

According to research by Headstream

THE TOP FORMAT FOR STORYTELLING IS VIDEO

WHEN PEOPLE LOVE A BRAND
STORY

55%

ARE MORE LIKELY TO BUY THE
PRODUCT IN THE FUTURE

44%

WILL SHARE THE STORY

15%

WILL BUY IMMEDIATELY

PEOPLE PREFER STORIES
OF REAL PEOPLE AND
EVENTS, NOT
FICTIONAL
CHARACTERS SO
MANY BRANDS USE TO
SHARE THEIR MESSAGE




storybones
M E D I A