



HOW TO TELL A GREAT STORY

By Zarchi Sawnai

Part 1

Key factors to consider when developing a story and conveying a message

Part 2

Telling a story through a video - what aspects should be considered

Part 3

The importance of the Storyboard

Part 1

KEY FACTORS TO CONSIDER WHEN DEVELOPING A STORY AND CONVEYING A MESSAGE



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Step #1

BASIC BACKGROUND OF A PROJECT

BACKGROUND

What led to the decision to do this project? What are the current environment or factors influencing why you are developing this particular communication piece? What is the problem that we can help to solve?

OBJECTIVE

What does the project work to achieve? What do you want the audience to think and do as a result of this communication?

KEY MESSAGE

What is the **KEY MESSAGE** you want your audience to remember as a result of this communication?

Step #2

TARGET AUDIENCE

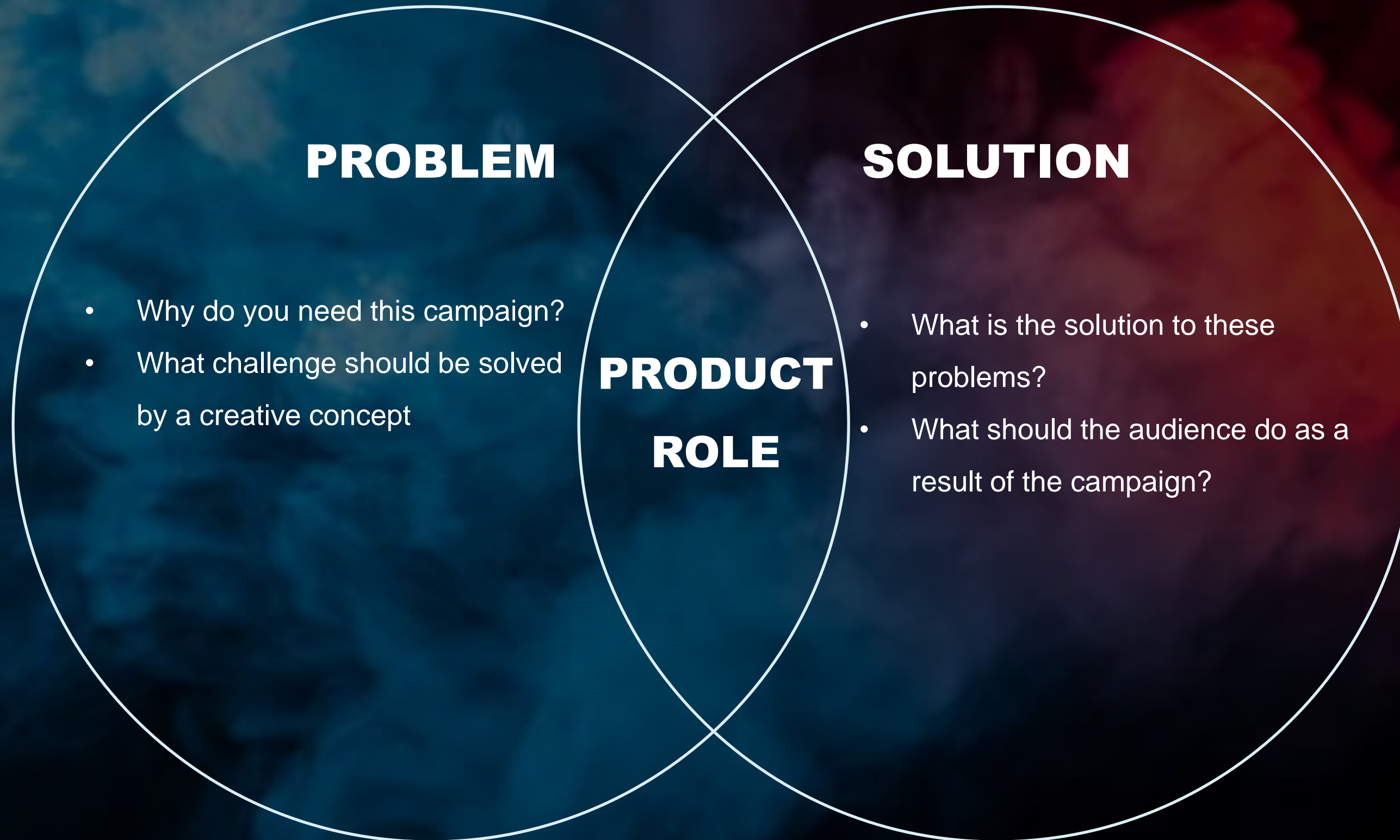
Whom are we trying to influence? What do they currently think, feel and behave towards our product area?

DATA COLLECTION

Use multiple data collection methods (surveys, in-depth interviews, and focus group discussion) to determine the main problem and the benefits of the product or service. The data you collect will help you form a valuable insight.

Step #3

DEFINE THE PROBLEM GIVE ROLE TO THE PRODUCT



The creative concept development process should be based on research, understanding of the audience, the communication channel that will be used, and the objectives and goal.

**This way, your
concept will be based
on facts!**



CREATIVE CONCEPT

Step #4

The core foundation or theme for an advertising campaign.

It is the “BIG IDEA” that solves a problem.

1.

Is it appropriate for the audience?

2.

Does it follow the communication strategy and the creative brief?

3.

Does it address the communication key benefits, objectives, and barriers?

4.

Is it a new idea that will capture attention?

5.

Does your idea have the potential for expansion?



Step #5

CHECK THE IDEA FEASIBILITY

1.

Will it be attractive to the audience?

2.

Do you have enough budget & timeline?

3.

Can you promote the idea through the communication channels selected for this program/campaign?

4.

If there is already a similar idea out there in the market, how do we stand out from the crowd?

Pro tip: Ask someone outside the team to evaluate your idea and give their opinion and view from their perspective



BRING YOUR IDEA TO LIFE

The final Step

Develop a concept board with a headline, tagline, script and/or a key visual that helps express the idea.



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SETTING THE TONE

ATTITUDE

What is the style, mood, and tone of your brand?

MANDATORIES

What are the "must have's" and what are the "must not's"?

INSPIRATION

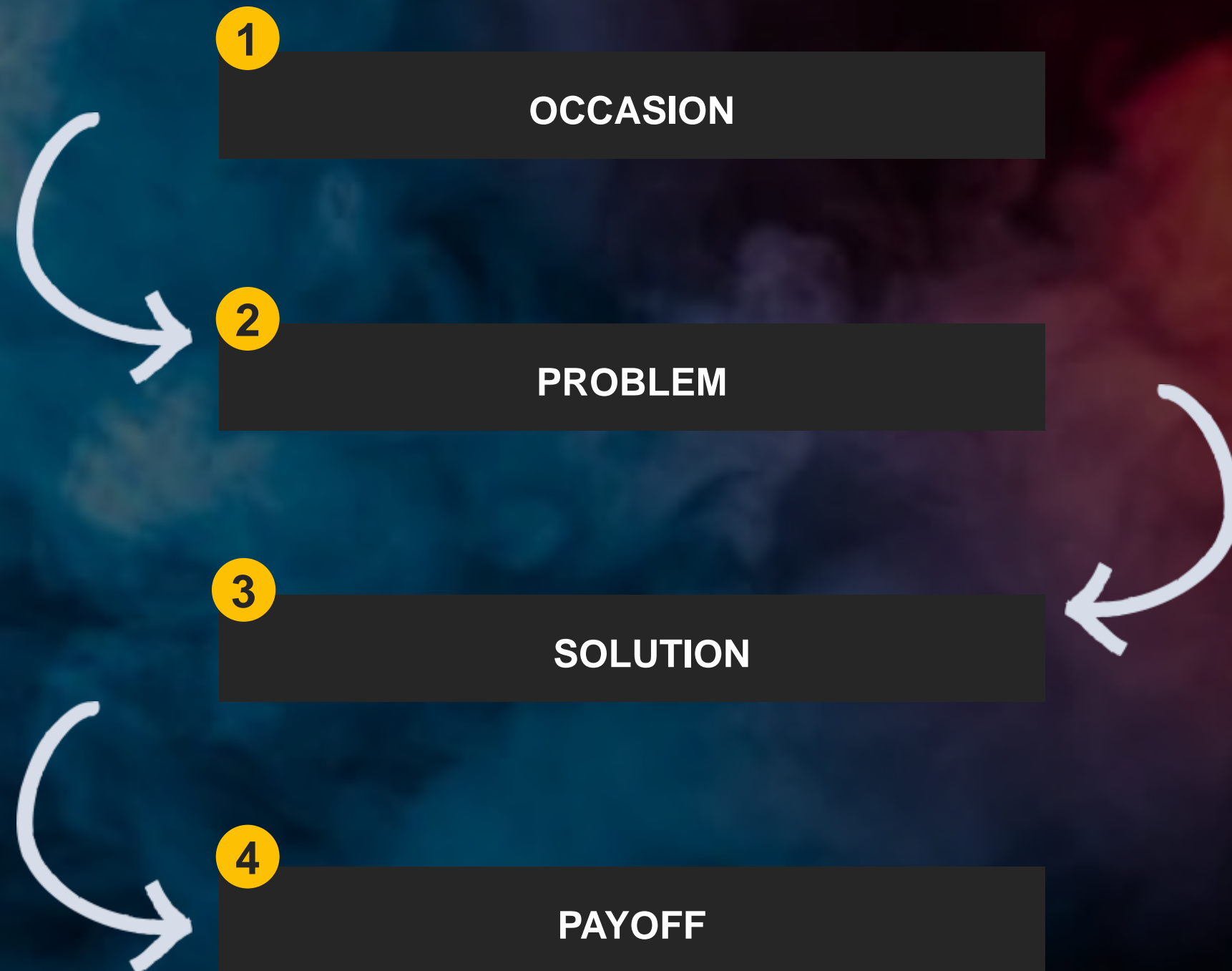
What are some references you want to take inspiration from and references you do NOT want to take inspiration from?



EXAMPLES



THE STRUCTURE



Part 2

TELLING A STORY THROUGH A VIDEO - WHAT ASPECTS SHOULD BE CONSIDERED



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AUDIENCE'S ATTENTION

With media being overloaded and saturated, we have to make our content **STAND OUT**.



3-5 SEC RULE

There is a 3-5 **SECOND** window of time to make sure we can grab the attention of our audience.



CONTENT

We want to include as much information as possible, but we need to ask ourselves, is it actually **INTERESTING?**

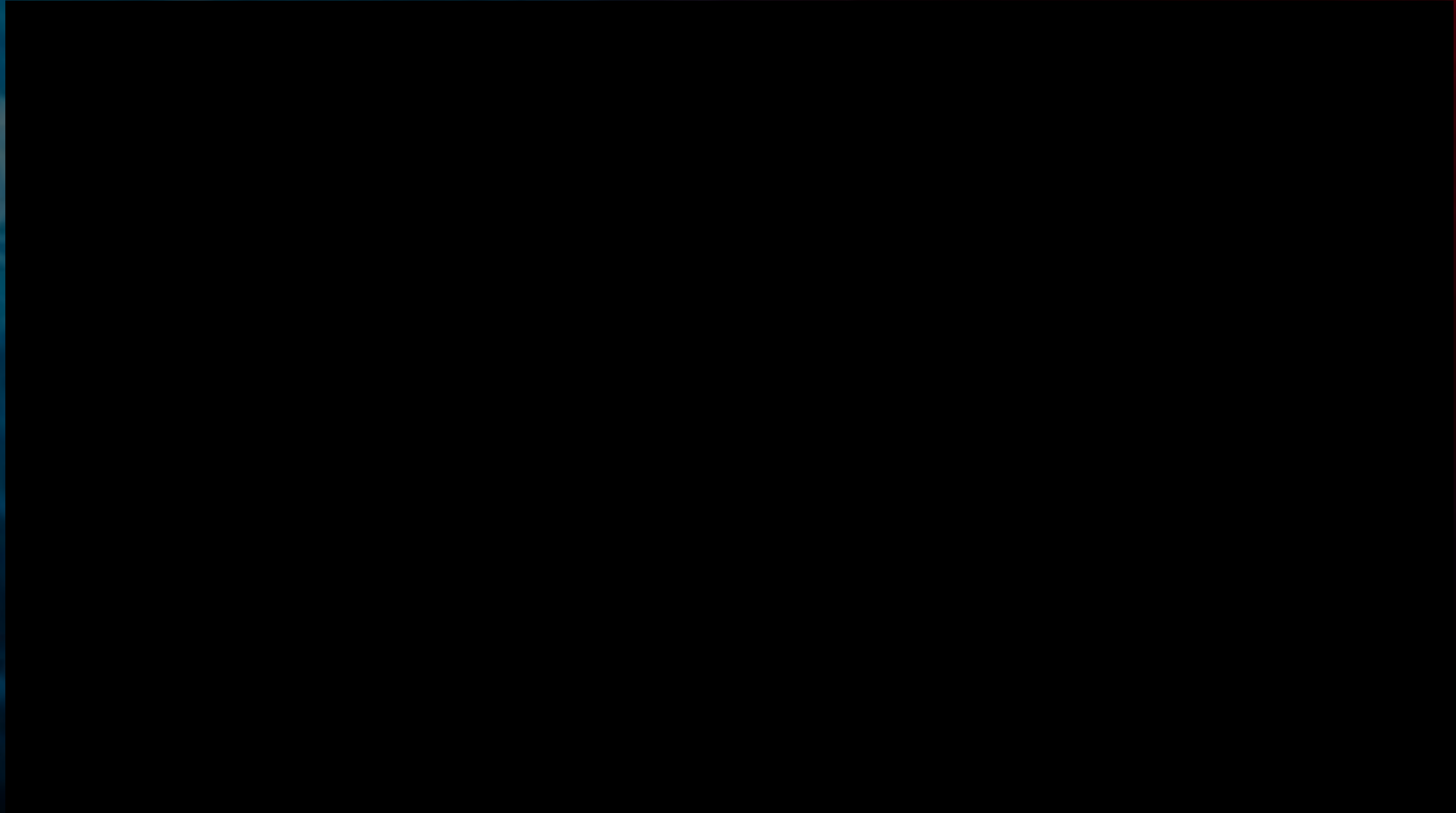
The importance of

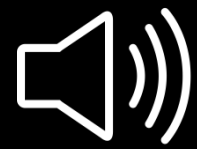
DURATION



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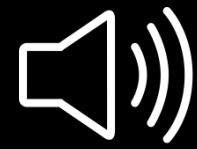
EXAMPLES





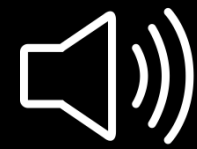
EMOTION

Sound design is used to convey emotion.



50/50

50% of the film is HEARD and not seen.



COMPLIMENT

Sound and visuals need to complement each other.

The importance of **SOUND DESIGN**



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Part 3

THE IMPORTANCE OF THE STORYBOARD



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6 REASONS WHY THE STORYBOARD IS IMPORTANT?

1. CONCEPT

It reveals whether a concept will work or not.

2. FLOW

It shows the flow of the actions and whether it will move smoothly or not.

3. ERRORS

It identifies potential errors at an early stage, thereby ultimately saving you time and also money.

4. BUDGET

It helps envision what the final product will look like and if changes are to be made, the budget won't be affected.

5. DIALOGUES

It shows whether the dialogues and punch lines work together or not. And whether it fits within the duration.

6. CHANGES

If updates or changes need to be made later on, it makes it possible for editing.



**DO YOU ALWAYS
NEED A
STORYBOARD
ARTIST?**

OF COURSE NOT!

As long as you have the idea, you can use many tools like google images to create a storyboard.



EXAMPLES



Shot #1 : We fade into a pile of colorful, bountiful ingredients piled on a table, brightly lit in a dark room. Behind, a neon Mr. Wok sign hangs in the background with a KBZPay sign beside.



Shot #2: A hand reaches into the pile and grabs the cooking oil for the top corner. The momentum shifts faster with the music.



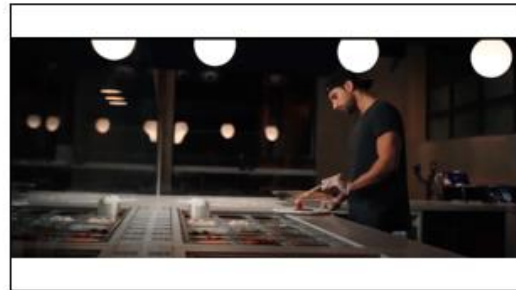
Shot #3: The cook ladles in a circular motion oil into the wok and gives it a toss/spin to coat the pan followed by a rain shower of ingredients



Shot #4: Cracking an egg, as it falls into the pan



Shot #5: The Camera imitate the movement of the chef's hand as he moves the pan and the slotted spatula.



Shot #6: We see the cook at Cooking as FIRE appear



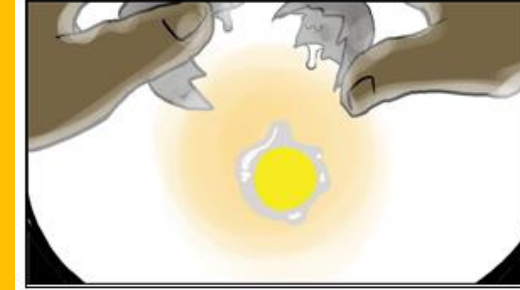
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GOOGLE IMAGES

DRAWING



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DRAWING

VIDEO



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EXAMPLES FROM OTHER MARKETS





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