

4. Detail Focus

This is where you let the smallest detail turn into a big story.

There is an almost unlimited number of things in your products, services, and just the minutiae of everyday business that will form the basis of a fascinating story.

Start with the detail and traverse to "why is this important for the viewer" and "this is what it says about us to care about stuff like this."

A format like this is also a good reminder that it's rarely a good idea to try and say everything every time.

Detail Focus

 [Play example](#)

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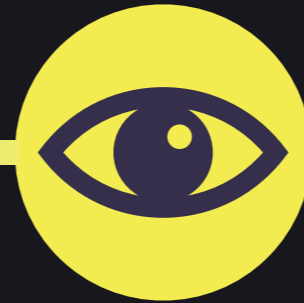


Story Basics

You want to turn specific characteristics of products, services, or parts of the operation into the base for a much larger story. When you create this "did you know this" story, you're (hopefully) not only creating a short nugget of a story – but also a glimpse into that bigger story that is your brand or your offering.

And not only will most of these stories be fascinating – because there ARE great details everywhere – they are also a great way to include different parts of your organization. It comes with the territory – because as a communicator, you need to have the expertise of people in the organization to find these stories.

This format gives you excellent opportunities to address specific target groups – not least in how you present the subject and who you say it matters. So you can be detailed in both the subject matter and in the target group definition.



Where to find it?

Creating a list of these story ideas can be very much a desk assignment where you sift through existing communication for these details to build on. That's going to be an efficient list-building activity.

But this is also an excellent opportunity to activate your colleagues and challenge them to give you their best stories on the finest details and angles – precisely the ones that would be a good "did you know this"-story. Often these are precisely the stories they already tell others about their work.


You could even make a bit of a push around it – and very publicly ask everyone to share their stories about the "finest details."



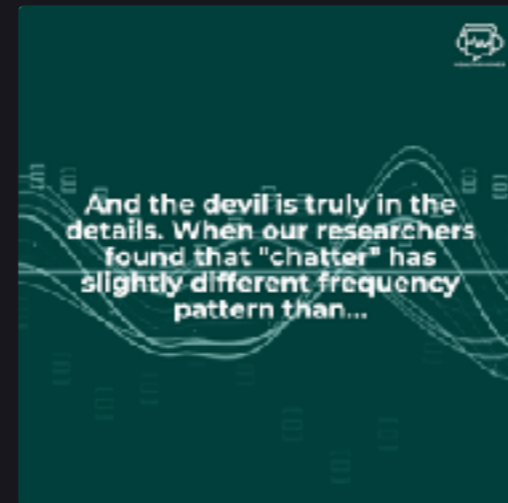
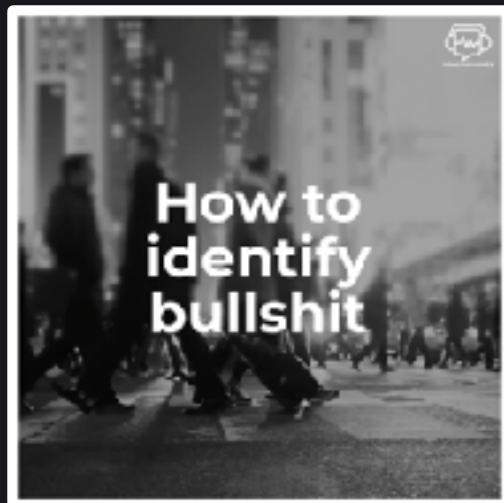
How to produce it!

When you have your detail, you just have to follow the story format; it will get you on the "up-elevator" and land you in the broader perspective of what problem this detail helps solve.

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 [Play example](#)

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Headline

Compose an attractive headline that makes the viewer stop and take notice. You can give yourself some poetic license when it comes to phrasing headlines. Make it good – rather than err on the too cautious side.

The challenge

Communicate the main challenge or the central promise that this detail is part of the solution or fulfillment. So if you are doing a video on a wingtip's curvature on an airplane – the main challenge is to decrease environmental impact. And also, try and establish why it's hard/essential to get it right.

Details about the Detail

Get into the exact details – perhaps first being a bit more granular on the challenge/promise part and then giving some fascinating fact about that small cog in that huge machinery that helps create whatever it is that you do. It's all about dipping deep into the details and then come back up and tell the story on how that detail helps you get to the solution.

Outro with message

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