



PodTech Data Sheet

PodTech Pro Storytelling Talent

Spark conversations. Engage your most valuable target audiences.

In the age of digital media, simply talking at your audience is no longer enough. Grabbing their attention, sparking conversations, and creating buzz in the Blogosphere requires powerful storytelling. Whether the goal is to launch a new product, build brand equity, or enhance corporate goodwill, PodTech has the top professional resources to help you generate attention and promote deeper brand engagement.

The art and science of storytelling

Our talented media professionals have decades of storytelling experience. Before joining PodTech, they were TV and radio reporters, documentary producers, journalists, talk show talent, interviewers, videographers, oral historians, writers, and editors. They understand how to apply the art and science of digital storytelling to initiate conversations about your products, services, and brand.

Turning your messages into compelling stories

PodTech's digital media experts understand that the most compelling stories are as much about the people as the things they know. We deliver your key messages effectively by eliciting compelling "performances" from the people at the heart of your story.

Making sure the story communicates effectively

Every good video story begins long before the camera rolls. The process starts during pre-production brainstorming sessions. Through precise planning, scripting, and filming, our experienced media pros weave your key messages into a compelling video story that is conversational and engaging. Our team collaborates on every element of the story, telling it in a way that best suits the material, message, and audience.

At the final stage of production, professional video editors and audio engineers refine the material, sculpting and molding your story to maximize its impact, and paying close attention not only to the words and images, but also to the rhythm and tempo of the finished piece.



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Four Video Storytelling Styles

We use four distinct video storytelling styles, which can be used in a variety of combinations to tell your story effectively and support your corporate communication and marketing goals.

Documentary Stories

Documentary stories are multi-faceted. This style is often used to build a narrative that's more creative, with no specific news-hook. The documentary format works well with complex messages that can be told from a variety of viewpoints and venues.

Documentary elements can include:

- Two or more interviews
- Narration
- Provocative conversations
- Background video

Q&A

The Q&A storytelling style is most commonly used when stories have to be turned around quickly. They can be aligned more easily with other corporate or public news events in styles ranging from casual to formal.

A Q&A piece can be a one-on-one interview or a host interviewing a panel. Panel interviews are generally slower-paced; for quick, lively repartee, we recommend one-on-one interviews.

Examples of Documentary Stories

Silver

- [Havok Behavior Debuts at the Game Developers Conference](#)

Gold

- [Lunch 2.0 Visits NETGEAR](#)
- [CDNLive! EMEA: Munich, Germany](#)

Platinum

- [CentrinoPro: Proest of Pros](#)
- [Intel Core Challenge: Then There Were Two](#)
- [Intel Says 45 Nanometer Microprocessors Due Later This Year](#)
- [HP Celebrates Small Business at SFMOMA](#)

Examples of Q&A

Silver

- [NETGEAR Announces New ProSafe Smart Wireless Switch](#)
- [Seagate Reaches Terabyte Milestone](#)

Gold

- [Intel's Craig Barrett on the U.N. and Silicon Valley](#)
- [Intel Multiplies Social Media's Power at CES](#)

Platinum

- [Video from the Amazon: Intel's World Ahead Program Brings Wireless to the Developing World](#)



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Sights and Sounds

The Sights and Sounds style is impressionistic, artistic, and image-driven. The goal is to evoke an emotional or aesthetic response from the viewer rather than conveying hard information. This style can be used to subtly associate your brand with desired subject matter.

News Package

A storytelling news package involves news-style multiple interviews and fast-paced "MTV-style" production. This format is most effective for delivering complicated news efficiently, or conveying breaking news with greater depth and impact than could be achieved with a press release.

Audio Podcasts

Audio podcasting is a tremendously versatile and cost-effective medium. Audiences can listen to programs anywhere, anytime, making the audio podcast a valuable adjunct to any style of video storytelling.

Examples of Sights and Sounds

[Sights and Sounds of IDF in Beijing](#)

Examples of News Package

Catherine Girardeau

- [Intel Releases the New Centrino](#)

Michael Johnson

- [Intel Gives Gamers Max Power at CES](#)

Paul Lancour

- [Cadence: Driving Innovation for Logic Designers](#)

Rio Pesino

- [What is Missing from Local News?](#)
- [Is the Game Developers Conference the new E3?](#)
- [Protect Laptop Data with Alcatel-Lucent's 'Nonstop Laptop Guardian'](#)

Examples of Audio Podcasts

Public Radio Style Narrative

- [Research Day: CTO Justin Rattner on Weird Science](#)
- [IT Pros Finding Reliable, Remote Security and Manageability for Business Laptops, 24/7](#)
- [SNWSpotlight](#)



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Video: The fastest growing, most immersive viral medium

Watching video online is rapidly becoming a daily routine for growing numbers of your most desirable viewers. One in four Internet users view online video at least weekly, and original content is most appealing. Forty percent of online video viewers click accompanying links or visit websites mentioned in the videos.*

More Information

Find out how PodTech can help you leverage the power of social media for your marketing efforts. Contact us at 650-543-5200 or sales@podtech.net.

*Source: Online Publishers Association