

The Influence of storytelling

**“WHAT IF YOU COULD JUMP IN
INTO AN ANIMATED MOVIE AND
BE PART OF IT”**

Eric Darnell, TEDx talk Cincinnati, 2015

**“WE ARE BORN AS
STORYTELLERS. STORYTELLING
IS INTRINSIC IN OUR NATURE”**

David JP Phillips, TEDx talk Stockholm, 2017

GOOD STORY = HAPPY HORMONES ACTIVATED

Dopamine = Better focus, motivation and memory

Oxytocin = More generous, trustworthy and kind

Endorphins = More creative, relaxed and focused

THE AUDIENCE NEED TO HAVE FAITH IN YOUR STORY

HOW?

Answer these two questions:

Who are you?

Why are you there?

TAKE TIME TO GIVE A POSITIVE
ANSWER TO THE TWO QUESTIONS
OF WHO YOU ARE, AND WHY YOU
ARE THERE

TERRA TERRA!

TV series for young audiences.

Art by Anastasia Gurova



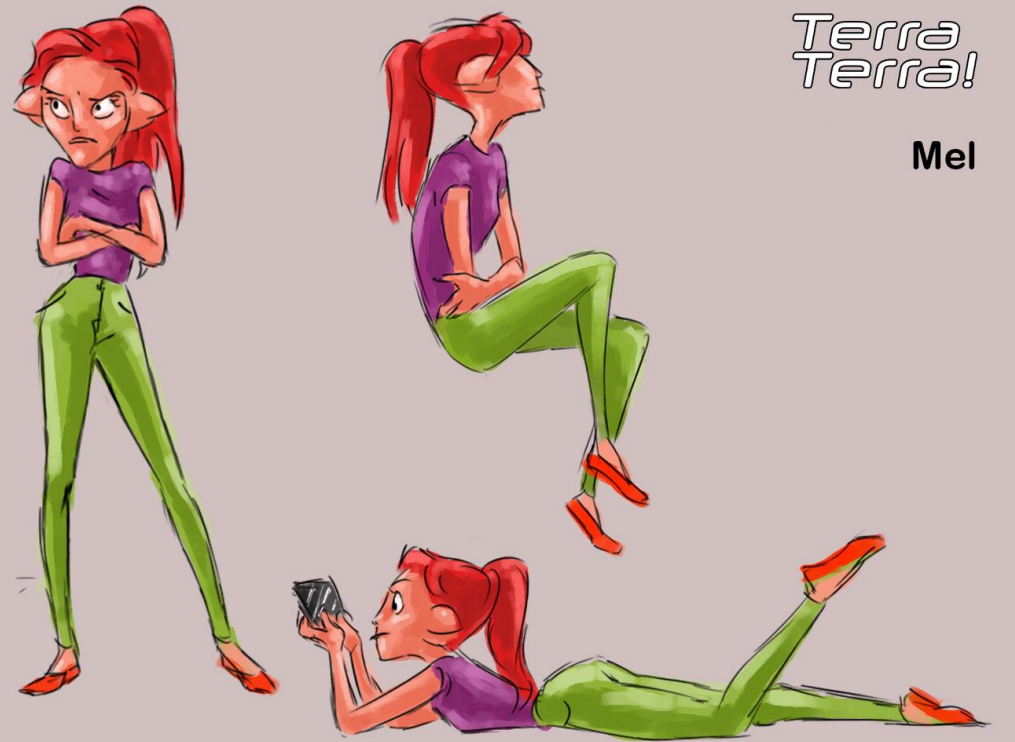
Terra
Terra!

Kelvin



Terra
Terra!

Mel



Terra
Terra!

Elara



Terra
Terra!



Art by Anastasia Gurova

**WELL PRESENTED CHARACTERS =
AUDIENCE 'S EMPATHY**

**“STORYTELLING HAS TO PUSH
TECHNOLOGY”**

Anthony Geffen, TEDx talk London, 2016

THANK YOU!