

# Transmedia Storytelling

For Filmmakers & Game Developers

by Carri Bugbee

#NordicGame

# What we'll cover today

1. Why transmedia is crucial for modern storytellers.
2. How social media is driving this trend.
3. My story—and what I learned along the way.
4. Top tips for transmedia storytelling (with marketing impact).
5. What you can do *right now* to move in this direction.

# Transmedia storytelling defined: Uh-oh...there is no *official* definition



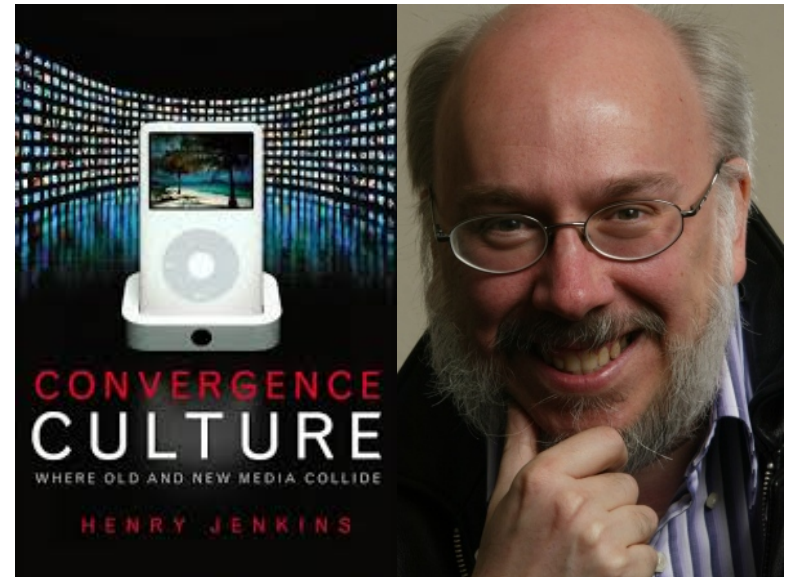
Wikipedia: “technique of telling a single story or story experience across multiple platforms and formats using current digital technologies”

***Wait...does it really have to be digital?***

# Transmedia storytelling—another take

“A process where integral elements of a fiction get dispersed systematically across multiple delivery channels for the purpose of creating a unified and coordinated entertainment experience. Ideally, each medium makes its own unique contribution to the unfolding of the story.” – Henry Jenkins

*Hmmm...does it really  
Need to be fiction?*





# Transmedia storytelling—yet another version

A Transmedia Narrative project or franchise must consist of three (or more) narrative storylines existing within the same fictional universe on any of the following platforms...These narrative extensions are NOT the same as repurposing material from one platform to be cut or repurposed to different platforms. — [Producer's Guild of America](#)

*Seriously?*

*Three or more platforms?*



# Transmedia storytelling—still another

“The art of conveying messages, themes or storylines to mass audiences through the artful and well planned use of multiple media platforms.”

— Jeff Gomez, CEO of Starlight Runner

*That's more inclusive. Useful for brand marketers too.*



# Transmedia storytelling — one more!

“Transmedia storytelling” is the label for when you’re creating a story as the primary storytellers and intending to tell your story across multiple channels.” — Brian Clark, GMD Studios

Brian Clark started interesting discussion about this (jump into the fray; everyone else has): <http://bit.ly/transargument>

*So, fans and customers can become story collaborators? That sounds more fun.*



# Summary of transmedia storytelling

## *(As I see it)*

- A story told within multiple media (film, game, book, social networks, comics, ARG, etc.).
- A story on any single medium can stand alone, but it's more fun to experience multiple media expressions of that story.
- Ideally, the story allows for audience participation and/or collaboration.

# Why should we care about transmedia?

(Beyond the fact that you want to share stories and entertain people)

## 1. Can create buzz & build fan base before project is done (or started).

- One in three people decide to see a movie because of something they read on a social network ([poll](#) by Hollywood Reporter & Penn Schoen).

## 2. Helps the bottom line.

- Proof of concept for investors.
- Crowd-sourced funding.
- More opportunities for sales (smaller, incremental price points).



## 3. More media platforms increase exposure and [frequency](#).

## 4. Tiered and/or customized experiences for fans with different tastes and participation levels can expand your fan base.

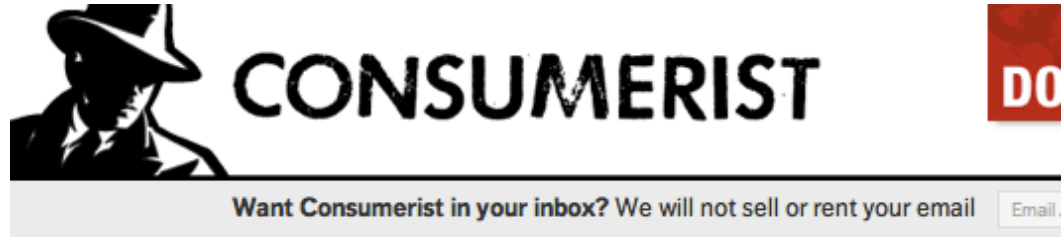
- Complex experiences for super-fans and co-collaborators.
- “Lean-back” experiences for passive fans.

# Why should we care about transmedia?

(Beyond the fact that you want to share stories and entertain people)

Entertainment technologies have blurred the lines between TV, movies and games.

- TV everywhere & VOD (video-on-demand) opens up new opportunities.
- Consumers make little distinction between delivery platforms.
- People consume more media than ever before (*help feed the content beast!*).



GAME TIME

## The Xbox One Is Intended To Be An All-In-One Home Entertainment Solution

By Chris Morran May 21, 2013



# How social media is driving transmedia

- **Social media is entertainment.** *“consumers use Facebook and Twitter to supplement traditional entertainment.”*
- **“Traditional” entertainment (games/videos) already available on social networks.**
- **Users expect entertainment brands to be on *all* their favorite platforms. *It feels natural to digital natives.***
- **Users entertain each other by telling their own stories. *Social media is inherently rich for storytelling.***

## **SOCIAL MEDIA IS A NEW FORM OF ENTERTAINMENT**

*Consumers increasingly use Facebook  
and Twitter to supplement  
traditional entertainment experiences*



88%

consider visiting and posting  
on social networking  
sites a form of entertainment



# How social media is driving transmedia

**Creators/developers can find out fast(er) if ideas are worth pursuing.**

*“Social media divides the winners from the losers more quickly.”*

— Bruce Nash, president of Nash Information Services (movie industry research)

*“Word-of-mouth has always been a very effective tool at either propelling or sinking movies...Now, with social media, it travels at the speed of light.”*

— Karie Bible, box office analyst for Exhibitor Relations Co.

**Social buzz is an indicator of box office potential.**

*“72 percent of social media users write online comments about films they see”*

— [poll](#) by Hollywood Reporter & Penn Schoen

## The Boston Globe

### **Social media working wizardry on movies**

Comments posted by audience members on Twitter or online film sites such as Rotten Tomatoes can sway public opinion and ticket sales





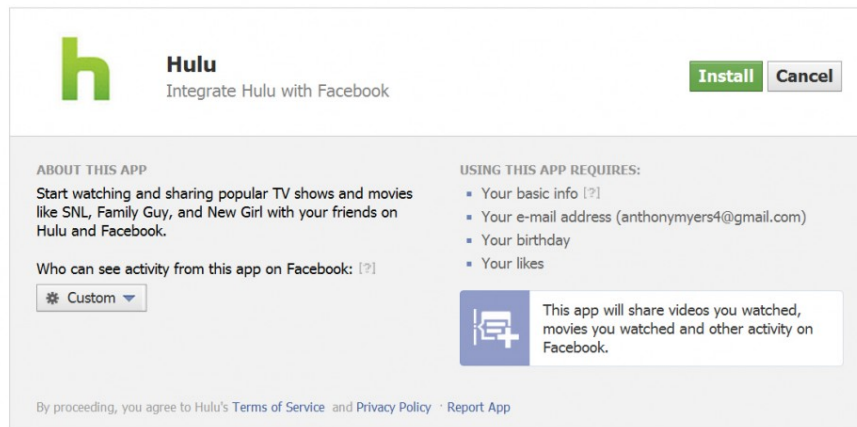
# How social media is driving transmedia

- **Easier all the time to create, distribute and promote content on social media platforms.**
  - User behaviors push platform development (*hashtags, baby!*).
  - Platforms become more user-friendly to gain critical mass.
- **Social profile data and granular marketing are spawning a revolution in personalization and opportunities to target niche interests.**
  - You can build story experiences that are highly personalized—and find the right audiences.
  - It's easier for people to find ***you*** if you have niche content that appeals to their interest.

# How social media is driving transmedia

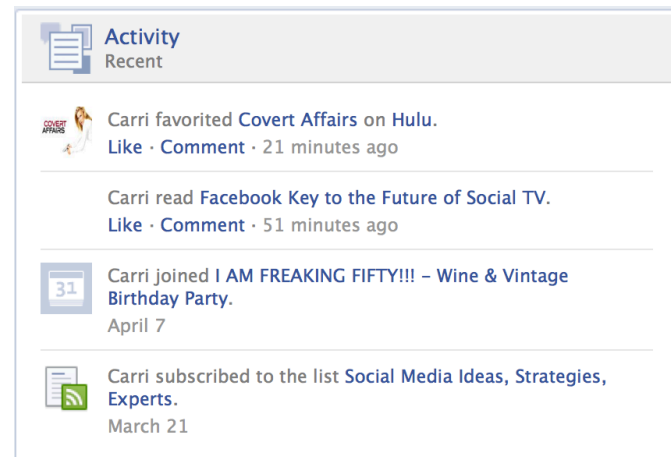
Social media platforms know entertainment drives conversation; they *want* to work with entertainment brands.

Nielsen claims that about 10 % of all tweets are directly related to TV.



Facebook adds frictionless sharing with media companies such as Hulu.

According to results of industry survey on the “Future of TV,” over 20% felt social networking sites are best placed to build an audience for paid digital content.



# How social media is driving transmedia

**Social TV will change how we discover, watch & interact with content.**

- Many consider transmedia a subset of social TV.
- Second screen usage skyrockets—more content opportunities!
- TV networks and shows push mass adoption of transmedia, educating fans on how it works and creating an appetite for it.



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## USA Network Launches Responsive TV Experience

Posted 5 days ago by Kirsty Styles



America's [USA Network](#) is using responsive design to unify the digital viewing experience across all screens for its 102m US viewers.

12

Tweet

6

Share

Smartphones, desktop and tablets will receive the network's TV Everywhere streaming service, gamification and social TV functionality - with marketing partners able to create 'transmedia storytelling experiences'. As part of this, the network is moving its digital navigation tools to the bottom of the screen and placing the interactivity bar within a thumb's reach. To create its new strategy, USA partnered with gamification specialists [Bunchball](#), responsive designers [Empathy Lab](#), social platform [RebelMouse](#) and cloud content tech provider [Watchwith](#).

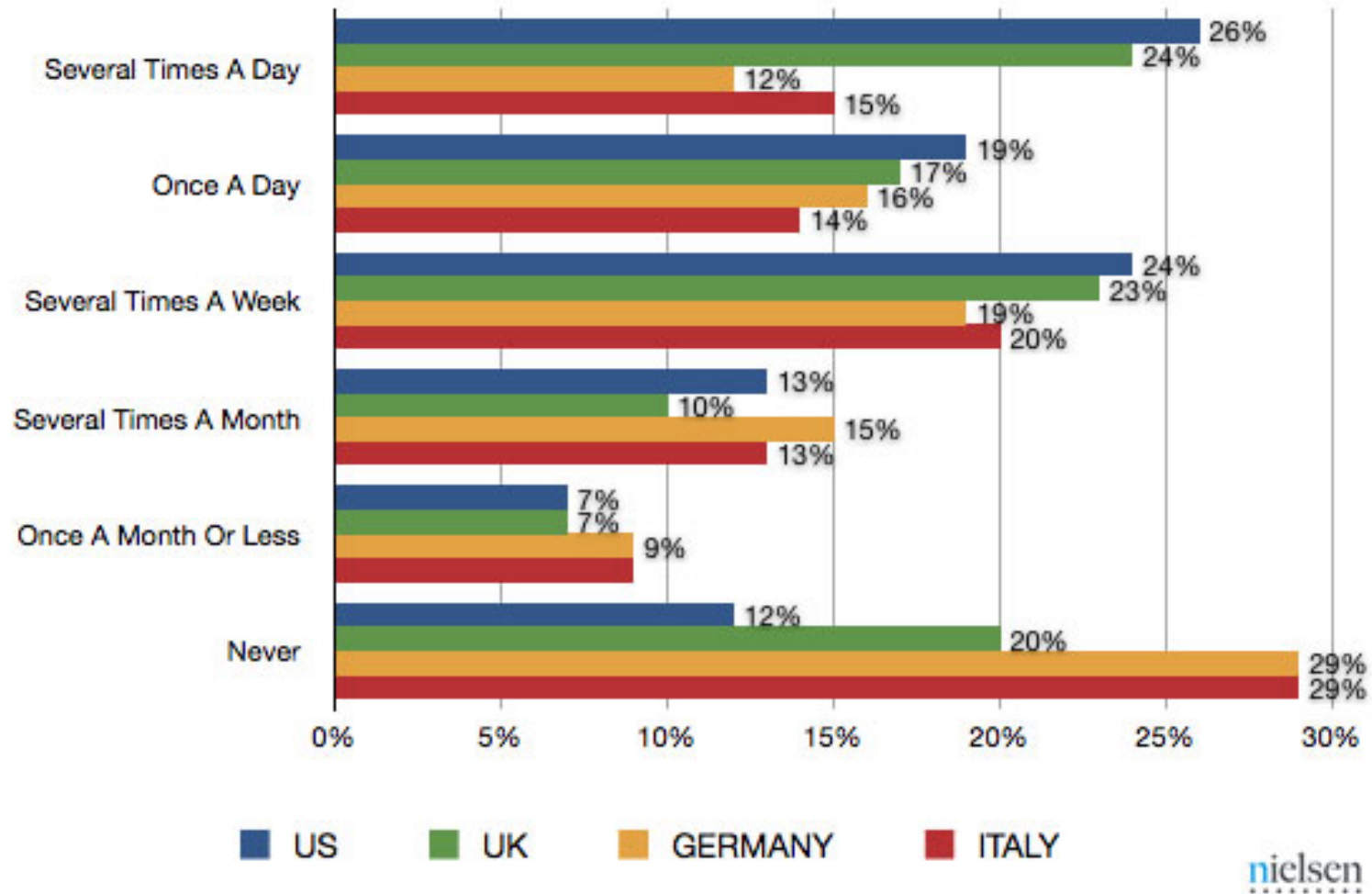
“We are embracing this multiplatform world by marrying all of the screens for stronger two-way engagements...We have eliminated the walls between TVs and mobile devices...”

— Alexandra Shapiro, EVP of USA Network.

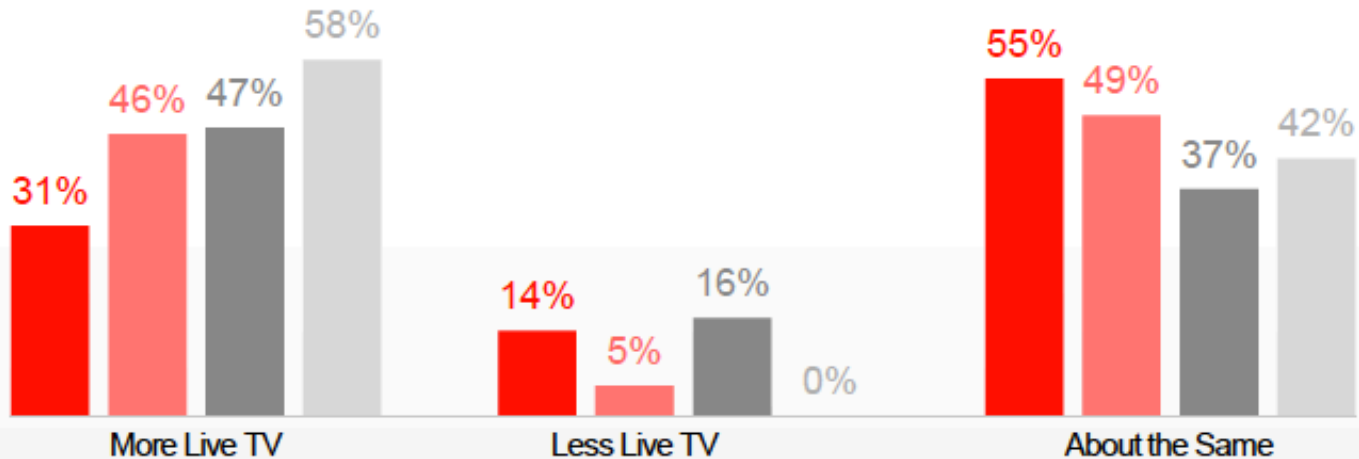


# TV viewers love to multi-task

## Simultaneous use of Tablet while watching TV



# Social media *boosts viewership*



Since you started engaging in Social TV, would you say you have been watching more live television, less live television, or about the same?

Times per Week

- 1
- 2-5
- 5-10
- +10

Source: <http://www.imoderate.com/wp-content/uploads/SocialTV-Final.pdf>



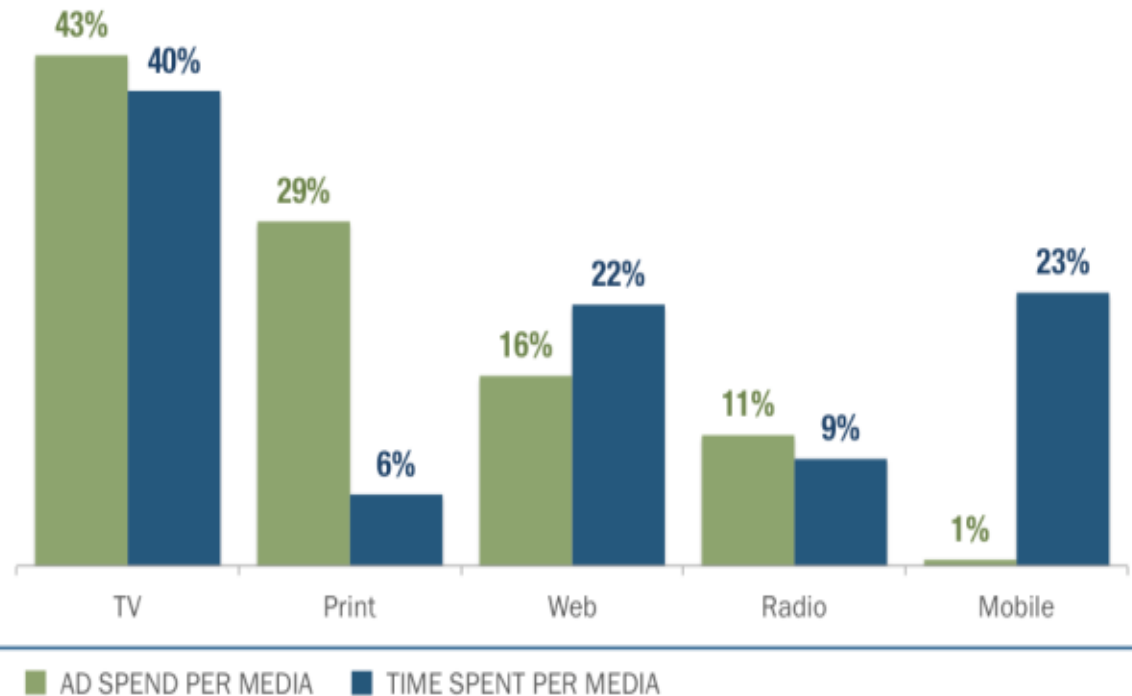
# Financial upside of social media + TV is huge

Media industry analyst, Jack Myers, predicts social TV could be a \$12 billion market by 2020.

MIT Technology Review listed social TV as one of the 10 most important emerging technologies in 2010.

Wired Magazine names Social TV one of six “trends to expect” in 2011

2011 U.S. Ad Spending vs. Consumer Time Spent by Media



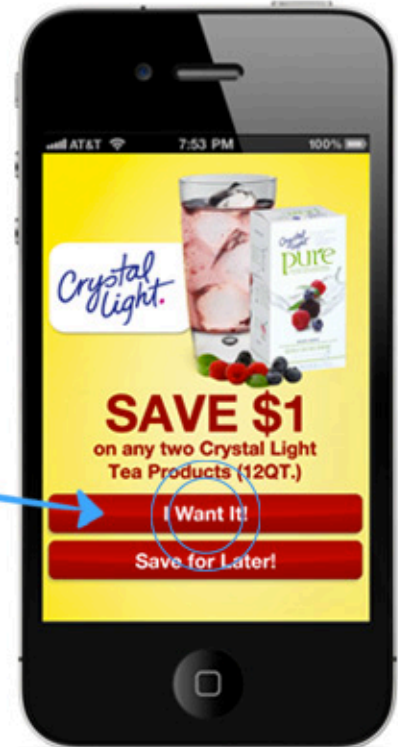
Sources: VSS, Mary Meeker (KPCB), comScore, Alexa, Flurry Analytics

Source: <http://blog.flurry.com/bid/82171/Upper-Middle-Class-Females-Key-to-Bridging-Mobile-Ad-Spending-Gap>



# T-commerce is here

**BUY PRODUCTS**  
WHILE INTERACTING WITH **YOUR TV**



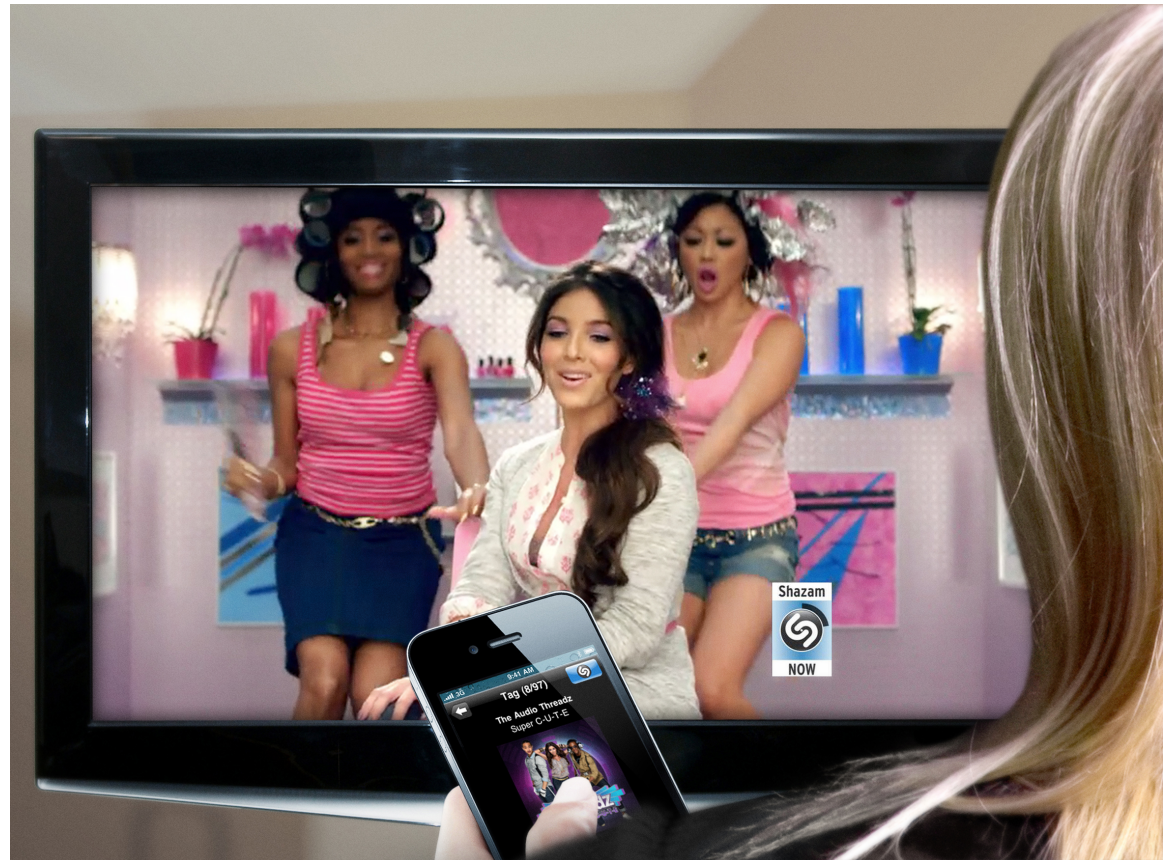
“ Get rewarded without leaving your home. ”

Activ8.me is an early enabler of T-commerce via mobile devices.

# Shazam drives commerce by “recognizing” entertainment/ad content on screen

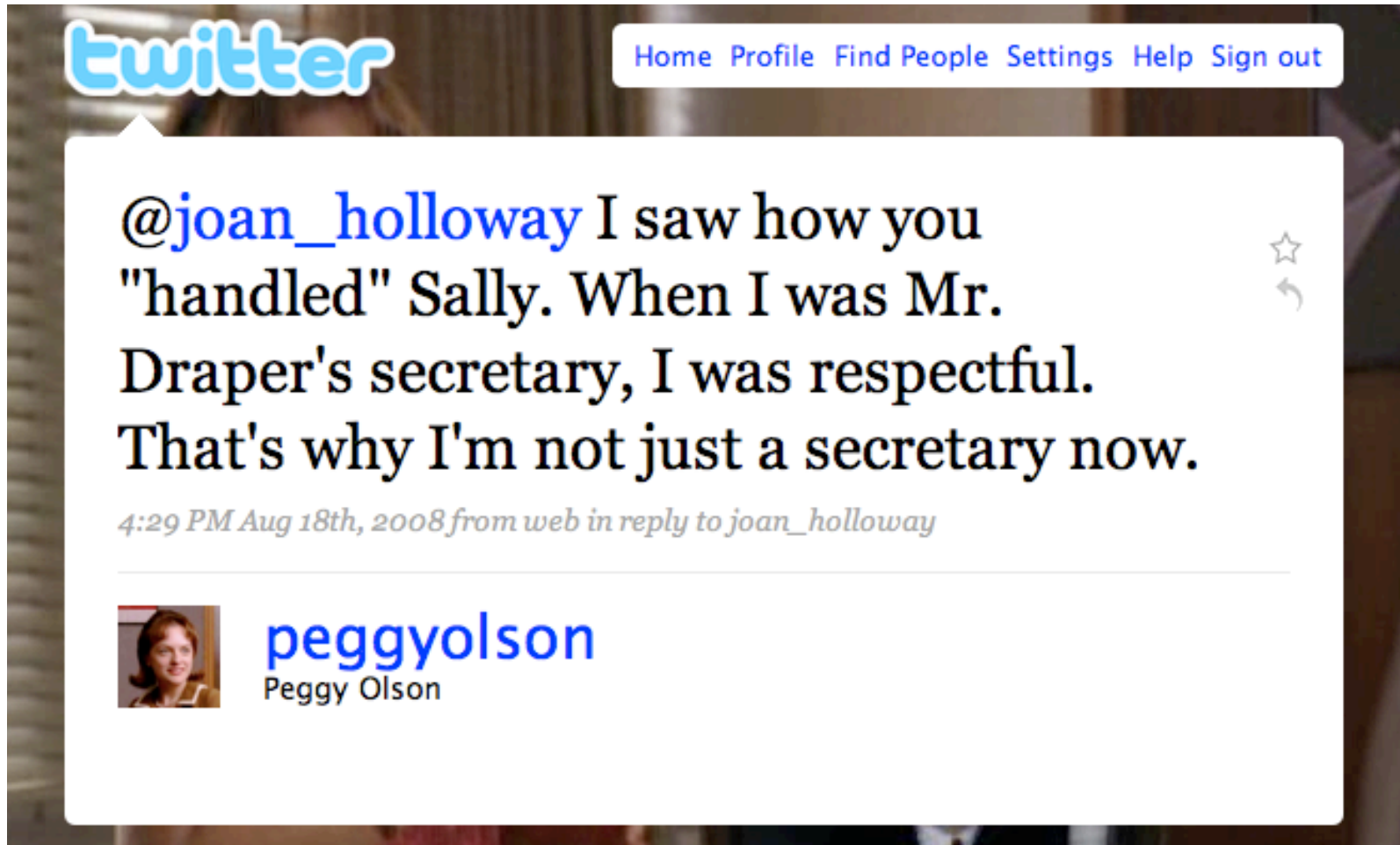
“We’re working with brands to pilot new opportunities and we’re working with TV creators to create original experiences”

-- David Jones, EVP of marketing at Shazam



**How I got interested in transmedia  
storytelling via social media:  
“@Don\_Draper is on Twitter.”**

# Grabbed @PeggyOlson account(s), started interacting with characters & fans (August 18, 2008)





# All the Mad Men characters joined in



# Many thought it was a “real” campaign

Wednesday, August 20, 2008

## Mad Men Gets All 2.0



0

tweets

tweet

I've been a fan of *Mad Men* since the series premiered. The production values are amazing and the story lines are gripping, with some very complex characters. And I wrote about the unique advertising model that the show used, essentially making the ads relevant on a show about advertising in this day and age when we can skip right by commercials.

“...now it looks like the show's marketing team has stepped up the game again by really jumping into the social media space.”

# Marketers gushed about it

MONDAY, AUGUST 18, 2008

## Mad Men on Twitter



**joan\_holloway** @don\_draper How kind of you to introduce me to all of your new friends. You are such a gentleman. That Betty is a lucky gal. 12 minutes ago from web in reply to don\_draper



**don\_draper** @BetaRish - I try not to eat in the office. I go out and grab a bite if I get hungry. The change of scenery helps uncover new perspectives. 25 minutes ago from web in reply to BetaRish



**joan\_holloway** @don\_draper I'm here, Mr. Draper. Do you want me in your office? 26 minutes ago from web in reply to don\_draper



**don\_draper** looking for @joan\_holloway. I need to get a memo out early tomorrow to the creative department regarding how we now work with accountt svc. 40 minutes ago from web



@don\_draper and @joan\_holloway have made their way onto Twitter as a new promotion for AMC's Mad Men. They have already done some really awesome promos like the [Sterling Cooper business cards](#) and the [NYC subway wraps](#), but their smart and clever use of Twitter is something brands or other television shows should take note of.

“...their smart and clever use of Twitter is something brands or other television shows should take note of.”

# Fans loved it

## 'MAD MEN' CHARACTERS ON TWITTER TAKE US RIGHT INTO THE SHOW

Aug 20 08, 7:18 am

Filed under: [Social Media](#) | Tags: [amc](#), [amc.tv](#), [mad men](#), [prime time](#), [television](#)




I normally balk at brands or fakesters who hit me with unsolicited follows on [Twitter](#). However this week I've noticed an endearing trend. No, not the FaceYourManga-gone-wild avatar antics, but it seems that a growing list of characters from my favorite TV show — [AMC's](#) "Mad Men" — have signed up for Twitter.

It started with [Don Draper](#) (Jon Hamm), whose bio link to [Sterling Cooper Advertising](#) takes you straight to the TV show's official landing page. Then I noticed [Joan Holloway](#) (Christina Hendricks) (whose hourglass shape, as an aside, to me epitomizes what a real woman should look like). Then [Peggy Olson](#) (Elizabeth Moss), followed by [Bertram Cooper](#) (Robert Morse) and now [Bobbie Barrett](#) (Melinda McGraw).


**“I actually feel like I am interacting with the characters on the show and, as silly as this may seem, I almost feel like I am there with them at Sterling Cooper when I am reading their tweets.”**



# AMC? Not so much.



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**peggyolson**

*This account is currently suspended and is being investigated due to strange activity.*

If this is your account, or for more information about why an account may be suspended, see [Suspended Accounts](#).

### About

Name [Peggy Olson](#)

### Actions

[message](#) [peggyolson](#)  
[nudge](#) [peggyolson](#)

### Stats

<a href="#">Following</a>	1,217
<a href="#">Followers</a>	624
<a href="#">Favorites</a>	0
<a href="#">Updates</a>	111

### Following

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# Here's how I found out

## VentureBeat

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### DMCA takedown notice forces Twitter to blacklist Mad Men characters

MG SIEGLER | AUGUST 25TH, 2008

The micro-messaging service **Twitter** tonight suspended the accounts of users **don\_draper** and **peggyolson**. If those names sound familiar, you're probably a fan of the hit AMC show *Mad Men*. Those two Twitter users take their names from two of the main characters on the show, and over the past several weeks had been providing updates, mostly in character from what I could tell.



**“The micro-messaging service Twitter tonight suspended the accounts of users @Don\_Draper and @PeggyOlson.**

# Tweeters were shocked and curious

[jonnodotcom](#): V. bummed that Twitter suspended [@peggyolson](#), esp. since she was more interesting than a lot of "real" Twitterers.

[neilkleid](#): ... and one by one, [@don\\_draper](#), [@peggyolson](#), [@joan\\_holloway](#)... suspended and gone.

[jeffinvancouver](#): Mad Men are falling.... [@peggyolson](#) got suspended, wonder if the others are legit or not, too?

[Armano](#): If [@don\\_draper](#) didn't exhibit suspicious activity, none of us would actually watch Mad Men.

[cinevegas](#): Whoa, was [@don\\_draper](#) not an officially sanctioned account? Whoever it was knew what was going to happen in the newest episode. Epic sad.

# It was big news the next day

**ONLINEMARKETERBLOG.COM**

*If Copyblogger and JaffeJuice had a bad-ass baby*

## PR Fail: 11 Ways AMC Could Have Avoided The Mad Men Twitter Flap

*Aug 28th, 2008 by OnlineMarketer.*



*Image stolen and probably fodder for future lawsuit*

**“...the corporate overlords at AMC did what corporate overlords always do: over-react and send in the lawyers.”**



WHAT AM I DOING

## *Mad Men's* Twitter-Related Kerfuffle



twitter

O Great Internet, what silly and almost nonsensical story do you have for us today? Ah, one about Twitter and the excellent AMC drama series *Mad Men*. For a couple of weeks now, "employees" at the fictional advertising agency Sterling Cooper have been sending Twitter messages to each other and other users, hinting at

events on the show and just creating a sort of second internet world for the series. And now, of course, people have intervened and the whole thing has been shut down.

**“What could have been cleverly co-opted and adapted into a subtle viral marketing campaign has now been yanked from the interwaves, deeply upsetting committed yet attention-deficit Twitterers.”**

# AMC changed position to support fans (in less than 24 hours)

AUGUST 26, 2008

## AMC responds to 'Mad Men' Twitter flap



**UPDATED:** AMC has issued a statement in support of Twitter-based "Mad Men" characters after online fans were angered that the popular social-networking site yanked the feeds.

"We (AMC) did reach out to Twitter to discuss it," a network statement read. "The network thinks this is a great expression of the passionate fan base of Mad Men."

The fan-written feeds are in the voices of "Mad Men" characters, with users

subscribing to the daily musings of virtual Don Draper, Peggy Olson and other employees from Sterling Cooper.

“AMC has issued a statement in support of Twitter-based ‘Mad Men’ characters after online fans were angered that the popular social-networking site yanked the feeds.”



# Underwire

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## @DarthVader? 11 Fake Twitterers Ripe for a Takedown

By Jenna Wortham  August 27, 2008 | 12:19:00 PM Categories: [Blogs](#), [Comedy](#), [DIY](#), [Social Networking](#), [Television](#), [Web/Tech](#)



When characters from AMC's hit show *Mad Men* began Twittering, fans of the show quickly jumped on the bandwagon.

“The takedown notices were the kind of ham-fisted move that can backfire with fans, and after a quick consultation with its web marketing gurus, AMC backed off, according to Silicon Alley Insider.”

# Twitter, AMC, Wise Up, Restore "Mad Men" Accounts

Michael Learmonth | Aug. 26, 2008, 6:46 PM | 17

 Print

Tags: TV, Twitter

Don Draper's back. On Twitter, that is. The fake accounts of "Mad Men" characters like Don Draper and Peggy Olson, created by fans but taken down at the request of bumbling cable channel AMC, are back up again.

What happened? Deep Focus, the Web marketing group that works for AMC, tells us that they gently nudged their client into rescinding the DMCA takedown notice they'd sent to Twitter.

See, in Web marketing parlance, the Twitterers assuming the names of Mad Men characters are actually "brand ambassadors" meant to be cultivated, not thwarted. "Better



**“The fake accounts of "Mad Men" characters like Don Draper and Peggy Olson, created by fans but taken down at the request of bumbling cable channel AMC, are back up again.”**



# And so the Mad Men tweeters continued...



# Even better, the universe expanded

@paul\_kinsey We all seem to have a few things going on the side these days. ☆

12:32 PM Sep 27th, 2008 from web in reply to paul\_kinsey



**FrankAdman**

Frank Adman

© 2009 Twitter [About Us](#) [Contact](#) [Blog](#) [Status](#) [Goodies](#)

@\_hildy\_ That boss of yours would drive me to mischief! The next time I'm in the building, remind me to get drunk at his expense. ☆

3:59 PM Jul 4th from web



**frank\_o\_hara**

Frank O'Hara

Been a busy week for Christmas letters. Seems people here have grown tired on the sweet smelling Mimeograph. ☆

1:51 PM Dec 19th, 2008 from web



**Xerox914**

Sterling Cooper 914



February 12, 2009, 5:38 PM

## Twittering With M.C. Hammer, Shaq and Peggy Olson at the Shorty Awards

By MELENA RYZIK

The Shorty Awards, the world's first-ever prizes for Twitter users, held at the Galapagos Art Space in Dumbo last night, were pretty short on intrigue. The winners were announced beforehand, and in keeping with the tech times, acceptance speeches were limited to 140 characters. There was one bit of drama, though: the identity of @PeggyOlson, who tweets as the fictional character from "Mad Men" and won the award in the advertising category, was revealed; she proved to be Carrie Bugbee, a marketing consultant from Portland, Ore., as Sharon Otterman reported in the Bits Blog.

“the identity of @PeggyOlson, who tweets as the fictional character from Mad Men...proved to be Carri Bugbee, a marketing consultant from Portland, Ore.”

**MadMenYourself.com (official campaign) furthered the Twitter love by helping *anyone* become a character**

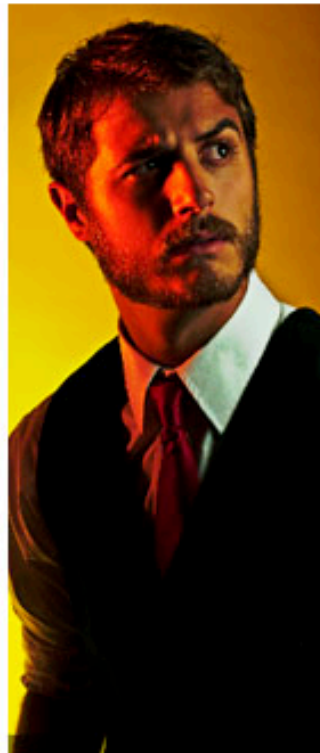




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[All articles from Mad Men blog »](#)

## Meet the Semi-Finalists in the *Mad Men* Casting Call



AMC enabled  
and rewarded  
what fans were  
already doing:  
costume  
parties, videos,  
photos, etc.

# AMC helps fans live the Mad Men lifestyle

Home > AMC Originals > Mad Men > Cocktail Guide



# MAD MEN

where to watch >  
new to show >



Play now >>  
COCKTAIL CULTURE

- > ABOUT THE SHOW
- > BLOG
- > CAST & CHARACTERS
- > COCKTAIL GUIDE
- > DOWNLOADS
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- > FASHION FILE
- > GAMES & TRIVIA
- > IPHONE
- > MADMENYOURSELF
- > NEWSLETTER
- > PHOTOS
- > SCHEDULE
- > TALK FORUM
- > VIDEO

## 1960s COCKTAILS



**Bloody Mary**  
For all late night roamers and early risers. The celery stalk lends an air of healthy respectability to this potent breakfast drink.



**Blue Hawaiian**  
With its pineapple garnish and tropical blue coloring, the blue Hawaiian was part of the Hawaiian craze in the sixties.



**Brandy Alexander**  
A creamy concoction with a nutty flavor for fans of White Russians and Panamas.



**Classic Martini**  
The quintessential '60s cocktail that crossed the gender line.



**Dirty Martini**  
Extra olive juice makes this drink saltier than a sailor's limerick.



**Gibson Martini**  
An apocryphal legend credits graphic artist Charles Dana Gibson for replacing the olive with pickled onions.

#storytell #sxsw



# Through partnership with Banana Republic, AMC helps fans *become* the brand (fashion as transmedia)



# Top tips for social storytelling

## (with marketing impact)

### 1. Allow customer comments and actions to guide story ideas

- What are customers doing and saying now?
- What do they like, comment on and share?
- What hashtags are they using?
- What influencers do they engage with? What do they talk about?
- How do they use networks in your business category?
- *All of these things can provide fodder for social stories. Even negative comments can inspire ideas!*



# Top tips for social storytelling

## (with marketing impact)

### 2. Social stories are often non-linear

- User of social media have short attention spans.
- You may have to work *hard* to maintain a consistent thread and story arc.
- Fans will pop in and out; look for ways to pull them back in.



# Top tips for social storytelling (with marketing impact)

## 3. Stories should be structured *and* improvisational (like jazz!).

- Create a plan, but know much of it will change.
- “Listen” to your community—pay attention to what they like and *do more of it*.
- Respond in the moment to create surprise and delight.



# Top tips for social storytelling

## (with marketing impact)

### 4. Give people something to do—and reward them.

- Build in incremental payoffs along the way.
- People want to know how hard they're going to work and what they'll get for their time.

### 5. Get (or develop) the right skill sets.

- Hire experienced writers and storytellers for project work.
- Enlist help of visual storytellers: filmmakers, photographers, graphic designers, etc.
- Get team members who ***really know*** the platforms you're using—technical expertise ***and understanding of community ethos***.

### 6. Focus on share-ability.

- Create moments that'll make people want to spread your content.
- Incorporate the right tools/apps for this (obvious and easy to use)

# Top tips for social storytelling

## (with marketing impact)

### 7. Use data to personalize the experience.

- Track what people like and what they say.
- Gather social data via authentication and social sharing tools.

### 8. Track your biggest fans and influencers—pay it forward and give back whenever you can.

- These folks will seed your content and be your champions.
- They might also be your test group.

### 9. Don't forget to socialize your website—create a virtuous circle.

- Add feeds of your social accounts to your website.
- Use social sharing tools/buttons to send information back out to social networks.



# **Top tips for social storytelling**

## **(with marketing impact)**

### **10. Use each social media platform to its best advantage**

#### **A. Twitter**

- A. Discovery—users can find like-minded people & topics of interest**
- B. Tagged conversations—hashtags make it easy to track & find topics**
- C. Trends—organic and paid**
- D. Brevity**
- E. Photos & video (Vine, Periscope)**
- F. Be anyone (or anything) you want to be!**

#### **B. Facebook**

- A. Big audience potential; reaches all demographics**
- B. Multimedia—video, photos, interactive apps**
- C. Offline component—events, check-ins, deals**
- D. Threaded conversations**
- E. Real people with mostly symmetrical relationships**

# **Top tips for social storytelling**

## **(with marketing impact)**

### **10. Use each social media platform to its best advantage**

- C. Location-based apps (FourSquare, etc.)**
  - A. Geo-targeted campaigns/activities**
  - B. Easy sharing/distribution to other social channels**
  - C. Mapping**
  - D. Augmented reality (with third-party add-ons)**
  - E. Tips and reviews**
- D. Pinterest**
  - A. Almost entirely visual**
  - B. Heavily skews female (fashion, beauty, weddings, gifts, travel)**
  - C. Ideal for aspirations, interests, causes and hobbies**
  - D. Topic-based**

# **Top tips for social storytelling**

## **(with marketing impact)**

### **10. Use each social media platform to its best advantage**

#### **E. Blogs (on domain)**

- A. You own the experience**
- B. Longer, more in-depth content**
- C. Makes stories more findable (SEO)**
- D. Build strong connections with influencers ([bit.ly/influence\\_blogs](http://bit.ly/influence_blogs))**

#### **F. YouTube (and other video sites)**

- A. Branded channels**
- B. Entertainment focused**
- C. Heavy UGC participation (and built-in affinities for that)**
- D. Second biggest search engine in the world**

# **Top tips for social storytelling**

## **(with marketing impact)**

### **10. Use each social media platform to its best advantage**

#### **G. Instagram**

- A. Used by younger people (teens and 20-somethings)**
- B. Creative and playful**
- C. Highly mobile**
- D. Focused on time and place (and that's easy to track)**

#### **H. Branded mobile apps and mobile websites**

- A. People can participate the way they prefer to use the Web**
- B. Especially important for younger audiences**

# **Top tips for social storytelling**

## **(with marketing impact)**

### **10. Use each social media platform to its best advantage**

- I. Owned communities**
  - A. Create your own storyworld (definition: [bit.ly/storyworlddef](http://bit.ly/storyworlddef))**
  - B. More immersive experience for users**
  - C. Can be complicated, costly and unwieldy to set up and manage**
  - D. Craft and own all (or most) aspects of the narrative experience**
- J. Highly specialized platforms built just for transmedia storytelling, engagement and marketing:**
  - A. SocialSamba.com**
  - B. Conductrr.com**
  - C. Theatrics.com**

# SocialSamba

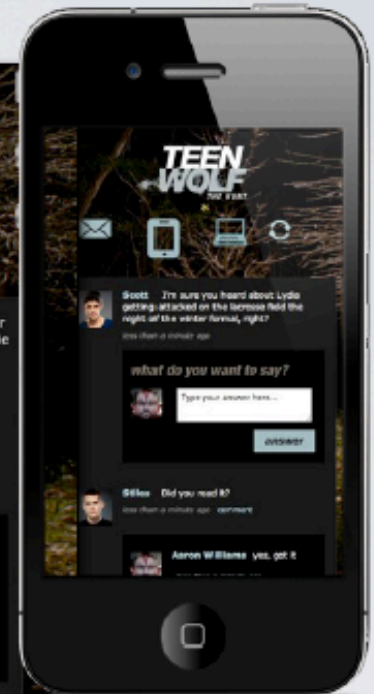
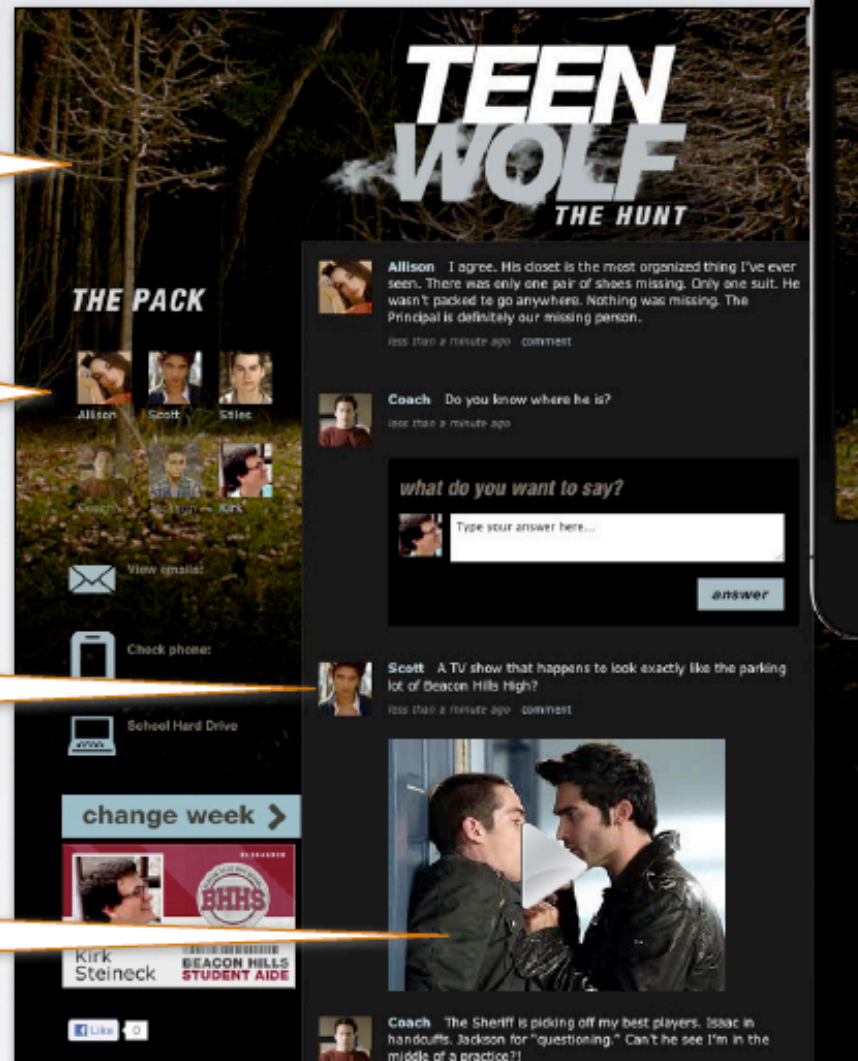
## The **Social**Samba Experience

The user experience is familiar to any social network user, but skinned with an interface for your brand

The “friends” are all scripted characters who call your fans by name, and personalize the story based on your fan’s responses

The SocialSamba system plays each script back in real time for each fan when they want to experience it

The script includes posts, comments, images and videos, just like any social network



Works on:





# Social Samba

**psych** **#Hashtag Killer** **USA**

**Shawn Spencer** I only study under the strict tutelage of fictional Japanese sensei. Kirk, can you guess who's at the top of the illustrious list of luminaries to whom I look for guidance?  
2 days ago

**WHAT DO YOU SAY?**

Type your answer here...

**ANSWER**

**Shawn Spencer** Come on! With that slow response you'll never catch the fly with your chopsticks. When it comes to getting schooled, you can't go wrong with Mr. Miyagi and Pei Mei.  
2 days ago

**Burton Guster** A taste for murder. HTK's beating us at his game, Shawn. Not only that, he's calling you his student.  
2 days ago [comment](#)

**Juliet O'Hara** Hey, Shawn. Sorry about what happened in San Francisco, but you two don't have any time to waste. Another greeting card arrived in the mail today.  
2 days ago [comment](#)

**ALL NEW SEASON  
WEDNESDAY OCTOBER 12 10/9C**

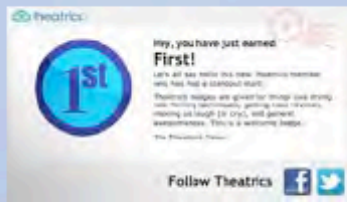
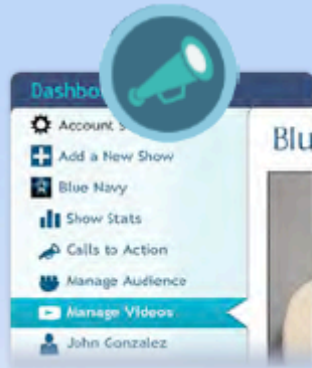
[Check-in](#) [142k](#) [C](#) [E](#) [Like](#) [3K](#)

**INCOMING CALL**

**CRIME SCENE**

**VIDEO CAM**

# What is Theatrics?



- ☁ A full featured interactive online video storytelling platform
- ☁ A new form of online video show or brand experience where fans play a role
- ☁ Storyteller or brand-manager directs the story world they create
- ☁ Audience watches or performs in a social, immersive, & fun experience
- ☁ Audience also earns game-like rewards

# Storytellers:



Broadcast, cable & digital networks



Filmmakers, transmedia specialists



Publishers & authors



Game developers

**inc.**

Branded content/agencies



Web series/producers & vloggers



Super fans/ fan-fiction

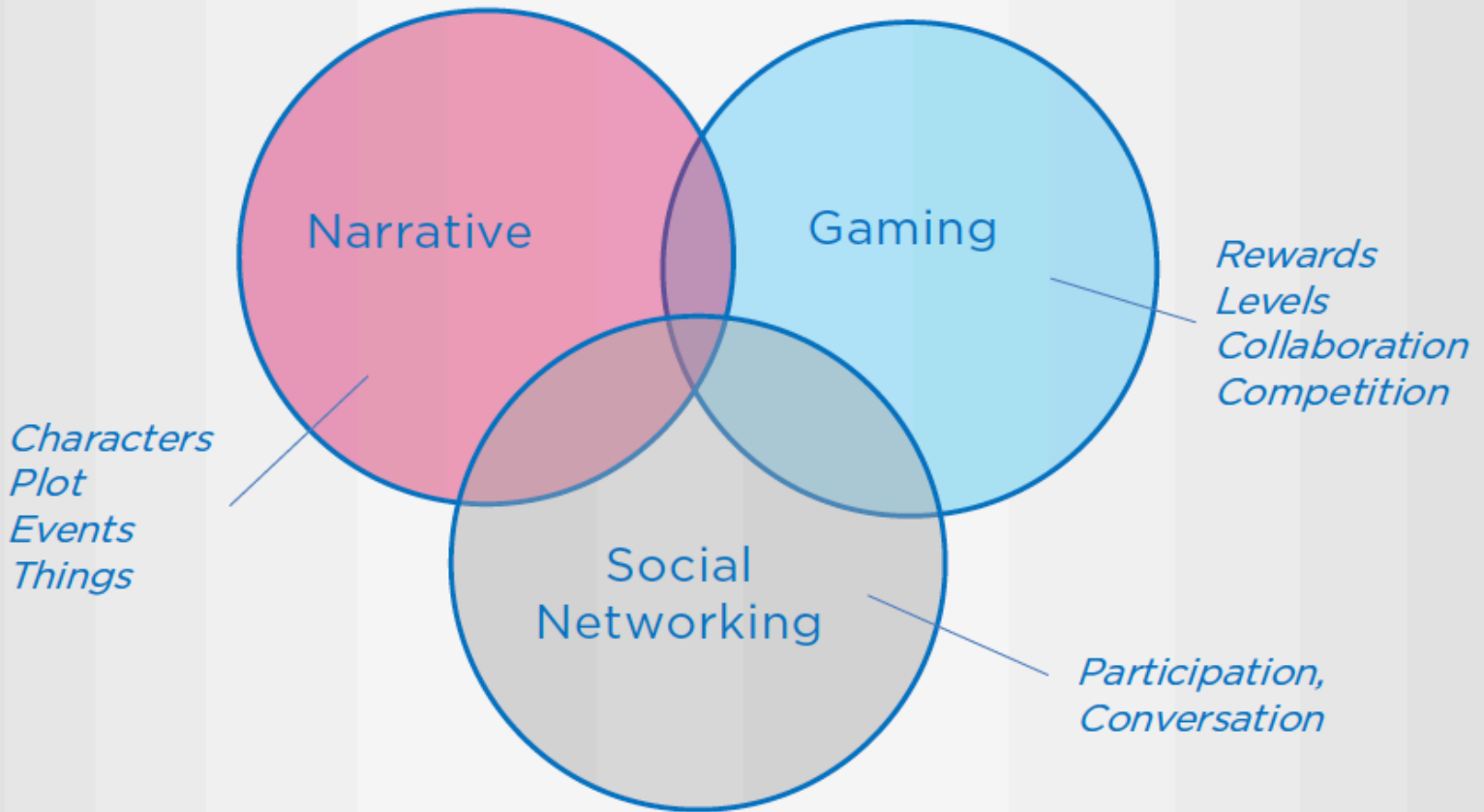
# Conducttr by TransmediaStoryteller

**Engage across all platforms**



# Conducttr by TransmediaStoryteller

## Blur entertainment & marketing



# Takeaways: 5 things you can do now

## 1. Start thinking about marketing as content and vice versa.

*“If you do Transmedia well, it inherently serves as marketing...The point is to further engage audiences. Most people need a way to enter a story.”*

—Antonio Kaplan, CEO & co-founder of Innovent





# Takeaways: 5 things you can do now

## 2. Figure out how to take a story into social media

- Out-takes or footage from the cutting room floor
- Prequel or backstory
- A tangential story that makes the experience richer; is there something you wanted to share but didn't have time?
- Character development
- Break the 4<sup>th</sup> wall
  - Greek chorus
  - "News" reporting
  - Character asides, video diaries, etc.

# Takeaways: 5 things you can do now

## 2. Figure out how to take story into social media (continued):

- Location-based and/or time-specific—can you immerse fans in your storyworld?
  - ARGs
  - Ambient storytelling
- Supplementary content (particularly for documentaries)
- Offer multiple perspectives (The Roshomon effect)
- Co-collaboration
  - Enable UGC
  - Task fan-fiction creators and/or super fans

# Takeaways: 5 things you can do now

## 3. Find your “prospects” and decide on their roles in your story—but stay open to change.

- Who is your audience? Get granular!
- Who are your super-users and influencers?
- How can the audience participate? Will you have levels of participation?
- Ideas for fans and influencers:
  - Become a character in the story
  - Choose a story direction or ending
  - Find clues to solve a mystery or assist a character

# Takeaways: 5 things you can do now

## 3. Find your “prospects” and decide on their roles in your story—stay open to change (cont.)

- Ideas:
  - Engage in puzzles
  - Submit UGC that could be part of an epilogue
  - Some say audiences are more committed if you make them work for it. I say it depends on the audience.
  - How can fans advance the story?
  - Can you make it addictive? Leaderboards,
  - Have a non-storytelling account: promotional, greek chorus, tabloid, etc.

# Takeaways: 5 things you can do now

## 4. Take inventory of team skill sets; start learning or adding what you need.

- cross-platform strategy and integration
- technical: coding, user experience (UX), QA
- visual: photography, videography, graphic design
- community management
- customer service
- database marketing expertise
- sales/CRM
- ecommerce: fulfillment, customer service
- writing
- event planning—virtual or IRL

# Takeaways: 5 things you can do now

## 5. Approach it like a tech entrepreneur—fail fast.

- A. Plan
- B. Deploy
- C. Monitor
- D. Iterate
- E. Rinse and repeat



# Summary

1. Transmedia is crucial for modern storytellers.
2. Social media is driving this trend.
3. Storytelling and marketing can be the same thing.
4. Know your platforms and get the right skill sets.
5. There are things you can do *now* to move in this direction—no matter where you're starting from.

***Now is the time to experiment.  
The rules haven't yet been written!***

# About Carri Bugbee

- Transmedia enthusiast, #social media marketing strategist, PR and advertising pro
- Social TV writer/analyst & editorial board member of *TheSocialMediaMonthly.com*
- Tweet for @PeggyOlson & other Mad Men characters; winner of Shorty Award in advertising
- Contributing author: *"The Big Book of Social Media Case Studies, Stories, Perspectives"*
- Join Carri's Diigo groups:
  - Social TV/Film & Transmedia: [bit.ly/socialtvfilm](http://bit.ly/socialtvfilm)
  - Storytelling for brands: [bit.ly/brandstorytips](http://bit.ly/brandstorytips)
  - Social media training for marketers: [bit.ly/smmtrain](http://bit.ly/smmtrain)



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**@CarriBella**  
**Many more...**