

# WHY STORY DRIVEN ?



NEED TO  
ACCOMPLISH  
SOMETHING BIG?

TELL A GOOD STORY.

OUR METHOD ENGAGES YOUR AUDIENCE.  
IS BACKED BY SCIENCE.  
DRIVES REVENUE.  
WORKS.

BEAUTIFUL VIDEOS.

PROVEN RESULTS.



TELLING YOUR OWN STORY  
ISN'T EASY.

Let's Work Together.



2/3 OF OUR CLIENTS HIRE US AGAIN.

## WHO WE WORK WITH

→ LARGE CORPORATIONS

helping breathe life and authenticity back into their campaigns.

→ COMPANIES THAT VALUE  
THEIR CUSTOMERS

navigating the best strategy to connect with their target audience.

→ CREATIVE-MINDED  
CLIENTS

to apply our continual study of story to their unique narrative.

→ IN-HOUSE CREATIVES

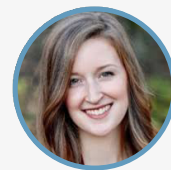
introducing effective video storytelling into their marketing arsenal.





## OUR INVESTMENT IN THIS PROJECT PAID OFF MANY TIMES OVER

as we've had record breaking admissions  
since we launched the campaign.



- Sara Lindsey  
*Former Senior Marketing Manager & Spokesperson at Veritas Collaborative*



## OUR MISSION

To mobilize your story to  
power memory, shape  
culture and ignite change.

## COMMITMENT TO EXCELLENCE

Excellence is the difference between good and great.  
We strive for excellence in every area of our business, and  
continually optimize and refine our process. We are life-long  
learners of story and we commit to taking our knowledge and  
elevating your stories along the way.

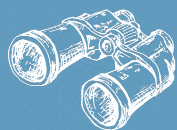
8 EMMYS.  
22 NOMINATIONS.





WATCH THIS VIDEO  
[HTTP://STRYDR.VN/OYSTERS](http://strydr.vn/oysters)

## WHAT WE DO



### ENVISION

We get to know you, and we discover your “why.” We also get to know your audience.



### CREATE

We produce and edit your video, showcasing your company in a beautiful and articulate way.



### EXPAND

We can support, or lead, your media sharing efforts, so that you can focus on igniting growth.



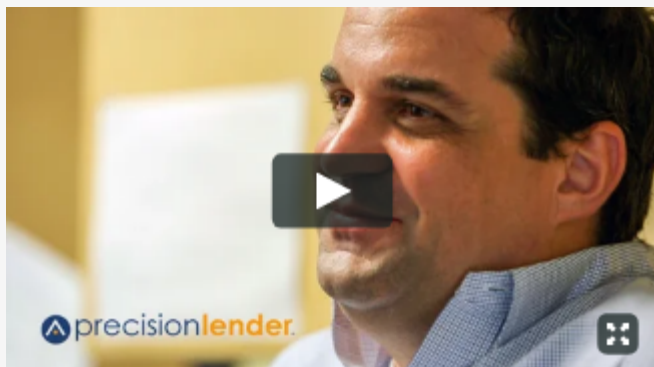
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# CORPORATE VIDEOS THAT ENGAGE YOUR AUDIENCE



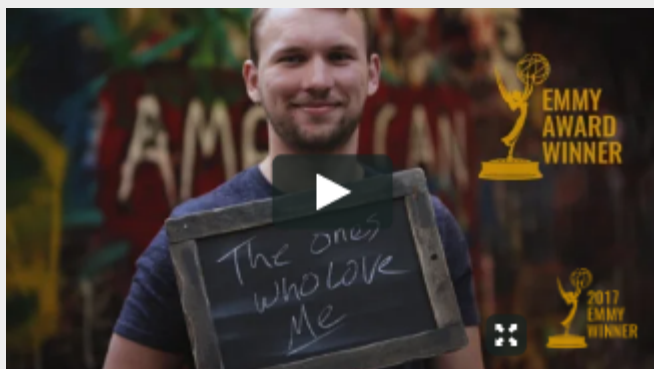
A client testimonial is way more valuable than a company promise. A company gains loyal customers with trust. And trust is built on connection.

CLIENT TESTIMONIALS



Employer branding videos bring your “About Us” page to life. They answer the question, “Who are these people doing this amazing thing?”

EMPLOYER BRANDING



Why did you start your campaign and why do you want people to know about it? Tell the world and sell your mission.

SELL YOUR MISSION



# OUR TEAM

WE ARE AN INTENTIONALLY SMALL AGENCY WHO CARES ABOUT YOU AS WELL AS YOUR COMPANY.



**NATHAN  
CLEDENIN**  
CEO/Founder



**CHELSEY  
GRIFFITH**  
Marketing,  
Project Manager



**ELLIOT  
BLUMBERG**  
Brand Journalist



**MARIA LUISA  
FRASSON-NORI**  
Editor



**MARIN  
HEROLD**  
Marketing Apprentice

Making something beautiful and effective is great, but having a good experience doing it is even better. We value working with you to reach your goals, and making the journey as smooth (and fun!) as possible. We get to know you, which comes in handy since we're invested in your success.

**"WE GIVE THE MIC TO  
PEOPLE THAT ARE REALLY  
MAKING THE WORLD A  
BETTER PLACE."**

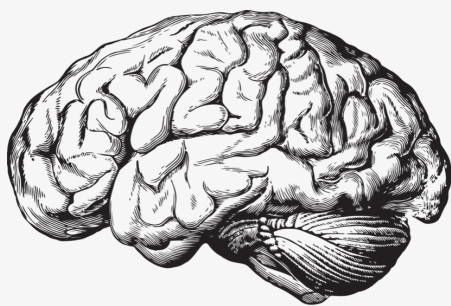
**-NATHAN CLEDENIN, CEO**



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# WE BELIEVE IN THE POWER OF STORY

AND WIELDING IT WISELY.



We've studied the science behind story. The way we tell stories is designed to tap into specific chemicals in your brain that make you remember what you see. Sounds intense, but when used wisely, this knowledge can be used in tremendously impactful ways.

Tension triggers our brains to release dopamine. Positive effects of dopamine are focus, motivation and memory. We use tension in a story to increase our audience's attention, and to make our messaging more effective.

## LET'S BREAK IT DOWN.

The prefrontal cortex is involved in decision making. One ultimate aim of storytelling in a marketing context is to reach this part of our audience's brain, which spurs action. People act when their rational and emotional responses are in agreement. Our approach to storytelling blends the desire for information with the need for human connection.

Empathy is produced when oxytocin is released in the brain, which is a natural response during narrative storytelling. Empathy is at the heart of good storytelling, and is essential when connecting with your audience. At the end of the day, empathy makes people care.



# OUR SIMPLE EQUATION

BEAUTY  
+ STORY SCIENCE  
+ COLLABORATION

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## RESULTS



## TELL YOUR STORY



@strydrvn

