



UNANIMOUS

THE IMPACT OF VIDEO STORYTELLING

HUMANIZING HEALTHCARE

Full Service Branding — Marketing + Creative + Web + Video

UNANIMOUS ★ UNITED WE BRAND

About Me: Bill Griepenstroh

HEAD OF VIDEO PRODUCTION

- Grew up in Central City, Nebraska
- Self-taught filmmaker with 15+ years of experience
- Produced, directed, and/or edited over 1,000 video projects
- Work has appeared on Good Morning America, NBC and ESPN
- Directed PSAs and campaigns helping raise millions for nonprofits
- Edited a feature documentary available on Amazon Prime & Apple TV
- Projects all around the USA + Iceland, Israel, Kenya, Uganda, & Poland
- Currently Commercial Director and Head of Video Production at UNANIMOUS



About Me: Jamie Riha

MARKETING DIRECTOR

- Born and raised in Lincoln, NE
- Graduated from UNL (CoJMC) in 2010
- Lived and worked in Kansas City for eight years
- 15 years experience working in agencies
- People-person and enjoys building relationships
- Passionate about turning problems into opportunities
- Known as the company word nerd
- Approaching five years with UNANIMOUS



We Are UNANIMOUS

UNITED WE BRAND

UNANIMOUS is a complete branding agency aligning verbal brand strategy and visual brand strategy elements to build brands that are accurately and authentically represented. Our comprehensive brand services and collaborative approach engage audiences and deliver measurable results. We provide expert marketing, advertising, design, web, photo, and video production services—ultimately setting brands apart.

- Company Founded in 1979
- A Full Service Agency
- 21+ Team Members
- Nationwide Clientbase
- Helping Large & Small Clients
- Experience grouping in 20+ Markets
- 190+ Active Clients
- 175+ Years Combined Experience
- Central Headquarters: Lincoln, NE
- UNANIMOUS Means “One Mind”

Health & Wellness Branding Experts

We know healthcare and understand the unique needs of all the various stakeholders, from patients to providers, board members, community members, donors, clinics, foundations, and more. We have also developed many strategies to grow engagement, recruit, retain talent, and increase funding.

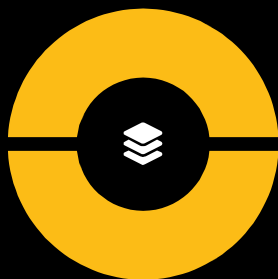


Video Storytelling Process



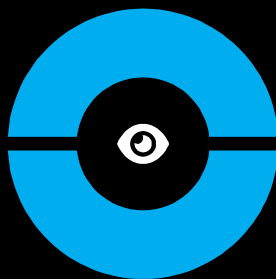
DISCOVERY

Onboarding
& Research



STRATEGY

Pre-Production
& Planning



CAPTURE

Production
& Collection



EDIT

Refining
& Perfecting



DELIVER

Distribution
& Promotion

Storytelling 101

WHAT IS STORYTELLING?

- Storytelling is the first art form
- Stories bridge time, space, and imagination
- Stories build connection and empathy
- Stories have the power to change the world



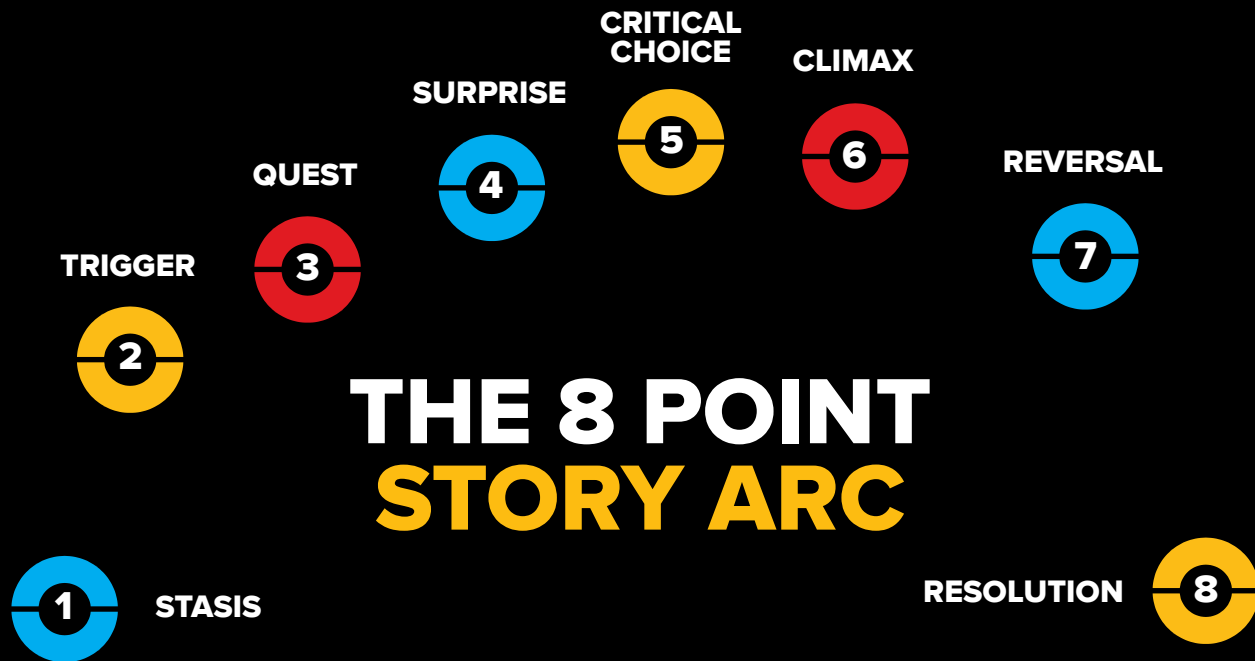
Foundational Storytelling Ingredients

- Characters searching for something intangible (*belonging, freedom, redemption, love, etc*)
- Something at stake
- Conflict (*obstacles, struggle, tension, emotion, surprises*)
- Transformation or revelation
- Authenticity over polish



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THE 8 POINT STORY ARC





Disney · PIXAR

TOY STORY

The 8 Point Story Arc

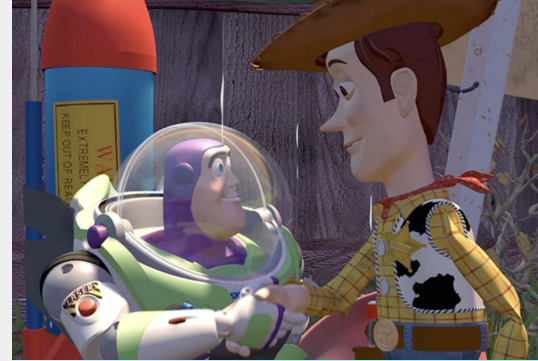
DISNEY PIXAR'S TOY STORY

- 1. Stasis:** Woody is Andy's favorite toy and the unquestioned leader of the toy room. Life is good, predictable, and Woody is happy.
- 2. Trigger:** Buzz Lightyear arrives and instantly becomes Andy's new favorite toy.
- 3. Quest:** Woody schemes to get rid of Buzz and re-take his place as Andy's favorite toy.
- 4. Surprise:** Both toys become lost and end up at the sadistic Sid's house. The quest completely changes, and both must escape Sid's house before Andy's family moves.



The 8 Point Story Arc

- 5. Critical Choice:** Woody must choose to embrace Buzz as an ally and Buzz must accept that he is a toy. Their only chance at escape is to put aside their pride and choose to work together.
- 6. Climax:** The toys plan and attempt a daring escape from Sid's house and race against time to catch up with Andy's family moving truck.
- 7. Reversal:** Woody, once jealous and threatened by Buzz, now fully accepts him as a partner and friend. Buzz, once deluded about being a space ranger, accepts being a toy and finds pride in it.
- 8. Resolution:** Woody and Buzz are reunited with Andy and they live happily ever after...or at least until the next story trigger.





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IMPACT-DRIVEN STORYTELLING

Simplified Story Arc

PROBLEM

The challenge to overcome

SOLUTION

The journey of transformation

MEANING

The life that's possible now



Storytelling in Healthcare

HUMANIZING HEALTHCARE

- What stories should you be telling?
- Who is your target audience?
- What stories will they connect with best?
- How will the story reach the target audience?
- What's the best way to tell the story?



SCRIPTED EXAMPLE /// [YORK GENERAL:30](#)



PROBLEM /// Grandpa can't make it to his grandson's games



SOLUTION /// Grandpa's healthcare journey



YORK GENERAL

Our Focus is You.

MEANING /// Grandpa won't miss out on what matters most



INTERVIEW EXAMPLE /// RON'S STORY

Ron's Healthcare Story



PROBLEM

Ron's knee pain was getting in the way of the best years of his life



SOLUTION

Ron had surgery and did physical therapy through LOPT



MEANING

Ron regained freedom to enjoy his hobbies and time with people he loves

Creating the video is only half the story. **Distribution** is where the story meets its audience.

Video Distribution

INTENTIONAL & WITH PURPOSE

- **Audience:** Who are you trying to reach?
- **Location:** Where do they spend their time?
- **Budget:** What level of exposure fits your goals?
- **Timing:** When will your story make the biggest impact?

Distribution Channels

WHERE YOUR STORY LIVES

Potential Channels:

- Website
- Social media (organic & paid)
- Cable TV
- Streaming & OTT
- Email
- Digital Ads
- Movie Theaters

You've got stories **worth watching.**
Now, make sure the right people
actually see them.

THANK YOU!



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