

# Case Studies in Successful Visual Storytelling

Doug Simon  
President & CEO D S Simon Productions  
Twitter: @DSSimon



Allison Robins  
Director of Global PR, Zumba® Fitness  
Twitter: @allison28 or @Zumba



Dane Wiseman  
Digital Marketing Manager  
Critical Mention



[@criticalmention](https://twitter.com/criticalmention)

#prnbig3



# How Web Influencers Are Using Video

## Do You Use Outside Video?

2009	
TV	79%
Radio	59%
Magazine	53%
Newspaper	53%
Web Media	70%
Average	63%

2012	
TV	95%
Radio	78%
Magazine	69%
Newspaper	69%
Web Media	92%
Average	81%

# Web Media Increasingly Using Social Media Sites for Stories and Ideas

**Do you use social networking sites to find leads on content to cover?**

	Yes	No
TV	85%	15%
Radio	76%	24%
Magazine	74%	26%
Newspaper	93%	7%
Web Blogger	94%	6%
Average	84%	16%

# Facebook, Twitter and YouTube Lead as Media Resources

Percentage of respondents who use social media sites to find leads on content to cover

	Facebook	Twitter	You Tube	Google+	Pinterest	LinkedIn
Television	95%	93%	60%	23%	14%	35%
Newspaper	93%	79%	57%	36%	36%	57%
Radio	93%	80%	57%	21%	16%	30%
Magazine	83%	86%	58%	16%	39%	30%
Website Blogger	81%	91%	60%	22%	22%	38%
Average	89%	86%	58%	24%	25%	38%

# CASE STUDY

## Lactaid Viral Video

The image is a screenshot of the TMZ website. At the top, the TMZ logo is prominently displayed in large, black, stylized letters against a red background. To the right of the logo, navigation links for 'MY TMZ', 'CELEBS', 'VIDEOS', and 'PHOTOS' are visible. Below the logo, there is a search bar and a row of six small video thumbnails with titles like 'T.J. Jackson...', 'Michael Okeke...', 'Lactaid Video...', 'Katharine Jackson...', and 'Travis Star...'. A 'GOT A TIP?' section with a phone number is also present. The main content area features a large video player with the title 'DEION BRANCH Like Pulling Teat' and an 'EXCLUSIVE' tag. The video shows a man in a white shirt pulling a teat from a cow. To the right of the video player, there is an advertisement for 'Video Conferencing in the Cloud' and a 'TMZ TOUR' banner at the bottom right.

# CASE STUDY

B2B, B2C, Happy B-day 2 U

Waldorf Astoria Luxury Manifesto



D S SIMON PRODUCTIONS INC

#prnbig3<sup>7</sup>

# CASE STUDY

## Nintendo Internet Media Tour

The screenshot shows the website "STRESS-FREE, Baby" with the tagline "A daily dose of inspiration, humor & helpful tips to make life less stress". The navigation menu includes: HOME | ABOUT | CONTACT | THOUGHTS | MOM STUFF | FAMILY FUN | TRAVEL TIME | ATLANTA | BABY STUFF | REVIEWS | ALSO... The main article is titled "Pokemon—"Gotta Catch 'Em All" Makes Its Way Through Another Generation" by DESIREE MILLER on APRIL 2, 2013. Below the article is a video player showing a man and a woman. To the right, there are social media icons for Twitter, Facebook, RSS, YouTube, and a "FOLLOW" button. Below these is a search bar with the text "To search, type and hit enter". Further down is a featured event for "2013 Atlanta Baby & Child" on May 11, 11am-3pm at Fox Theatre, Atlanta, with a "Featured shareaholic" logo.



# CASE STUDY

## LEGOLAND® Hotel Grand Opening

The image shows a screenshot of a Facebook post from Rich DeMuro. The post is titled "Live from the new Legoland hotel in Carlsbad this morning! Let me know if you have any questions to ask!" and includes a video of Rich DeMuro, a man in a white shirt, holding a microphone with a "5" logo. The video is set in a brightly lit, colorful room with large LEGO bricks and a pirate-themed decoration. Below the video, there are three comments: one from Deindre Michalski asking "Do they have a bar?", one from Elizabeth Goold asking "Do I have to assemble my bed?", and a reply from Rich DeMuro saying "nope, and you don't even have to make it in the morning 😊".

Rich DeMuro Timeline Now Like

Live from the new Legoland hotel in Carlsbad this morning! Let me know if you have any questions to ask!

View 43 more comments

Write a comment...

Rich DeMuro April 3

All checked in to the new legoland hotel!

Like · Comment · Share

135 people like this.

Deindre Michalski Do they have a bar ?  
Like · Reply · 1 · April 4 at 10:48am via mobile  
Rich DeMuro replied · 2 Replies

Elizabeth Goold Do I have to assemble my bed?  
Like · Reply · 1 · April 4 at 9:48am via mobile

Rich DeMuro nope, and you don't even have to make it in the morning 😊  
Like · 1 · April 4 at 10:08am

Like · Comment · Share

357 people like this.

Maria Lindsey Have fun!  
Like · Reply · 1 · April 3 at 10:40pm via mobile



D S SIMON PRODUCTIONS INC

#prnbig3<sup>9</sup>

# PRKETING®



“Content Creation and Distribution to Key Publics to Change Behavior in a positive way”

**PRketing® starts with a five step process that goes far beyond brand journalism.**

1. Identify the behavior you are trying to change
2. Identify the people who you are trying to reach and where they consume content
3. Create content that will be effective in changing their behavior
4. Place the content where they will find it, view it, share it, etc.
5. Measure, assess and revise

# Visual Storytelling Tips

- Elevator Pitch
- Script Web
- Tell a Story
- Avoid one-sided scripts
- Open with compelling content

# Production Tips

- Production Quality = Brand Image
- Prepare the Talent
- Pre-Production Plan
- Proper Equipment
- Don't Overlook Audio
- Plan Moments and Elements
- You Can't Always Fix It In Post

# Zumba® Fitness

## Social Media Engagement

- Zumba is mentioned once every **11 seconds** in social media (socialmention.com)
- Named by Mashable as "one of the top fitness brands kicking butt on social media"
- **5.7+ million** Facebook likes (launched Oct. '10)
- An average of **23k** "Engaged Users" per Facebook post



#prnbig3<sup>13</sup>

# Brand Triangle Value Proposition

**Emotional**

**(freeing, electrifying, joy )**



**Physical**  
**(fit)**

**Social**

**(belonging)**  
**#prnbig3**

# Visual Storytelling in your organization



## Spotting opportunities for storytelling:

- Analyze company goals
- Identify areas of business that need improvement
- Meet with relevant departments to strategize
- Develop a PR plan with social media elements that will move the needle
- Recognize stories within your community
- Activate!

#prnbig3

# Visual Storytelling

\*\*Added media value

What value can you bring to the media?

- What is the number one thing any media outlet wants?
- How can you help them achieve their goals?
- Partnering with publishing houses and providing digital content
- How social media and online content plays a role

#prnbig3



# CASE STUDY

## Media Partnerships

### Zumba® Partners with SHAPE Magazine

- Onsite marketing integration at Zumba Convention
- Fitness-Concert livestream via SHAPE's Facebook and SHAPE.com
- SHAPE's social media channels saw a 21% increase in new visitors to the site and nearly 50k unique visitors with 220k total streams!
- Added bonus: SHAPE added personalization and included in-book coverage

### Watch the Zumba Fitness-Concert Live!

See fans and top instructors get groovin' at the London show.

By Shape Editors



Blast 600 Calories Without Breaking a Sweat!

# SHAPE

## DANCE OFF THE POUNDS

Burn Fat the Fun Way P.44

Rev Up Your Sex Drive  
5 HOT MOVES

SCORE A PERFECT 10 BODY!  
Tone Every Inch at Home

American Idol's  
**Jordin Sparks**  
Her Inspiring  
**50 lb Weight Loss!**

GET A  
**Sexy SIX-PACK**

THE BEST BURGERS WE'VE EVER TASTED  
P.130

1 if you can't be in London for the 2012 more than 3,500 fans and top instructors book. Just "like" us at afternoon at 3:30 p.m. EST / 12:30 p.m.

#prnbig3

# Case Study

## The 360 Experience

### Vanilla Ice “Ice Ice Baby” Remix campaign

- Take something iconic that your audience already connects with
- Develop the plan
- Find the right partner
- Exclusive video debut with Billboard

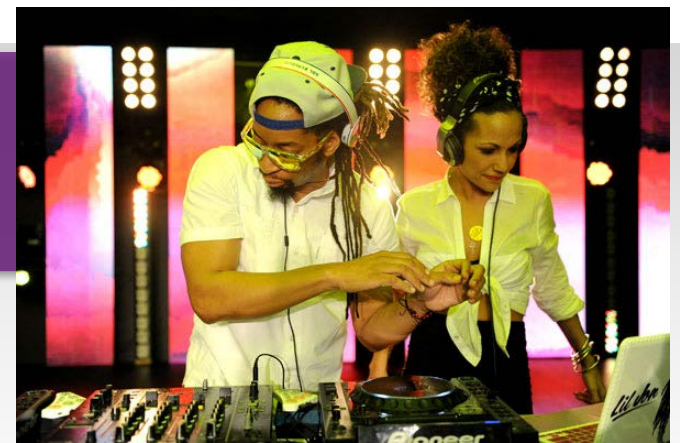


### Quick stats:

- Top streamed video on Billboard.com
- 70k shares in one week
- 620k+ YouTube views
- Spurred thousands of Zumba remix videos on YouTube
- Bonus: performance on *The View*

#prnbig3

# Use Visual Content for Media Relations



## Lil Jon Zumba® Nightclub Tour

- Turn a concept into an experience
- Began as a music inquiry; evolved into a 4-city, sold out tour
- What is the best strategy to launch/announce?
- Set goals: What is the dream media hit?
- The role of digital (promo video, teasers, e-blasts, splash page, FB/Twitter)
- How did video tell the story?
- Results: 45 hits; 100mm+ impressions

#prnbig3

# Use Visual Content for Media Relations

#prnbig3

# Visual Print Content



billboardbiz [Follow](#) [Like](#) 750k

[Subscribe](#)

**billboard**  
BETA

[VIDEOS](#) [PHOTOS](#) [ARTICLES](#) [ARTISTS](#)

[Search Billboard](#)

[Hot 100](#)

[Billboard 200](#)

[Genres](#)

[International](#)

[All Charts](#)

ARTICLES / NEWS

## Lil Jon Joins Zumba Fitness With Single, Upcoming Nightclub Series

By [Justino Aguilu](#) | February 20, 2013 5:43 AM EST



**CELEBUZZ!** [PHOTOS](#) [VIDEO](#) [TV](#) [MOVIES](#) [BLOGGERS](#) [OBSESSED](#)  
Trending: [Miley Cyrus](#) [Selena Gomez](#) [Kendall Jenner](#) [Justin Bieber](#)

### Celeb Snaps! Hottest Star Sightings – Wednesday 02.20.13

[Previous](#) [27/38](#) [Next](#)



Rapper, producer and DJ Lil Jon amps up the crowd of 2,000-plus Zumba Fitness instructors and celebrates the launch of the Zumba Fitness Instructor Series tour at the LA Convention Center as part of the Zumba Fitness Instructor Conference on February 15, 2013.

OK! BUZZ

## OK!'S HOT THIS

### ZUMBA TEARS IT UP ON THE DANCE FLOOR

Combine a no-fear workout with a festive party atmosphere, and what do you get? Zumba's Nightclub Series—coming your way soon! Hip-hop producer and DJ Lil Jon recently emped up a crowd of 2,000-plus Zumba Fitness instructors and cheered a preview of the upcoming Zumba Nightclub Series tour, which will combine the self-energizing party atmosphere of a Zumba dance-fitness class, led by celebrity Zumba instructor Ciara Grantley, with Lil Jon's partying-with-the-gyrls attitude. Lil Jon will also be a special guest on the Zumba Nightclub Series, which was featured by a global network of Zumba classes on a tour of nightclubs. To buy tickets in clubs around the country, go to [okmag.com/zumba](#).



#prnbig3

# Making The Connection: Written & Visual Storytelling

## *Inc.* Magazine “Company of the Year” 2012

- Securing a cover through storytelling
- It’s a two-way conversation
- Brand immersion
- The 360 experience
  - One page becomes a multi-layered feature
    - Cover and COTY
    - Digital stories
    - Resulted in 30 TV and major print features
    - Internal marketing/social media



#prnbig3

# Making The Connection: Written & Visual Storytelling

- *Inc.* Magazine attended the Zumba Instructor Convention in 2012 to experience the brand



#prnbig3

# STORYTELLING IS UNIVERSAL

## The Checklist

### YOUR MASTER CHECKLIST:

- ALWAYS define your objectives / goals
- Develop your message / experience
- Will this impact ROI / drive sales?
- What department(s) are required to execute?
- Create a timeline & budget
- What can you add to make the story more visually compelling?
- Is there an exclusive opp for media?
- Accomplishments jar!

#prnbig3





## D S SIMON PRODUCTIONS INC

NEW YORK LOS ANGELES CHICAGO WASHINGTON DC HOUSTON

[DSSIMON.COM](http://DSSIMON.COM)

[VLOGVIEWS.COM](http://VLOGVIEWS.COM)

[YOURUPDATE.TV](http://YOURUPDATE.TV)



Douglas Simon  
President & CEO  
[dougs@dssimon.com](mailto:dougs@dssimon.com)  
212.736.2727

Allison Robins  
PR Director Zumba Fitness, LLC  
[allison.robins@zumba.com](mailto:allison.robins@zumba.com)  
954-925-3755 x244

Dane Wiseman  
Digital Marketing Manager  
[dwiseman@criticalmention.com](mailto:dwiseman@criticalmention.com)  
212-398-1141