

The Power of VISUAL STORYTELLING

We are in the age of **INFORMATION OVERLOAD**

The average person's attention span decreased to **8 SECONDS** from 12 seconds in 2000.

(shorter than that of a goldfish)

According to the journal Science, we have to process **5X MORE** information today than in 1986.

YEAR 1986

YEAR 2015

HOW CAN WE THEN **CAPTURE THE HEARTS OF OUR AUDIENCE?**



+



WHY USE VISUALS?

WE REMEMBER MORE W/ VISUALS

Hear a piece of info, and three days later you'll remember 10%. add a picture & you'll remember 65%



90%

of information transmitted to the brain is visual.

visuals are processed

60,000X FASTER

in the brain than text.

65% of us are visual learners



WHY USE STORIES?



STORIES ARE EASIER TO RECALL

because descriptive tales can activate up to 7 areas of the human brain.

Emotions drive **80%** of the choices we make, while practicality & objectivity only represent about 20% of decision-making.

I love Shopping



5% of people cited a statistic, but a whopping

63% remembered the story.

Infographics The Power Of Visual Storytelling

ML Yell



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