


3. This day in...

This format hinges on attaching current events or date-based events to something the organization stands for.

You highlight the event that triggered this story – connect it to your subject matter. This can be lighthearted and entertaining – "talking about the weather" – or serious commentary on a breaking story.

And the whole gamut in-between.

This day in...

 [Play example](#)

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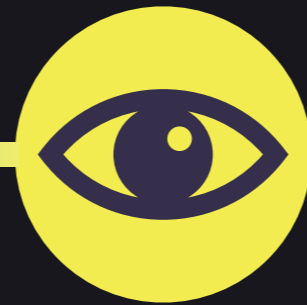
Story Basics

The idea with this format is to have an easy way to connect communication needs to what happens. In a way, it serves as an "it's OK to do this" format, giving you some creative freedom but with a straightforward and efficient way to bring it back "home."

This format is all over the map, from "super-planned" to "spur of the moment" because you can tie it into regular calendar events that you have known about for years, but it could as well be a reaction to something that happened 15 minutes ago.

The over-arching concept here is to take something that happens "outside" and make a casual or correlated connection to something you want to talk about.

In its simplest form, this builds on the question "So, what's happening today?" and the answer "This, and that's interesting since it reminds me of..."



Where to find it?

Quite simply – anywhere and everywhere. Keep your eyes on the news, on different event calendars, or anything. Just as long as you do it with the perspective of "can this relate to us in any way?"

It definitely CAN be as basic as today's weather or the upcoming holidays. But it might as well be news about a political play that changes something for you or your clients.




How to produce it!

When you have found the trigger for your story – make a relevant and serious connection to a subject you can address with trustworthiness.

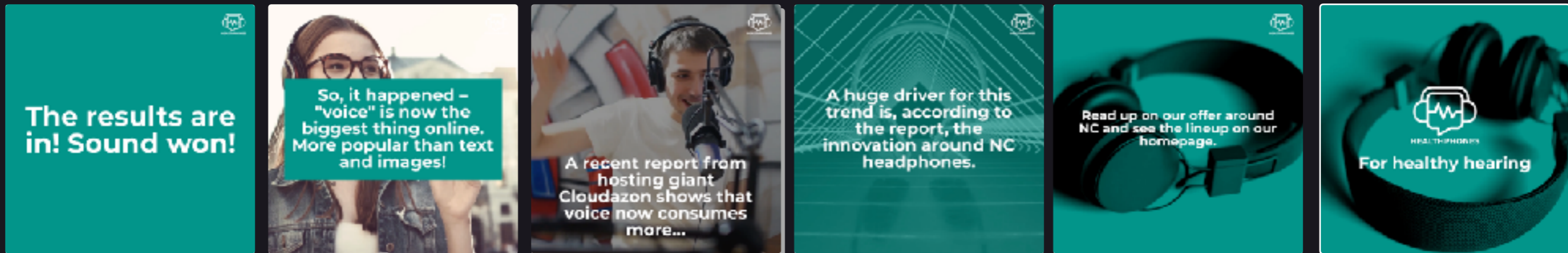
The connection can be fun, even a bit spurious – but it should never be ridiculous or spiteful, or even ironic. In this format, a lot of the "secret sauce" is how good and creative you are in making this connection, going from serious to light – and from seemingly unrelated to relevant.

Here's some advice: Be sure that you have formulated this connection and tried it on someone to make sure it doesn't come across as forced. And when you're in the clear – then it's pretty straightforward.

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Enticing Headline

Address the trigger event directly in the headline. So the headline should be about the event exclusively. If you can be a bit entertaining or dramatic here, it makes it better; you do not need to be too matter-of-factly. Play with it a bit.

Event Details

Spend a bit more time fleshing out the details of this event. If it's news, define the sources and more facts. If it's a historical event, tell more about it, and if it's some ambient situation – give a bit more detail on why it matters.

Extended call-to-action

With the pivot in place – you should inform the viewer that you have something specific to say. It can be facts to read, a product to look at, a number to call, or just a reminder that you are relevant in this context.

Event Introduction

Get the "topline" story in there – consider this to be very much connected to the headline and should serve as a light introduction to what happened. Keep this short and sweet; we'll dig a bit deeper into the event directly after this.

Pivot and Hook

So, now the event is firmly planted – it's time to tell the viewer why you have a relevant thing to say. So pick up something from the event and couple it to your organization. This can be anything from products that drive a trend, a historical event that is still shaping your business, or why you have a remedy for bad weather!

Outro with message

Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.