

# **The Power of Storytelling x VIDEO**

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**Gina Paladini**  
**Partner, Binumi;**  
**Marketing Director, Tomahawk**

# The Power of Video & Story Telling



Why story telling is so powerful

Why video is so powerful

The Super Power -  
Storytelling + video =  
results







Gina Paladini

Originally from San Francisco

Bachelors Degree in  
Business, Marketing & Communications



Moved to New Zealand  
1994





A family of four is hiking on a mossy cliffside. The father is carrying a young child on his back, and the mother is carrying another child in a carrier. They are all smiling and looking towards the camera. The background features a vibrant turquoise river flowing through a rocky canyon, with moss-covered rocks and sparse vegetation in the foreground.

Founded  
New Zealand Encounters  
Inbound agency





No hidden costs

One system

Anytime, anywhere

# Co-Founded ResBook Booking Engine



Faster tailor-made itinerary creation starts here

Award winning tour operator software designed to help your business thrive.

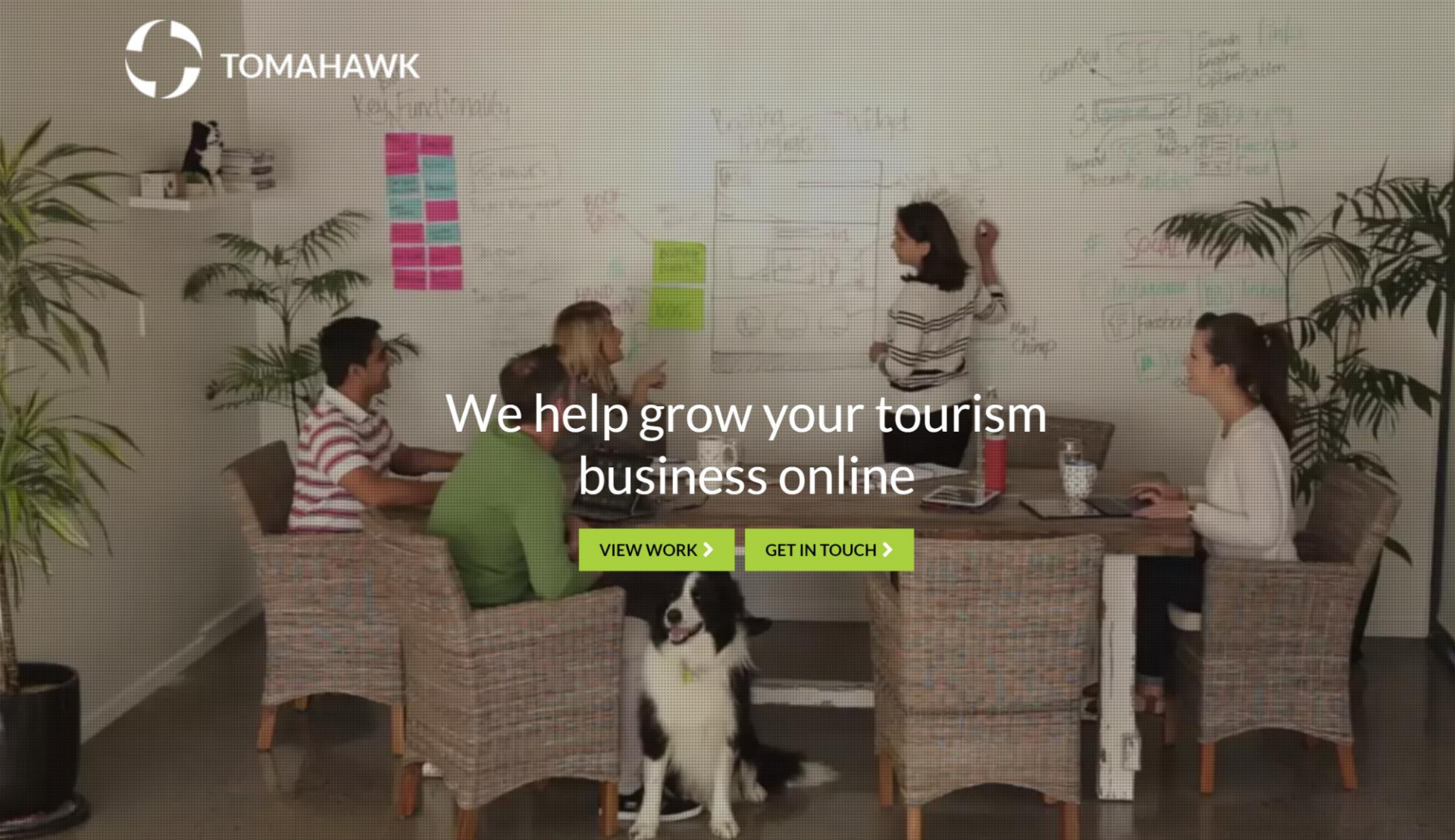
TAKE A GUIDED TOUR

We believe your success is our success

Creating tailor-made travel experiences for your customers shouldn't be time consuming. That's why we developed Tourwriter – Seriously powerful tour operator software that will ultimately help your business become faster, stronger, and more productive than ever.

Co-Founded TourWriter -  
Agency / itinerary system





We help grow your tourism  
business online

[VIEW WORK >](#)

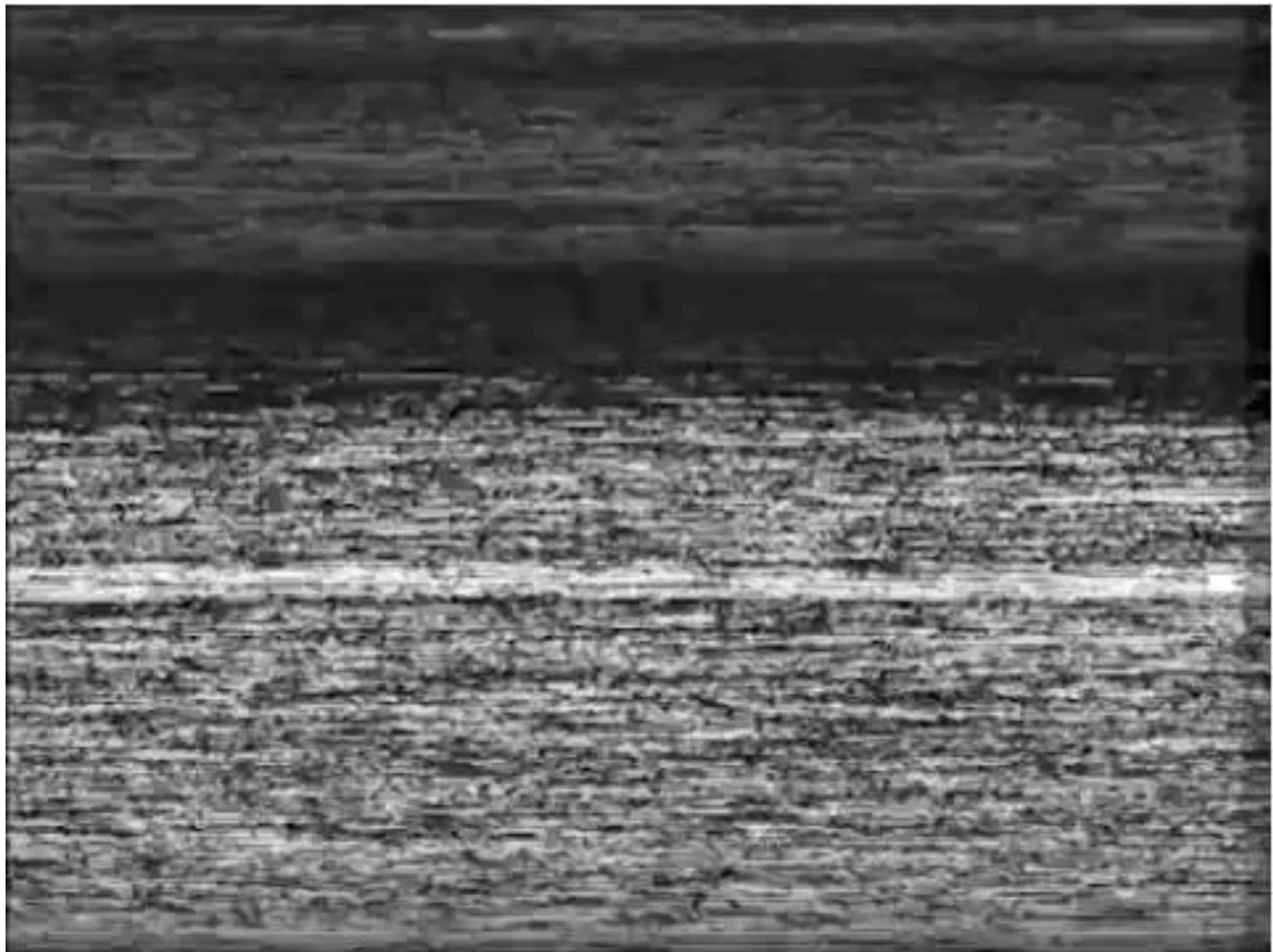
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Co-Founded Tomahawk Tourism Marketing  
Marketing Director











A nighttime photograph of the Golden Gate Bridge in San Francisco. The bridge's red towers and suspension cables are prominent on the right side of the frame. The city skyline is visible in the background, with numerous buildings illuminated. A large, bright full moon is positioned in the upper left quadrant of the sky. The overall scene is bathed in the warm, orange glow of city lights and the twilight sky.

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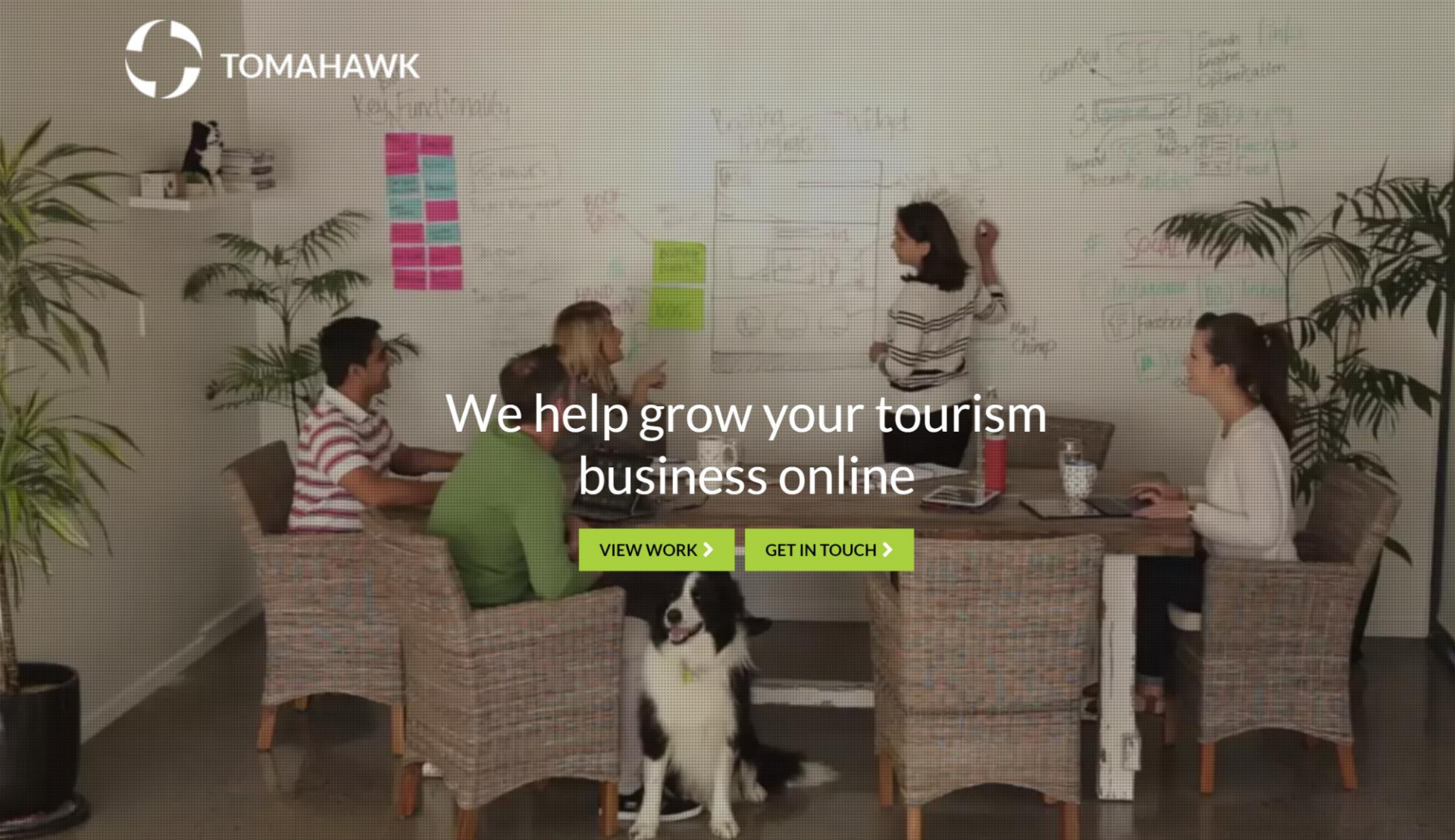
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Co-Founded Tomahawk Tourism Marketing



1. Why story  
telling is so  
powerful



# Story telling creates an emotional investment

Good story telling makes the viewer:

- More focused
- More motivated
- More generous
- Bonded to the brand





The science behind story telling's power



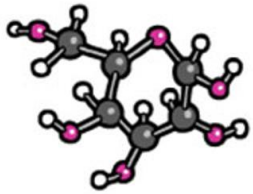
# *The Magical Science of Storytelling*

## *David Phillips*

Hormones and neurotransmitters can be released by a good story.





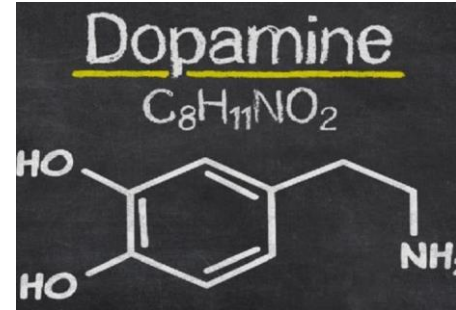


## Hormones and neurotransmitters released by a good story

When **dopamine** is released:

**Focus    Motivation    Improved memory**

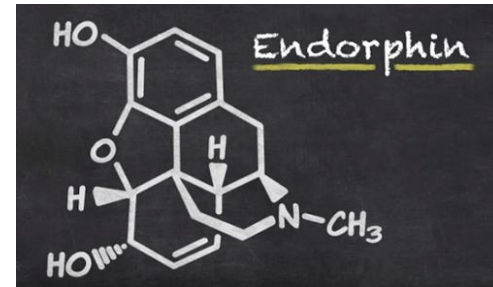
All stories release dopamine. To increase dopamine..... add suspense.



When **endorphins** are released:

**Creative    Relaxed    Focused**

You create endorphins by making people laugh.



When **oxytocin** is released:

**Generous    Trusting    Bonded/connected**

A sad story or authentic, moving story creates oxytocin.



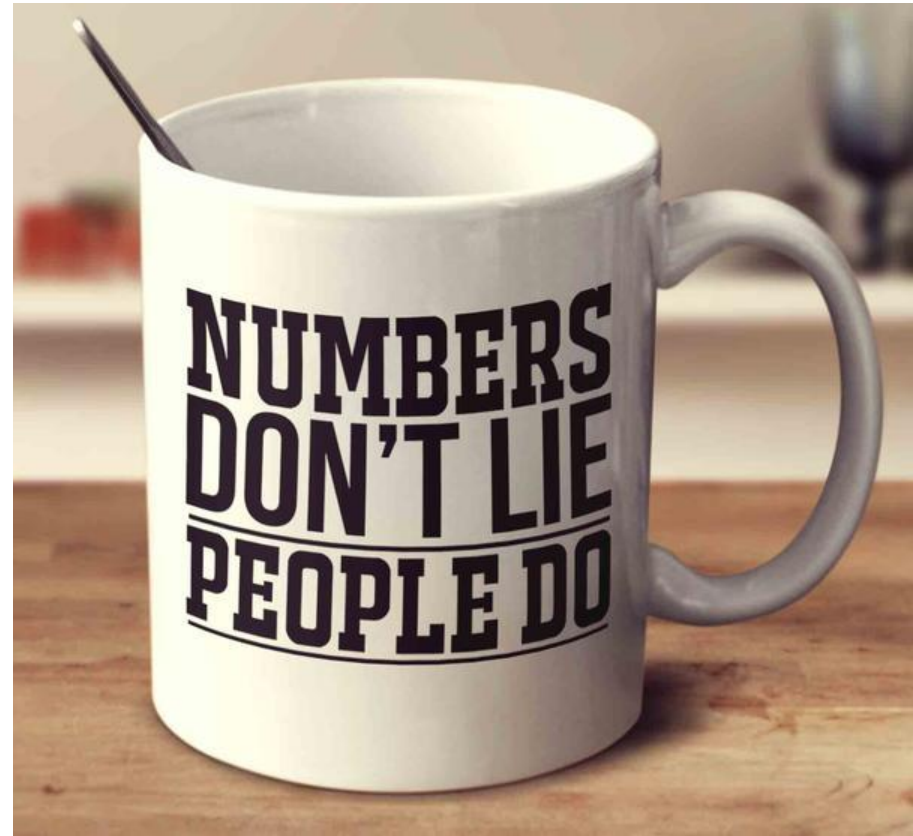
2. Why video is best?



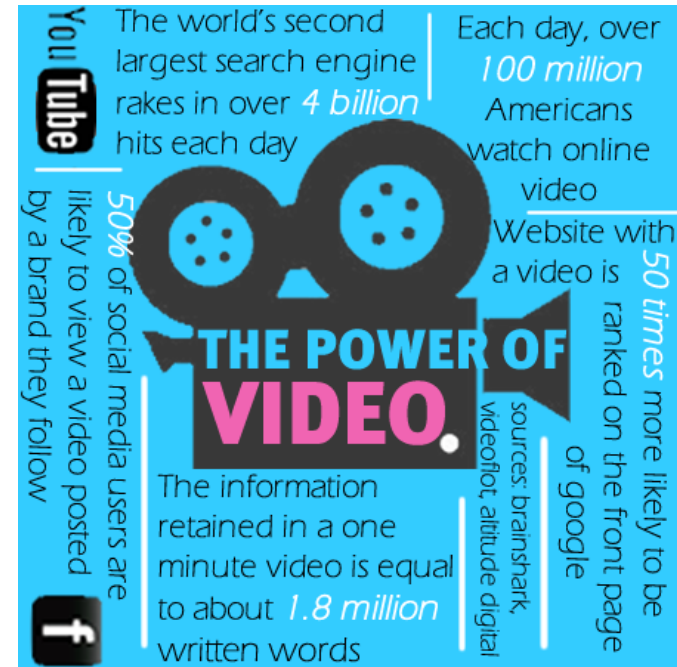


# Numbers tell the story....

- Viewers retain **95% of a message** when they watch it in a video compared to 10% when reading it in text
- More than **500 million hours** of videos are watched on YouTube each day.
- **72 hours** of video are uploaded to YouTube every minute.
- Over **500 million** (half a BILLION) people are watching video on Facebook every day (via Forbes).



- Over half of video content is viewed on mobile.
- 64% of consumers make a purchase after watching branded social videos
- Social video generates **1,200 more shares** than text and images combined
- Video on a landing page can **increase conversions by 85%** or more







### 3. Storytelling and video creates results

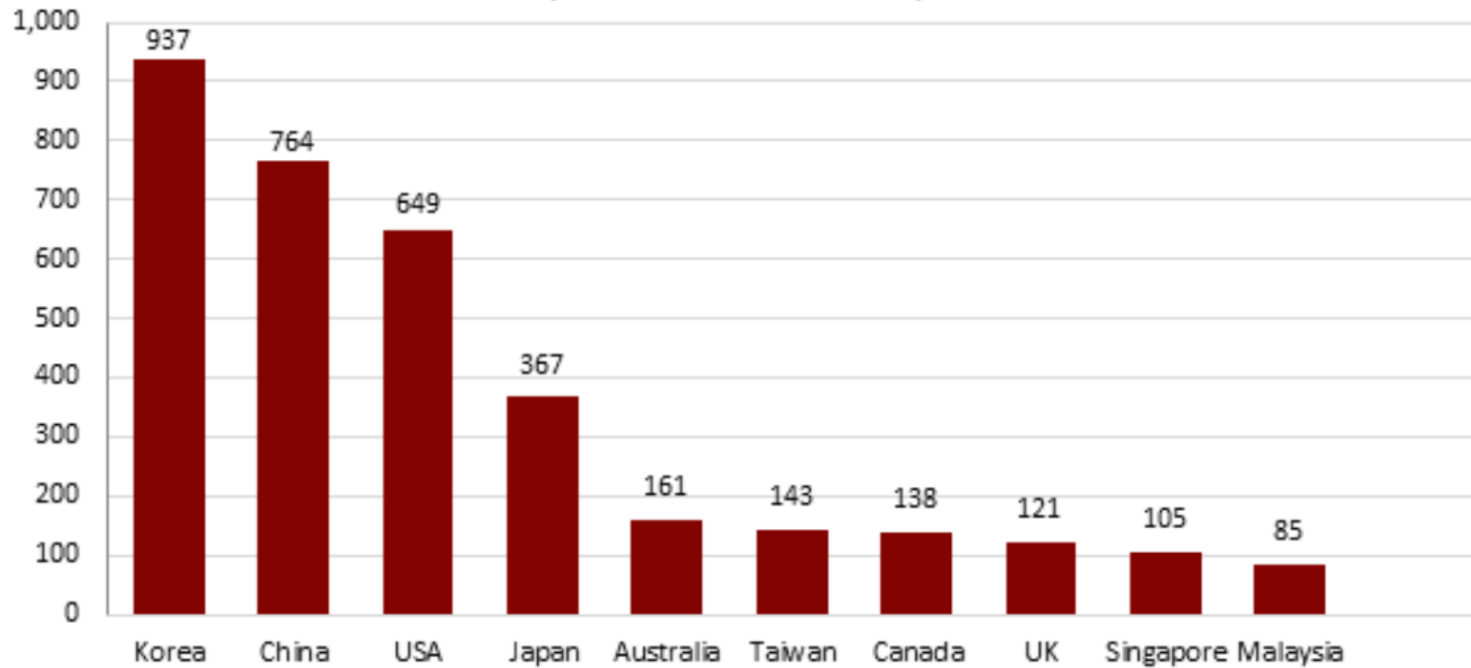




# Department of Tourism Philippines 2017

<https://www.youtube.com/watch?v=A3xeB4-qv8I>

## Tourist Arrivals to the Philippines, Jan-Jul 2018 (Volume in Thousand)



Source: Department of Tourism

International tourist arrivals to the Philippines rose by 9.7% to 4.3 million visitors for the period January-July 2018 compared to its level in the same period last year.

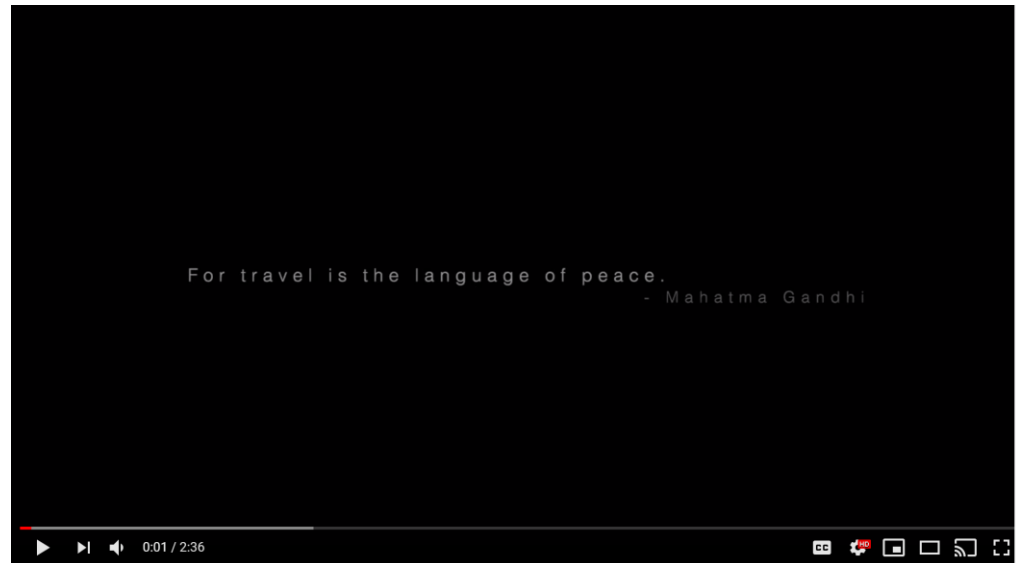


## Incredible India 2013



<https://www.youtube.com/watch?v=sPbdKPxjBGk>

## Incredible India 2017



<https://www.youtube.com/watch?v=cdL-qfW7XAg>

# India Tourist Arrivals 2000-2018 | Data | Chart | Calendar | Forecast

Tourist Arrivals in India decreased to 784814 in August from 806255 in July of 2018. Tourist Arrivals in India averaged 467670.38 from 2000 until 2018, reaching an all time high of 1176000 in December of 2017 and a record low of 129286 in May of 2001.

Historical Data API Forecast Alerts





Is story telling powerful enough to change what people will pay?



# Significant Objects Project

## Rob Walker

200 objects                      \$129.00

Gold Rabbit Candle              \$3.00

\$3.00                       $\Longrightarrow$                       \$112.50

\$129.00                       $\Longrightarrow$                       \$8,000







# Iceland

2010 753,022

2012 1,005,122

**33% increase  
in 2 years**

2017 2,814,233

**273% INCREASE IN 7 YEARS**



# Inspired by Iceland 2010





# Creating videos to tell YOUR story

Partnerships





Thank you