



A Workshop in Storytelling for Brands and Advertising

Introduction

Today, most brands are struggling to stay relevant. But the smart ones are turning to a different kind of storytelling that's beyond advertising, into the worlds of editorial, documentary and entertainment. Led by an award-winning documentary filmmaker and a top-class brand strategist Sophie Robinson, this workshop gives you an unusual and potent combination of storytelling and strategy. You'll learn the art of documentary filmmaking and strategic thinking, and leave the day being able to apply these skills to identify, develop and pitch factual stories to brands.

Course Outline

In this course, you'll learn about the difference between content and story as well as how to write the perfect pitch. Sophie will share her experiences from the journey she has made from broadcast to feature documentaries, through to the world of brand and advertising. You'll learn the fundamentals of script writing in factual storytelling (how it's done, how it's useful etc), and through sharing examples of her work, she'll impart her wisdom on what she's learnt along the way and teach you the skills she took from long form storytelling into short form.

Partnering with Sophie will be strategist Vinay Chaudhri, who'll turn translate Sophie's experiences in the world of broadcast and film and apply them to working with brands. This will be a hands-on workshop where you'll get to rethink and write film strategy pitches for brands through a series of exercises based on documentary filmmaking. By bringing together the two worlds that Sophie and Vinay come from, you'll get the upper hand when it comes to combining storytelling and strategy.

Learning outcomes, by the end of this workshop you will

- Know the difference between 'content' and 'story' and show where stories can be found pretty much everywhere if you look at your brief in the right way
- Learn how to make your story jump off the page by understanding your audience as well as all the other vital ingredients that every good story should have
- Get the skills on how to write the perfect pitch, whether it's 50, 100 or 1000 words long

Suitable for

- Creatives who want to learn how to sell an idea in an entertaining and engaging way
- Anyone interested in the key ingredients of storytelling and how to adapt them to their work
- Brand and advertising creatives interested in learning more about how to pitch an idea

Your facilitators

Sophie Robinson is an award-winning documentary filmmaker. She has an exceptionally strong reputation for bringing her stories to life through powerful and emotive characters that are at the core of her films. Some of her most recognised films are for Horizon, the BBC's flagship science series, as well as the highly acclaimed 'Nicola Roberts and The Truth about Tanning', 'Your Life In Their Hands', 'Edge of Life', 'What's Killing Our Bees' and 'The Ultimate Climb'.

As well as making films for broadcasters and independently, she's worked with brands and establishments, making content for Skype, The V&A, L'Oréal, Baileys and Universal Music to name a few. Her latest feature documentary 'My Beautiful Broken Brain' has so far won the DOCU award at IDFA and 'Best Film' at the Ahvaz Film Festival in Iran.



Vinay Chaudhri

Vinay has spent most of his career doing three things: helping brands find their stories; helping brands tell those stories in meaningful ways, and avoiding PowerPoint. He's been lucky enough to do it for the likes of Guinness, Toyota, Google and the BBC. Vinay currently works with Sophie at Sunshine as a brand strategist.