

The.**Motion**.Script

ART430

If I am to speak for ten minutes, I need a week for preparation; if fifteen minutes, three days; if half an hours, two days; if an hour, I am ready now.

—Woodrow Wilson

The Explainer Video

Valuable tool for brands to tell their story.

Can be used as an agent for change by informing and influencing perceptions.

A strong script is integral to its success.
It is your blueprint.

The Narrative Script

Limited time = limited word count

Seek to answer one question.

Anticipates the viewer's questions + resistance.

Requires numerous iterations.

The Audience's Journey

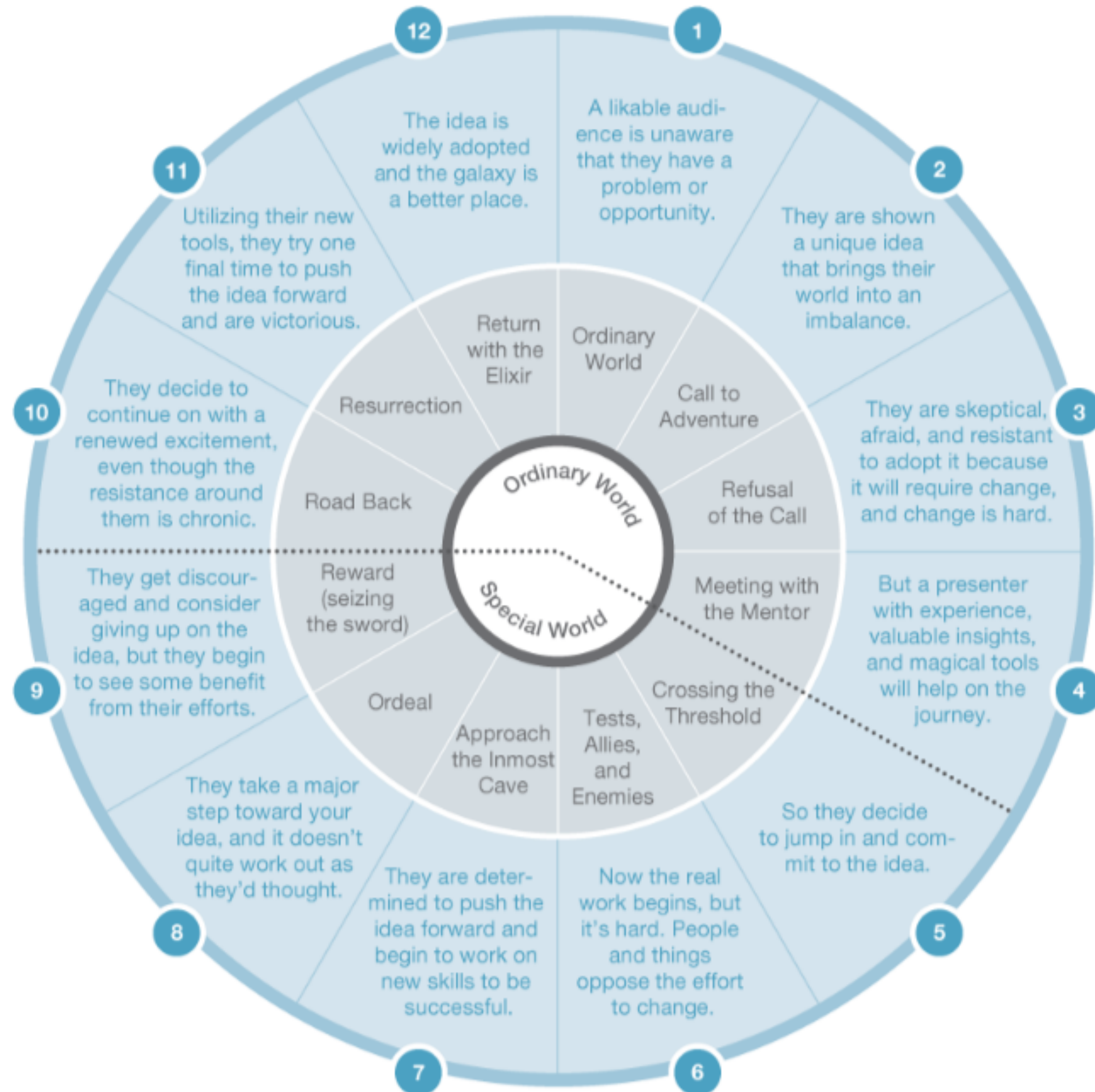
One of the things that makes an audience resistant is they can see how tough stages six through eleven are going to be. It's your job to acknowledge that you know how tough the journey will be. The audience will stay skeptical and won't **cross the threshold** into your special perspective unless you have wisdom to guide them and a useful idea or tool to give them. **Your goal is to get them to commit to crossing the threshold and adopting your perspective.** Once the audience commits to jumping in, the real adventure begins. Their commitment will be tested, and they'll need to renew their loyalty to the idea over and over before it's reality.

From: Resonate, by Nancy Duarte (e-book)

You are not the hero.
(Make it about the audience.)

—Resonate, Nancy Duarte





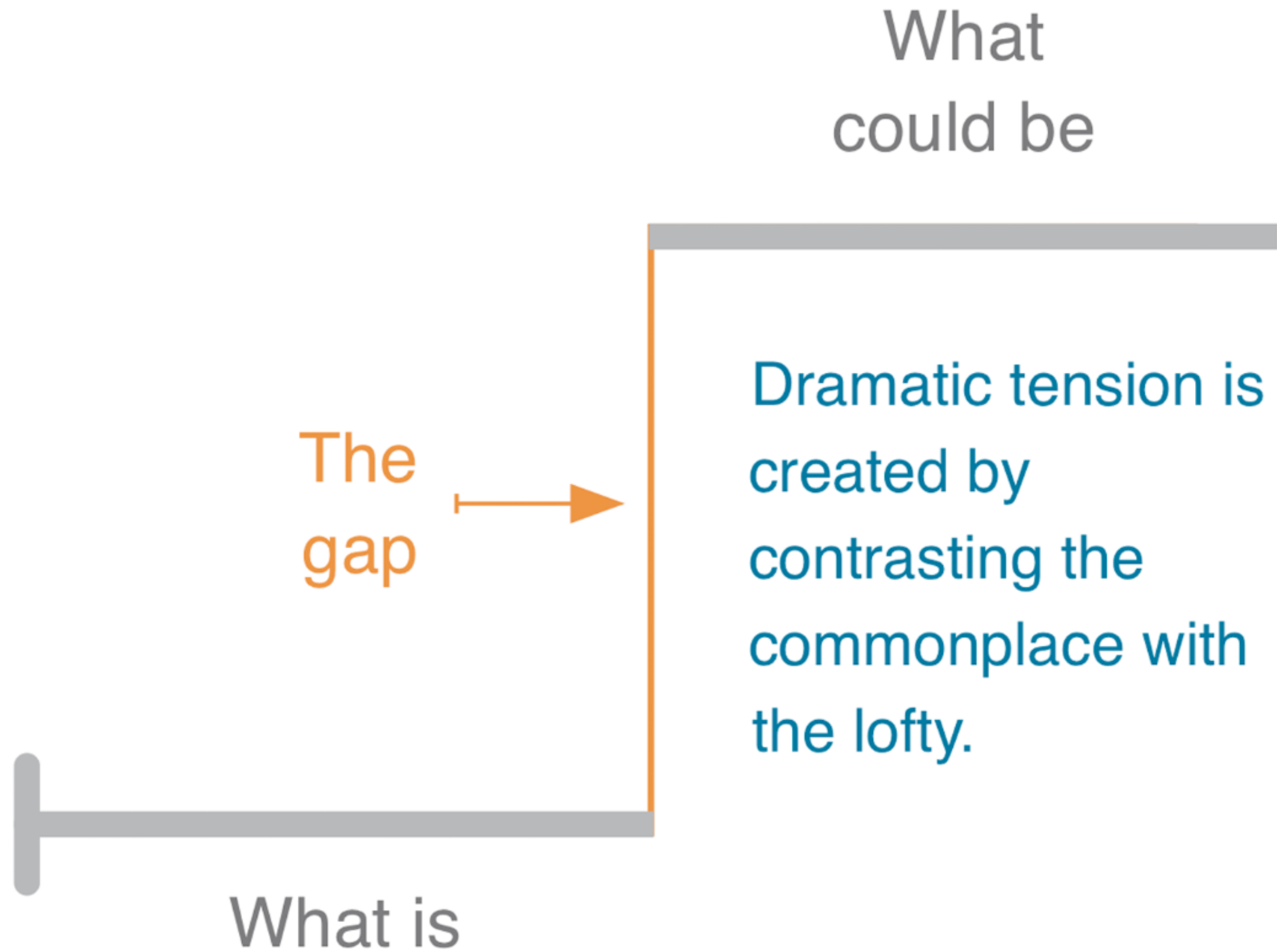
Snow White

Hero: Snow White

Situation: Takes refuge in forest with seven dwarfs to hide from stepmother, the wicked queen.

Complication: She is more beautiful than her mother so, disguised as a peddler, she poisons snow white with apple.

Emerges Transformed: Prince Charming awakens her from the spell with “love’s first kiss”



WHAT IS WHAT COULD BE

Alternate point of view • Your point of view

Past/Present • Future

Pain • Gain

Problem • Solution

Roadblocks • Clear Passage

Resistance • Action

Impossible • Possible

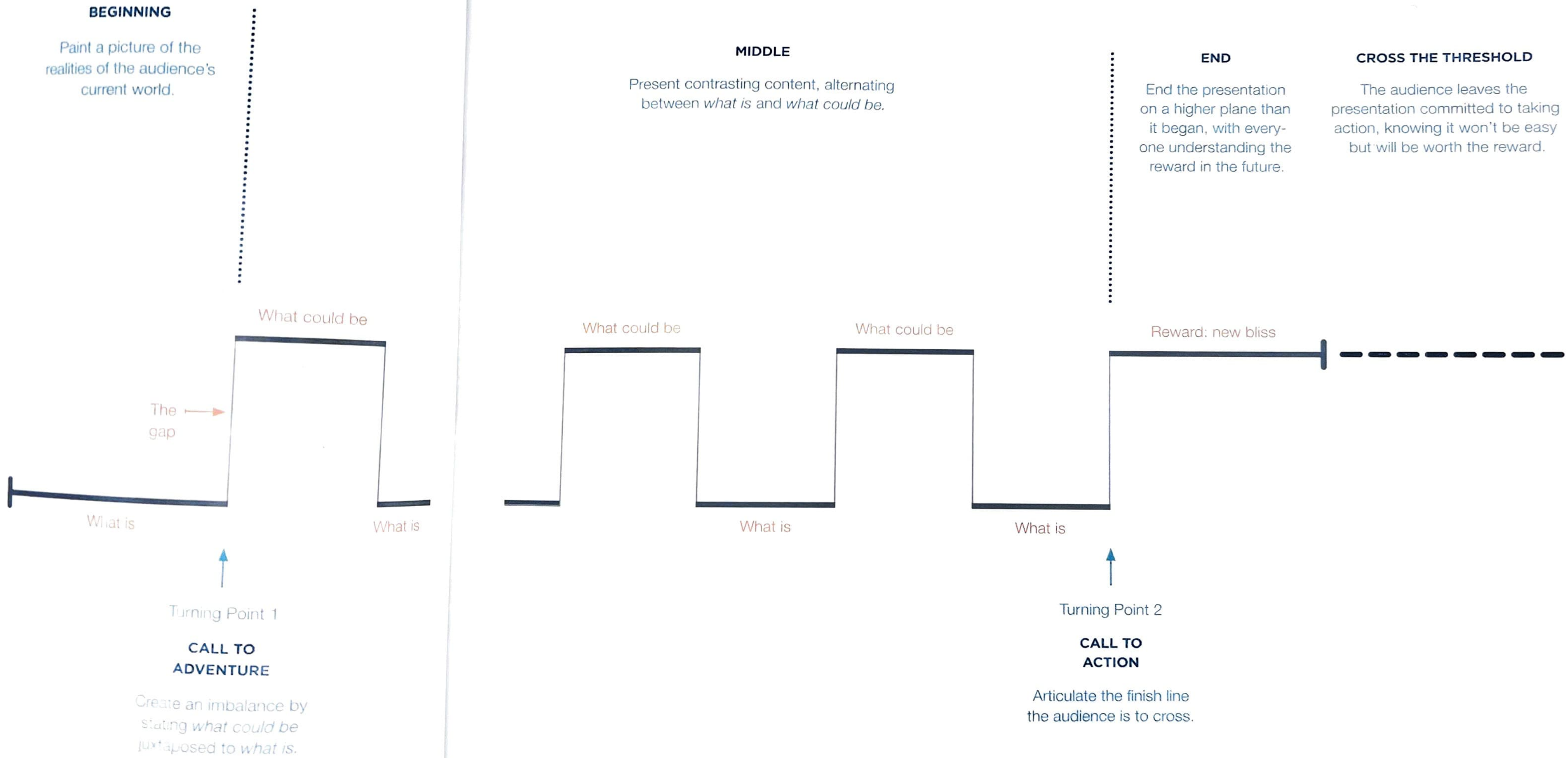
Need • Fulfillment

Disadvantage • Advantage (Opportunity)

Information • Insight

Ordinary • Special

Question • Answer



A Big Idea

**YOUR UNIQUE POINT OF
VIEW ON A TOPIC**

**A CLEAR STATEMENT OF
WHAT'S AT STAKE FOR
THOSE WHO DO OR
DON'T ADOPT YOUR
POINT OF VIEW**

**WRITTEN IN THE FORM
OF A SENTENCE**

JFK knew that no one could predict the outcome of the space race, but he believed it would determine who wins the battle between freedom and tyranny.

THESE ARE NOT BIG IDEAS

Lunar Mission

Client Sales Call

Third-Quarter Update

THESE ARE BIG IDEAS

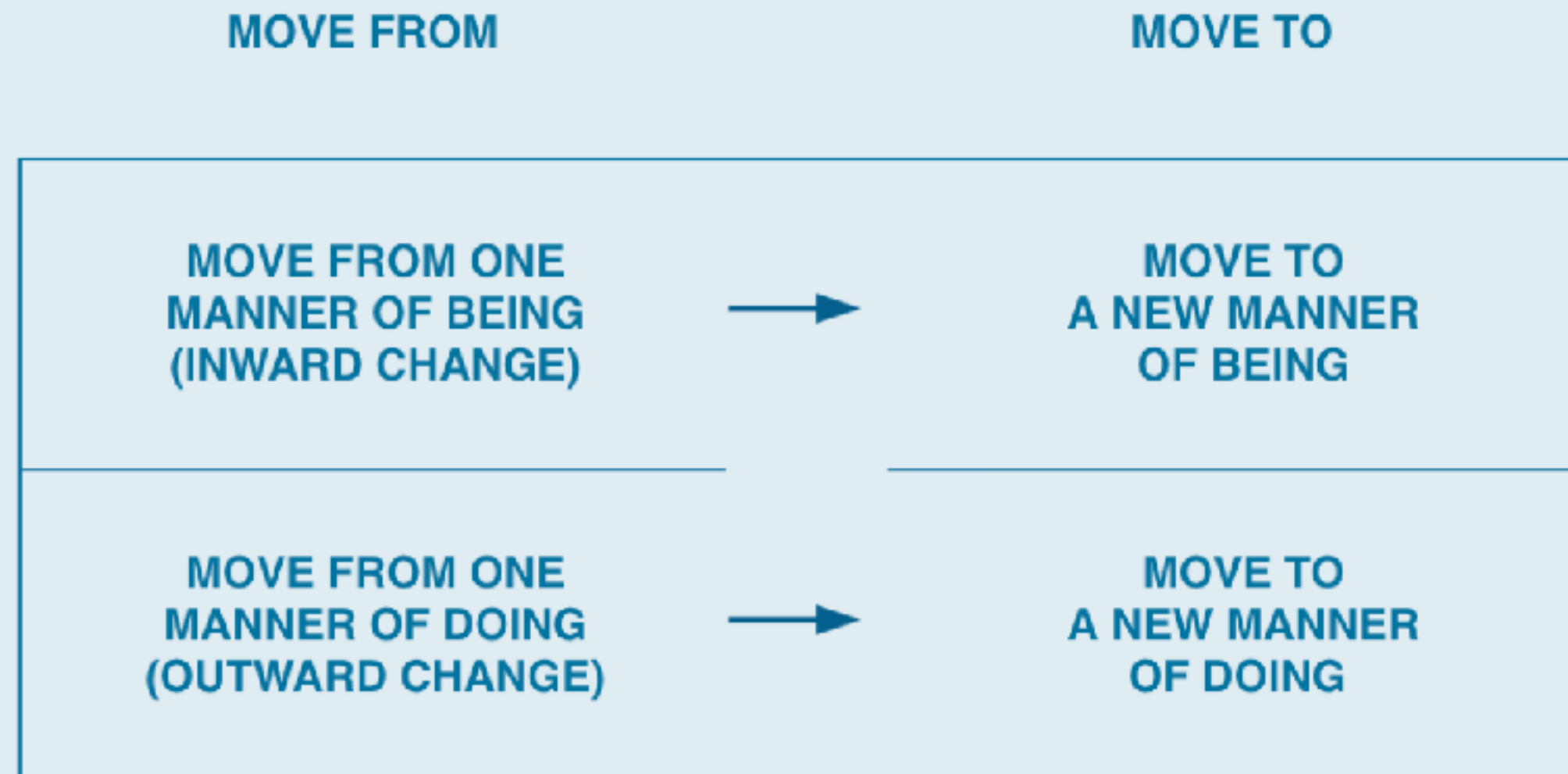
The United States should lead in space achievement, because it holds the key to our future on Earth.

Our software gives your customers access to their records, which saves your employees time and increases your margins by two percent.

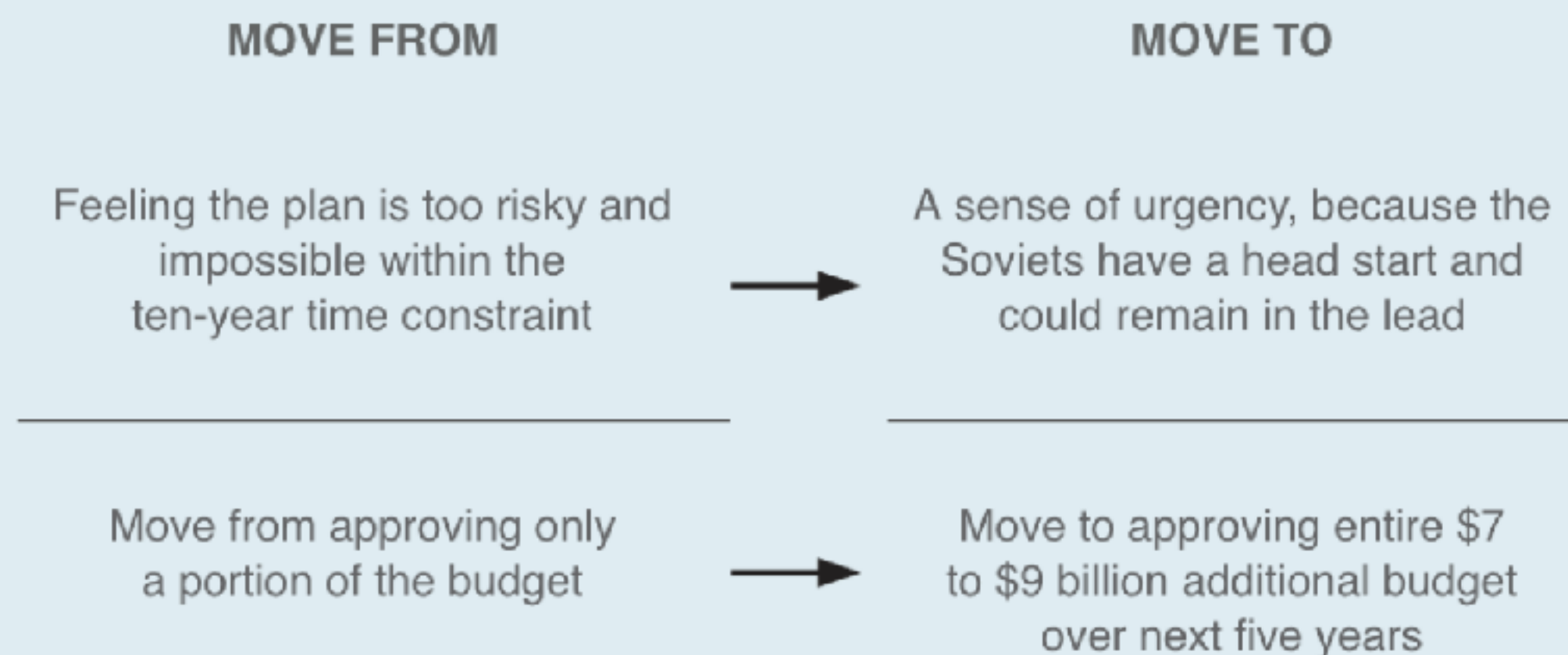
Third-quarter numbers are down; to stay in the game, every department needs to support the sales initiative.



Audience Journey



AUDIENCE JOURNEY FOR JFK'S LUNAR SPEECH TO CONGRESS IN 1961



Tools for Mapping a Journey

Below is a list of words pulled from various articles on change management. It's not an exhaustive list of every type of change, but it can help spark ideas for how you want your audience to be transformed.

MOVE FROM → MOVE TO	MOVE FROM → MOVE TO	MOVE FROM → MOVE TO
Abstain • Try	Disengage • Engage	Misunderstand • Understand
Accuse • Defend	Dislike • Like	Naysayer • Advocate
Apathy • Interest	Disregard • Examine	Nemesis • Ally
Aware • Buy	Dissuade • Persuade	Obligated • Passionate
Cancel • Implement	Divide • Unite	Passivist • Activist
Chaos • Structure	Doubt • Believe	Pessimistic • Optimistic
Close-minded • Open-minded	Exclude • Include	Reject • Accept
Complicate • Simplify	Exhaust • Invigorate	Resist • Yield
Conceal • Familiarize	Forget • Remember	Retreat • Pursue
Confused • Clear	Hesitant • Willing	Risky • Secure
Control • Empower	Hinder • Facilitate	Sabotage • Promote
Deconstruct • Establish	Ignorant • Learn	Skeptical • Hopeful
Delay • Do	Ignore • Respond	Standardize • Differentiate
Despise • Desire	Impotence • Influence	Stay Put • Begin
Destroy • Create	Improvise • Plan	Think • Know
Disagree • Agree	Individual • Collaborator	Unclear • Clear
Disapprove • Recommend	Invalidate • Validate	Uncomfortable • Comfortable
Disband • Assemble	Irresponsible • Responsible	Undermine • Support
Discontent • Content	Keep Quiet • Report	
Discourage • Encourage	Maintain • Change	

Target Audience

What is the purpose behind this video infographic?

Who are going to benefit with my videos?

What do I want them to do after watching my videos?

Who They Are

LIFESTYLE

What's likable and special about them? What does a walk in their shoes look like? Where do they hang out (in life and on the Web)? What's their lifestyle like?

VALUES

What's key to them? How do they spend their time and money? What are their priorities? What unites them or incites them?

KNOWLEDGE

What do they already know about your topic? What sources do they get their knowledge from? What biases do they have (good or bad)?

INFLUENCE

Who or what influences their behavior? What experiences have influenced their thoughts? How do they make decisions?

MOTIVATION AND DESIRE

What do they need or desire? What is lacking in their lives? What gets them out of bed and turns their crank?

RESPECT

How do they give and receive respect? What can you do to make them feel respected?

What You Give Them

GUIDANCE

What insights and knowledge will help them navigate their journey?

CONFIDENCE

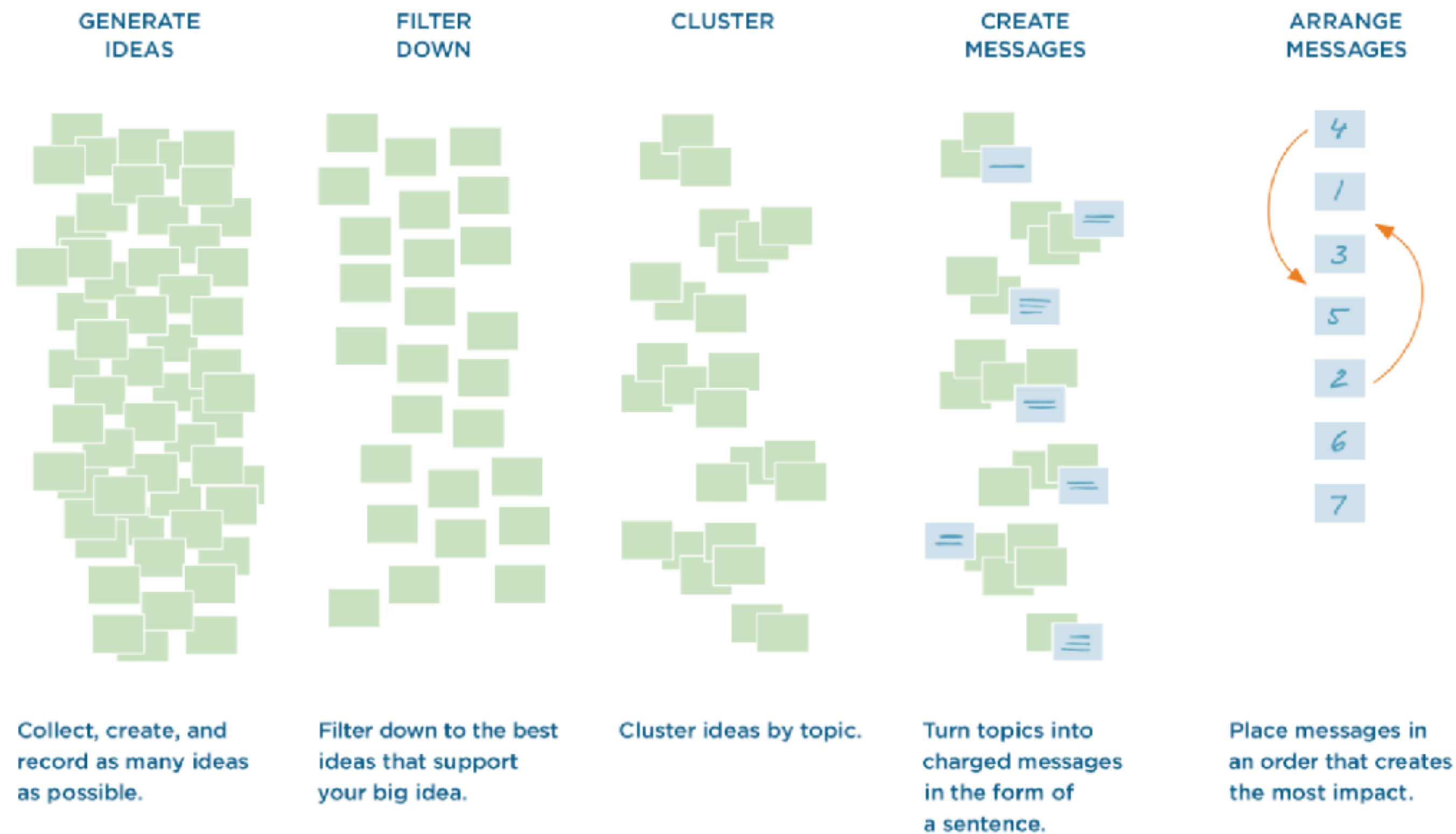
How can you bolster their confidence so they aren't reluctant?

TOOLS

What tools, skills, or magical gifts do they gain from you on their journey?

Process Recap

If you've been using sticky notes to collect and organize your ideas, this is what the process should look like.



Narrow Your Focus

Less is More.

Seek to answer **one question**.

The more specific, the stronger
the connection.

People relate data to their own lives.

Phase I: Data Collection

Research and collect raw data pertaining to topic.

Influences the quality of your final work.

Reliable research is a vital component.

Use validated references with up-to-date info.

Research Methods

Primary research (i.e. interviews, surveys, case studies, etc).

Secondary research (i.e. reading trade journals, studies, work of other researchers)

Other sources (market research, focus groups, customer interview, survey)

First Drafts

Be pithy. Condense longer drafts to approximately 5 sentences.

Speak directly to your audience using friendly language.

Consider how to inject emotion.

Show, rather than tell. Keep in mind, “our brains process videos 60,000 times faster than text”.

130–150 words per minute.

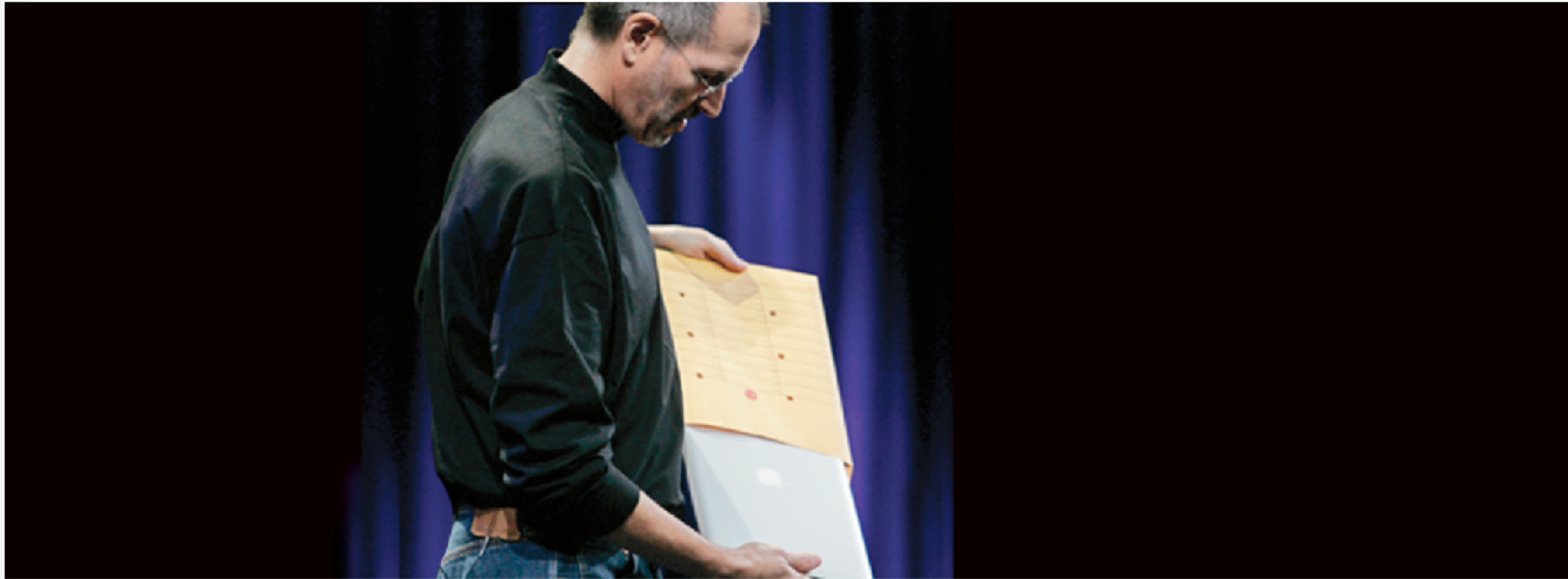
Emotion

Hook your viewer.

Tell a good story – inject anecdotes.

Use compelling statistics.

Consider your tone and language.



Famous S.T.A.R. Moments

STEVE JOBS

Steve Jobs was a master at unveiling Apple products in intriguing ways. “This is the MacBook Air,” he said in January 2008, “so thin it even fits inside one of those envelopes you see floating around the office.” With that, Jobs walked to the side of the stage, picked up one such envelope, and pulled out a MacBook Air. The audience went wild as the sound of hundreds of cameras clicking and flashing filled the auditorium. “You can get a feel for how thin it is. It has a full-size keyboard and full-size display. Isn’t it amazing? It’s the world’s thinnest notebook,” said Jobs.³

Continue watching on X



0:41 / 0:49



**"Never in the field of human
conflict was so much owed
by so many to so few."**

Winston Churchill



**"Mr. Gorbachev,
tear down
this wall."**

Ronald Reagan



**"If it doesn't fit, you
must acquit."**

Johnnie Cochran



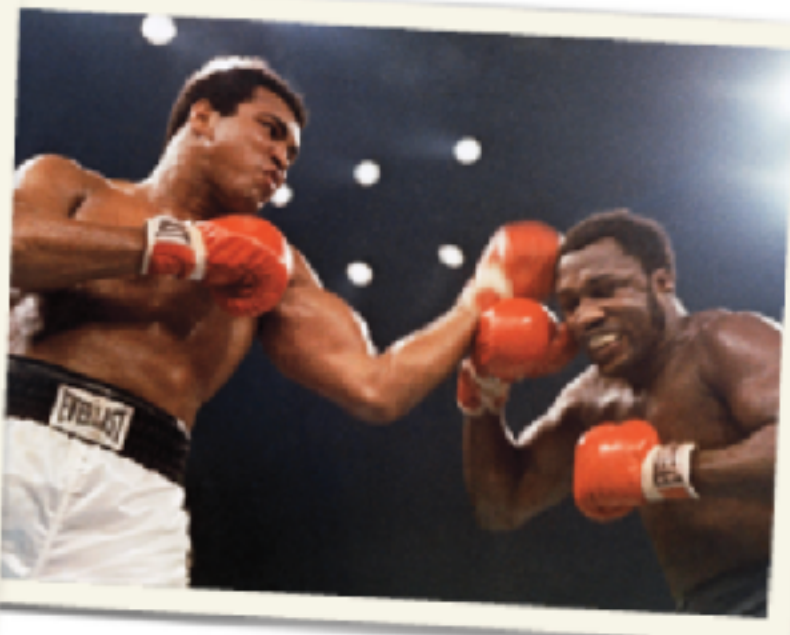
**"That's one small step
for (a)* man, one giant
leap for mankind."**

Neil Armstrong



**"I float like a butterfly
and sting like a bee."**

Muhammad Ali



Voice-over vs. Music

Using some voice-over + text-based content improves comprehension

150 words at most

Audio should support tone of message

Slow down and use a friendly voice

KISS Method

Keep It Simple Silly

The problem/challenge: Address the obstacle your audience is having (0:00–0:20)

The solution: Introduce your perspective as an answer (0:20–0:25)

How it works: Briefly describe how it works or how to get started (0:25–0:50)

A call to action: Tell people what to do next (0:50–0:60)

Short Story Template

BEGINNING

When

Once upon a time
in 1993
Two months ago
Years ago
In ten years

Transition

there was
I heard about
I bought
I saw
there will be

Who/What

a manager
a person (name)
a computer
a car
an event

Where

in marketing
in Singapore
on eBay
in a garage
somewhere

MIDDLE

Context

At the time
This was happening

Conflict

Which put us in conflict
with
We knew that couldn't
continue
The results weren't
acceptable

Proposed Resolution

So
We tried this

Complication

(Optional but effective)
What risks were there?
Were you worried?
What if it failed?

END

Actual Resolution

In the end ... (doesn't
have to be positive)

MIP (Most Important Point)

What's the moral or core message?

The less you say,
the more likely people
are to remember.

—Helen Klein Ross,
Write and Creative Direction