Strategic Storytelling:
The Art, Craft & Science of Story

Ben Thompson, Storyland Studios

DeLisa Guerrier, Guerrier Development

Ynzo van Zanten, Tony's Chocolonely

The Power of Storytelling

Ben Thompson
Chief Strategy Officer
Storyland Studios

Photo by ActionVance on Unsplash

Photo by Chris Slupski on Unsplash

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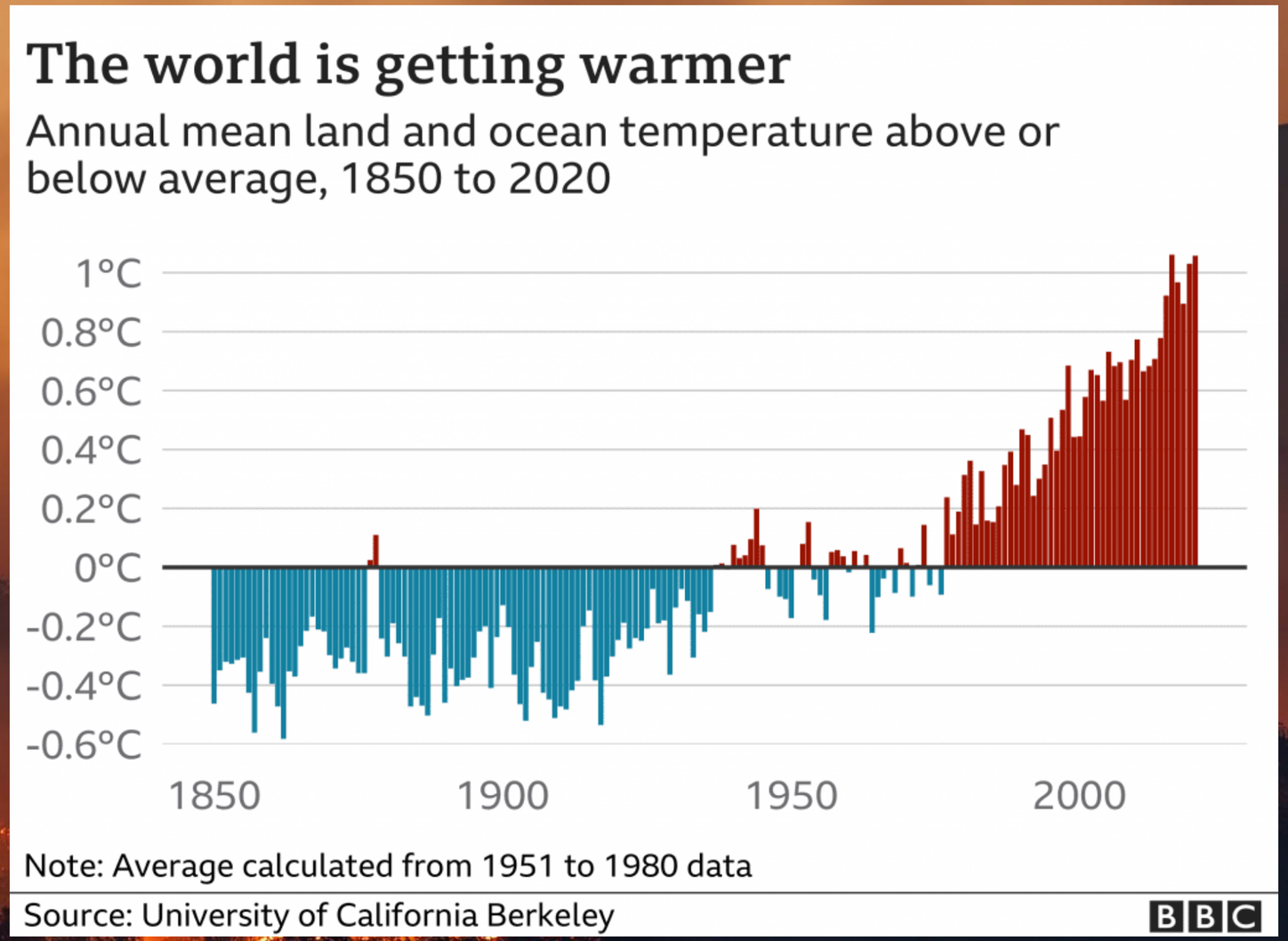
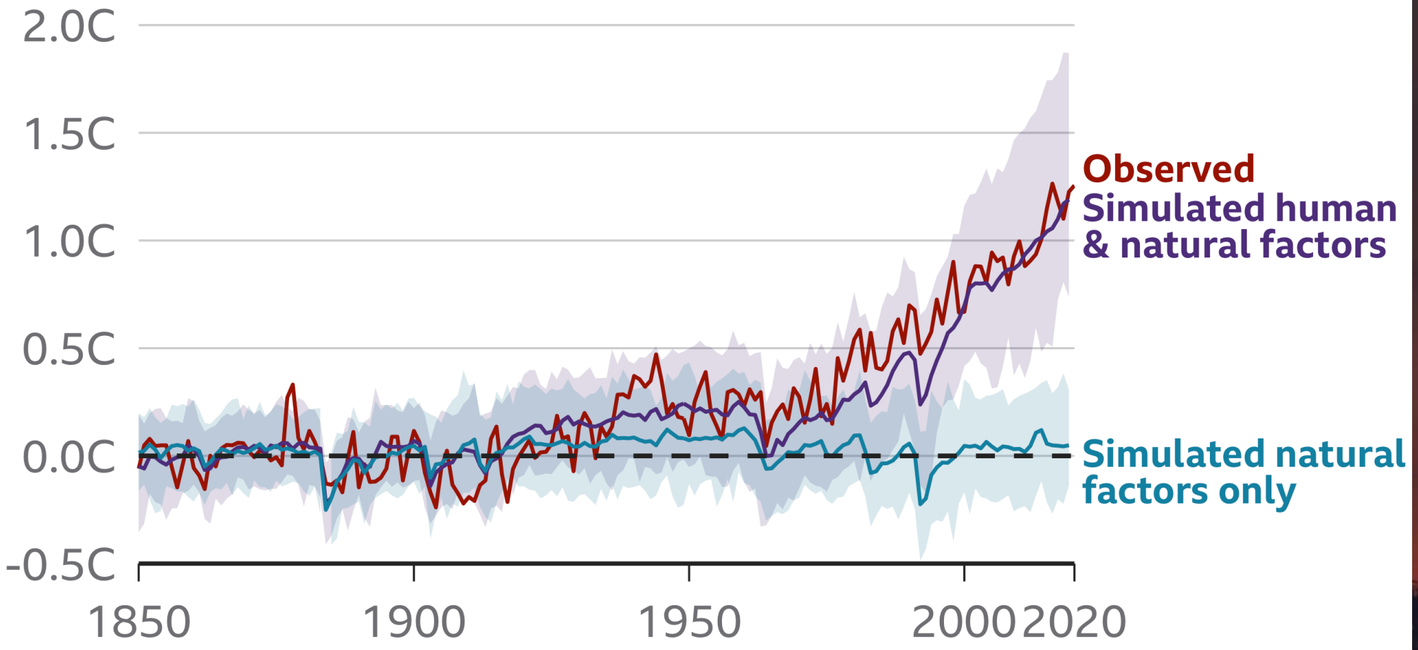


Photo by Matt Palmer on Unsplash

Human influence has warmed the climate

Change in average global temperature relative to 1850-1900, showing observed temperatures and computer simulations



Note: Shaded areas show possible range for simulated scenarios

Source: IPCC, 2021: Summary for Policymakers

BBC

Photo by Matt Palmer on Unsplash

“We must rewrite our story”

Photo: BBC

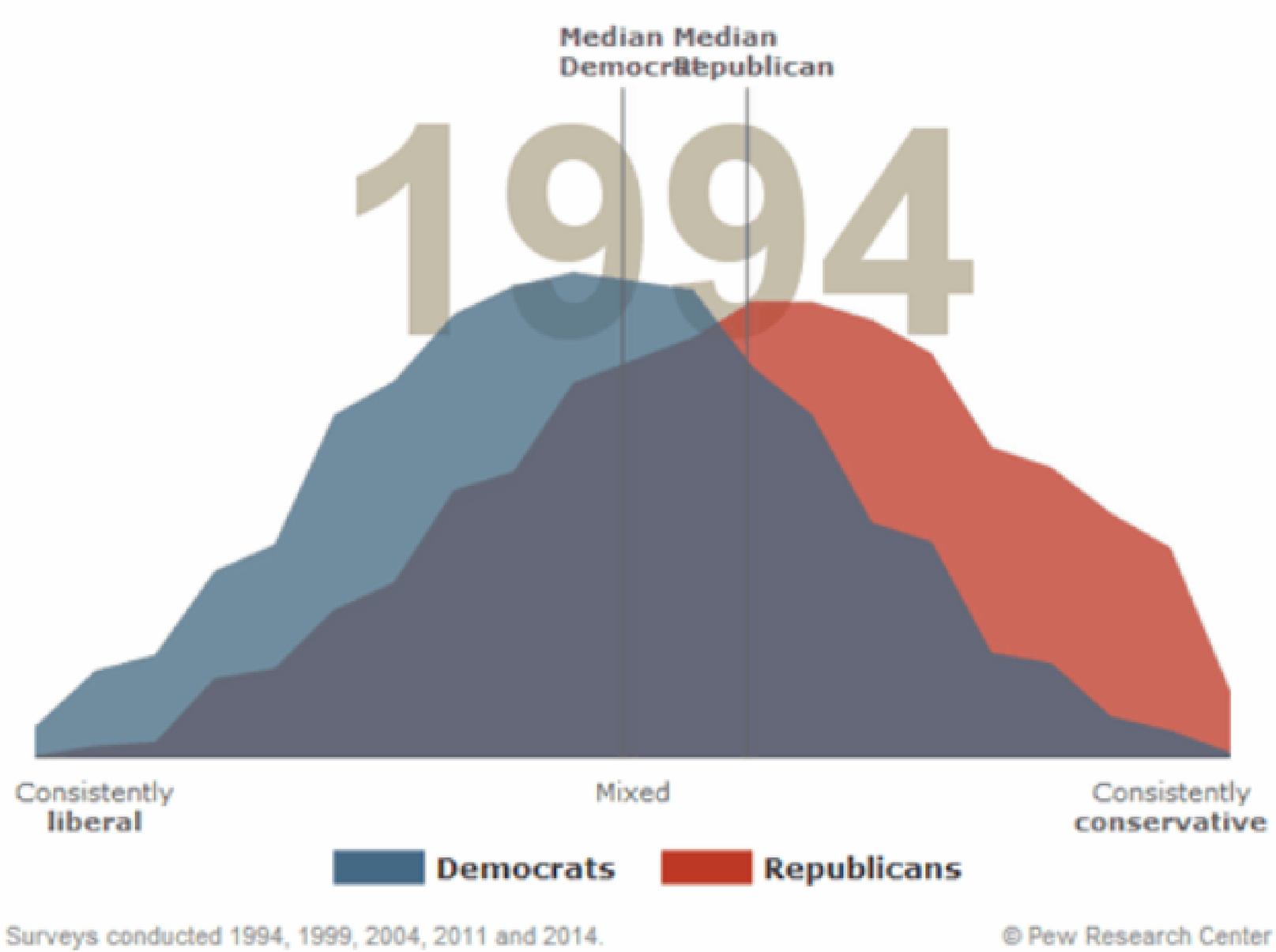
CAMPFIRE

The Science of Storytelling

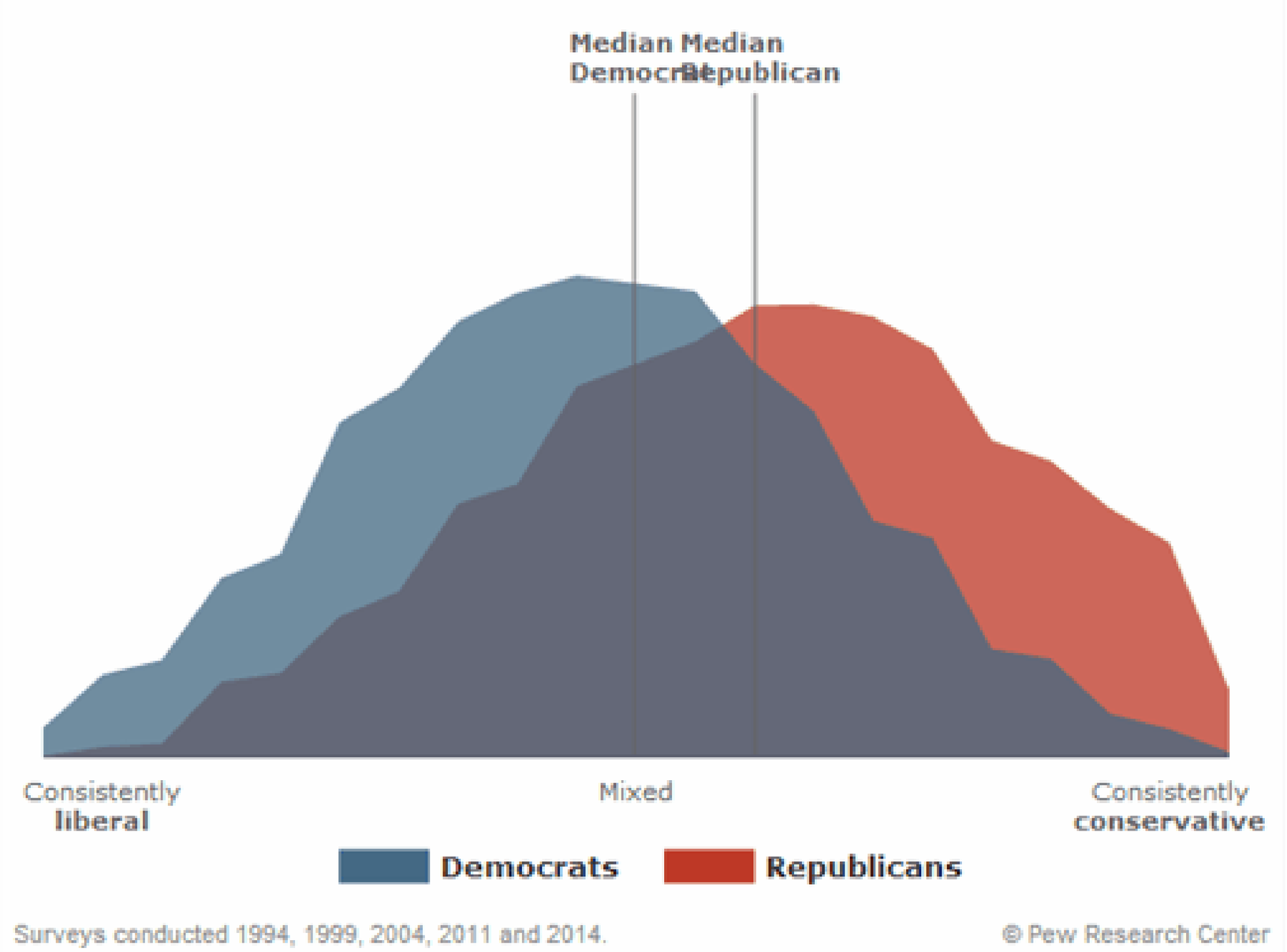
Photo by Mike Erskine on Unsplash

Facts don’t change people’s minds…

Political Polarization of the American Public



Political Polarization of the American Public



Political Polarization of the American Public

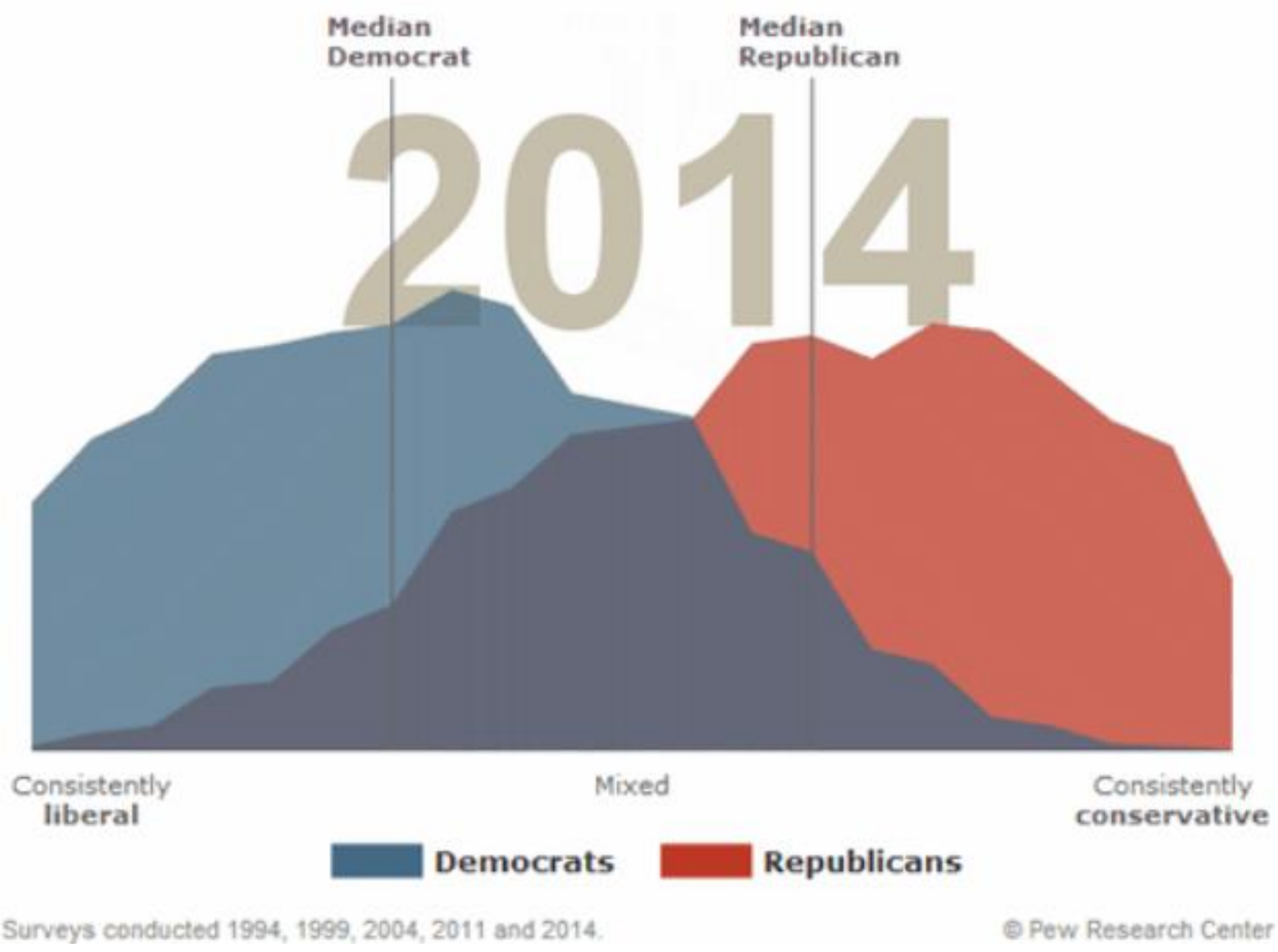


Photo by Mike Erskine on Unsplash

Photo by Mike Erskine on Unsplash

Uri Hasson

Neuroscientist,
Princeton University

Photo by Bret Hartman / TED

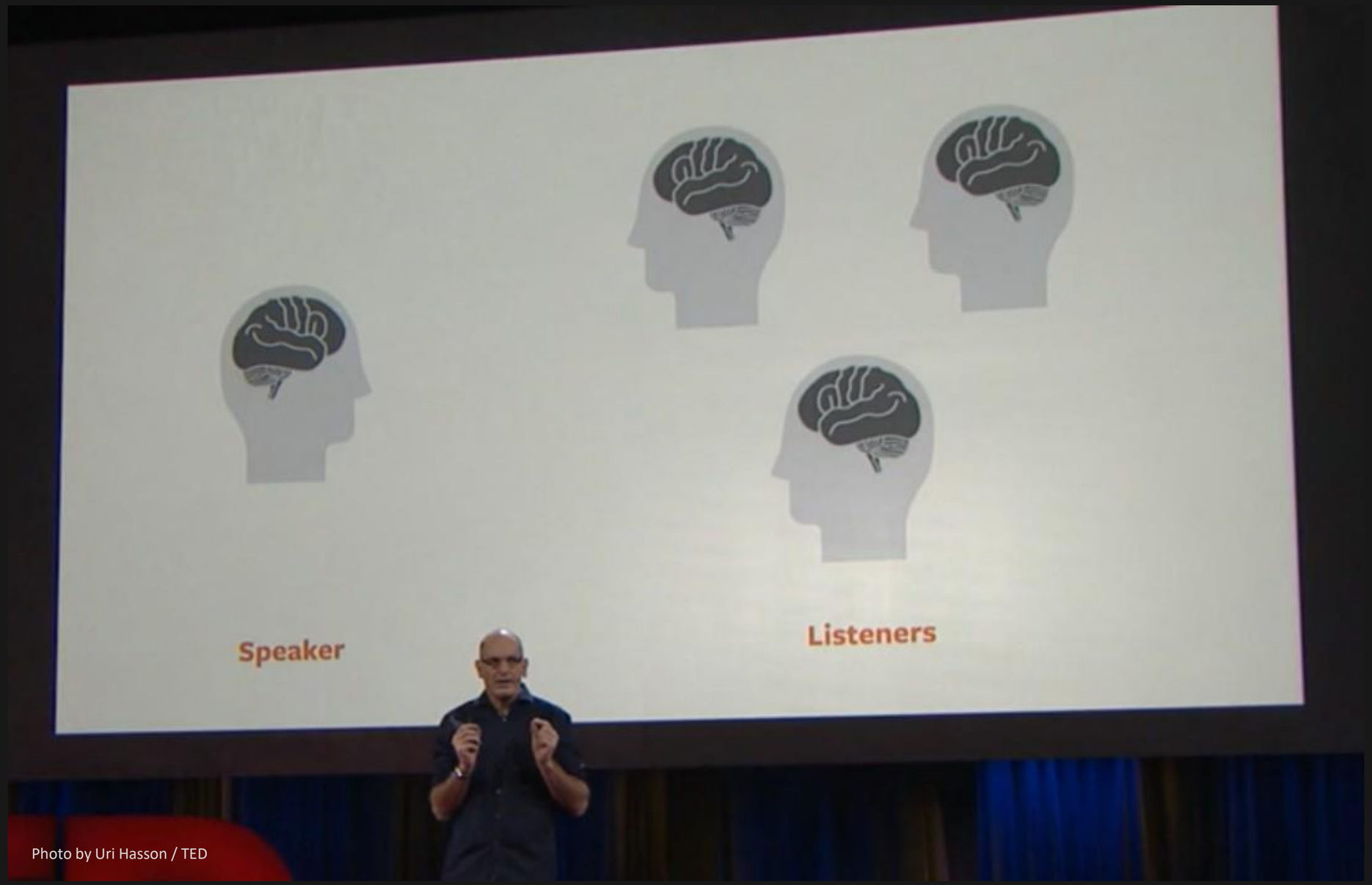
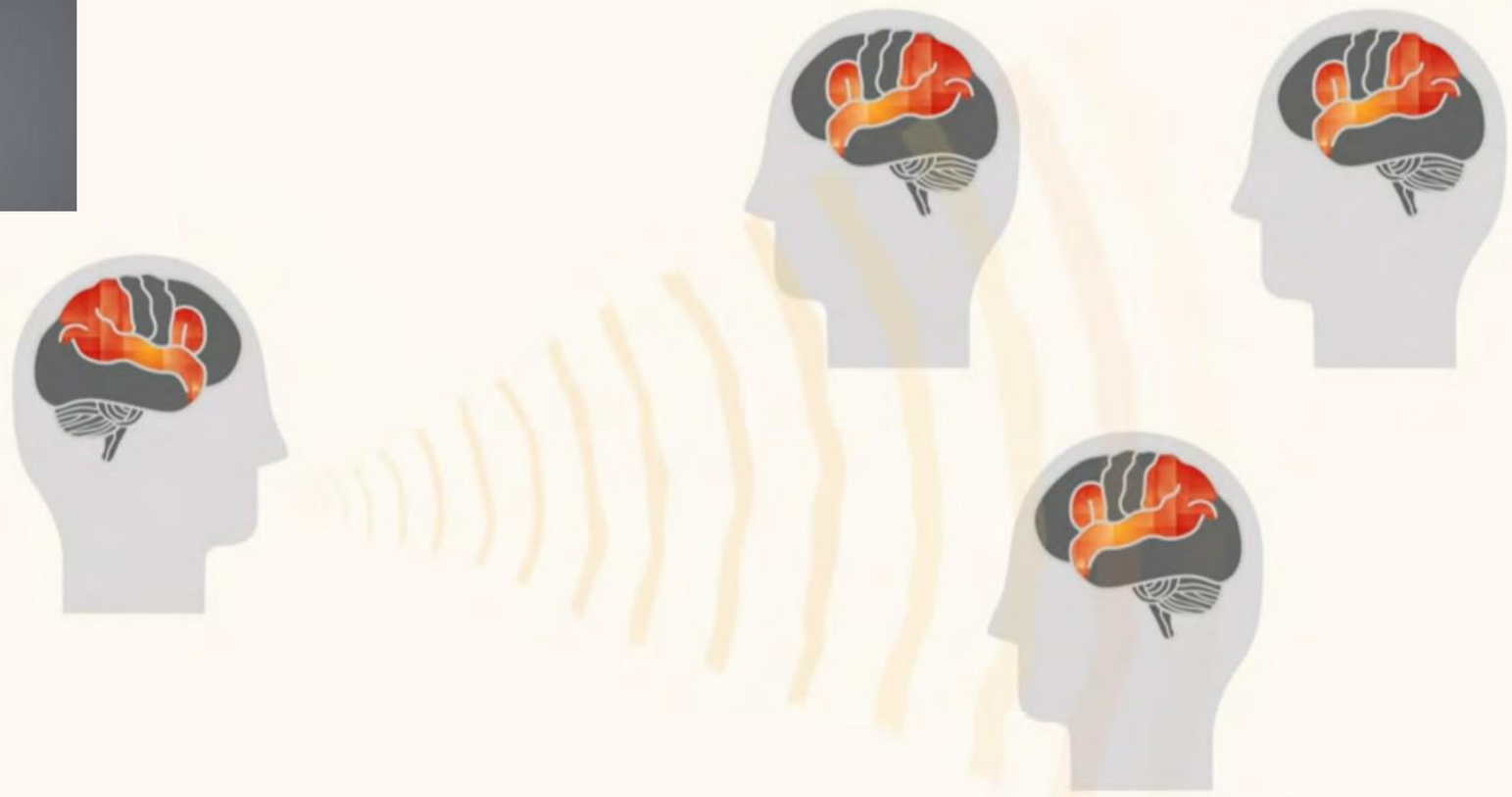


Photo by Uri Hasson / TED



Speaker

Listeners

Photo by Uri Hasson / TED

People use story as a way to interpret the world around them.

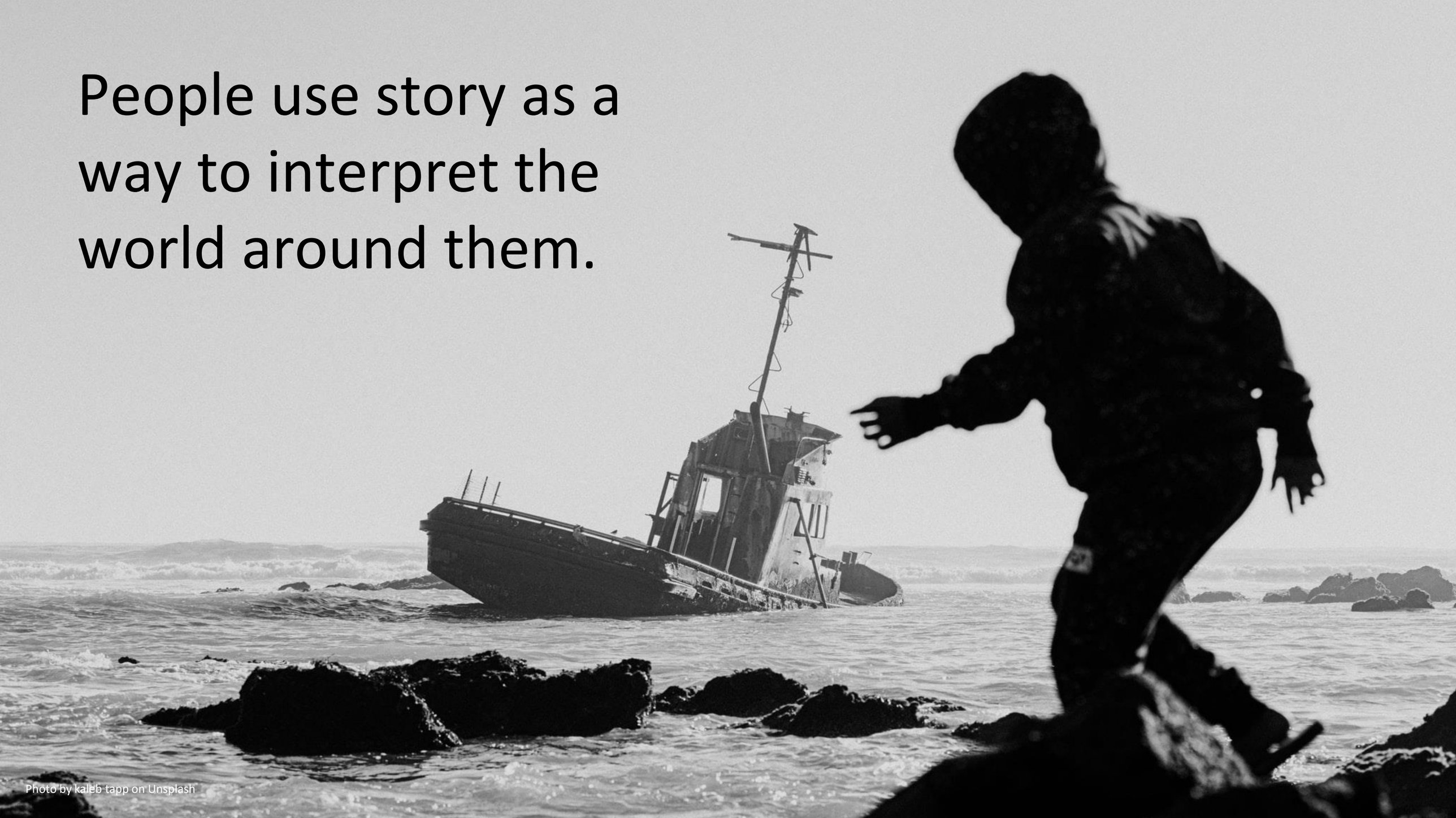


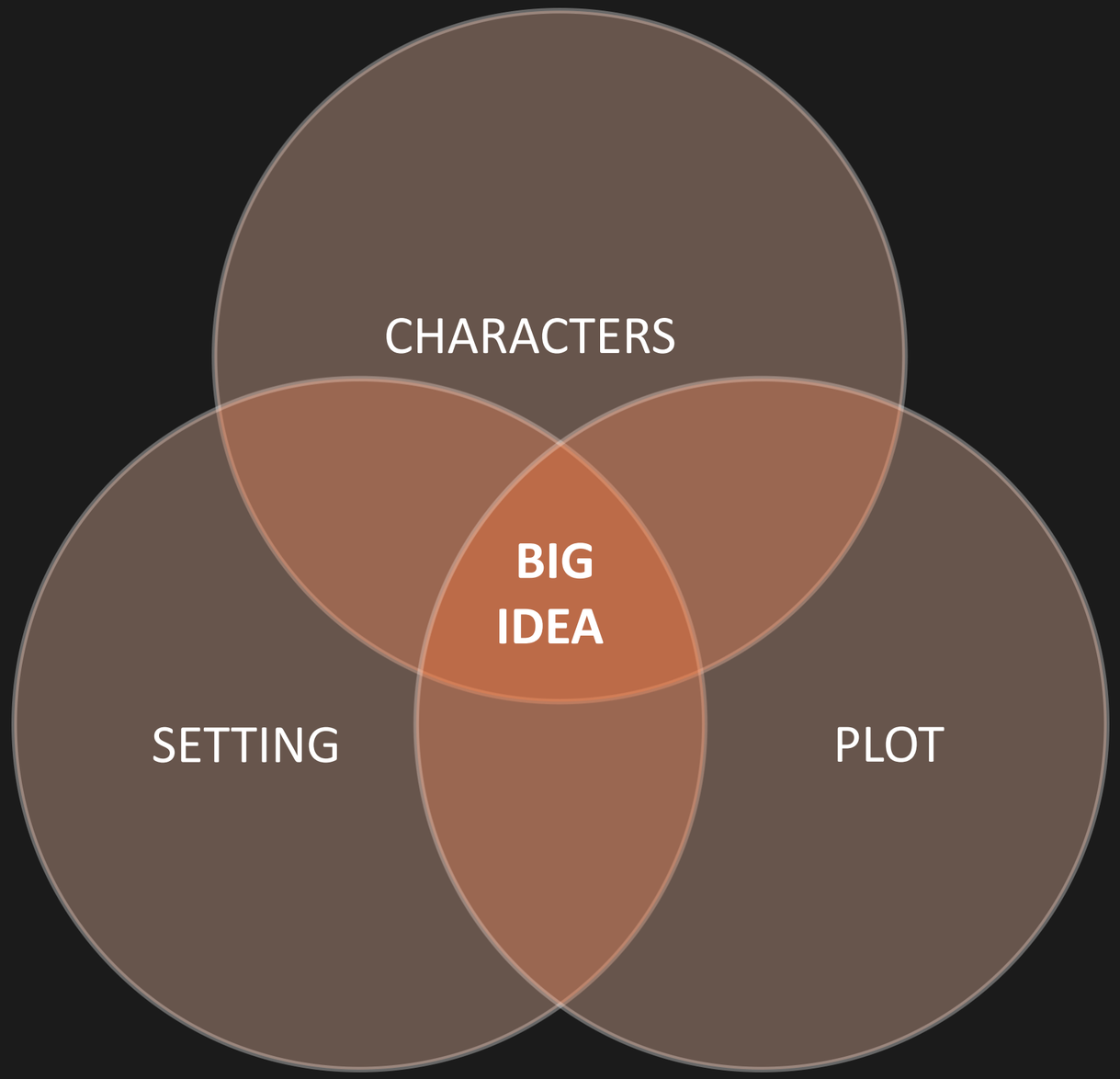
Photo by kaleb tapp on Unsplash

The Art & Craft of Storytelling

Photo by Aditya Vyas on Unsplash

The Storyland Model

- Discover the **SETTING**
- Clarify the **CHARACTERS**
- Distill the **PLOT**



From these activities a **BIG IDEA** emerges - the heart of the story and our guide through the rest of the design process.

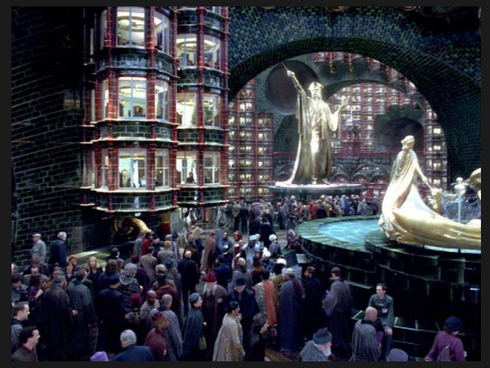
SETTING

BOOKS:

1 & 2: Privet Drive to Hogwarts

3: Hogsmeade & Azkaban

4: Introduces other Magical Schools



5: Includes the Ministry of Magic

6 & 7: The magical world's affect on the entire world

LEAD TO:

Movie Series: see Harry Potter's world

Wizarding World of Harry Potter: walk through Harry's world

Spin-Off Movies: see the world beyond Harry Potter

Hogwarts Legacy Video Game: live your own magical adventure

CHARACTERS

DYNAMIC HEROES
that fans will care about.
Luke Skywalker, Harry Potter, Tony Stark

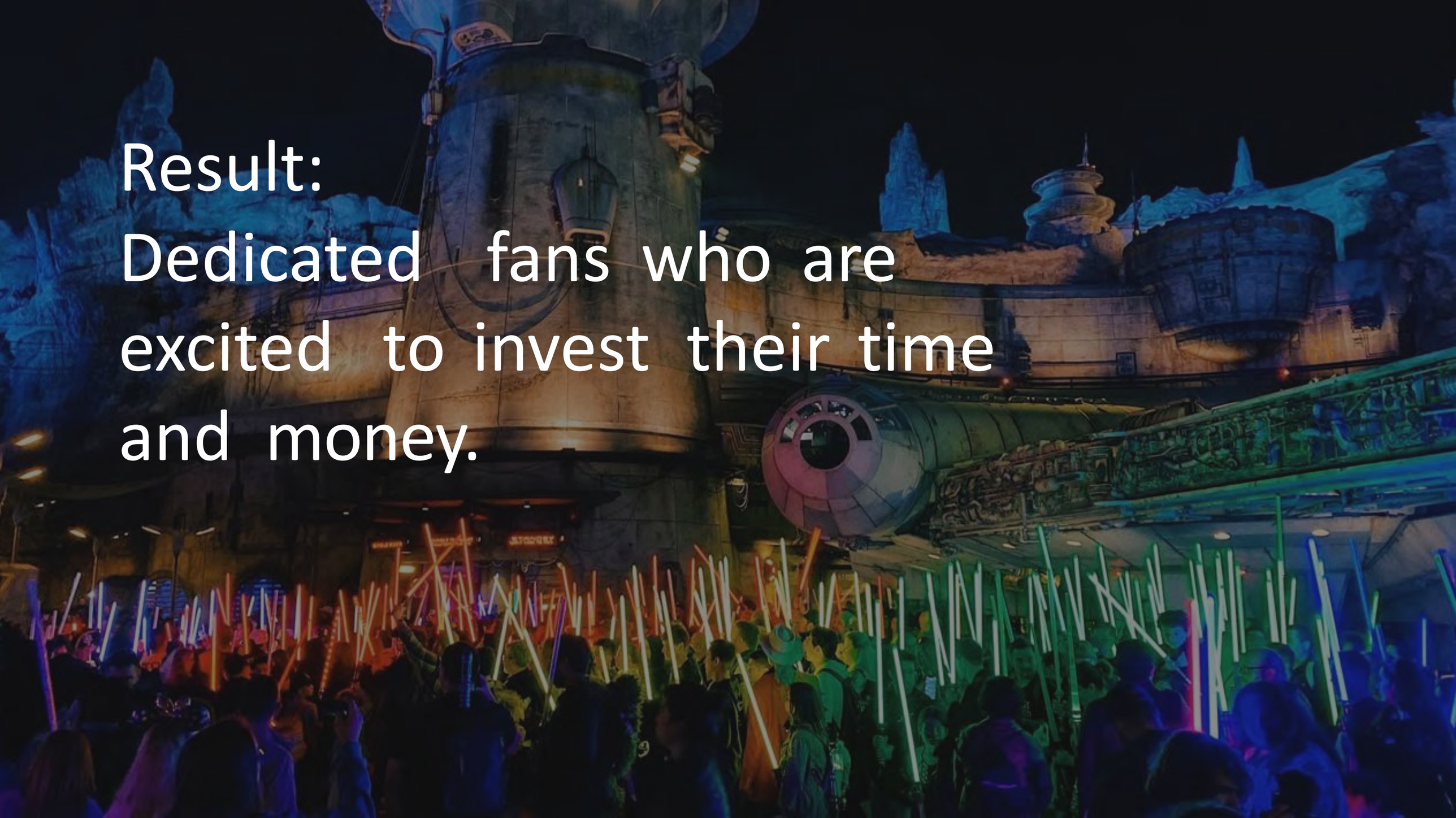
INTRIGUING ANTI-HEROES
that fans will root for.
Kylo Ren, Severus Snape, Loki

ICONIC VILLAINS
that fans will love to hate.
Darth Vader, Voldemort, Thanos

GROUPS OR FACTIONS
that fans will fantasize about being part of.
Rebel Alliance, Hogwarts Houses, Avengers

PLOT

Image: Marvel Studios / Disney
Story Content: This is Barry

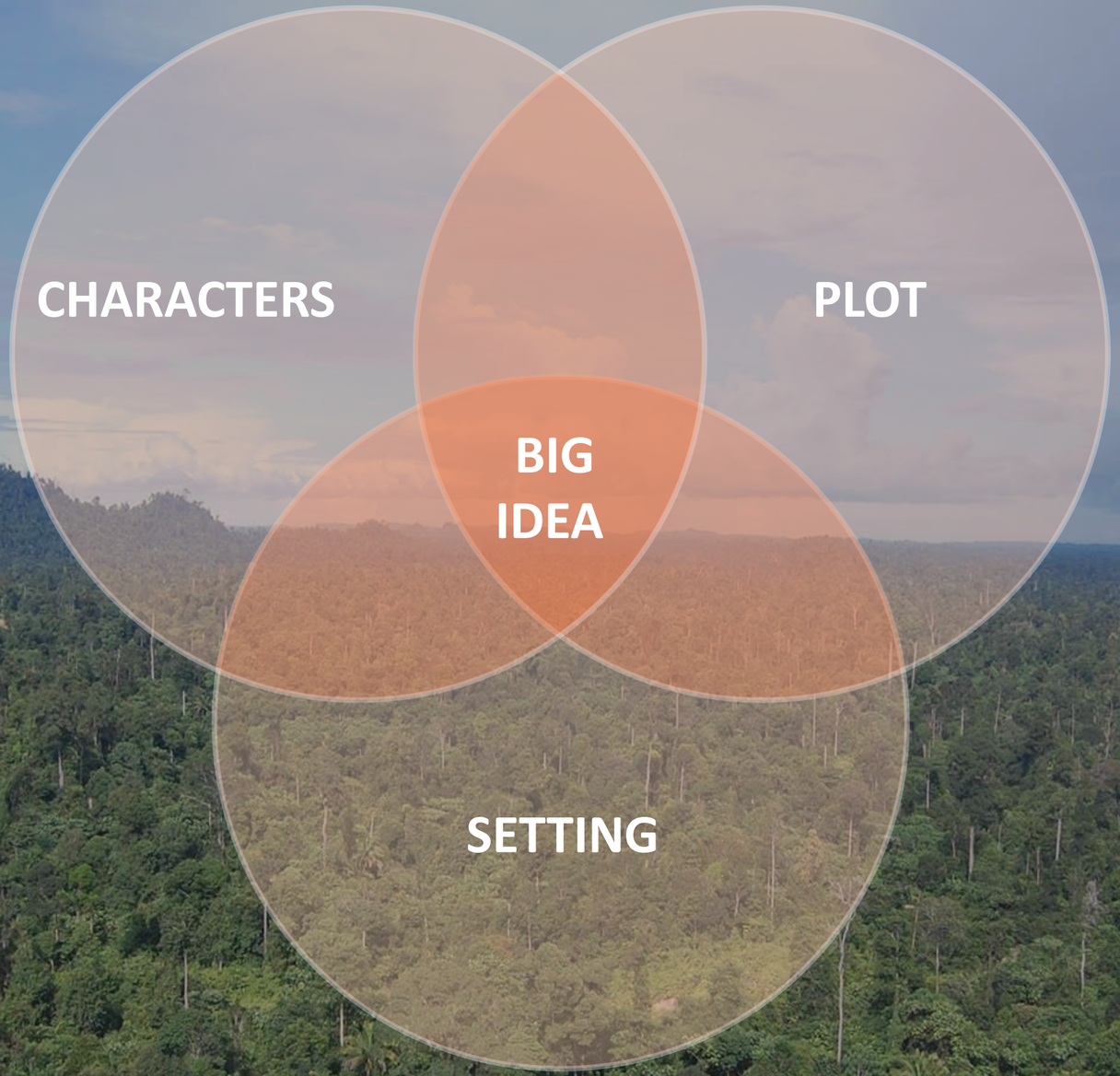


Result:
Dedicated fans who are excited to invest their time and money.

What does this have to do with the Climate Crisis?

Photo by Matt Palmer on Unsplash


BBC
ISETAN
PARK CITY ISETAN 4
PARK CITY ISETAN 5
SUBNADE
SUBNADE
P 40
Prince William
The Duke of Cambridge



Mislin
Orangutan Researcher
& Oil Palm Farmer

Sustainable
Economy
& Ecosystem

Borneo
Kinabatangan

“It’s not **our** problem to fix”

Photo by Javier Allegue Barros on Unsplash

Park to Planet

SeaWorld

Corporate Responsibility

PortAventura World

©Twitter / PortAventura

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©PortAventura

©PortAventura

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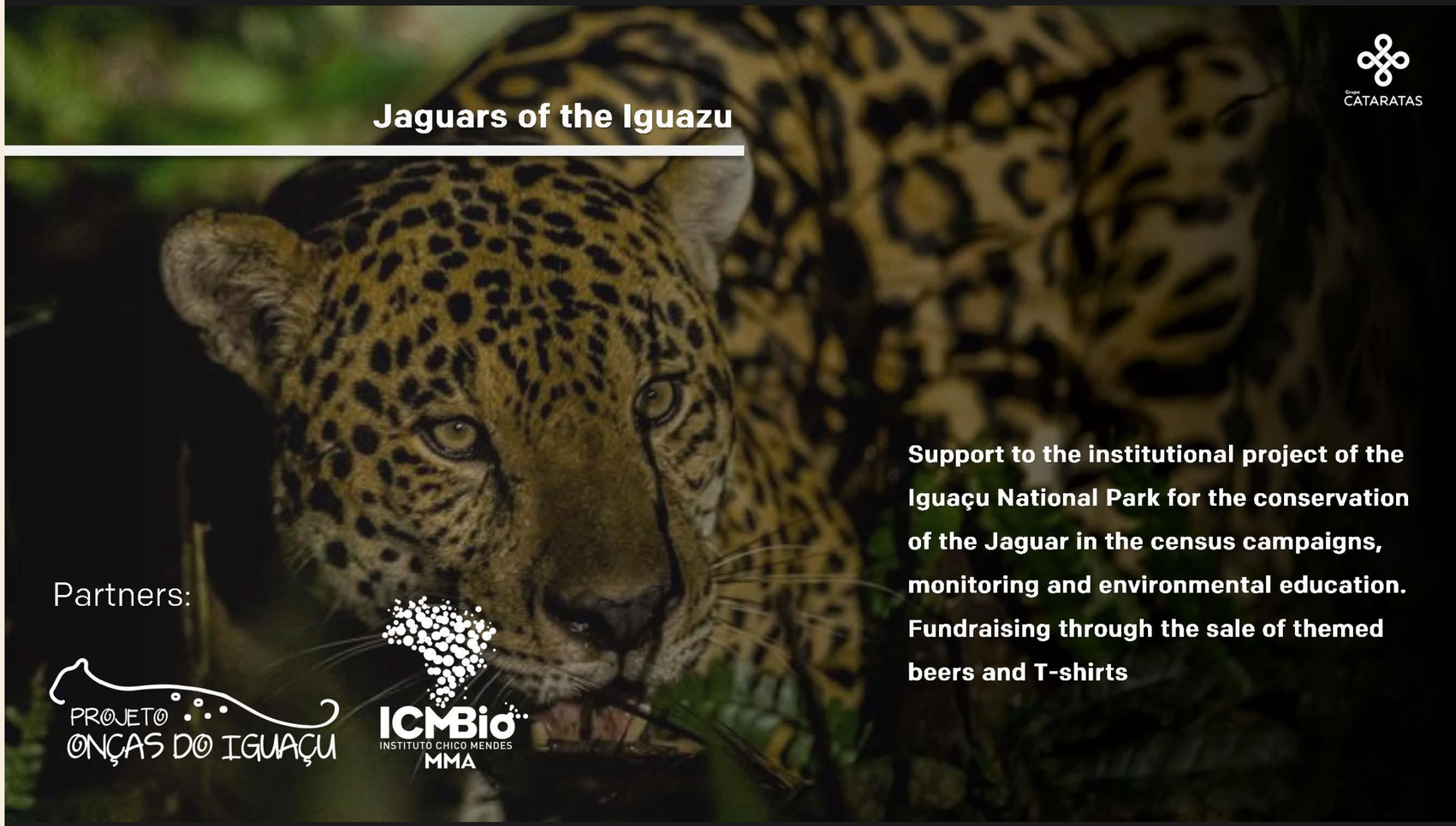
Positive Impact Projects

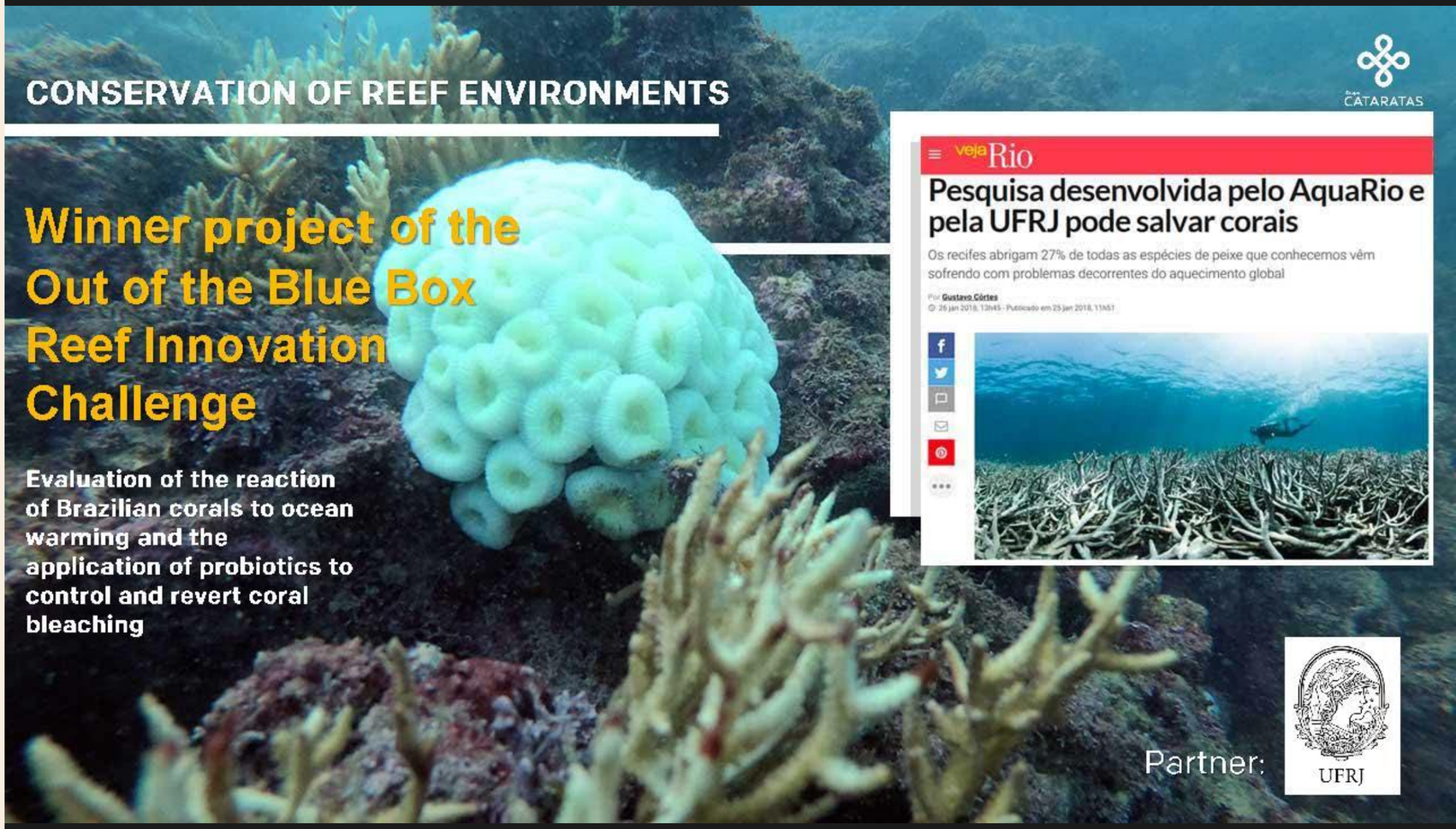
Grupo Cataratas



Support to the institutional project of the Iguaçu National Park for the conservation of the Jaguar in the census campaigns, monitoring and environmental education. Fundraising through the sale of themed beers and T-shirts

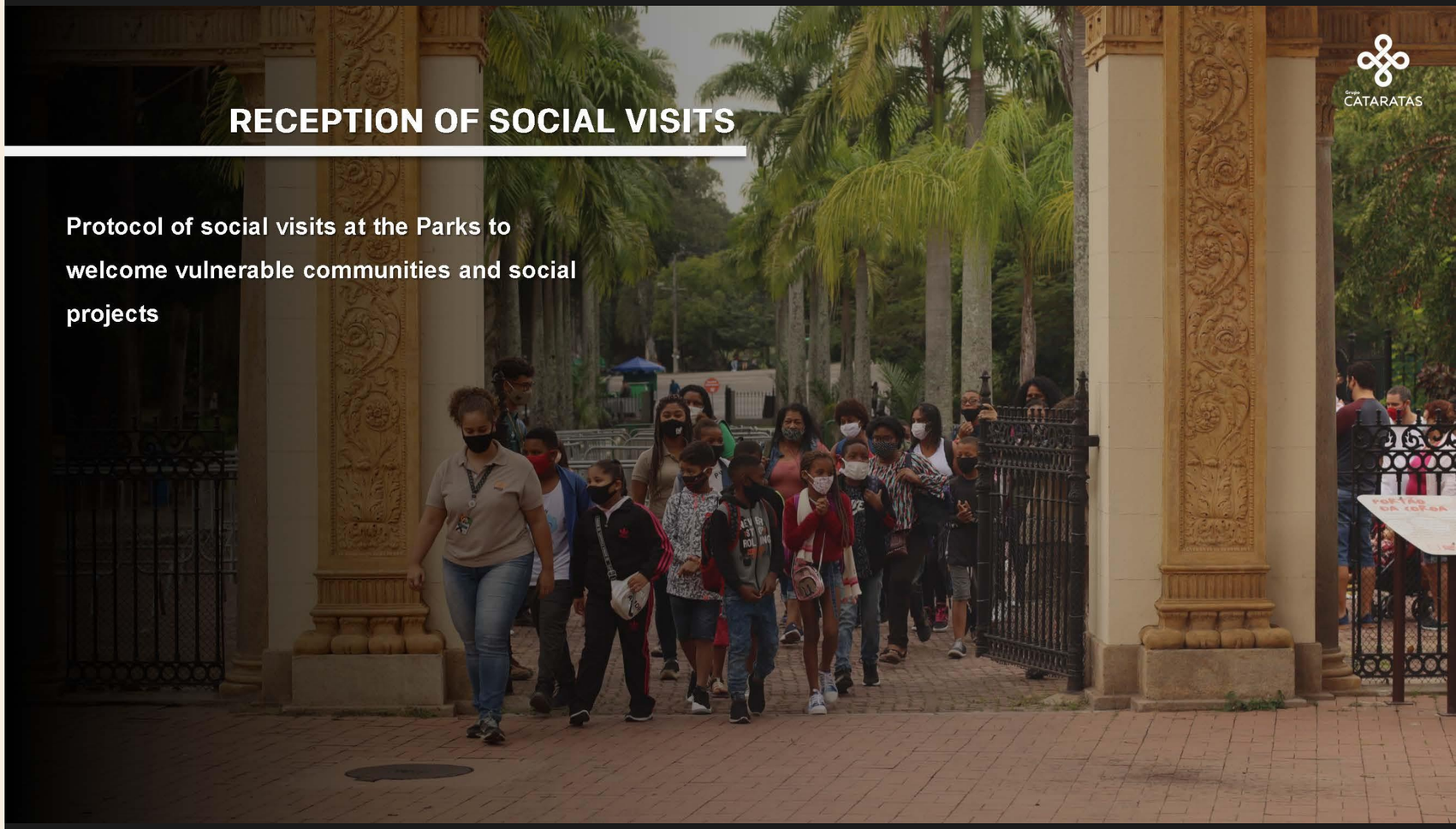
Positive Impact Projects

Grupo Cataratas



Positive Impact Projects

Grupo Cataratas



Nancy & David Wolf

Holocaust & Humanity Center

Nancy & David Wolf

Holocaust & Humanity Center

Tommo’s Top Ten

1)

2)

3)

4)

5)

6)

7)

8)

9)

10)

Photo by Raul Varzar on Unsplash


Storyville Gardens
Coming Soon!
NASHVILLE, TN

“We do not inherit the Earth from our ancestors, we borrow it from our children.”

Ralph Waldo Emerson

STORYVILLE GARDENS™


BBQ Barn
Smoky Mountain Stage
Old MacDonald's Farm
Tall Tales Treehouse
Storyville Square
Huck's Hollow
Storyville Mercantile
Becky Thatcher's
Spillikin Corners
Chapel
Glassblower
Bookworm Hill
Storytellers Circle
Global Café
Spice Table
Silk Road Souk
Royal Menagerie Carousel
Arabian Nights
Aesop's Tables
Genesis Gardens
Global Village Gifts
Guest-Services
Passport Portal
N
W
E
S


White Rabbit Tavern
Magic Pagoda
Pagoda Soda
Orient Express
Nightingale Gardens
Seaports of the Pacific
Little Engine Express RR
World Cruise
Seven Seas Spectacular
Royal Menagerie Carousel
Global Café
Tall Tales Treehouse
Spice Table
Huck's Hollow
Becky Thatcher's
Silk Road Souk
Spillikin Corners
Storytellers Circle
Glassblower
Bookworm Hill
Arabian Nights


Rumpelstiltskin
Golden Goose
Grimm Forest Storybrook
Snow White
Pied Piper
Hansel & Gretel
Rapunzel
Seven Dwarves
Mine Cart
Three Little Pigs
Geppetto's Theater
Mad Tea Party
Wonderland Maze
Thumbelina Toys
Old Woman Who
Lived in a Shoe
Storybook Stage
Fantasy Faire
s Verne
Beauty and the Beast
Mother Goose
Puss in Boots
Perrault Palace
Century
Swing of Siam
Little Red Riding Hood
Cinderella
Sleeping Beauty


Around the World
Great Gasp
Of Man River
Nightingale Flight
White Rabbit Tave
Little Engine Express RR
Slip n' Slide Falls
BBQ Barn
Smoky Mountain Stage
Tall Tales Treehouse
Old MacDonald's Farm
Storyville Square
Huck's Hollow
Becky Thatcher
Storyville Mercantile
Spillikin Corners
Chapel
Glassblower

Dark Ride Entrance-

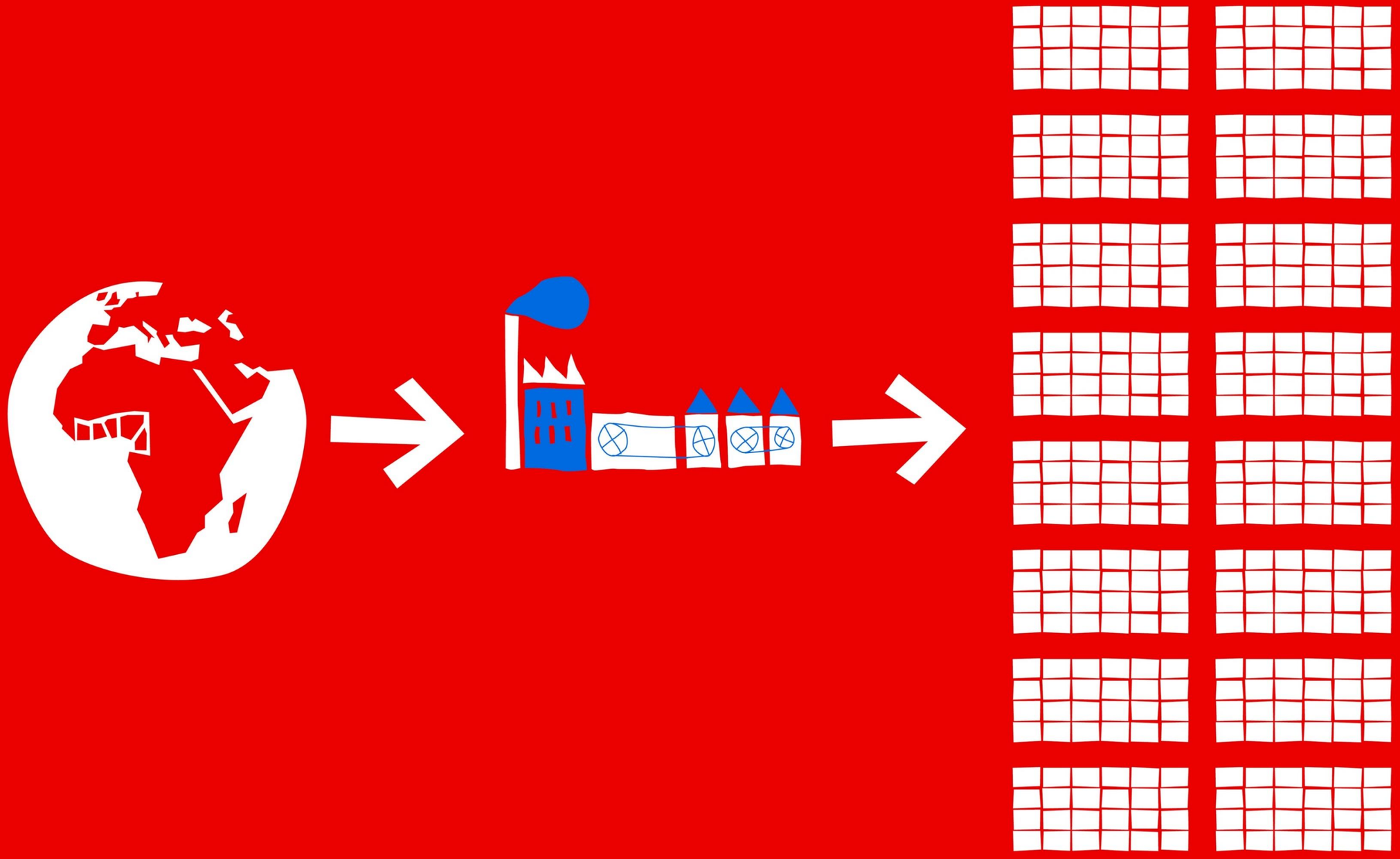
Start at Jesse s Bedroom then thru the TV into the Video Game

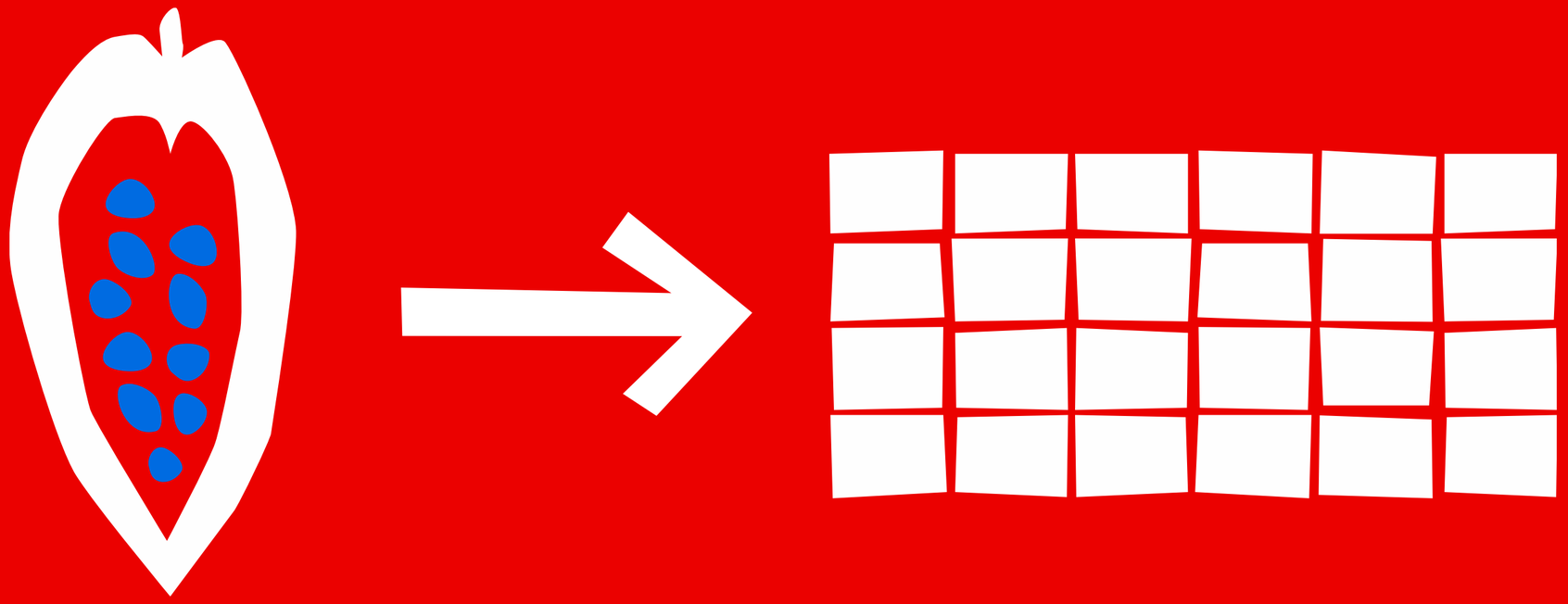

Storyville Gardens
Coming Soon!
NASHVILLE, TN

TONY'S CHOCOLONELY®

Ynzo

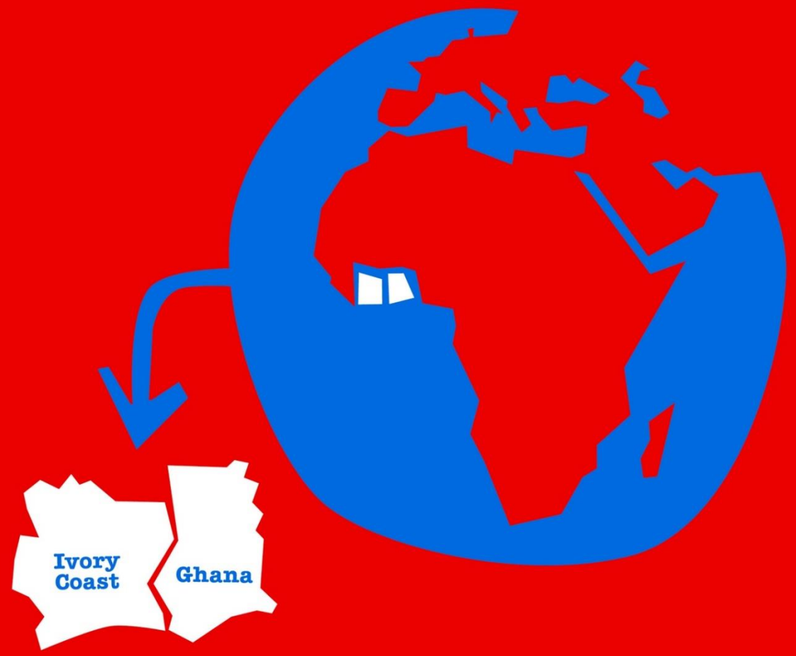
Choco Evangelist

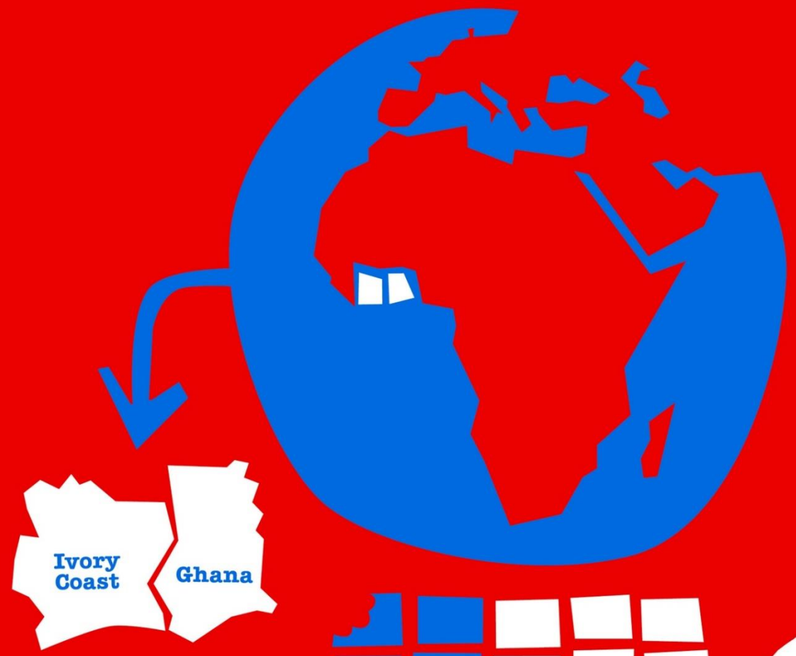


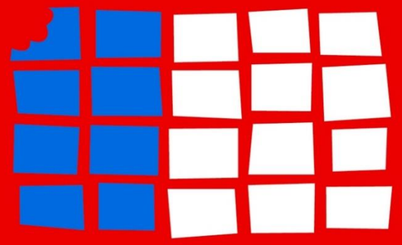


$0,18

$4,99


Ivory Coast
Ghana





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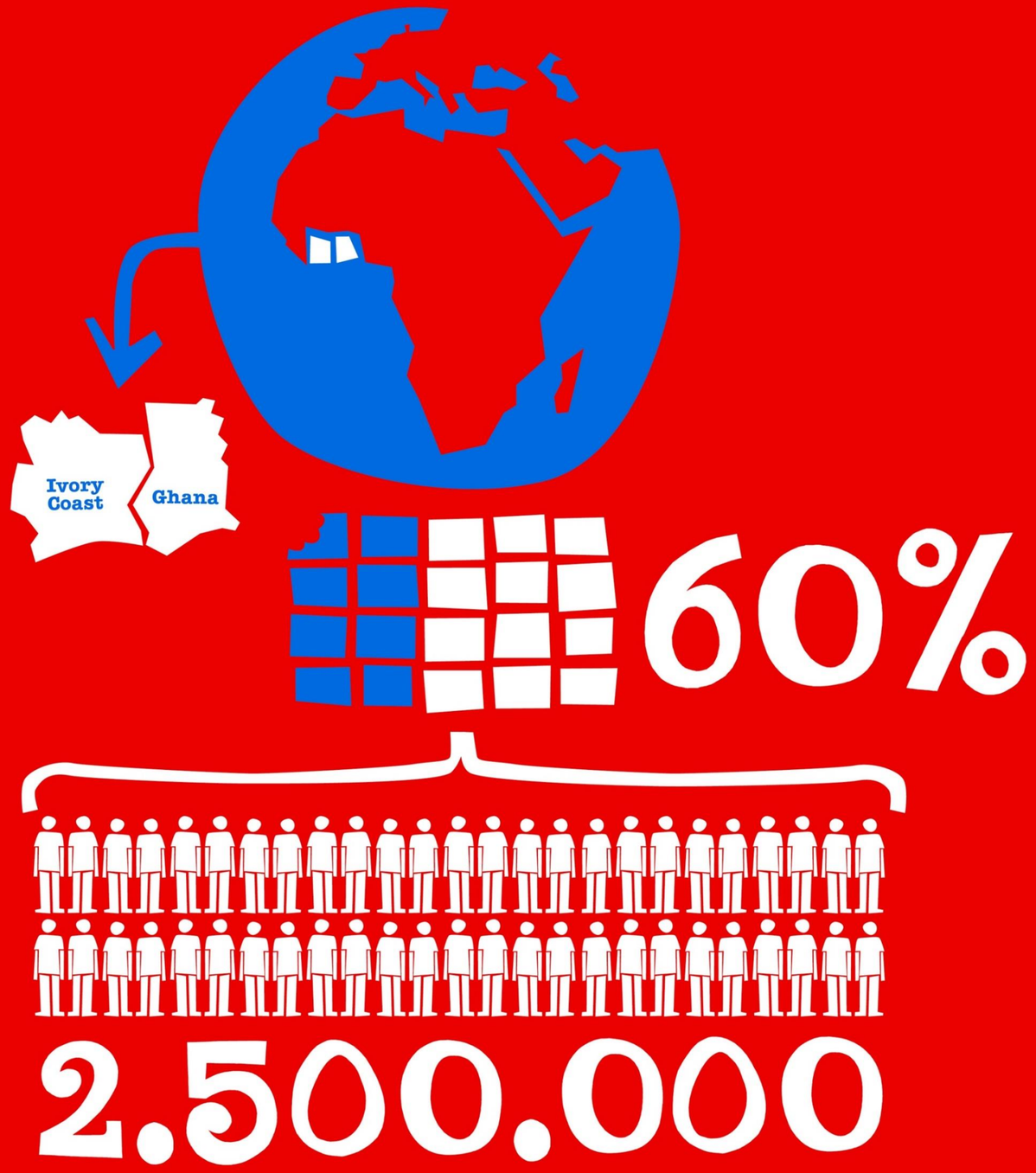
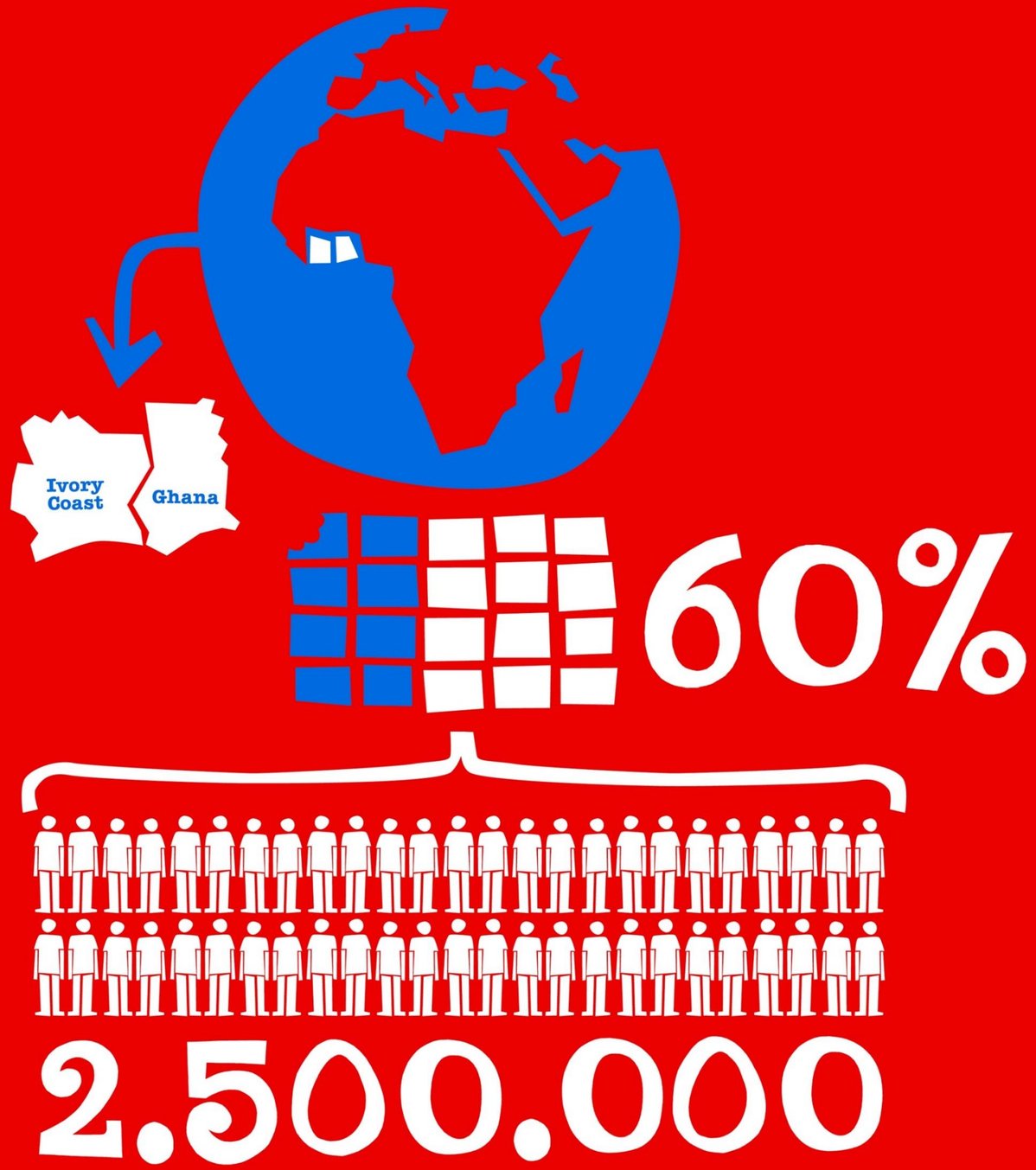

Ivory Coast
Ghana
60%
2.500.000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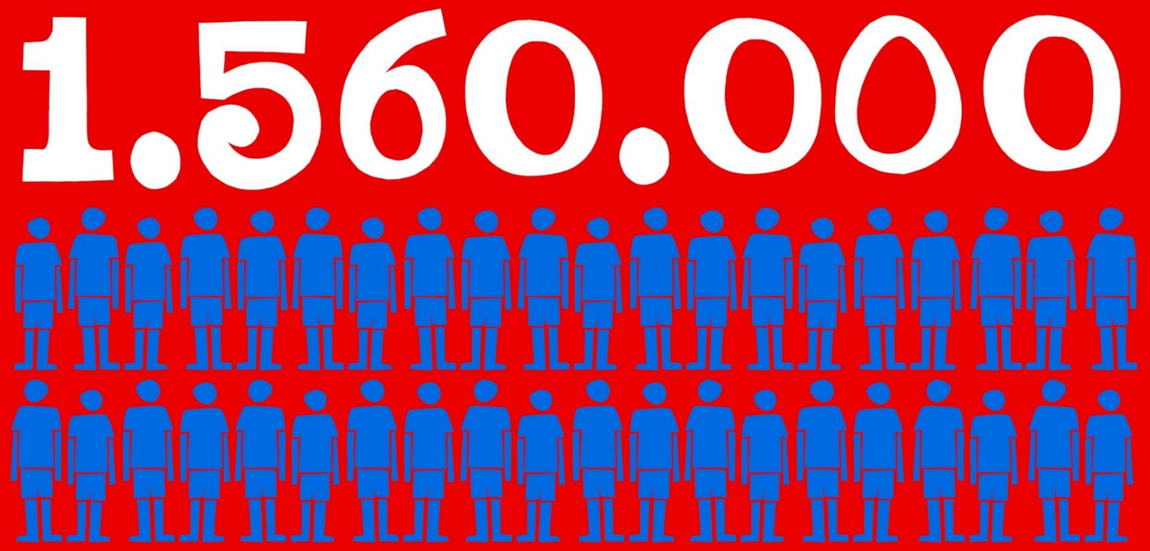
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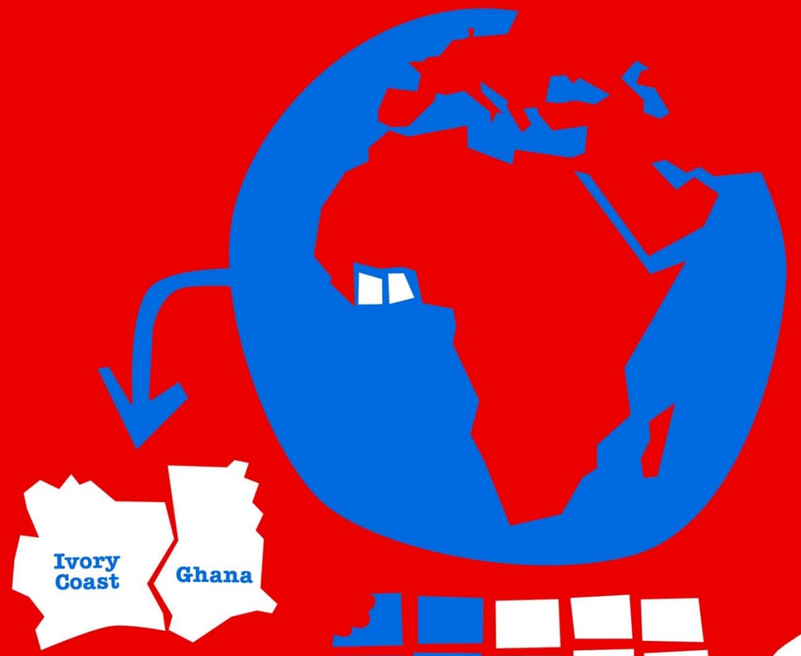

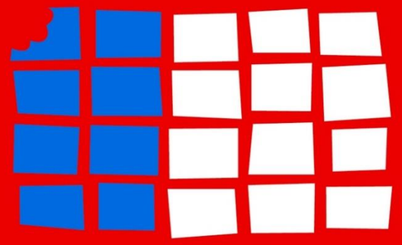

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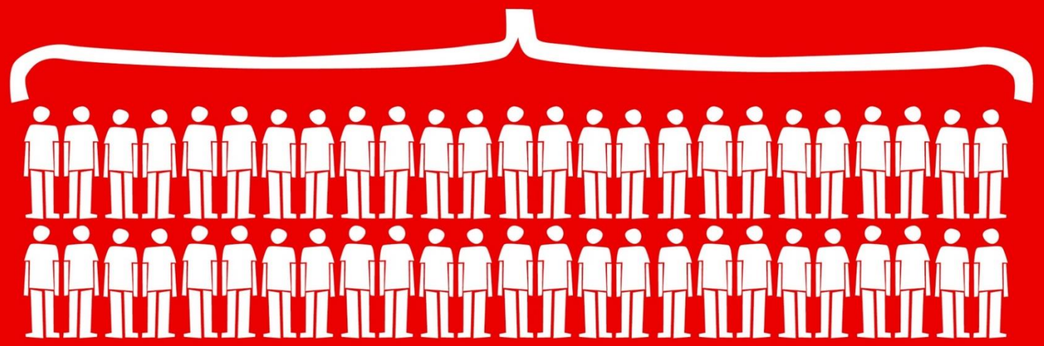

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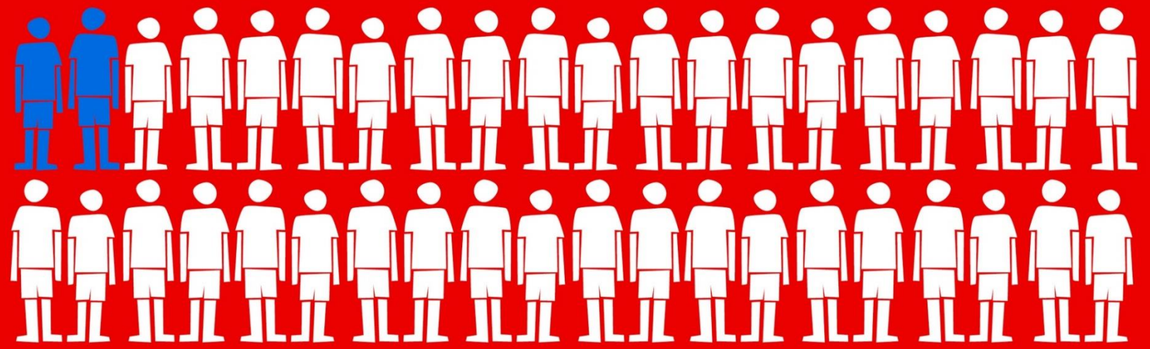

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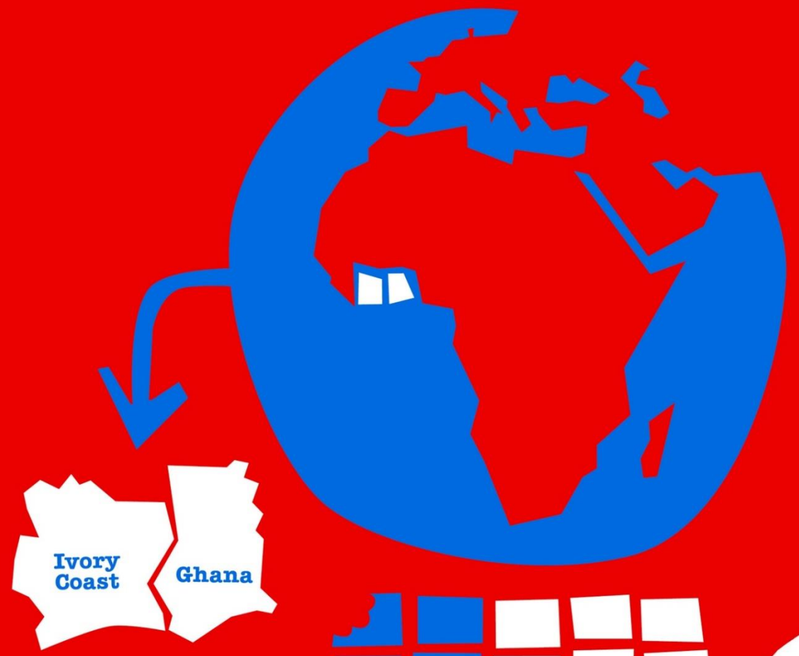

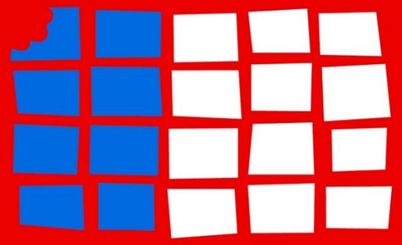

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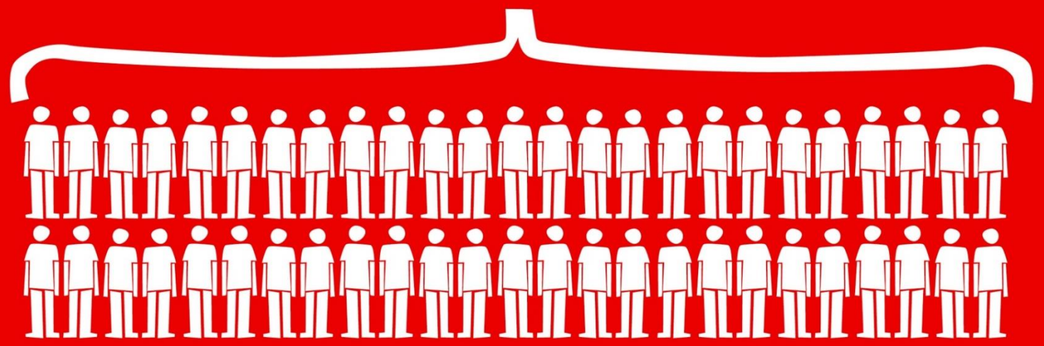

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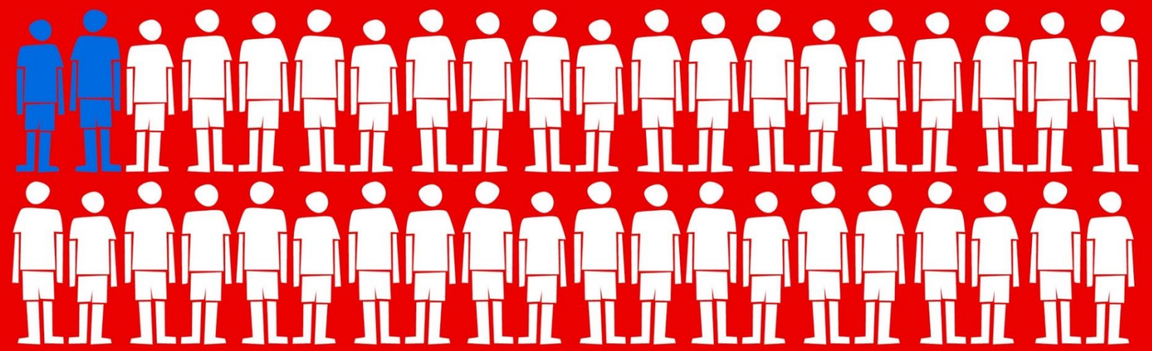

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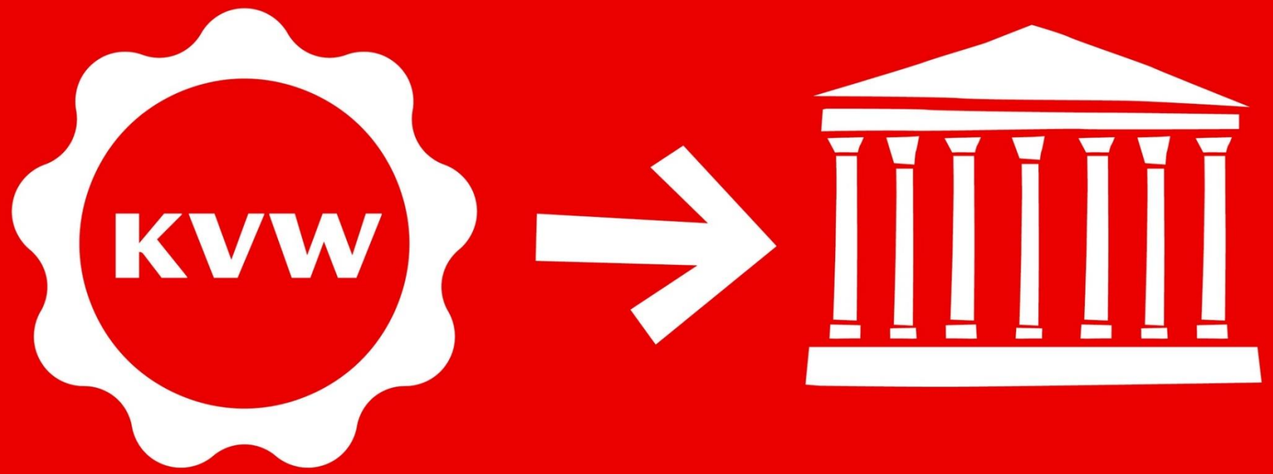
HARKIN ENGEL PROTOCOL

KVW


KVW


KVW
TONY'S
CHOCOLONELY
melk melk melk melk

TONY'S CREATES AWARENESS

together we'll make chocolate 100% slave free

Tony's Chocolonely


SERIOUS
FRIENDS

TONY'S CREATES AWARENESS

TONY'S LEADS BY EXAMPLE

TRACE THOSE BEANS

+

PAY A HIGHER PRICE

+

SUPPORT STRONG FARMERS

GO FOR THE LONG TERM

+

+

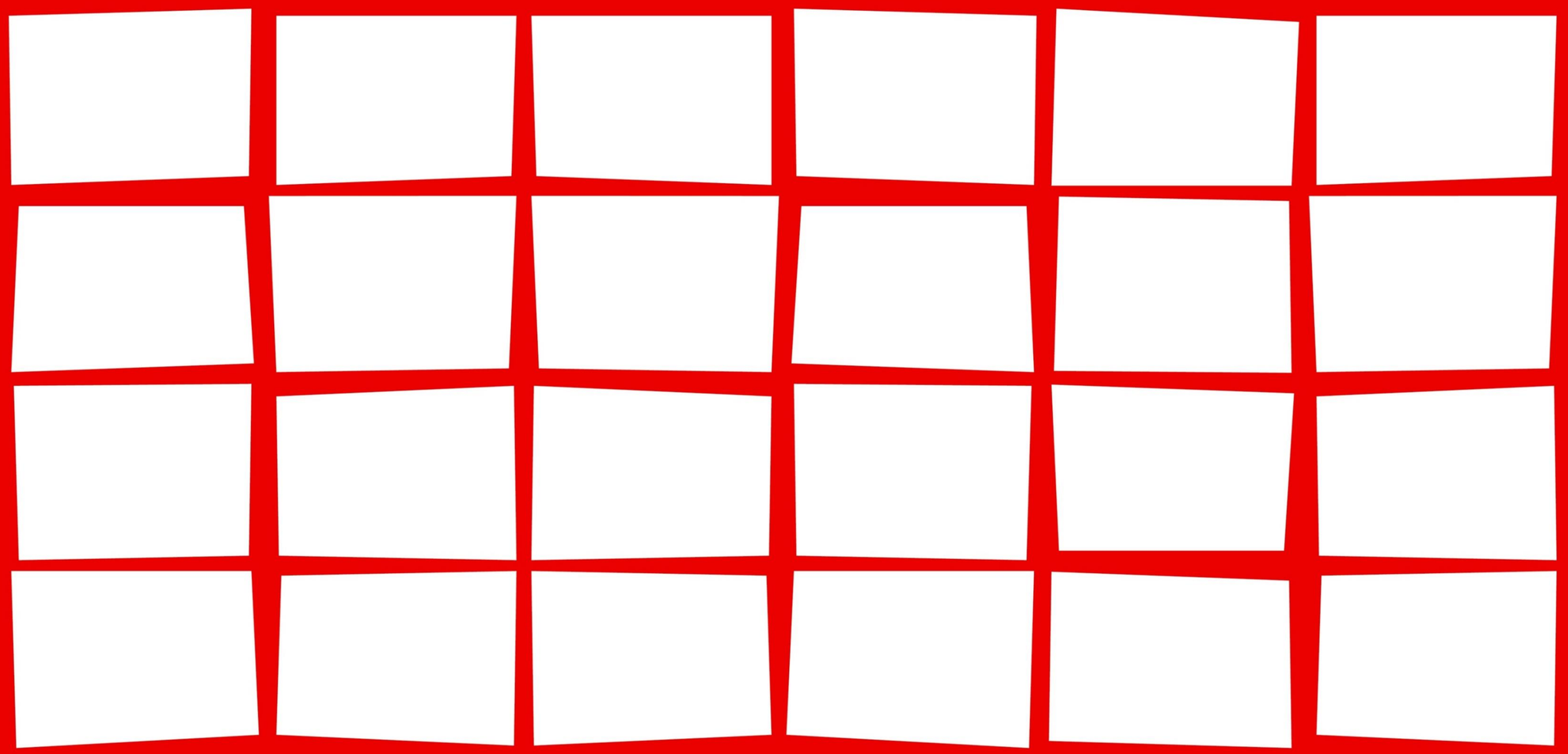
FOCUS ON QUALITY AND PRODUCTIVITY

TONY'S CREATES AWARENESS

TONY'S LEADS BY EXAMPLE

TONY'S INSPIRES TO ACT

CRAZY ABOUT CHOCOLATE, SERIOUS ABOUT PEOPLE



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TONY'S
CHOCOLONELY

TONY'S CHOCOLONELY®

TONY'S CHOCOLONELY®

TOGETHER WE'LL MAKE CHOCOLATE 100% SLAVE FREE


COCOA FARMERS
CHOCOLATE COMPANIES
RETAIL
CHOCO FANS
POLITICS
TOGETHER WE'LL MAKE 100% SLAVEFREE THE NORM IN CHOCOLATE

‘ONCE WE KNOW AND ARE AWARE, WE ARE RESPONSIBLE FOR OUR ACTION AND OUR INACTION’

Jean Paul Sartre

HEY.. LET'S BE FRIENDS!

give it a go..

@tonyschocolonely @Ynzo

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The Power of Storytelling

Ben Thompson
Chief Strategy Officer
Storyland Studios

Photo by ActionVance on Unsplash