



OUR PROMISE TO YOU

Together, we will tell human-centred brand stories
with authenticity that drives impact,
engagement & brand alignment meeting your needs.

THE **story**
BOXES

**A CREATIVE COMPANY
DRIVING CHANGE
THROUGH THE
POWER OF STORY**

WE BELIEVE THAT STORIES CONNECT

“Behind every person, behind every company,
behind everything, there’s a story of how it
got there. And the most relevant stories
connect on a personal level.”

Beth Comstock

(Author & former Vice Chair, GE)

VISION

STRATEGY

CAPABILITIES

WORK



WHY WE EXIST

We give a shit.

We believe that **real stories drive change**. We believe that entertainment and media can be used as a force for good. Storytelling has the ability to actively change minds, build communities, positively transform behaviours, and alter societal frameworks.

We are driven by a commitment to understanding, evaluating and delivering social impact by connecting the right message to the right audience through the power of storytelling.

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WHO WE ARE

Not trendy. Scrappy. Determined AF.

We are a creative company who produce human-centred stories and strategic behaviour change communications campaigns to create social impact and results.

We are redefining how business, media and the power of story can be used as a force for good to solve social and environmental problems.

Within our pillars of story, we champion core themes of human rights, mental health, culture and creativity.



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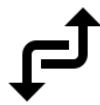
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GUIDING PRINCIPLES



STORY
FIRST



DEDICATED
TO IMPACT



EMBRACE
DATA



HONOUR
CREATIVITY



INCLUSION
& DIVERSITY



ACT
WITH OTHERS

VISION

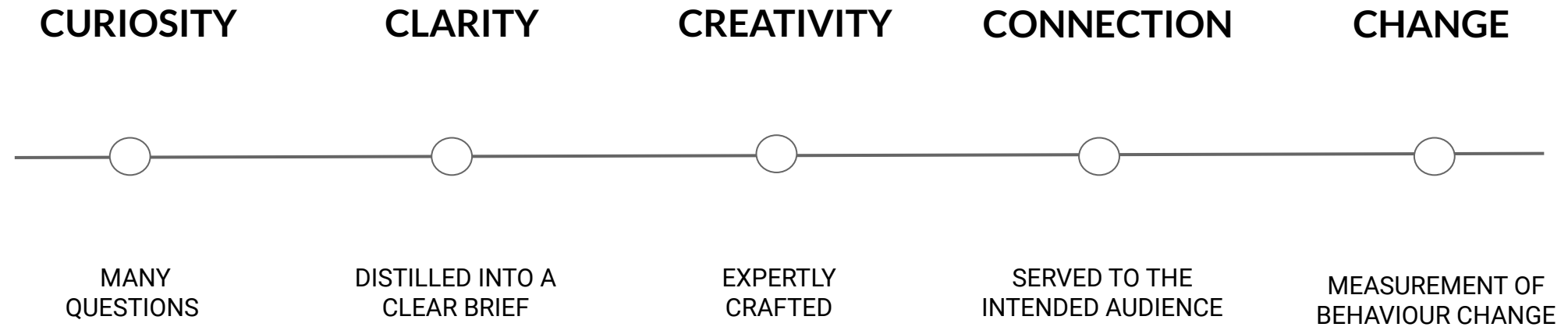
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OUR APPROACH



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WHAT WE DO



Story Strategy

Workshops
Content Strategy
Brand Purpose +
Positioning
Strategic Messaging
Activation Strategy
Communication
Planning



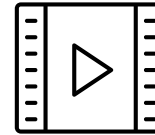
Creative Development

Storytelling Training
and Idea Mapping
Story Ideation
Studio Space
Podcasting
Story Scribing
Design + Copywriting
Website Design



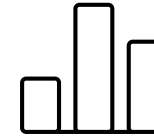
Story Production

End to End Film Production
User Generated Content
Photography
Editing
Podcasts
Motion Graphics
Digital Production
Print Production
Event Production
Experiential Design



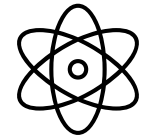
Platform Distribution

Traditional Media
Over The Top
Web
Social
Digital
Owned
Folktale



Research & Insights

Social Impact
Framework Design
Impact Measurement
Customized Research
Design
Stakeholder +
Network Insights
End User Values
Insights
Monitoring and
Evaluation



Networked Community

Partnerships
Community
Organising Strategy
Shared Value
Network Outreach
Gatherings
Event Management

HOW WE CAN WORK TOGETHER

1 PROJECT WORK

Time & resource based
Fee for services

2 STRATEGIC SERVICES

Output & deliverable based
Monthly fee

3 PREMIUM PARTNERSHIPS

Outcome based
We become your in-house story team

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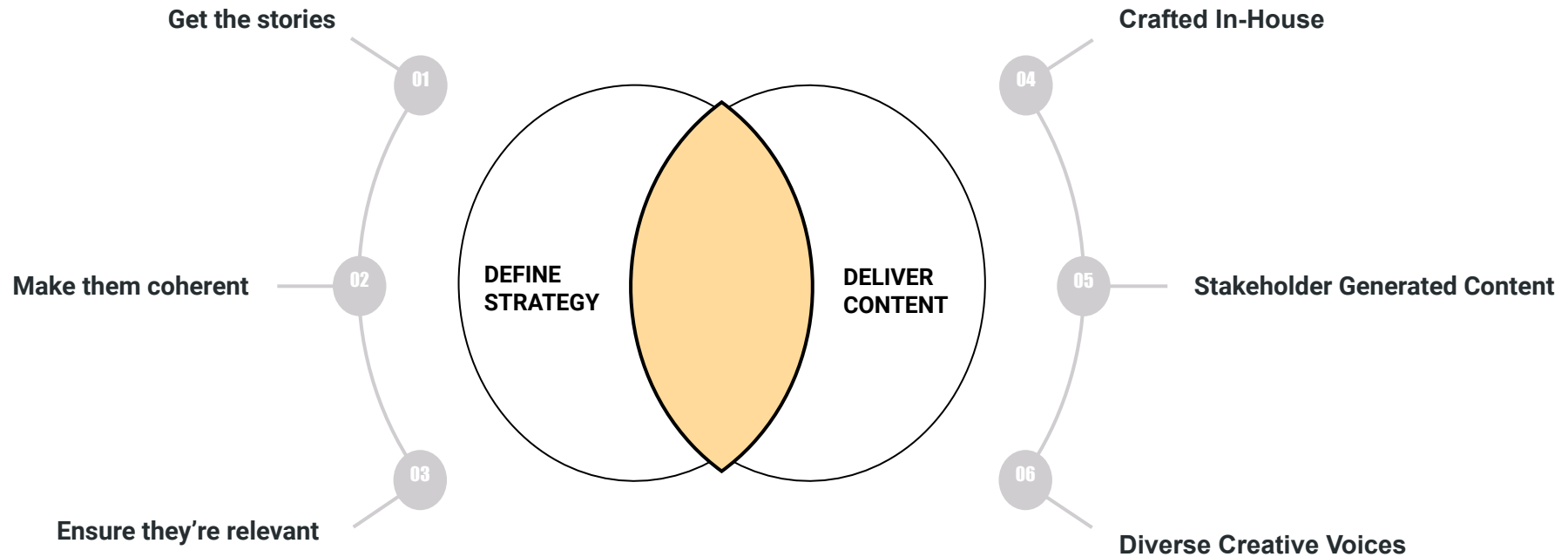
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HOW WE CAN WORK TOGETHER



OUR WORK



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LET'S ACT

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