

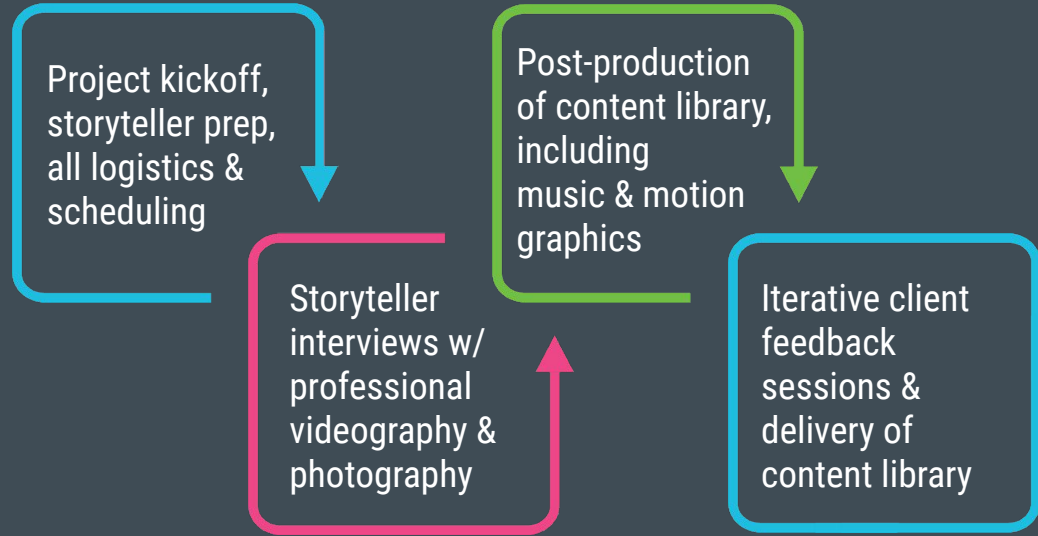
STORIES



# STORIES INC. OVERVIEW

High-quality, substantive video, photo, and blog content at scale

**Stories Inc.** creates content (blogs, videos, photos) inspired by employee experiences we uncover.



# WHAT MAKES US UNIQUE

Efficiently and affordably create a large quantity of substantive content while maintaining a high quality bar.

## DIY/User-Gen Platforms

High quantity of content and affordable (sometimes) but lacking in production quality, consistency and substance that comes from a facilitated process.



## Big Budget Agencies

Time intensive, extremely high production quality but at an expensive price and, therefore, a low quantity of content

Our focus on stories helps us achieve the best of both worlds while ensuring that the content is engaging, substantive, and customizable per channel.

# STORIES INC. INTERVIEW DAY

- 8 storytellers per day
- 3 segments per storyteller:
  - Interview
  - Broll
  - Photography (optional)
- We get great stories from every storyteller, every time
- Fun experience for storytellers!







**EXPLORE  
OUR WORK!**



OVERVIEW VIDEO:  
CULTURE AT EXPEDIA



STRATEGIC CONCEPT:  
INNOVATION AT CVS HEALTH



SINGLE STORYTELLER:  
PURPOSE AT EA SPORTS

# VIDEO VARIETY

Different lengths for different uses

## HERE'S HOW YOU USE THEM:

- Grab attention on social (:15 and :60)
- Mini feature focuses like strategic themes, team or job function; or niche hiring area (Early Career, WIT, etc.) (:75-1:30)
- Overview for consideration phase (2-3 minutes)



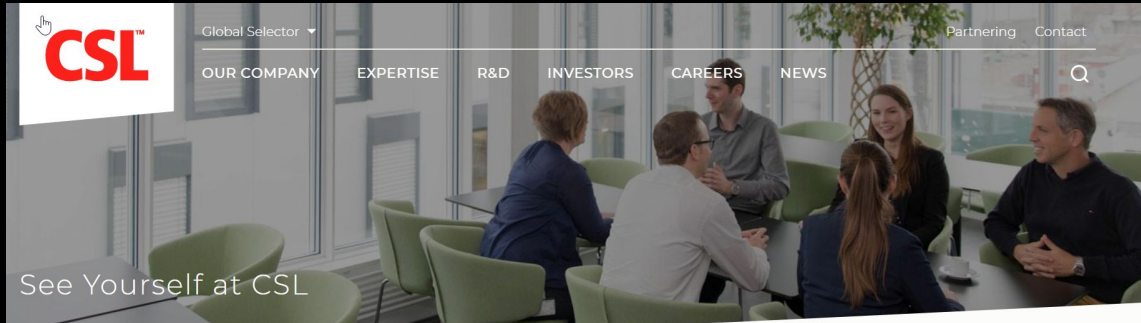
# PHOTO LIBRARY

Great for:

- Getting candidates to picture themselves in your environment
- Career sites and social
- Creating social graphics with lift-out quotes

Stories Inc. will:

- Understand your style preferences from our kickoff call
- Capture professional images of employees in a variety of styles: portraits, in their work setting, group shots, etc.
- Capture any specialty photo needs (banner images for websites, office images, etc.)



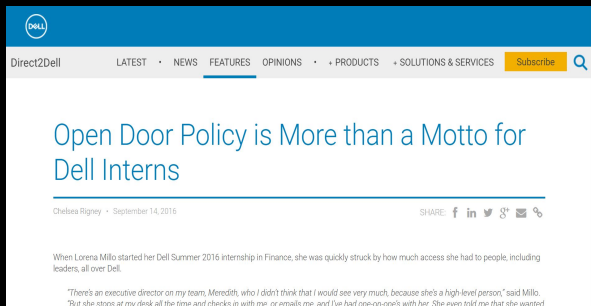
# Maggie Braddock

Corporate Tax Analyst

"Sonoco gave me the opportunity to get to know other associates who were also new to the company, but in different fields and functions."

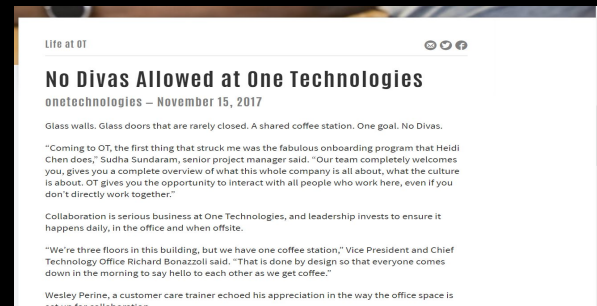
[Read Maggie's Story](#) →

Q&A FROM TRANSCRIPTS:  
MEET THE PEOPLE OF SONOCO



The screenshot shows a Dell blog post. The header includes the Dell logo and navigation links for LATEST, NEWS, FEATURES, OPINIONS, PRODUCTS, and SOLUTIONS & SERVICES, along with a Subscribe button and a search icon. The main title is "Open Door Policy is More than a Motto for Dell Interns" in a large blue font. Below the title, it says "Chelsea Rigney · September 14, 2016" and "SHARE" with social media icons for Facebook, LinkedIn, Google+, and Email. The text of the article begins with "When Lorena Millo started her Dell Summer 2016 internship in Finance, she was quickly struck by how much access she had to people, including leaders, all over Dell." A quote from an executive director is also visible: "There's an executive director on my team, Meredith, who I didn't think that I would see very much, because she's a high-level person," said Millo. "But she stops at my desk all the time and checks in with me, or emails me, and I've had one-on-ones with her. She even told me that she wanted

CAREER DEVELOPMENT BLOG POST:  
OPEN DOOR POLICY AT DELL

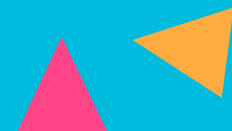


The screenshot shows a One Technologies blog post. The header includes the text "Life at OT" and social media icons. The main title is "No Divas Allowed at One Technologies" in a bold black font, with the date "onetechnologies – November 15, 2017" below it. The text of the article begins with "Glass walls. Glass doors that are rarely closed. A shared coffee station. One goal. No Divas." A quote from Heidi Chen is visible: "Coming to OT, the first thing that struck me was the fabulous onboarding program that Heidi Chen does," Sudha Sundaram, senior project manager said. "Our team completely welcomes you, gives you a complete overview of what this whole company is all about, what the culture is about. OT gives you the opportunity to interact with all people who work here, even if you don't directly work together." Another quote from Richard Bonazzoli is visible: "We're three floors in this building, but we have one coffee station," Vice President and Chief Technology Office Richard Bonazzoli said. "That is done by design so that everyone comes down in the morning to say hello to each other as we get coffee." A quote from Wesley Perine is also visible: "Wesley Perine, a customer care trainer echoed his appreciation in the way the office space is set up for collaboration."

CULTURE BLOG POST:  
'NO DIVAS ALLOWED' AT ONE TECHNOLOGIES

# TEXT-BASED CONTENT IN ACTION

All stories and quotes lifted from  
interview transcripts







# MEET YOUR TEAM



**Jessica**  
Dir., Content Marketing



**Bernadette**  
PM



**Christian**  
Videography



**Anna**  
PM



**Jamie**  
Art & Design



**Jill**  
Dir., Client Service



**Lauryn**  
Partner



**Scott**  
Partner

# WHAT OUR CLIENTS SAY

"Stories Inc. was **very easy to partner with** and **produced great content**. I'm really pleased with the feedback and engagement on the content. **Our LinkedIn CTR is 4x with this content.**"

"Stories has been such **a great partner** for a project that is so **culturally critical**. You really **understood our values** and storytelling quality bar. I couldn't imagine working with another company to achieve our goals."

"They capture a **variety of quality content efficiently**. Their **content is world class.**"

"Stories Inc. is my **FAVORITE vendor to work with** when it comes to **content production.**"



**PLEASE REACH OUT WITH  
ANY QUESTIONS!**



**Bernadette Launi**

**[Bernadette@StoriesIncorporated.com](mailto:Bernadette@StoriesIncorporated.com)**