Amplified Storytelling
Amplified Storytelling

“Content is King”
Bill Gates, 1996
# 150+ Partners

## ALABAMA
- Gulf Shores & Orange Beach

## ARIZONA
- DSA Vacations
- Lake Havasu Convention & Visitors Bureau
- Visit Sedona
- Visit Tucson

## CALIFORNIA
- Beverly Hills Conference & Visitors Bureau
- Fairfield Convention & Visitors Bureau
- Greater Palm Springs Convention & Visitors Bureau
- Redding Convention & Visitors Bureau

## COLORADO
- Visit Denver
- Visit Grand Junction

## FLORIDA
- Citrus County Convention & Visitors Bureau
- The Diplomat (Hollywood)
- Experience Kissimmee
- New Smyrna Beach Visitors Bureau
- Santa Rosa Island Authority
- Visit Gainesville
- Visit Jacksonville
- Visit Pasco
- Visit Pensacola
- Visit Tampa Bay

## ILLINOIS
- Alton Regional Convention & Visitors Bureau
- DuPage Convention & Visitors Bureau
- Elgin/Fox River Valley Convention & Visitors Bureau
- Heritage Corridor Convention & Visitors Bureau
- Lake County Convention & Visitors Bureau
- Peoria Area Convention & Visitors Bureau
- St. Charles Convention & Visitors Bureau
- Visit Oak Park

## INDIANA
- Indiana Dunes Tourism

## KENTUCKY
- Visit Bardstown

## LOUISIANA
- Louisiana Office of Tourism

## MISSOURI
- Branson/Lakes Area Chamber of Commerce/Convention & Visitors Bureau
- Jefferson City Convention & Visitors Bureau
- Joplin Convention & Visitors Bureau
- Lake of the Ozarks Convention & Visitors Bureau
- Missouri Division of Tourism
- St. Joseph Convention & Visitors Bureau
- Saint Charles Convention & Visitors Bureau
- St. Louis Convention & Visitors Commission
- Table Rock Chamber of Commerce

## NEBRASKA
- Omaha Convention & Visitors Bureau

## NEW MEXICO
- Albuquerque Convention & Visitors Bureau
- Santa Fe Convention & Visitors Bureau

## NORTH CAROLINA
- Wilmington & Beaches Convention & Visitors Bureau

## OHIO
- Destination Cleveland
- Experience Columbus

## SOUTH CAROLINA
- Golden Isles Convention & Visitors Bureau
- Hilton Head Convention & Visitors Bureau
- Kiawah Island Golf Resort

## TEXAS
- Amarillo Convention & Visitors Council
- Arlington Convention & Visitors Bureau
- Fort Worth Convention & Visitors Bureau
- San Marcos Convention & Visitor Bureau
- Visit Lubbock
- Visit Sugar Land Convention & Visitors Services

## UTAH
- Visit Ogden

## WYOMING
- Wind River Convention & Visitors Bureau
Amplified Storytelling

“Stories are how we think. They are how we make meaning of life. Call them schemes, scripts, cognitive maps, mental models, metaphors, or narratives. Stories are how we explain how things work, how we make decisions, how we justify our decisions, how we persuade others, how we understand our place in the world, create our identities, and define and teach social values.”

- Psychology Today
Positive Emotions
Positive Emotions

Happiness

Enjoyment

Relief

Affection

Love

Pride

Joy

Contentment
Positive Emotions
Storytelling for the Senses
It is not about us...
What is great storytelling?
It is targeted...
It is experiential...
It is transformative...
Is it the *Field Of Dreams*?
Paid Media

- Taboola
  - Content You May Like.
- Yahoo!
- Outbrain
- Facebook
- Twitter
This does not mean that children in families in which fathers are absent are destined to have a poor outlook. In some of the studies, a highly engaged father figure seemed to provide many of the same benefits to children. These father figures could include stepfathers and other men who live in the home.

Research suggests that fathers play differently than mothers -- and that kids benefit from that. Making time for conversations is important, too: Fathers tend to use different vocabulary than mothers with their children, and kids gain from that as well. There are a myriad of other ways for fathers to become more involved, such as going to doctors' appointments, volunteering as class parent, or coaching the soccer team. Fathers who make time to play with their children make a difference.

**Kids Talk about Loving their Daddy**

---


Copyright © 2014 Meredith Corporation.
Becoming Dad:
How getting away to Kissimmee brought us closer than ever

by Mark O'Brien

Zachary was 3 and a half years old when his mother, Mary, and I started dating. He was 5 years old when she and I married. Zachary and I did well together, but still, there was a distance between us. Even though his mother and I told him he could call me Dad, he never did.

We had spent time together - I often picked him up from school, packed his lunch and went to his after-school events, but we hadn't really shared a meaningful experience together. As children, neither my wife nor I had gone on vacations. Whether because we were unwilling or unable, it just didn't happen. Maybe that's why traveling never crossed my mind as the solution to becoming closer to Zack.
Paddling, Pranks and Priceless Photos
Our Canoe Adventure on the Scenic Santa Fe River

“You want us to do WHAT?!”

From the incredulous tone of their voices and the horrified looks on their faces, you would’ve thought that I asked my two teenage children to use a spoon to remove a vital organ and place it in the Ziploc bag I was holding out. In reality, all they had to do was put their cell phones in the bag until the end of the day. My 10-year-old, not yet allowed to have a cell phone, just smirked as she listened to them spout off all of the reasons they NEEDED their cell phones. She knew as well as they did that this was one argument they weren’t going to win.

We were vacationing in Gainesville, Florida and on that particular day we planned to canoe on the scenic Santa Fe River. Since my oldest was leaving for college in the fall, it was likely our last family vacation with all three kids. My husband and I decided before we even chose a destination that it was important for our family to disconnect from the distractions of everyday life to really connect as a family; hence, the no cell phone rule. The only “tweets” we wanted our kids to pay attention to that day were those of the Northern Bobwhite, migrant songbirds or any of the other 350 species of birds that nest in Gainesville.
Results

• Since the campaign launched in June:
  – Three stories
  – Average time on page is nearly **five times the site average**
  – Stories have increased web traffic by **nearly 20%**
  – **97% of the content-driven visitors** are new to the website
Results

“We are so impressed with the results we’ve seen from our Amplified Storytelling campaign with Madden that we plan on increasing the number of stories they produce for us next year. With time on page averaging seven minutes, our ‘Kayaks and Canoes’ story is a homerun. We never imagined we would reach this level of engagement.”

John Pricher, Executive Director
Visit Gainesville