

# STORYTELLING

## NAJEFIKASNIJA METODA U ADVERTAJZINGU

Tijana Pantelić



# Center for Career Development

by LINKgroup





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Sa velikim zadovoljstvom Vam predstavljamo novu članicu Srpske asocijacije menadžera Tatjana Pantelić, Account manager DOMINO communications





What's your story?



# PRIČE SU SVUDA OKO NAS



**Priča je putovanje, nakon koga se osećamo  
drugačije, ponekad nas to putovanje i  
promeni**



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# BREND



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# UPOST-ADVERTAJZING ERA

# BRENDOVI I KLASIČNI ADVERTAJZING – DECA ZLATNOG DOBA 60tih





**... 50 godina kasnije – vreme je  
za adaptaciju**



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*You can skip this ad in 5, 4, 3, 2, 1  
... skip ad*



**I DOK SMO RANIJE NAJVEĆI  
IZAZOV VIDELI U TOME KAKO  
DA ZAPAKUJEMO TVC U 15-20-  
30 SEKUNDI...**

# ... IZAZOV POSTAJE SADRŽAJ



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# **Storytelling nije najefikasnije metoda u advertajzingu**



# **Storytelling je jedini pravi pristup**



- **U izobilju informacija, potrebno je izboriti se za pažnju**
- **Publika je zahtevna i kritički nastrojena, s mogućnošću da iskaže svoje mišljenje**
- **Posledice onoga što radim su dalekosežnije**



- **Publika bira kad, gde i kako konzumira medijski sadržaj**
- **Medijski ekosistem se menja**



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# **DOBRE KAMPANJE SE ŠIRE VIRALNO...**

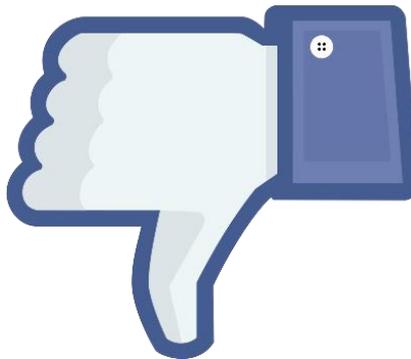


**...ALI ISTO TAKO I LOŠE**



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# STORIES



# INTERRUPTIONS





**Reklame treba da prestanu da  
prekidaju zabavni sadržaj, već  
same da postanu zabavni  
sadržaj!!!**

# Stvaraoci sadržaja



# Konzumenti sadržaja

# ŠTA ČINI JEDNU DOBRU BREND PRIČU?



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**ENTERTAIN – INFORM - INSPIRE**

- **PRIVLAČI PAŽNJU**
- **USPOSTAVLJA EMOTIVNU KONEKCIJU**
- **OMOGUĆAVA VAM DA POBEDITE “SKIP” DUGME**
- **JAČA VAŠ BREND**
- **MOTIVIŠE NA KUPOVINU**



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# ELEMENTI I TEHNIKE



# **A) DA GAĐA ISTINSKE VREDNOSTI BREND A**

**B) ŠTA VAŠA PUBLIKA ŽELI?**

**KOJE SU NJIHOVE VREDNOSTI?**

**(ISTRAŽIVANJE)**

# **C) EMOTIVNA KONEKCIJA**

**OSEĆANJA – MISLI – DELANJE – PONAŠANJE**

# **D) NEZABORAVNI LIKOVI**

**Pravi ili fiktivni**

**Zaposleni ili potrošači**



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virgin atlantic 





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**AIR NEW ZEALAND**



# **E) SADRŽAJ**

**Edukativan, informativan, zabavan...**

**Stvarni ili fikcija**



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# EMOTIVNE



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**JOHNNIE WALKER®**

**KEEP WALKING®**



F A  
B W



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**HUAWEI**

A wide-angle, high-angle shot of a snowy town at night. The town is nestled in a valley, with snow-covered roofs and trees. A river or lake flows through the town, reflecting the lights. In the background, dark mountains rise against a dark blue sky. A large, bright full moon is visible in the upper left quadrant of the sky. The overall atmosphere is serene and quiet.

**HUAWEI**  
PRESENTS





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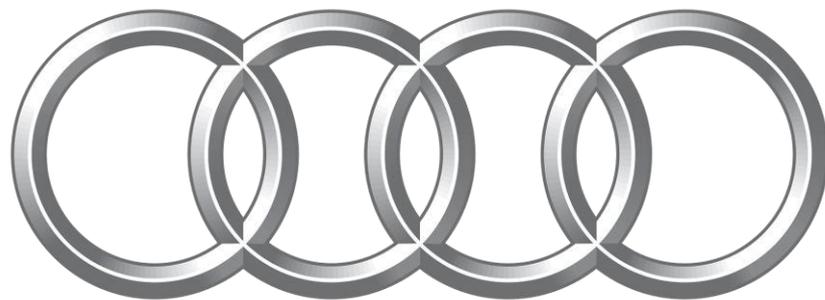
Google





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**Audi**



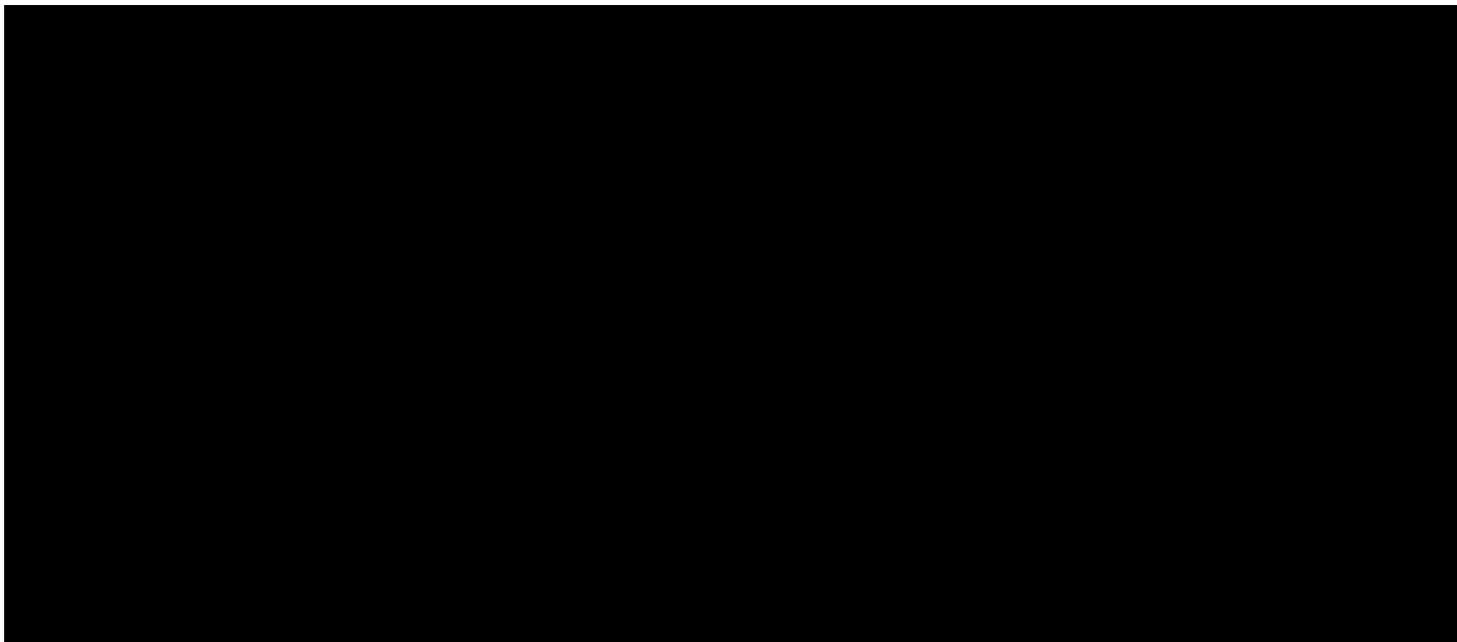


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PORSCHE





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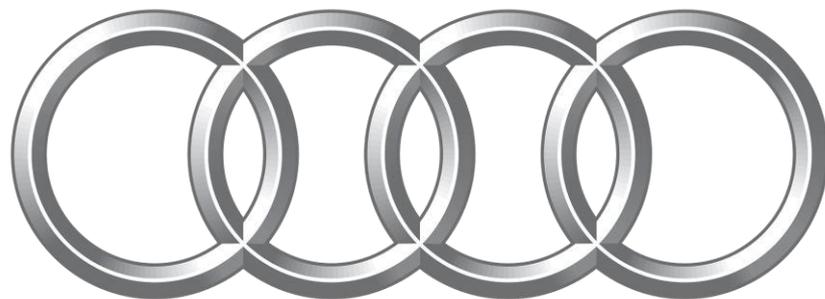
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# ZABAVNE



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**Audi**





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**Mercedes-Benz**

Režija: braća Koen





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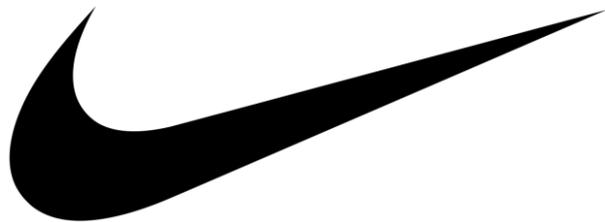
**Carlsberg**





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ESTD 1759

**GUINNESS®**



# INSPIRATIVNO-EDUKATIVNE



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ESTD 1759

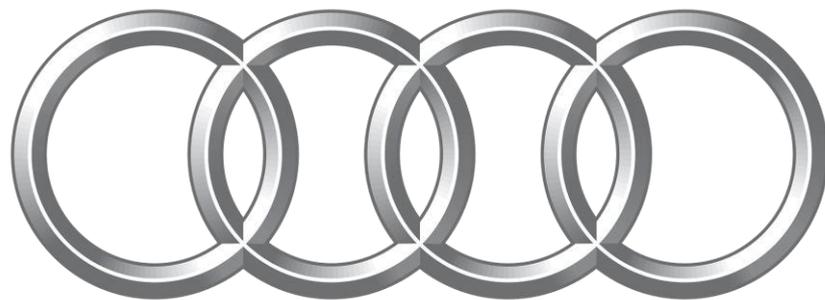
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**Audi**





**Center for Career Development**

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**P&G**





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*Dove*







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# O ISTORIJATU BRENDI/PATRIOTSKE



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**KEEP WALKING®**





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# **E) OSTAVITI NEŠTO MAŠTI... CLIFFHANGERS**



# **F) STRUKTURA**

# **G) VIZUELNI SPEKTAKL**



# H) MUZIKA / ZVUK



# **DA LI SE STORYTELLING MOŽE PRIMENITI NA SVAKI BREND/INDUSTRIJU?**



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# NEPROFITNE KAMPANJE



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# NAJVEĆI KRETEN NA SVETU





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**EVAN**





# **DA LI SE STORYTELLING PRIMENJUJE I U DRUGIM FORMAMA OSIM VIDEOA?**

# INFLUENSERI





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# ROI





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# BUDUĆNOST I IZAZOVI



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# **KAKO ĆE SE BREND OVI I AGENCIJE ADAPTIRATI?**



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**Red Bull®**

**FENOMEN**



# KAKO ĆE KLASIČNI MEDIJI PREŽIVETI?



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# **SVE PRECIZNIJE TARGETIRANJE**



# VR – AR - 360



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***JUST KEEP ON TELLING STORIES...***



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