

Be more.



PBS.

My PBS Moment

A FIELD GUIDE TO
CAPTURING AND
SHARING STORIES
OF IMPACT



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Kick-start Your Campaign

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Through PBS programs on stations in every corner of the country, Americans can fuel their curiosity, explore a wide range of perspectives and ideas, investigate new subjects and experience things that may not otherwise be possible. Our audiences believe life is a journey with endless opportunities to expand personal horizons; it's important to them that these opportunities remain available – for themselves and for everyone in the community. We know this because we have heard the stories from viewers inspired by the unique programming your station provides.

This field guide aims to help you demonstrate how our programs have opened new worlds for viewers in tangible ways through stories from everyday people in your community. When you ***combine personal, meaningful stories with a well-crafted creative approach***, the result is a campaign that shows, not just tells, why your station is worthy of financial support.



Our brand promise is rooted in the explorer archetype and values. To make the most compelling case for financial support, look for personal stories that reflect these explorer values:

- *Invents, experiments, investigates*
- *Seeks, searches, challenges*
- *Defies expectations, savors adventures big and small*
- *Revels in authentic experiences*
- *Swims upstream, challenges conventional wisdom, embraces change*
- *Sees the journey as its own reward*
- *Stays curious, takes chances, listens to and follows inner voice*
- *Craves variety of experiences, points of view and topics*
- *Delights in unexpected discoveries*
- *Makes up his or her own mind*
- *Believes in independence, exploration for all*



Who is most likely to be moved by hearing these stories?

- *Current Viewers, Members and Social Media Fans*
- *Potential Viewers*
- *Board Members/Community Board Members*
- *Legislators*
- *Educators*
- *Staff*
- *Grant Makers/Funders*
- *Current or Potential Community Partners*

FULFILLING A BRAND PROMISE

The best stories – the ones that demonstrate your station’s unique value – are stories of positive, **tangible** impact that show how we fulfill our brand promise:

PBS invites everyone to explore new worlds, discover new ideas and broaden personal horizons – to be more – especially in ways that might not otherwise be possible.

These stories often reflect a moment in time when individuals, as a result of watching one of our shows, see something in a new light, make a different life choice or open up to an idea they’ve not seen or considered before. It’s that “aha” when someone realizes, “This is my PBS moment.” To make the case for support, these stories need to go beyond “fan mail,” where people simply talk about how much they love our programming.

A story with tangible impact shows we’re more than just entertainment; we make an impact in the communities we serve. That’s meaningful and motivating.

CHARTING YOUR COURSE: CREATIVE BRIEF

An important part of the creative brief is a description of your target audience. Who are they? What do they think/feel now and what do they value? A good understanding of your audience will help you curate stories with greatest potential to demonstrate the value that your station provides in the community.

You will find the PBS campaign brief in the Appendix – use it as is or customize it for your local campaign.

Scout Your Storytellers

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The stories you choose should:

- *Demonstrate tangible impact*
- *Be authentic and believable*
- *Connect to your audience (e.g. be relatable to many)*
- *Reflect the diversity of your community and your station's programming*

SEARCHING FOR STORYTELLERS

As you prepare for your casting outreach, consider the focus of the story (or stories) you wish to tell and outline your ideal “cast of characters.” For example, do you want to show your station’s commitment to children’s programming? In that case, search for people whose experience with PBS KIDS programs or other educational services led to a positive, tangible impact.

Finding the right people to share meaningful stories may be the most challenging part of your effort to create new video testimonials. We recommend allocating at least 3 months for outreach. As you embark on your outreach, remember to balance the need for quality and quantity.



Your next storyteller may be someone who already has a relationship with the station, either as a member or a volunteer, or someone in your community who has spoken out in support of the station based on a meaningful personal experience. Keep your eyes peeled in every direction!



The most effective communications are simple, direct and relatable for your audience. Ask yourself, "What would inspire me to tell my story?"



Create a succinct casting call with a specific call to action like the example below:

*Tell Your Story!
KVIE is looking for real people to feature in new on-air and online videos. If a PBS show has helped you explore new ideas or discover new worlds, inspired different life choices or enriched you or your child's life in a tangible way, we'd like to hear from you! Send your story and contact information to stories@kvie.org.*

Here are three broad guidelines to help you scout for storytellers.

1. Cast a wide net.

Make your outreach big and broad, as well as thorough and deep. Use every asset at your disposal: your airtime, your website and social media channels, communications with staff, members and the community and, most important, word of mouth. You may even allocate a small budget for an ad in the local paper or on social media sites.

Make it easy to share by including a campaign hashtag (e.g. #myPBSmoment).

2. Be specific about what you want.

The language you use to solicit candidates is just as important as casting a wide net – put your search criteria into a user-friendly format from the start so that every communication touch point is easily understood by whoever reads or hears it.

3. Include a clear call to action.

No matter how you choose to collect stories, EVERY communication should clearly state how your storytellers can get in touch with you.

For your convenience, a sample casting outreach plan and several video testimonials are included in the Appendix.

Consider some of these tactics to make it easy for people to contribute their stories.

Engage your social media followers

- ❑ Consider using My PBS Moment as your campaign umbrella to tie all of your efforts together. To further localize, swap in the name of your station (e.g. My KVIE Moment).
- ❑ Use the template provided in this guide to create postcards to hand out at community events.
- ❑ Invite your social media mavens, across all platforms, to share their stories. Be sure to customize the message so it's tailored especially for each platform.
 - Encourage people to post a picture as a way to tell a story on Instagram.
 - Encourage people to share a story and tag friends on Facebook.
 - Ask for memorable, creative tweets on Twitter. (#myPBSmoment)
- ❑ Share a link to your online story collection site across your station's social media platforms. (e.g. station.org/mystationmoment)
- ❑ Link to your story collection form from your station's website home page.

Look for stories at community and station events

Set up a camera and backdrop and invite people to share a brief story.

- ❑ Make storytelling part of your next all-staff meeting and encourage staff to share personal stories – their PBS moments.
- ❑ Encourage pledge volunteers to come out from behind the desk and share stories in front of the camera.
- ❑ Invite guests who attend screenings or other station events to the share their stories.



Improve your efficiency by using a survey that is supported by your membership database. This allows you to track engagement among members.



Here are a few questions to ask viewers that can help you uncover strong stories:

- *How has [station name] been a positive influence in your life?*
- *If you could speak directly with the producer of the show, what would you say?*
- *What do think about or do differently as a result of seeing [show name]?*
- *Have you talked about [show name] with anyone else? What did you have to say about it and what was the reaction of the person you told?*
- *What was your “aha” moment in the program?*

Survey your viewers/members

Surveys invite interaction with your viewers, deepening connections that allow you to capture quotes and leads for longer-form stories. There are a number of online survey tools that are easy to use and affordable:

□ [Survey Gizmo](#)

□ [Survey Monkey](#)

□ [Constant Contact](#)

Key points to remember when putting together your survey:

Have your end product in mind. Is there a specific program or genre you want to highlight? Is there a specific audience you’re seeking? What are the key brand values you want to highlight? Ask questions in a way that makes it easy for people to respond with enough meaningful detail, but without requiring too much effort.

CHOOSING THE FORMAT

There are many ways to collect and present someone’s personal aha moment. Sometimes, a simple quote will be enough, other times, a story may be told best in a video. Keep in mind your target audience and campaign objectives as you collect stories in different formats. Who do you want to reach and what do you want them to think/feel/do? Will a series of quotes and photos win their hearts and minds? Could a more in-depth written feature persuade someone to make a donation? Would a video be best to shift perceptions of a broad-ranging audience? Consider all the ways you may share the stories to help you identify the best format for collecting them.

Here are a few formats to consider:

Audio

If you are a dual license station or have a partner radio station, consider creating radio spots that tell individual stories. Have people share stories in their own voice is a great way to show that these are authentic stories from real viewers.

Photos

A strong picture can convey a message quickly and memorably. Whether it's a photo provided by the viewer or one you capture, explore how photos can be used on your website and in social media to tell the individual's story.

Quotes

Sometimes a simple quote is all you need. A strong, well-articulated and heartfelt quote allows the reader to easily understand the positive impact of our shows.

Story Board

Create an eye-catching, interactive display for station and community events. Share stories you've already collected and invite people to add their own.

Videos

Consider creating two versions – one in a length suitable for broadcast and a second “director’s cut” that goes a little deeper and can play online. The longer form videos are especially great as attention-grabbing openers at your screenings and other events! Find more on how to produce great videos later in this guide.

Written Features and Photos

Consider featuring an individual story in your (email or printed) station newsletter. The feature could be guest-authored by the storyteller or written by a staffer or volunteer who interviews the person who has a memorable moment to share.

SPECIAL CONSIDERATIONS FOR STORIES VIDEO FORMAT

To help identify the stories and storytellers that will look and sound best in a video format, conduct one-on-one interviews (which we sometimes refer to as pre-interviews, or the interview before the on-camera interview) with your top candidates. We recommend identifying twice as many stories as the number of videos you'd like to produce, since not every story will work well in a video format.

Here are three guidelines to help you select potential storytellers and, ultimately, prepare those who will share their stories on camera:



The people you enlist to participate in your campaign need to be comfortable sharing their personal stories on camera and letting your team into their personal lives and spaces. You'll be in their homes, perhaps putting their family or workplace on camera, filming them engaged in everyday activities, etc. Keep this in mind as you talk with each potential storyteller.

1. Get to know each story and storyteller.

Familiarize yourself with the candidate's story based on the information provided during your casting outreach. Write down questions you'd like to ask to fill in gaps or better understand how their story shines a light on your station's unique brand value. Once you're familiar with the story and have questions prepared, it's time to place your call.

When you call, let the candidates know who you are and what station you're from. Provide a brief description of the project and tell them their story inspired you to call. Ask what prompted them to share their story. Keep the conversation light and natural so the person feels at ease.

2. Gauge storyteller interest and comfort level.

Ask your candidates if they are willing to be featured in a spot. Let them know how long the process will take and that it includes several phone conversations, a possible location scout at their home and at least a full weekday for actual filming. Then, confirm that they still wish to participate.



During these phone calls, dig deeper to find out how well the people meet your search criteria and, just as important, whether or not they'll be able to tell a clear and meaningful story. In addition to a great story, ideal storytellers will be engaging, passionate and relatable to viewers.



Consider using a spreadsheet to keep track of the people you call. Include their contact information and any special notes based on the calls.

3. Manage expectations.

Close your conversation by letting your candidates know they are under consideration, but you will confirm with them at a later date whether or not you have chosen their story for a video testimonial.

CATALOGUING STORIES

As the number of stories coming in starts to grow, and you begin to see which formats work best for the individual stories, it's time to start tracking them. Cataloguing stories is a lot like cataloguing any other creative assets. Start by creating simple categories that align with how you intend to use the stories, for example:

- By genre
- By program
- By demographic
 - Do you need a male or female voice?
 - From a specific area or neighborhood?
 - What age range?
- By theme (opening new worlds, career path, opportunities for kids)

From there, you can create a master spreadsheet for the relevant data. A sample template is included in the Appendix. Enter information as you collect, produce and curate stories so that you have the information tracked for easy reference.

Leading a Successful Shoot

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Decide whether or not you'd like to capture still photos on the day of the shoot to extend the campaign online for e-newsletters, fundraising materials, etc. If so, shoot both portraiture and slice-of-life compositions for still photographs so you have creative flexibility later.

Once you've confirmed the storytellers who will be featured in video testimonials, it's time to prepare for the shoot. Plan to be shooting for an entire day to allow enough time for both the on-camera interview and enough b-roll to help illustrate each story.

PREPARING TO SHOOT

When you meet your storytellers on the day of the shoot, thank them for taking time out of their busy life to do something wonderful for your station! Explain how the day will be structured and address any concerns. If your subjects are nervous about sharing a personal experience, chat with them during set-up to relax them.

Here are three checklists to help you prepare for the shoot:

Preparing to go on location:

- Brainstorm locations and b-roll ideas with your storyteller. Learn where your subject spends time or participates in activities related to the story.
- Confirm availability and locations for the date you'd like to shoot. Check to see if special permission is required before you arrive with a camera.
- Create a backup plan if you're planning to shoot outdoors and the weather doesn't cooperate.
- Frame the shot to get a feel for the subject against a simple background. Create the illusion of a conversation between subject and viewer with soft, natural lighting for a sense of intimacy.
- Use a boom microphone so there are no visible wires or mics.
- When confirming details for the shoot day, ask your storyteller to have 3-4 clothing choices ready in solid colors with no tight patterns, pinstripes or logos.



Remember that you want viewers to feel that the interview subject is speaking to them.

Preparing for the on-camera interview:

- ❑ Have substantive conversations with your subject to determine the story you want to tell.
- ❑ Write out the story as you would tell it, then time it to video length. Use as a guide, not a script.
- ❑ Always keep in mind that you want to tell a meaningful story about the tangible impact your station has had on his or her life. Does your story summary convey this?
- ❑ Tailor the interview questions to the person and his/her story. Start with conversational questions to relax them, then focus your questions on the story you want to tell.
- ❑ Listen for great “nuggets” that convey how their world opened up as a result of watching a PBS show. Ask follow-up questions; they often lead to the deeper, more emotional layer of the story.
- ❑ Using cues from your conversations, consider important things you may want to “feed” the subject (have them repeat), such as a line from their story or a specific program reference.



Before you conclude the interview, ask the subject to speak specific lines from your pre-written story, one line at a time. This technique provides additional footage and sound, which can be helpful once you are in the edit suite. Keep it casual and conversational to draw out the authenticity of the story.

Leading the shoot on interview day:

- ❑ If possible, use a make-up artist so your subject looks natural. If you can't use a make-up artist, apply powder to your subject throughout the shoot.
- ❑ During the interview, be calm – your subjects should feel as if they are having coffee with you.
- ❑ Never make them feel as though the interview is not going well (even if that's the case!).
- ❑ Ask questions that dive deeper into the story as the interview unfolds. Focus on ideas or phrases that help tell your brand story, then follow up with more questions.
- ❑ If possible, shoot the interview twice and capture a different set of camera angles the second time through; multiple options enrich the story and provide greater flexibility for editing.
- ❑ Encourage the interviewee to provide their answers more succinctly without making them feel they answered incorrectly before. Ask the most important questions again, especially regarding the moment they realized something was new, different, bigger or special.
- ❑ Avoid shooting product logos (e.g., a poster of Justin Bieber, a Starbucks cup or a trendy logo t-shirt). These marks are protected and owned by others. If they are in your spot, you'll need to get permission from, and sometimes pay a fee to, the copyright or trademark owner.

CAPTURING EFFECTIVE B-ROLL

Use a few well-chosen frames of b-roll to create a multidimensional view of your storyteller's life. For example, an integral part of Lyla's Story about having the courage to try new things involved her hands. In our pre-interview conversations, she told us she likes to play the piano, write stories in the park near her home and visit the library. So, we took a variety of b-roll with Lyla at the locations she enjoys, which allowed us to construct a video that feels authentic and immerses the viewer in Lyla's world.



Example
[Lyla's Story](#)

Your b-roll checklist:

- ❑ Plan at least two b-roll setups at different locations; multiple scenes add dimension to the story.
- ❑ Get the subject out of the house for a change of scenery.
- ❑ Capture action shots or angles that make viewers feel they are experiencing the scene, too.
- ❑ If the subject is inactive, such as watching TV, help him or her find a flattering position. Then, ask the subject to react in a way that shows engagement in the show they're watching.
- ❑ Have the subject wear different clothing than in the interview to show a range of activity.
- ❑ Consider filming photos or other personal items when b-roll opportunities are limited.

Head into the Edit Suite

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A great spot combines a meaningful story with a carefully crafted approach to its production. The best stories establish the scene, plot and characters early, then build emotion and resolve as your storytellers illustrate why your station values connect with theirs. Strong creative direction sets the tone and shows that, while you helped this single person, you also provided this opportunity to the community.

As you head into the edit suite, here are a few things to consider:

- ❑ You don't want a video that features talking heads. Weave in interesting angles for variety.
- ❑ Look for unexpected, human moments in the footage to establish the subject's authenticity.
- ❑ Be selective! Though it is tempting to include details you've learned while getting to know this person, an effective, memorable video includes only what's important to the story.
- ❑ Consider using a provocative, unexpected question that begins with "what if...," "who says..." or "why not...?" Questions like these capture viewers' attention and show why your station is so valuable – your programming helps Americans discover new worlds, explore new ideas and broaden their horizons in ways that might not otherwise be possible.

Finally, be mindful of the finishing touches that make a good video testimonial great:

- ❑ Look for a music track that enhances the mood without overpowering the interview. Consider tapping into local musicians or music schools to compose music for the spot.
- ❑ Keep the overarching message (story) simple, clear and direct.
- ❑ Keep graphics simple so they don't distract from the heart of the story; use graphic elements from the PBS Brand Package.

Remember – good testimonial video grows out of explorer values and makes viewers feel that they're peeking into each person's world. Here are a few more examples.



Challenges conventional wisdom
[Christian's Story](#)



Exploration for all
[Denice's Story](#)



Sees the journey as its own reward
[Craig's Story](#)



Listening to and acting on her own voice
[Yuyi's Story](#)

Continue The Journey

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You never know how, when or from where the next great story will surface! Great stories emerge in casual conversations with volunteers, at station events or just by being out in the community. Encourage staff across the station to listen and watch for special stories, and make sure it's clear what to do when they learn about one. Is there an online form? Is there a single contact on the staff curating the stories? Remind staff from time to time that you're still looking, so that it's top of mind. And when possible, share the new stories with staff as they are produced. Not only is this a great reminder of why we do what we do every day, but will help make scouting for stories part of everyday station culture.



Let's inspire and learn from each other! Share examples of your local stories and we'll post examples for all to see. Send links to your photos, videos or online stories to brand@pbs.org.

Once you've got a handful of great testimonials in your collection – whether videos, photos, quotes or other formats – be sure to make the most of them! Launch your local campaign using these firsthand testimonials to tell your station's brand story:

- ❑ Schedule spots on-air, one per break, during adult content blocks.
- ❑ Use the videos as pledge roll-ins with a message that your station offers opportunities like these to everyone in the community.
- ❑ Enlist the storytellers to serve as station brand ambassadors. Invite them to fundraisers and other special events at your station or in the community.
- ❑ Host a storytelling week on your social media channels; showcase the testimonials and encourage fans to share their own stories. Use #myPBSmoment to track the conversation.
- ❑ Post the videos on YouTube and Facebook, and email friends of the station encouraging them to check out the stories; send links in your next e-newsletter to members.
- ❑ Share with potential funders, elected officials and other key stakeholders.
- ❑ Link to the videos online in a letter from your GM to staff, civic leaders, friends and members.
- ❑ Show videos to major donors to demonstrate the tangible impact you make in your community.
- ❑ Add quotes to your website – change them frequently so they remain fresh.
- ❑ Take “behind the scenes” shots of people sharing their stories on camera or adding their stories to story displays and post on social media.
- ❑ Seek unique opportunities to showcase compelling photos – from large stills at your station to sharing online to displaying in community settings.
- ❑ Share stories with legislators, using quotes and photos from viewers in specific districts.

Appendix

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There are several tools that can help you tell the story of what motivates, entertains and moves our audiences to engage with us, whether through viewing, at events or through donations. Take a few minutes to check out the PBS brand guide, the latest brand value brochure, research from the annual brand health tracker and video assets at source.pbs.org.

New to The Source? Visit source.pbs.org and click “New to the Source” to sign up.

You’re also invited to dig deeper into brand value resources on mypbs.org. Look in the engage + promote/brand identity section. What you’ll find there are tools and assets designed to help you deepen emotional connections with audiences, inspire their loyalty and help them understand your station’s value in the community.

Questions? Email brand@pbs.org to reach a member of the PBS brand team.

CASE STUDY

Wisconsin Public Television (WPT) Using Surveys to Gather Stories

Contributed by

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Local Documentary

With a goal of shining a light on the positive impact a WPT-produced documentary had on the community, to share with viewers, funders and staff, the team at WPT solicited feedback using a survey following the film's premiere.

While the person taking the survey only invests a few minutes of time, WPT receives tremendously valuable insights that demonstrate the value and impact of the project. Questions can be constructed to inform promotional strategy, support stewardship and donor engagement and provide feedback to production staff. Quotes pulled from the survey responses are delivered in various formats, designed to have memorable and lasting effect with project stakeholders, to be shared in advocacy materials and with station staff.

WPT uses a mix of closed- and open-ended questions to uncover critical information. For example:

- ❑ “How did you learn about this program?” (Informs future promotional strategy.)
- ❑ “Zip Code” (Allows for more targeted promotional efforts for viewing and development, and allows station to match zip codes with legislative districts to keep legislators informed.)
- ❑ “Would you recommend this program to friends?” (Shifts viewer from passive role to more active, engaged role.)
- ❑ “If you have a message for Vel Phillips, please share it here and we’ll share it with her.” (While this may not always be possible, the question deepens viewer engagement, shifting role from “viewer” to a more active participant in the process.)
- ❑ “Describe the value of Wisconsin Public Television producing documentaries like ‘Vel Phillips: Dream Big Dreams’.” (Allows you to capture stories, or seeds of stories, that articulate the true value of your station.)



Please describe your interest level and familiarity with the story of Vel Phillips BEFORE you watched the program

Little or None Some High

Interest

Familiarity

Please describe your interest level and familiarity with the story of Vel Phillips AFTER you watched the program

Little or None Some High

Interest

Familiarity

Would you recommend this program to friends?

- I have already recommended it
- Yes
- Probably

Vel Phillips Survey Example

Project partners are excellent resources for contributing questions and extending the reach of online surveys beyond the station's membership. You can ask your partners questions like these:

- Could you please review a draft of our online survey?
- What could we ask that would be valuable for your organization?
- Will you send an email to your list asking people to participate in our online survey?

Share survey results and any creative deliverables or other reports that result from the survey with your partners.

CASE STUDY

WNET Media With Impact

Contributed by

Daena McBride

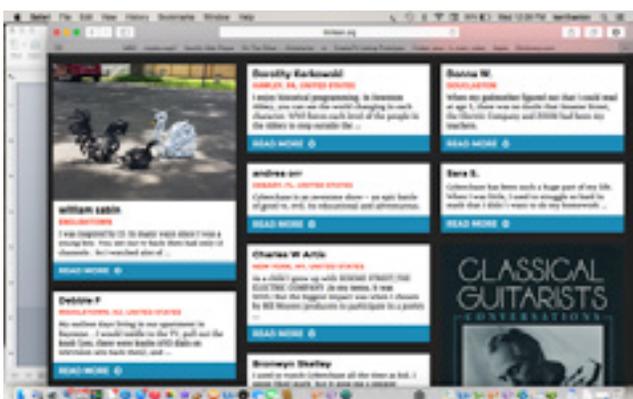
Associate Director

Design and On-Air Promotions

McBrideD@thirteen.org

WNET showcases “Media With Impact” on their website with stories in the form of quotes, photos and videos. The clear and bold call to action of “Submit Your Story” invites viewers to share a written reflection, photo or video.

In addition to the “Submit Your Story” button on the website, WNET has created print postcards to distribute in person. The postcard provides a clear description of the kind of story they are looking for and a clear call to action for people who have a story to share.



Cataloguing Stories

Here's a sample spreadsheet for tracking the stories you've collected.

Fields could include:

- Story Contributor Information
 - First name
 - Last name
 - Email address
 - Zip code
 - Phone number

- Program Information
 - Program name
 - Genre
 - Airdate

- Impact Statements
 - Open-ended value statements
 - Closing line of the spot

- Format
 - Quote
 - Photo
 - Interview format for newsletter feature
 - Video
 - Other

For inspiration:
Examples of brand testimonials

CANON

“See Impossible” Campaign

Canon launched the multi-year “See Impossible” campaign, shifting the marketing focus away from products and onto customers’ stories.

Canon’s campaign centers around a new microsite, which houses a series of digital videos that highlight how customers use a range of products. One 45-second clip shows how an author used the technology to self-publish her book. Going forward, Canon will expand the site’s content to include submissions from consumers and clients.

AMERICAN RED CROSS

“Storytellers” Campaign

The print and TV ad spots feature unscripted stories created and filmed by the participants as a way to communicate the everyday mission of the Red Cross to the public, but in a personally relevant way.

The most effective way to tell the story of the Red Cross, it turned out, was to let the public tell it – by having them share their stories, in their own way. The Red Cross worked with creative agency BBDO on the idea, deciding that rather than taking a camera crew to film people’s stories, the organization would supply them with a video camera and ask them to film themselves telling their story. This approach, which would be named the Storytellers Campaign, was inspired by the documentary “A Day in the Life.”

MUTUAL OF OMAHA

“Tell Us Your Aha Moment”

A collage of cut ins of people who took a chance and acted on their inspirations. Mutual of Omaha celebrates and honors these moments and the people who act upon them. Mutual of Omaha provides products and financial services that can help people insure their possibilities.

FACEBOOK

From the start, Facebook Stories grips you and doesn't let go, evidenced by the story of Mayank Sharma.

Mayank suffered meningitis, a terrible disease that ravaged his memory. Disoriented and desperate, he turns to Facebook to piece his social network back together using the "People you may know" feature.

AMERICAN EXPRESS **"What's Your 20" Campaign**

Commercial campaign touting the everyday credit card. The card allows users to earn rewards on everyday purchases and 20% more reward points after every 20 transactions. Company also targeted busy moms in hopes for hassle-free experience when they run errands. Utilized Tina Fey, actress and mom who is also a writer, comedian and actress

ST. JUDE'S RESEARCH HOSPITAL **"Because of You" Campaign**

Donations to the hospital help families caring for their terminally ill children with relief from housing to medical bills.

DOVE **"Real Beauty" Campaign**

Campaign has been going strong for 10 years. A worldwide marketing campaign launched by Unilever in 2004 that includes advertisements, video, workshops, sleepover events and the publication of a book and the production of a play. The aim of the campaign is to celebrate the natural physical variation embodied by all women and inspire them to have the confidence to be comfortable with themselves.