

# HIGH-IMPACT VIDEO IN PUBLIC AFFAIRS: A CASE STUDY WITH WESTERN GOVERNORS UNIVERSITY

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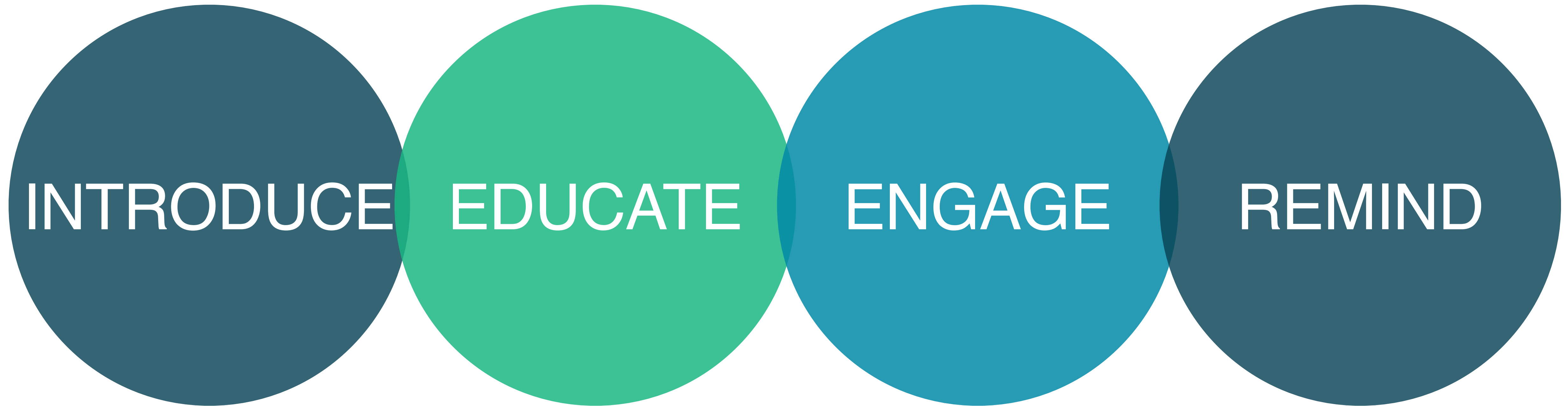
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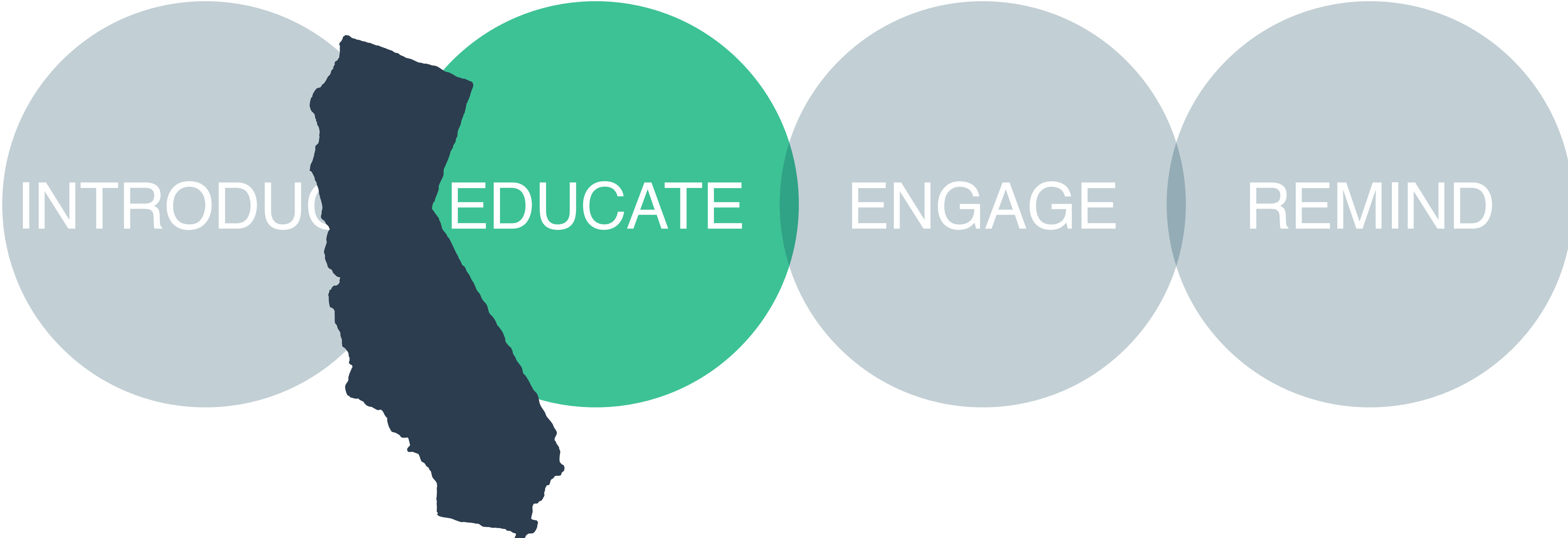
STORY CO. + STUDIO

# TELLWELL + WGU ENGAGEMENT FUNNEL





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INTRODUCE

EDUCATE

ENGAGE

REMIND







# THE HERO'S JOURNEY

THE OLDEST STORYTELLING FRAMEWORK

**Story:**

**Client:**

**Persona:**

**Aspirational Transformation:**



**Our character**

What does our character want?

**They meet a guide who gets them**

Guide's Empathy

Guide's Authority

**That inspires them to action**

Direct CTA

Transitional CTA

**Resulting in success**

Amazing things that happen:

**Has a challenge**

External Challenge

Internal Challenge

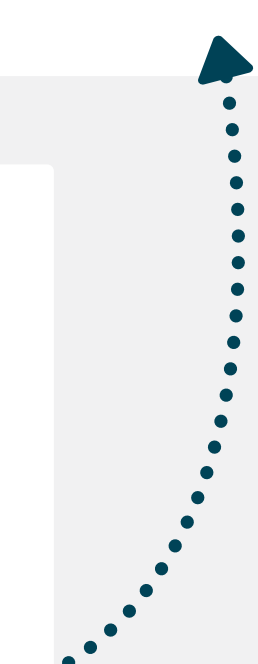
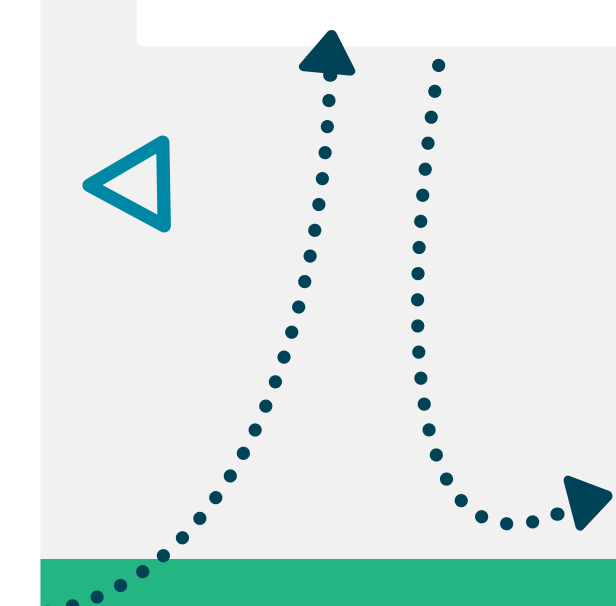
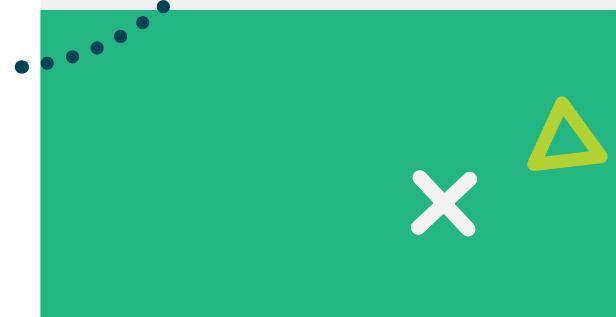
Philosophical Challenge

**And gives them a plan**

Summary of plan

**Avoiding failure**

Tragic results we're avoiding:



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