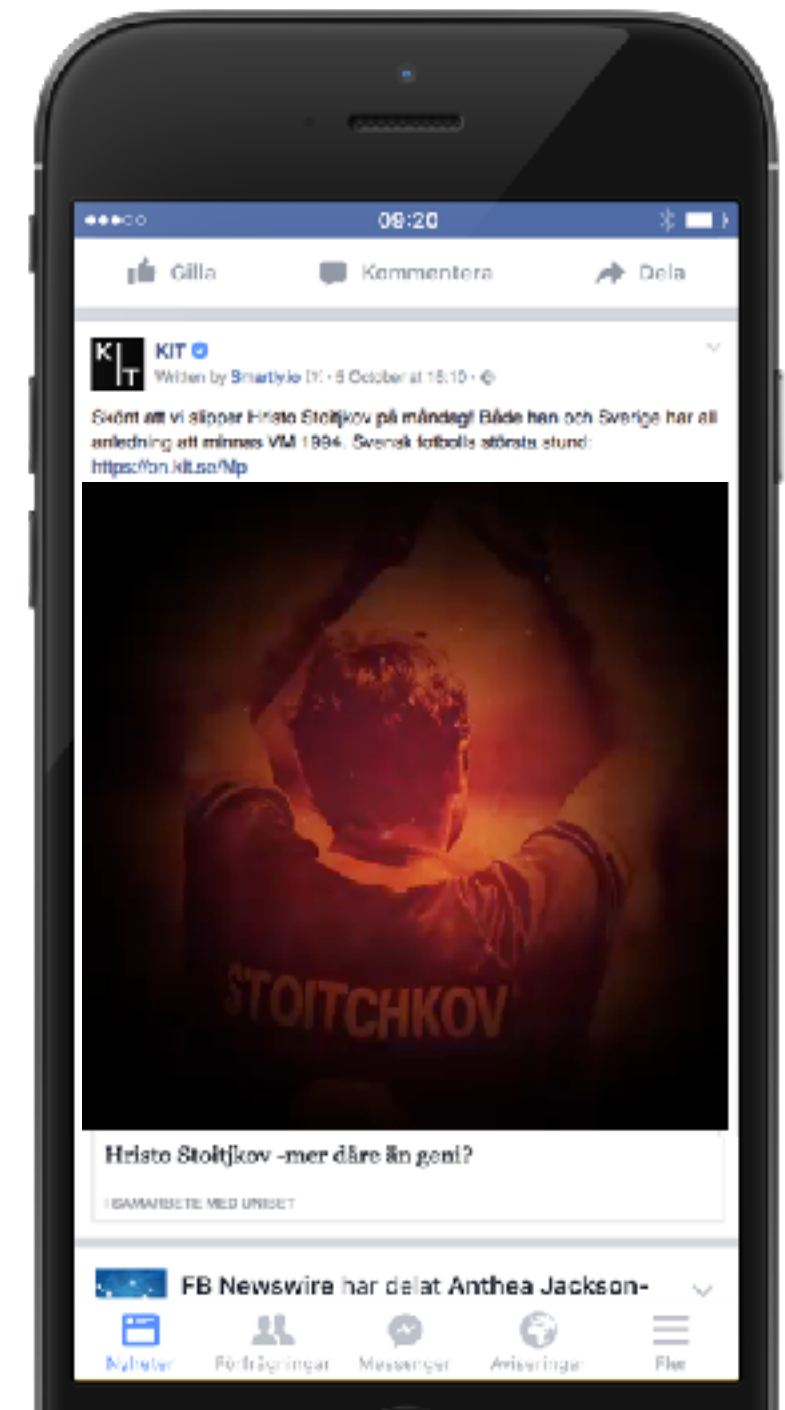
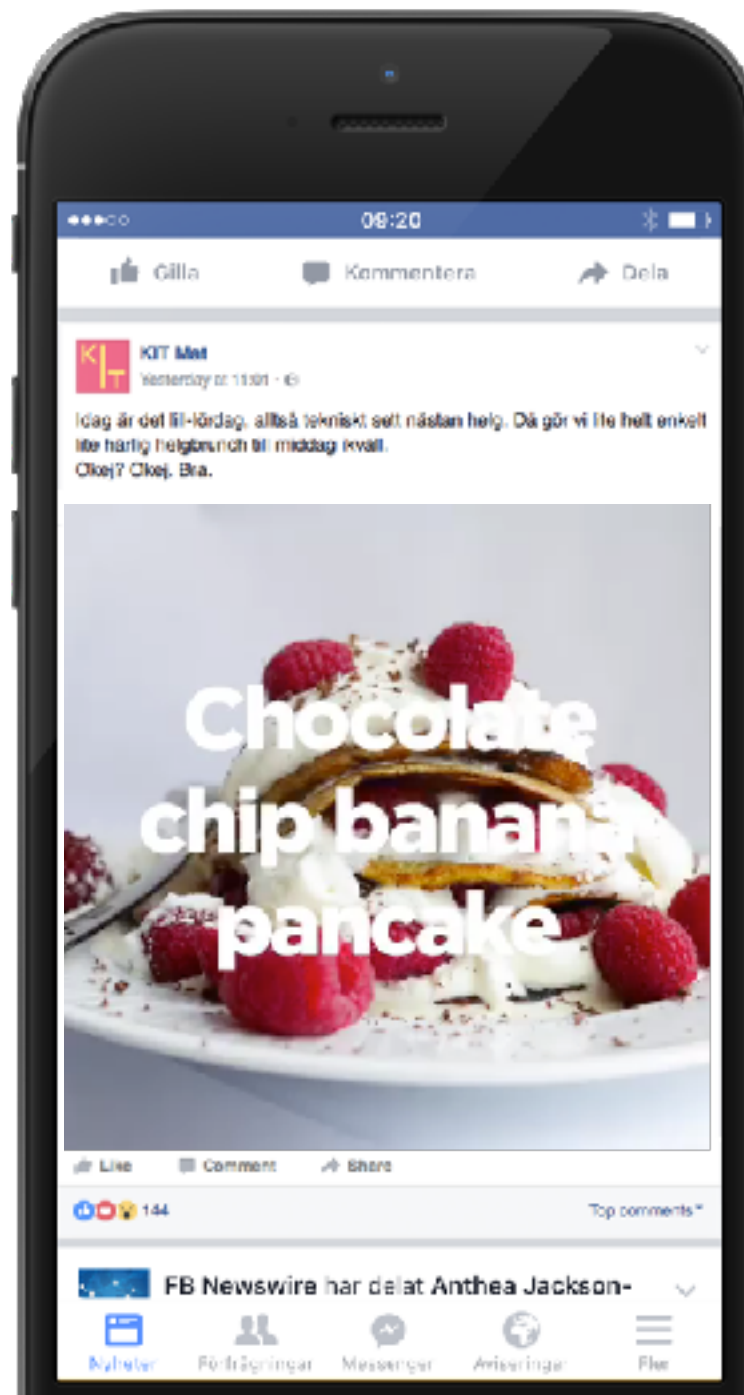
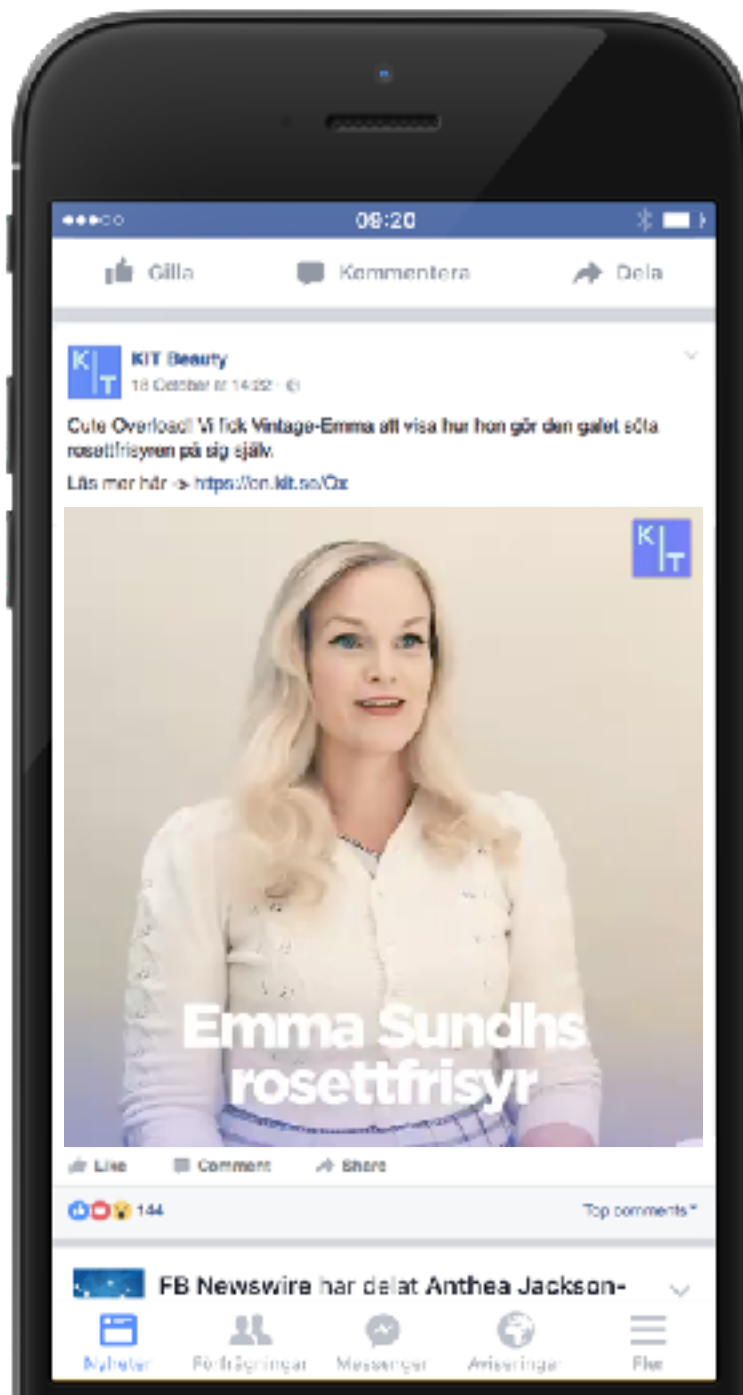
Content trumps brand

But: Brand is still important.

The image shows a screenshot of a Facebook feed. At the top, the Facebook navigation bar is visible with the user's name 'Jonna' and 'Home 20+'. The feed contains several posts:

- Dagens Nyheter (DN):** A post from 7 hours ago with a red header. The text reads: "Astronomer har för första gången upptäckt ett solsystem med så många som [redacted] planeter med klar likhet med jorden." Below the text is a large image of a sunset over a desert landscape. The headline in white text on a black background says "Nytt solsystem blott 39 ljusår bort". Below the image, it says "Forskare: Nytt solsystem med plane" and "DN.SE".
- The New Yorker:** A post from 2 hours ago with a white header. The text reads: "A raw voice, on its own, almost inevitably". Below the text is a black and white photograph of a young man with long hair, looking down.
- KIT:** A post from yesterday at 10:15 with a white header. The text reads: "Vad är en 'no go'-zon och finns det sådana i Sverige?". Below the text is a colorful, abstract image featuring a person's face, a helicopter, and the words "POLIS AVSPÄRRAT" and "AVSPÄRRAT".
- Vox:** A post from 8 hours ago with a yellow header. The text reads: "The Editor-in-Chief of The Moscow Times says, 'Putin is confident that he can manipulate Donald Trump to his advantage, and he should be.'". Below the text is a photograph of a person holding a large cutout of Donald Trump's face.

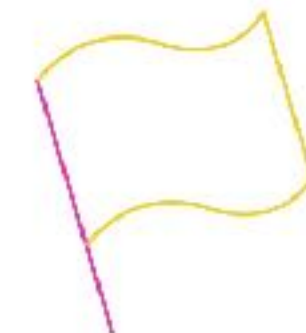
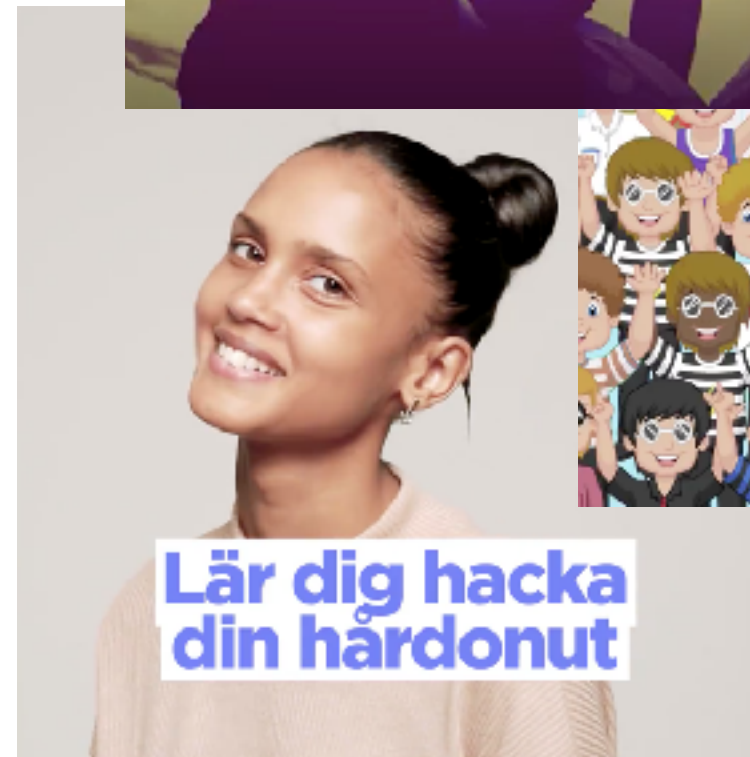
The quality of your content is absolutely crucial



This is KIT

KIT is a publisher in a time where **mobile** and **social media consumption** is the norm.

We **publish** primarily on **social platforms** and strive to add value to our audience in their social feeds.



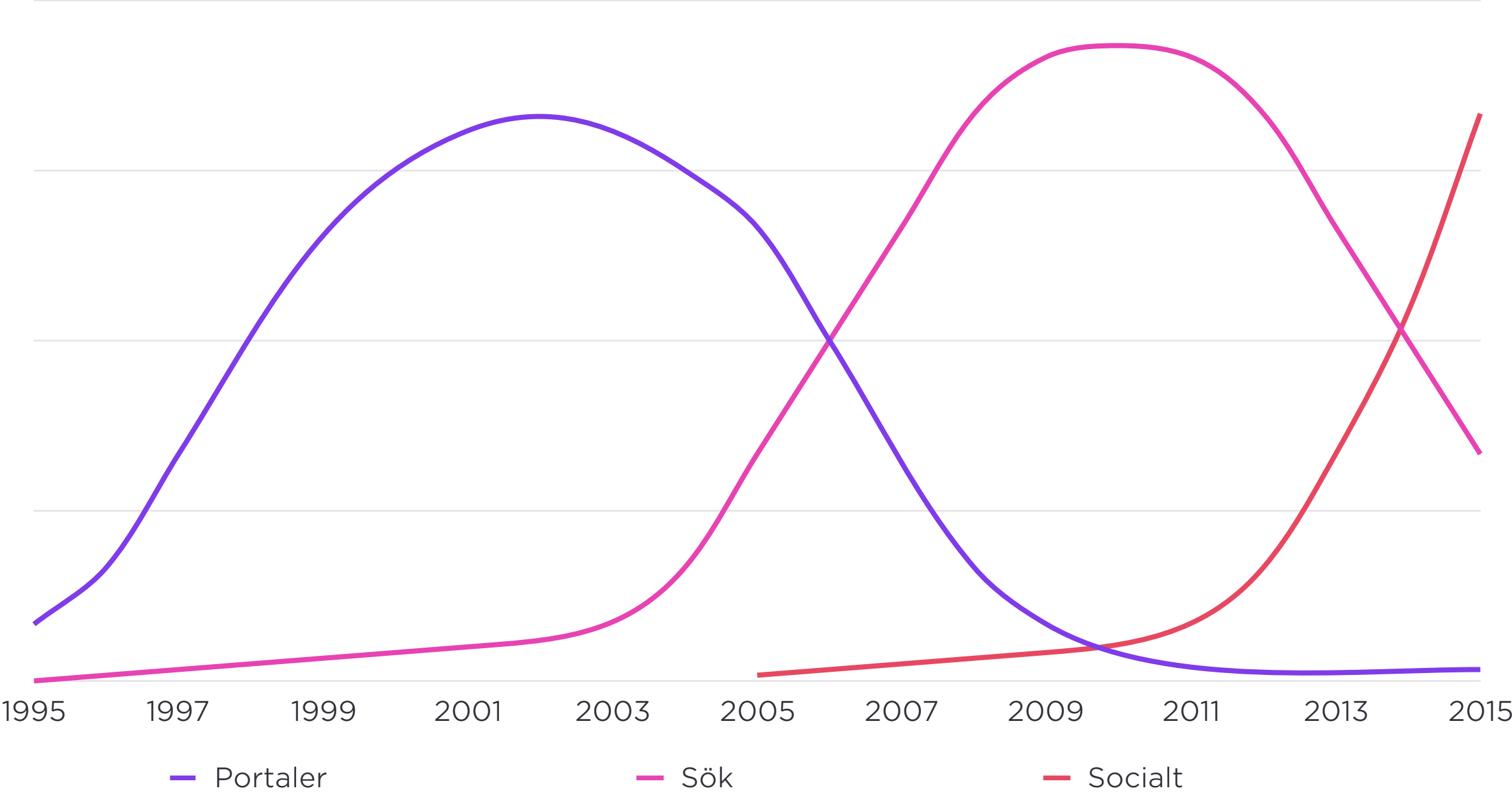
Hm... interesting. But I'm wondering:



How do you get attention when you compete with everything?



How do we predict success?



Getting attention in social media

What works in social media? There are some easy answers!



But: all stories are different

We can't (and don't want to) tell every story with a cat.



So the answer is...

IT DEPENDS



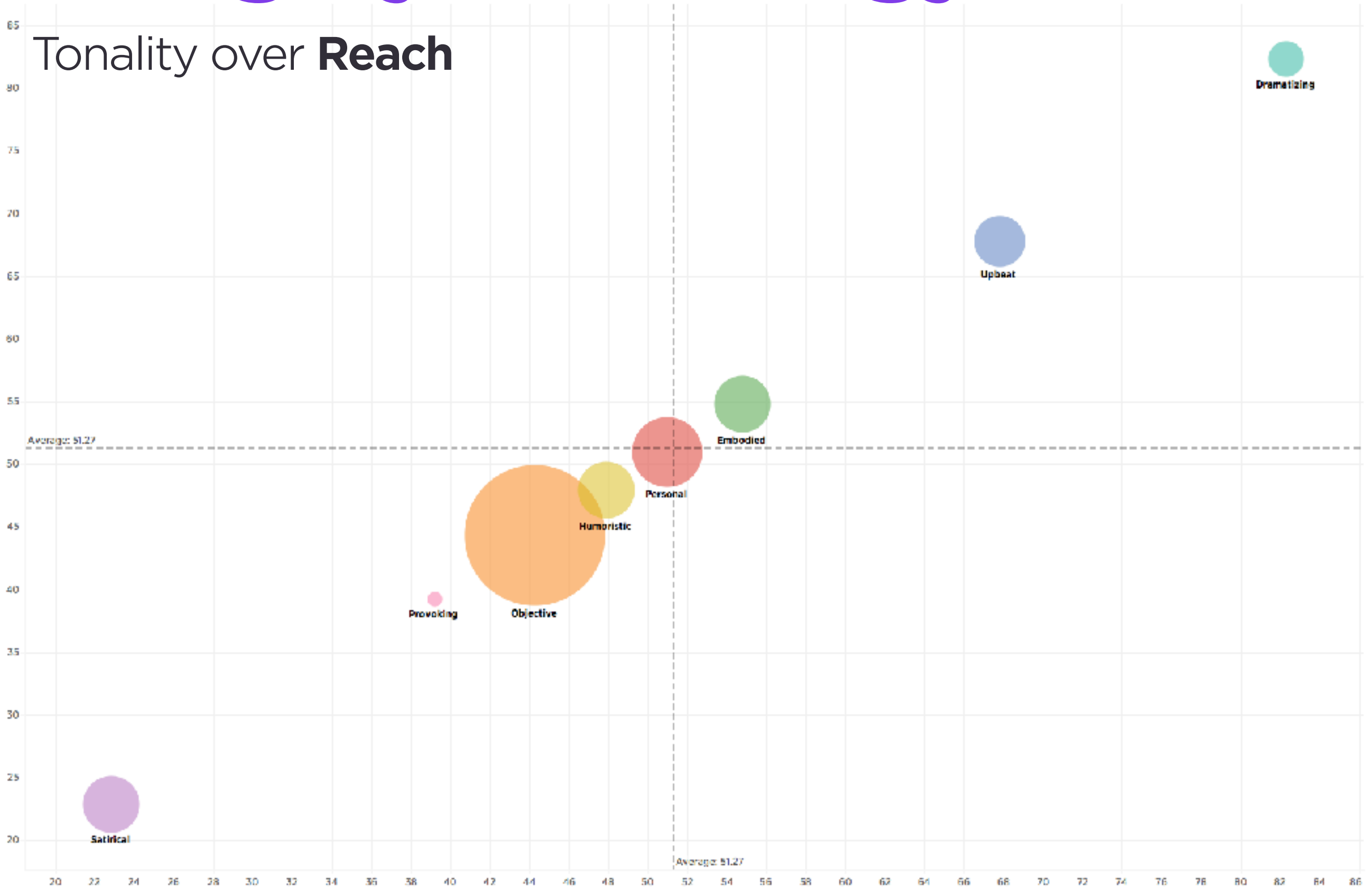
Story Engine - the innovations

Story Engine is based on two unique premises:

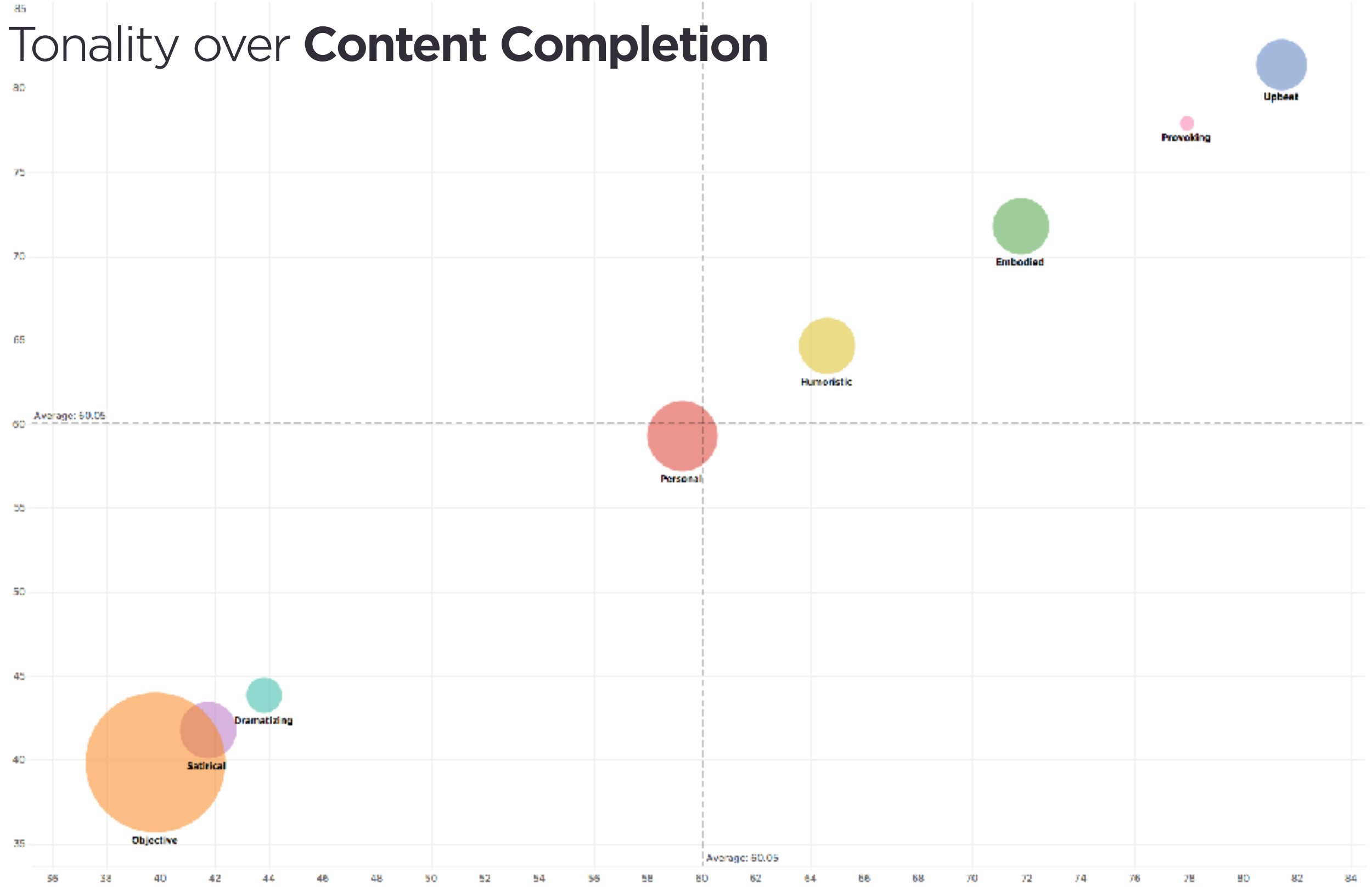
- 👉 **1. We use a new set of storytelling-taxonomies** to describe content and predict how to match a specific story with the optimal way of telling that story.
- 👉 **2. We use a unique data-structure and database** to be able to follow a piece of content from an idea, through production and all the way to social distribution.

Category: Technology

Tonality over **Reach**

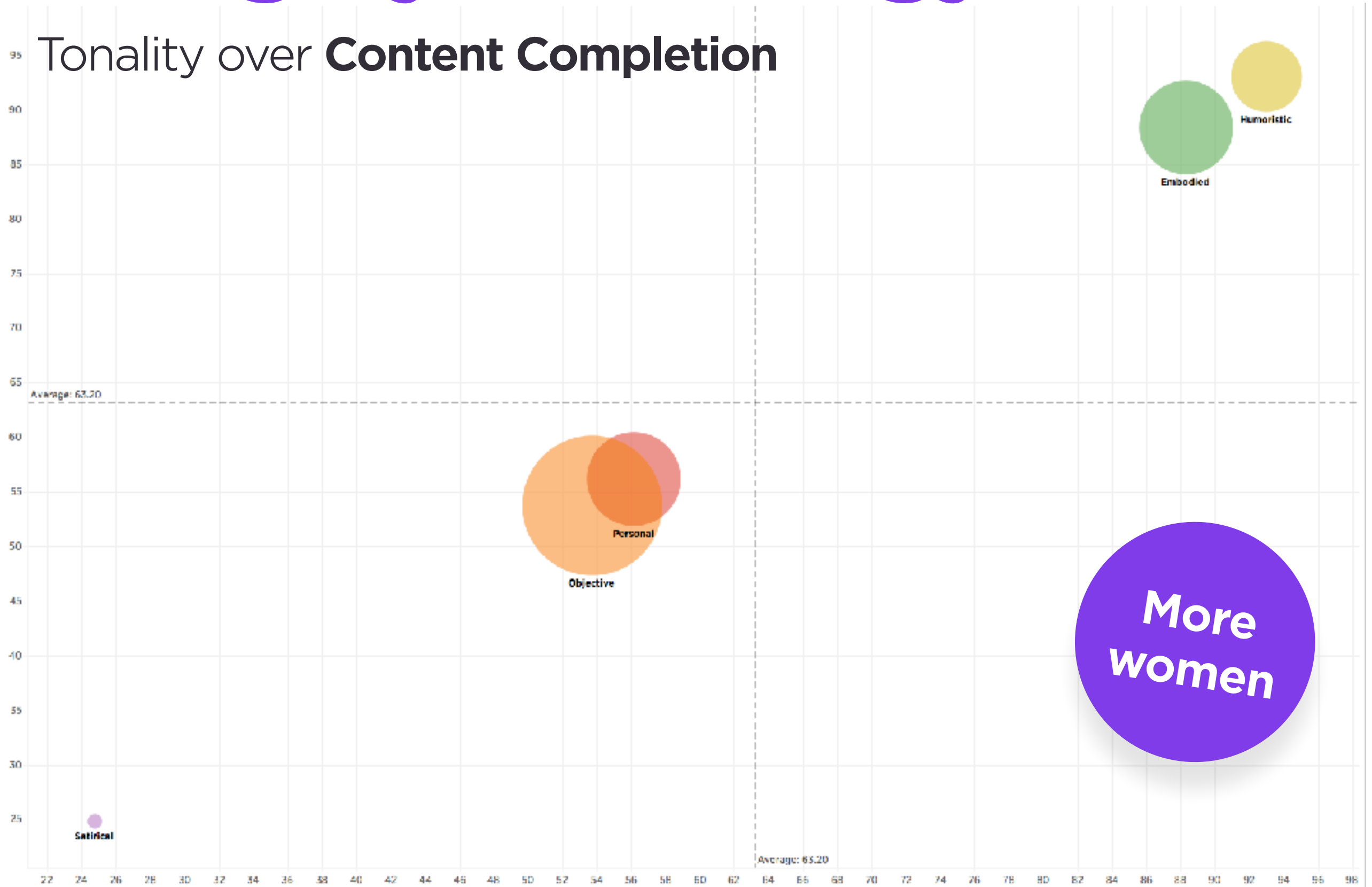


Category: Technology



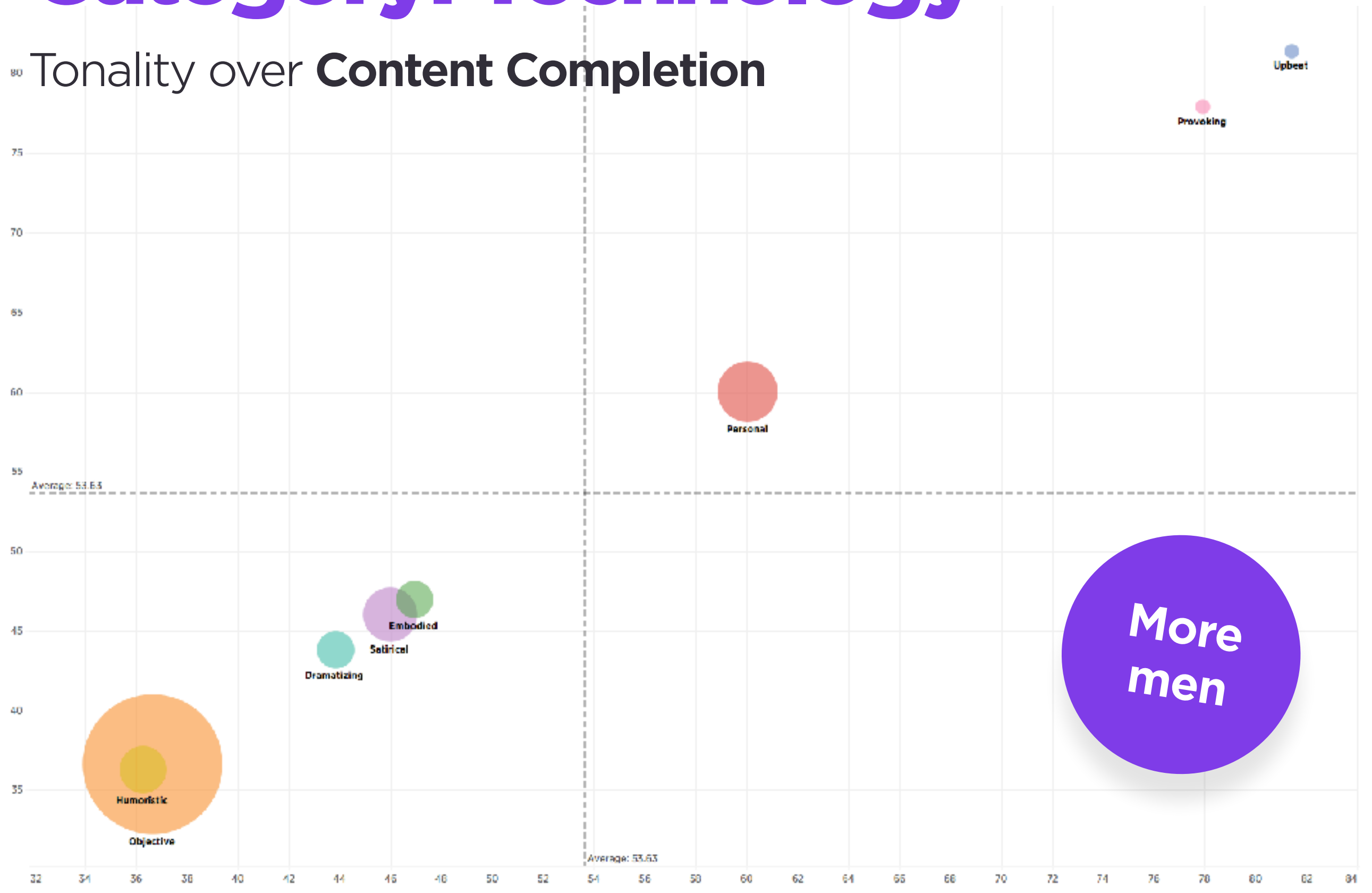
Category: Technology

Tonality over **Content Completion**



Category: Technology

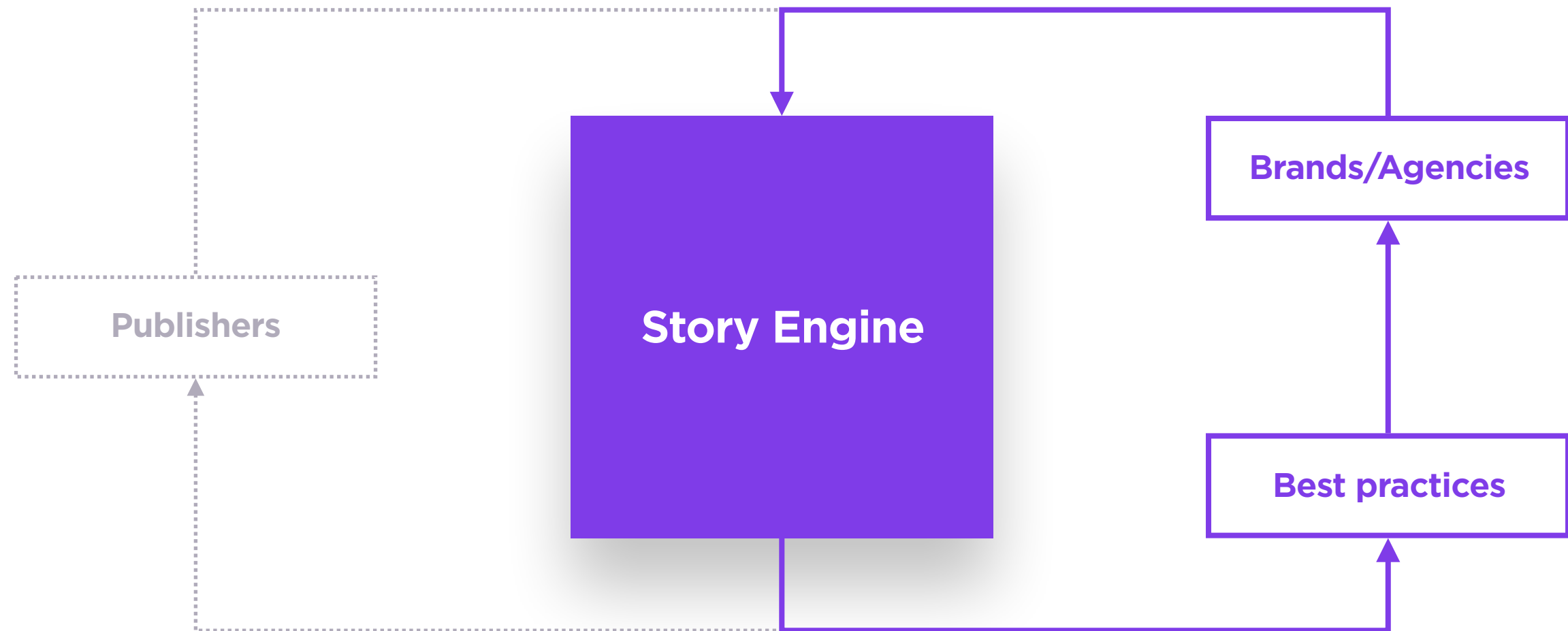
Tonality over **Content Completion**



More men

Teaching Story Engine

We feed the story engine with insight from high volume, quality social publishers that are used by agencies/brands



VIDEO IN SOCIAL MEDIA



This is how it started



The basics

For video in social



1. Autoplay

Social media has created a standard of its own: videos that start playing while your scrolling.

2. Silent play = subtitles

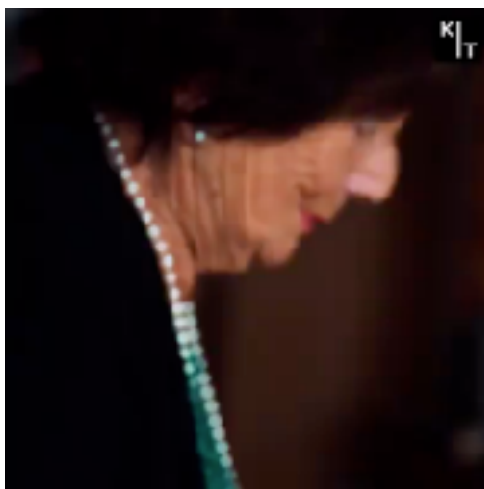
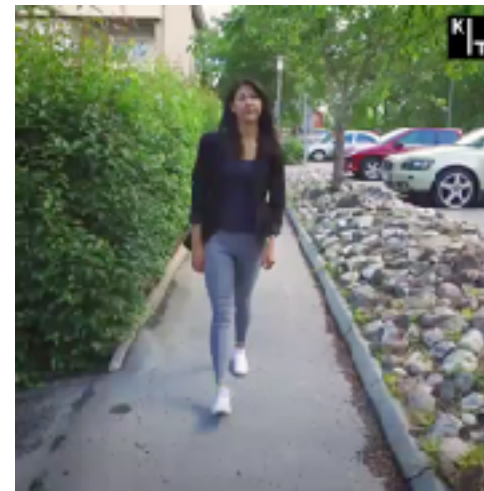
The best sound for video in social is... silence.

3. Right aspect ratio

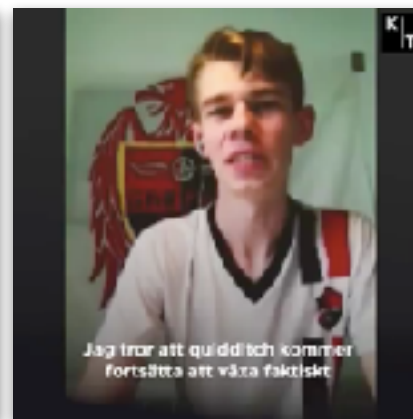
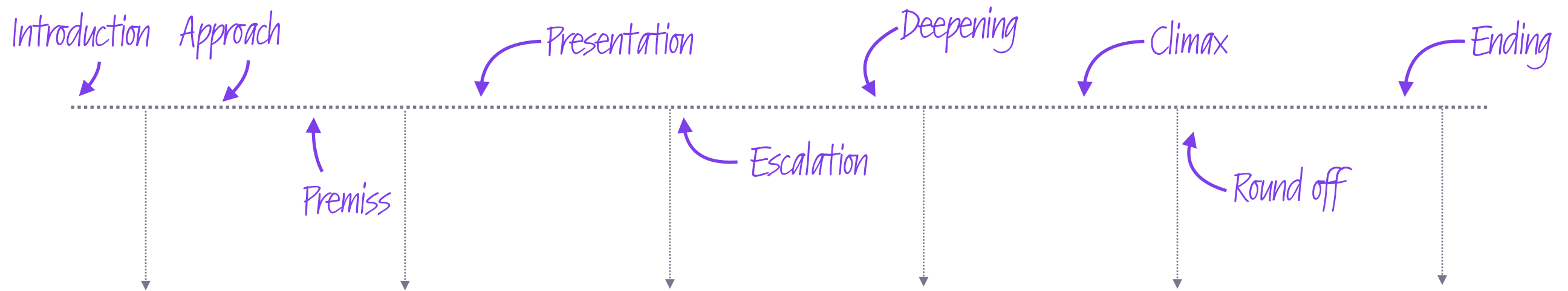
What's best for my story and for the platform?

Defining formats

We have identified a number of formats that we are always perfecting.

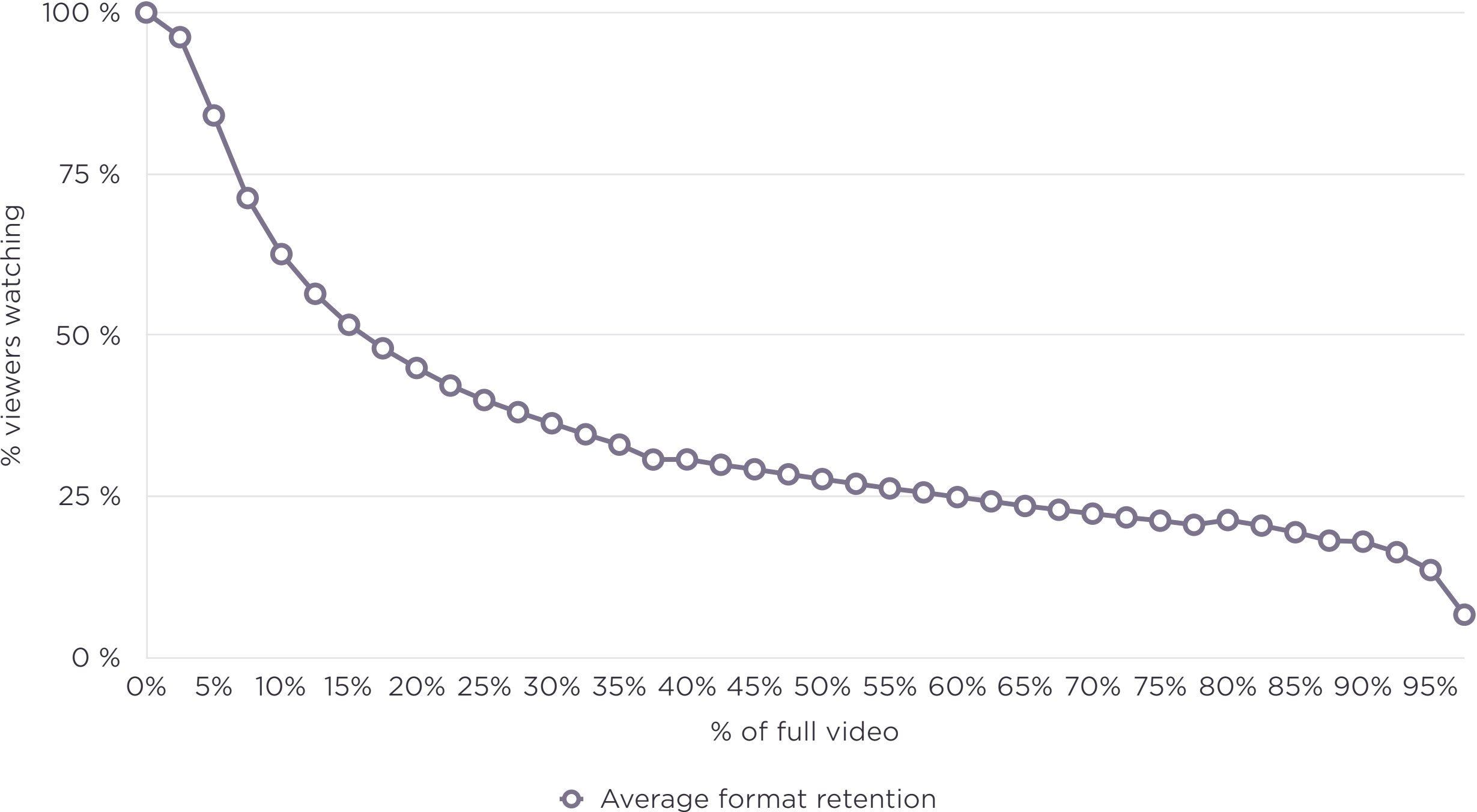


Finding the dramatical structure



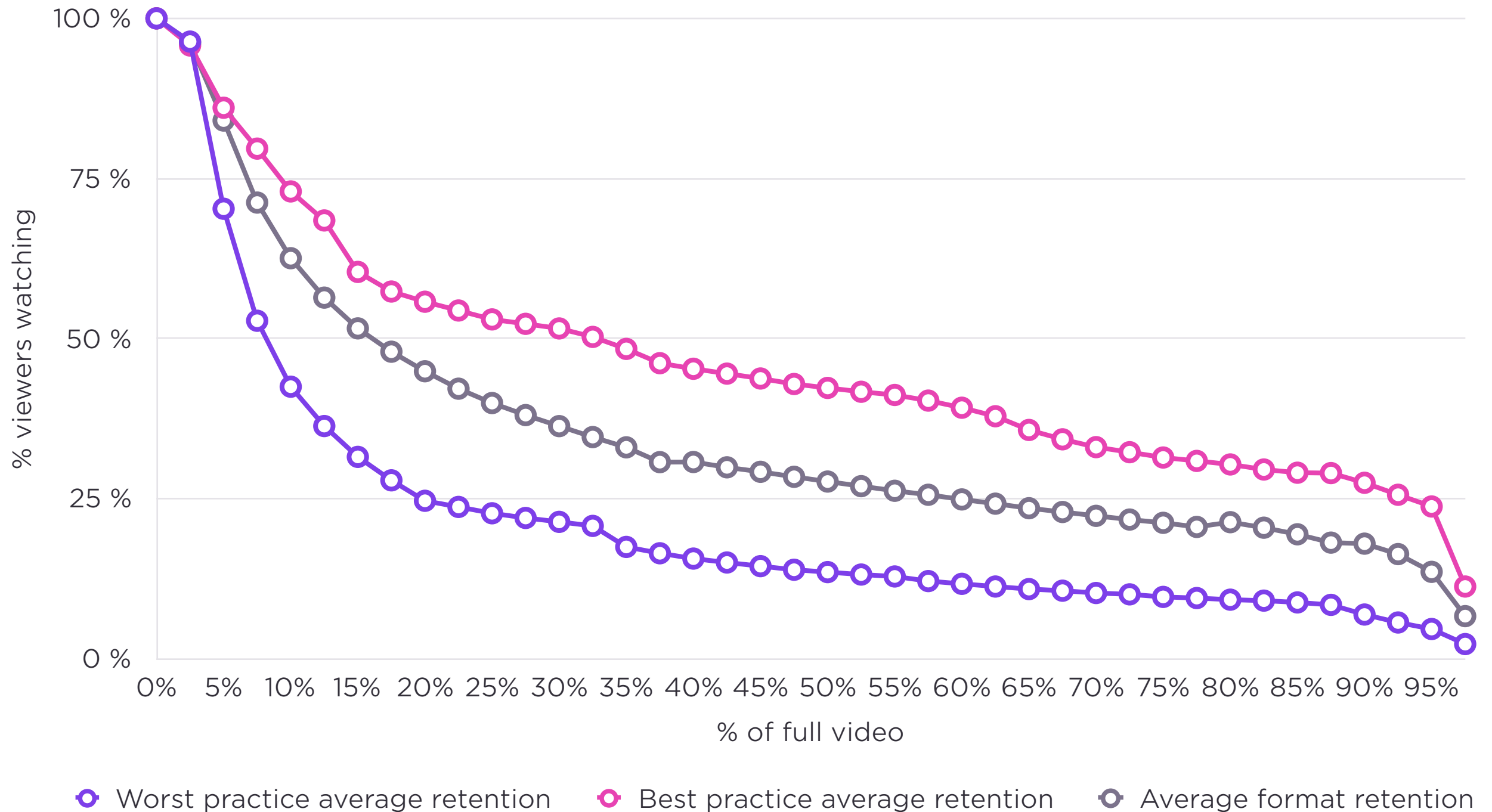
VIDEO: BEST PRACTICE

Format: report/research



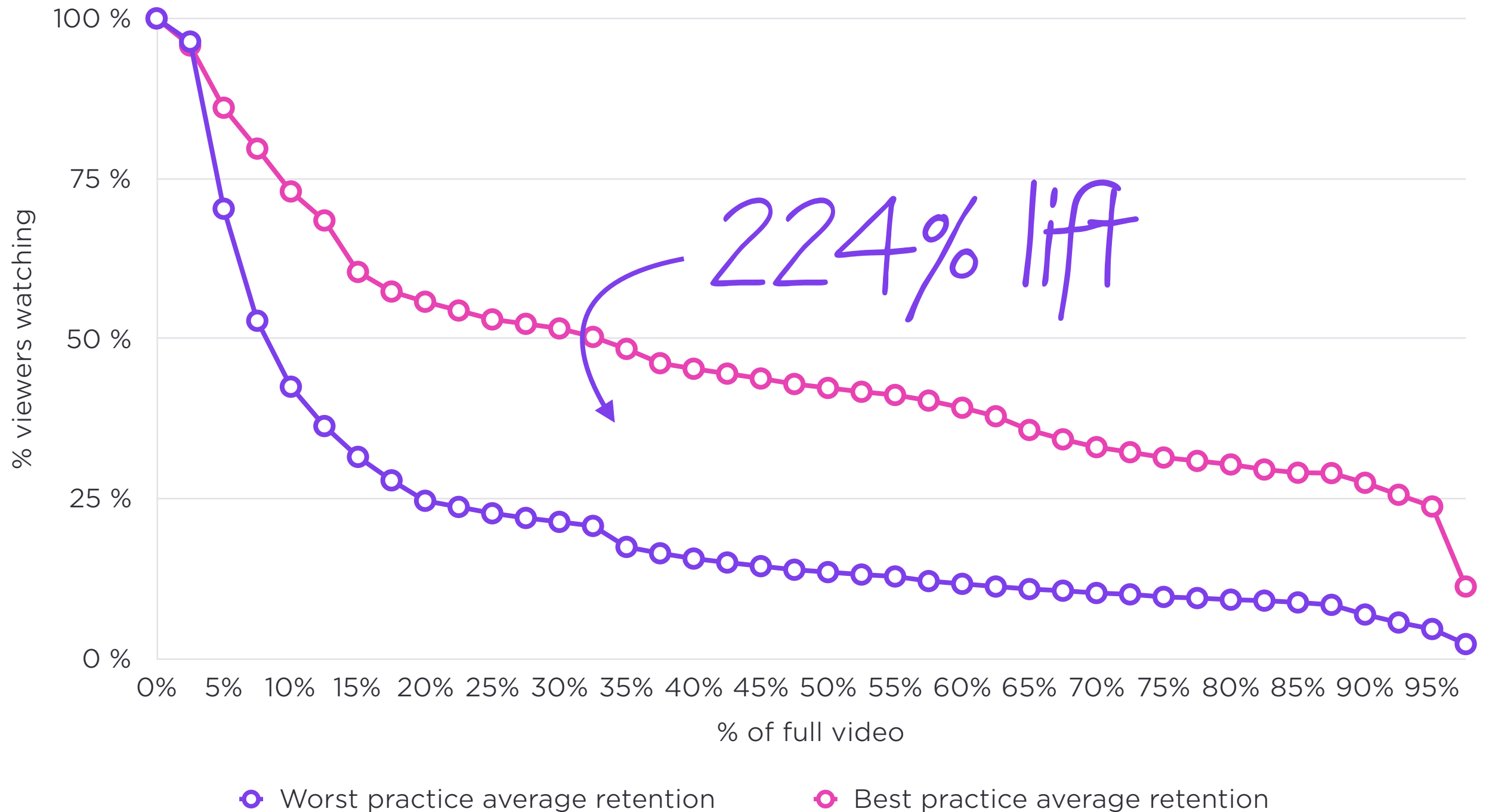
VIDEO: BEST PRACTICE

Best vs worst practice



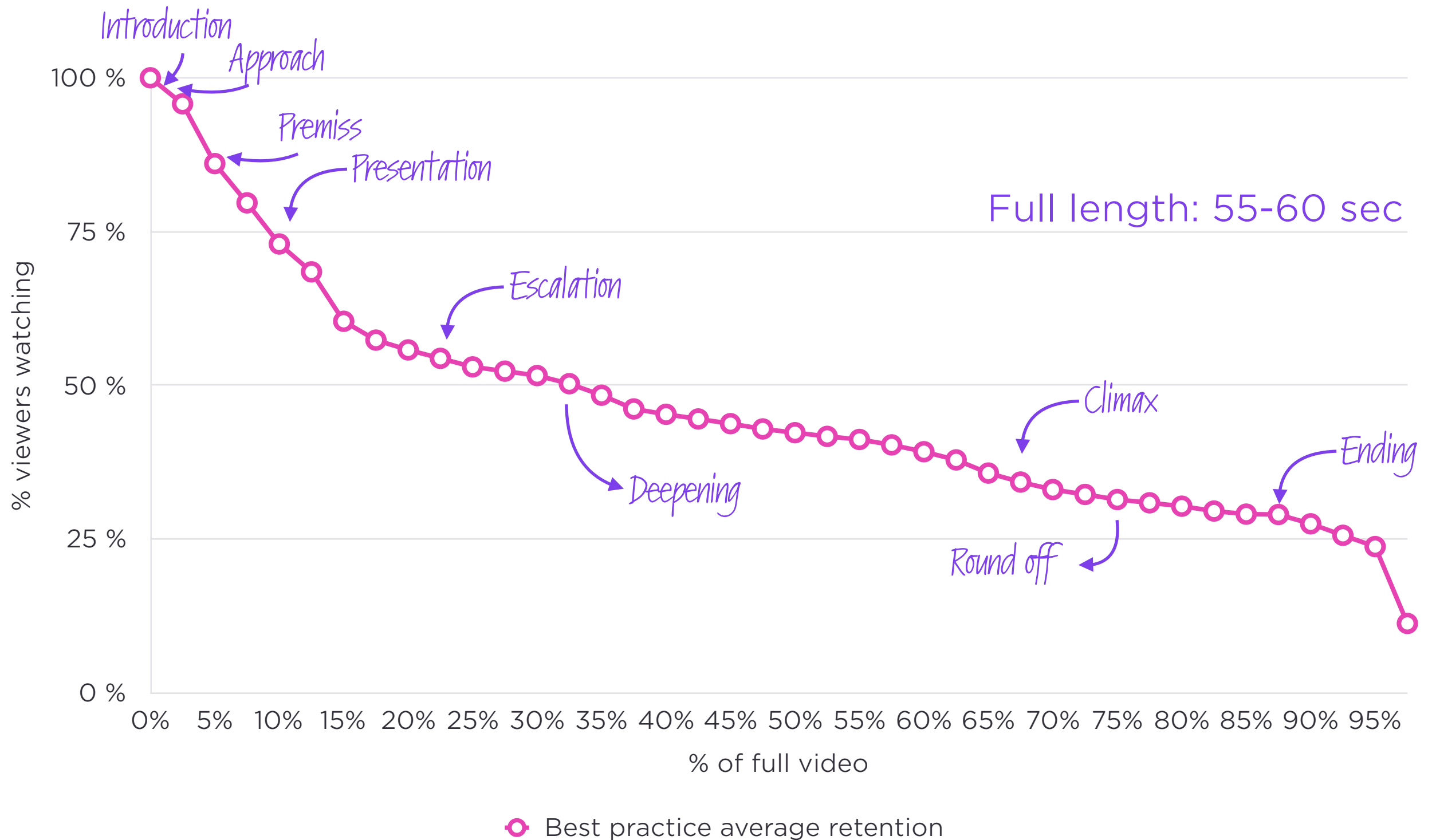
VIDEO: BEST PRACTICE

Oh yes, they do differ



VIDEO: BEST PRACTICE

Dramaturgy of best practice



Story Engine Video Studio

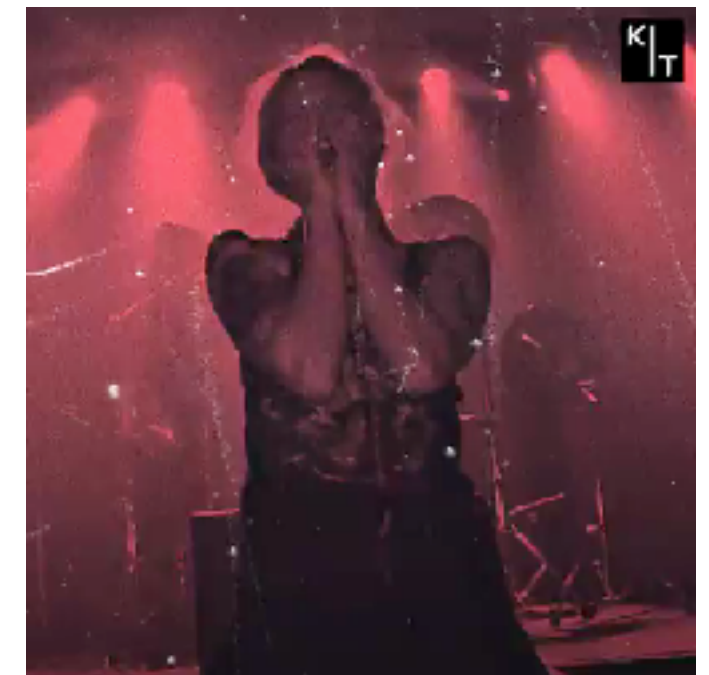
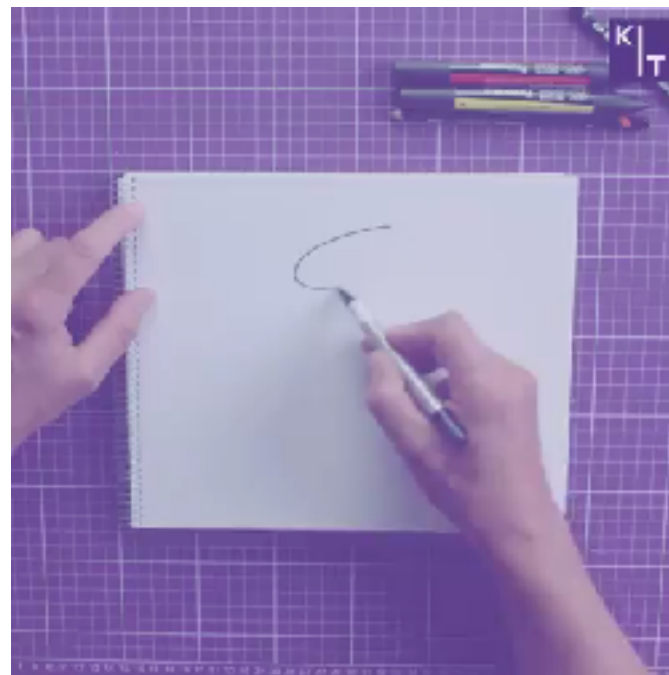
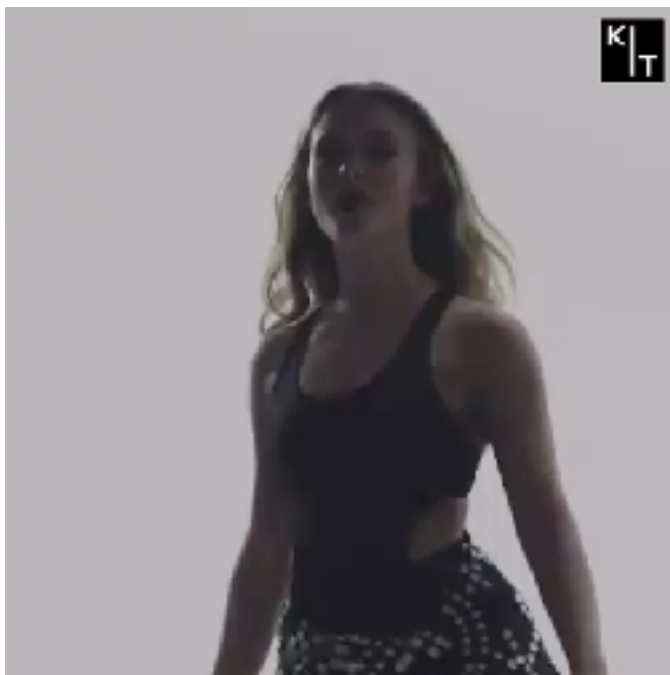
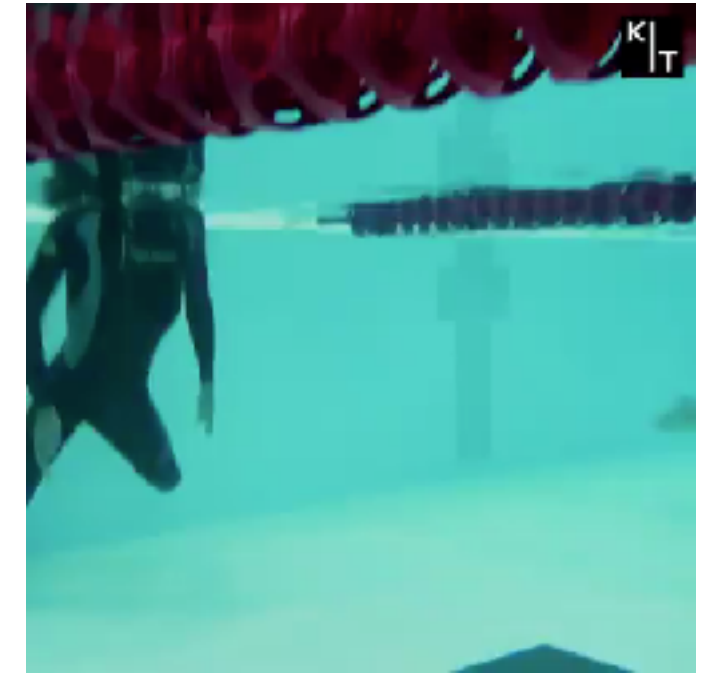
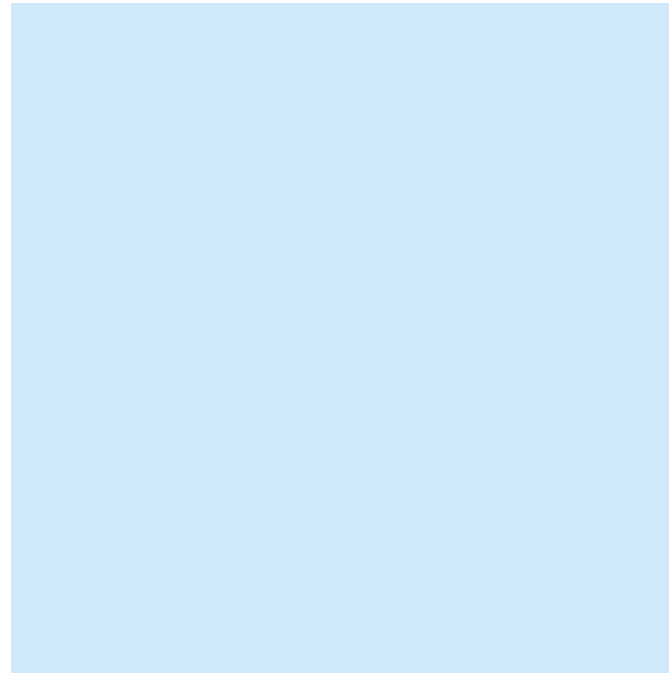
Now everyone is a video wizard.

The screenshot displays the Story Engine Video Studio interface. At the top, the logo 'K|T VIDEO STUDIO' is visible on the left, and 'Last saved 1 minutes ago' with a refresh icon is on the right. Below the logo, there's a 'LATEST GENERATED VIDEO' section with a thumbnail and filename 'morgonsvepet-2018-04-27-07_4...'. A navigation bar contains icons for 'ASSETS', 'MUSIC', 'THEME', and 'GENERATE'. The main workspace is a grid of video slides. The first slide (7.03 s) is titled 'Resumé' and 'Morgonsvepet'. The second (4.50 s) features a background of US dollar bills and text: 'Amazon mer än fördubblade reklamintäkterna under första kvartalet'. The third (4.50 s) has the same background and text: 'De ökade med 139% mot Q1 2017 - till 2,03 miljarder dollar'. The fourth (4.50 s) shows a person holding a smartphone with text: 'Börjar Amazon utmana Google om marknadschefernas budgetar för sök?'. The fifth (4.50 s) has a background of a login form with text: 'Efter skandalen: Facebook läste inte själva igenom villkoren'. The sixth (4.50 s) is a 'Resumé' slide with text: 'Detta möjliggjorde dataskandalen då miljontals användares info läckte'. The seventh (7.67 s) and eighth (6.97 s) are 'Resumé' slides with 'Enter text here' placeholders. A ninth slide is a '+ ADD SLIDE' button. On the right, a 'Slide' settings panel is open, showing options for 'Slide type' (Quicktext), 'Main text', 'Small headline', 'Show logo?' (checked), 'Show background credit?' (checked), 'Audio control' (No change selected), 'Background video start offset', 'Main text color' (Default), 'Text R', 'Text G', 'Text B', and 'Background color' (Default).

Videotips!

- 👉 Focus on your story! What? Who? Why? How?
- 👉 What do you want to accomplish? Do you REALLY have to focus on reach?
- 👉 Be aware of which platforms you are working with and the audience on every platform.
- 👉 Try. Try again. And again!
- 👉 Have a structured approach to your testing, otherwise you'll never learn.
- 👉 No, you don't have to invest in expensive cameras and equipment. You have your phone, don't you?
- 👉 There are so many places to find free photos/videos (find a list at storyenginestories.com).
- 👉 Choose a good tool that suits your needs.
- 👉 HAVE FUN!

The result: better stories



Story Engine

a product by 

Thanks!

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