

# Storytelling

**just a blah-blah or the art of communication?**

# Prologue





Profesionalna biografija

# Aleksandar Pasku

Communication Expert



Profil

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## Iskustvo

2013 -

### Freak - Brand Manufacture, Vršac

**Founder / All in one**

Dugogodišnje iskustvo u svim vidovima komunikacije sa tržištem krunisano je osnivanjem full service marketinške agencije. Portfolio agencije je veoma raznovrstan, od brendiranja kompanija i proizvoda, izrade veb-sajtova i digitalnog marketinga, preko dizajns proizvoda i njihovog pozicioniranja, sve do dizajna na projektima EU i lokalnim.

2007 - 2010

### EUnet, Beograd

**Graphic Designer**

Postavljanje novog načina vizuelne komunikacije Euneta sa tržištem. Osmišljavanje koncepata, art direction i design print kampanja. Repozicioniranje brand imidža rezultovalo je promenom doživljaja koji javnost ima o kompaniji. Umesto rigidnog i elitističkog, ustanovljen je opuštenu, moderan i mladalčki pristup klijentima. Rezultat je povećanje interesovanja mlade populacija i broja korisnika PersonalADSL usluga.

**Copywriter**

Promena Tone-Of-Voice kompanije, revizijom strukture sajta i tekstova na njemu. Šturi, dugački tehnički tekstovi zamenjeni su tekstovima prilagođenim percepciji surfera. Implementacija Hard Sell pristupa. Scenariji i copy za radio i TV reklame.

**Webmaster**

Održavanje sadržaja kompanijskog veb-sajta.

### VIT, Beograd

**Creative Director**

Rukovođenje kreativnim i PR odeljenjem. Kreiranje i sprovođenje kampanje pozicioniranja VIT-a na tržištu advertajzinga, koncept prezentovanja VIT-a i projekata klijentima, promotivni filmovi... Rukovodio kampanjama pozicioniranja brendova i poboljšanja prodaje (Multi Pure, Aleva...). Nagradne igre Aleva u 2003. i 2005. godini rezultirale su četvorstrukim povećanjem prodaje.

2003

### ICPS-Infinity, Beograd

**Copywriter/Idea Man**

Učestvovanje u osmišljavanju kampanja i promocija dobro pozicioniranih brendova (Siemens, Lucky Strike, Smirnoff, Johnnie Walker - LS Urban Patrol mind games, Smirnoffman Summer i Johnnie Walker Black Label - Journey of Taste promocije bile su izuzetno dobro primijene i povećale prodaju), kao i građenju identiteta brendova koji se uvode na tržište (dao ime Euroaxis banci, što je značajno uticalo na njeno pozicioniranje kao moderne evropske banke i popravljjanje imidža koji je imala kao Vexim banka; mlekarri Valletta, koja je odmah po ulasku na tržište postala vodeći proizvođač mocarele).  
Koncipirao print kampanje i osmislio tekstove oglasa (Baileys, Bells, Acer, Epson...).

2002 -

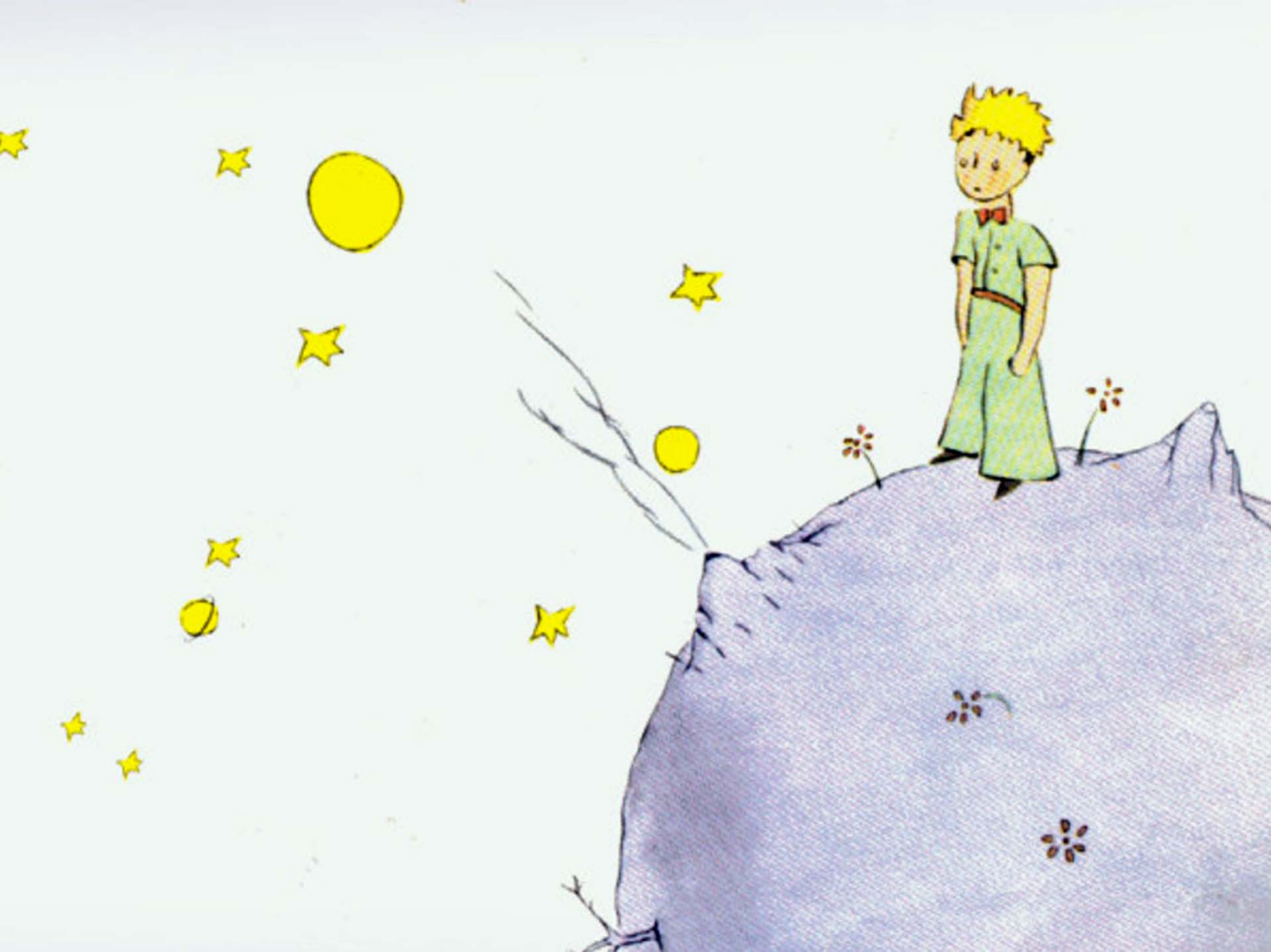
### Freelance work

# Introduction













**Chapter 1**

# **Rules of storytelling**



*J A S A M  
O D V I J E Ć S T A R D A  
B I H T I M O G A O P O M O Ć I,  
A L I P R I H V A T I Z A T O  
O V A J M O J S A V J E T . . .*









Christmas night is the night  
that everybody has been waiting for,  
children were nestled in their beds



Animals in the woods,  
and even the gingerbread man  
was also waiting for this night.



$$2 + 2 =$$



## Chapter 2

# (AI)chemistry of storytelling

# Dopamine



# Oxytocin



# Endorphin



## **Chapter 3**

# **Media of storytelling**



### All You Do Is Just Sit Down

By Gervain Kizer

When I was a child, I was told that I should sit down when I was talking to someone. I was told that I should sit down when I was talking to someone. I was told that I should sit down when I was talking to someone.

### One Strange Bird

By Gilbert Viner

There is a bird called a "strange bird" that lives in the mountains of the Himalayas. It is a very rare bird and is found only in a few places. It is a very strange bird and is found only in a few places.

### Rating World Spookery

WILLIAM IAFRE

There is a "spooky" rating system for the world. It is a very strange system and is found only in a few places. It is a very strange system and is found only in a few places.

### Death drop data wars

WILLIAM IAFRE

There is a "death drop" data war going on in the world. It is a very strange war and is found only in a few places. It is a very strange war and is found only in a few places.

### What is wrong with this Presidency?

WILLIAM IAFRE

There is something wrong with this Presidency. It is a very strange Presidency and is found only in a few places. It is a very strange Presidency and is found only in a few places.

### Israel's Rabin rolls the dice.

WILLIAM IAFRE

There is a "dice" game going on in Israel. It is a very strange game and is found only in a few places. It is a very strange game and is found only in a few places.



### The Clinton Mystery

ANTHONY LEWIS

What has gone wrong with the Clinton Presidency? It is a very strange mystery and is found only in a few places. It is a very strange mystery and is found only in a few places.

### The Two Turkeys

By James Thurber

There are two turkeys in the world. One is a very strange turkey and is found only in a few places. It is a very strange turkey and is found only in a few places.

### A note of thanks

WILLIAM IAFRE

There is a "note of thanks" for the Clinton Presidency. It is a very strange note and is found only in a few places. It is a very strange note and is found only in a few places.

### What is wrong with this Presidency?

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There is a "dice" game going on in Israel. It is a very strange game and is found only in a few places. It is a very strange game and is found only in a few places.

### The Administration lacks not brains but backbone.

WILLIAM IAFRE

There is a "backbone" problem with the Clinton Administration. It is a very strange problem and is found only in a few places. It is a very strange problem and is found only in a few places.

### The A.D.L. Under Fire

ANTHONY LEWIS

The A.D.L. is under fire. It is a very strange organization and is found only in a few places. It is a very strange organization and is found only in a few places.

### Clinton Voter Stays Glad!

ANTHONY LEWIS

Clinton voters are glad. It is a very strange situation and is found only in a few places. It is a very strange situation and is found only in a few places.

### It's a Big Lie, Hailed by Anti-Semites

ANTHONY LEWIS

It's a big lie, hailed by anti-semites. It is a very strange lie and is found only in a few places. It is a very strange lie and is found only in a few places.

### But what's this about race politics?

ANTHONY LEWIS

But what's this about race politics? It is a very strange question and is found only in a few places. It is a very strange question and is found only in a few places.

### Abroad at Home

ANTHONY LEWIS

Abroad at home. It is a very strange concept and is found only in a few places. It is a very strange concept and is found only in a few places.

### On My Mind

ANTHONY LEWIS

On my mind. It is a very strange thought and is found only in a few places. It is a very strange thought and is found only in a few places.

### A Fig Leaf on Serbian Genocide

ANTHONY LEWIS

A fig leaf on Serbian genocide. It is a very strange cover-up and is found only in a few places. It is a very strange cover-up and is found only in a few places.

### The UN looks weak and the West powerless.

ANTHONY LEWIS

The UN looks weak and the West powerless. It is a very strange situation and is found only in a few places. It is a very strange situation and is found only in a few places.

### Progress In Ismailiya

ANTHONY LEWIS

Progress in Ismailiya. It is a very strange development and is found only in a few places. It is a very strange development and is found only in a few places.

### Jefferson Is America — And America Is Jefferson

ANTHONY LEWIS

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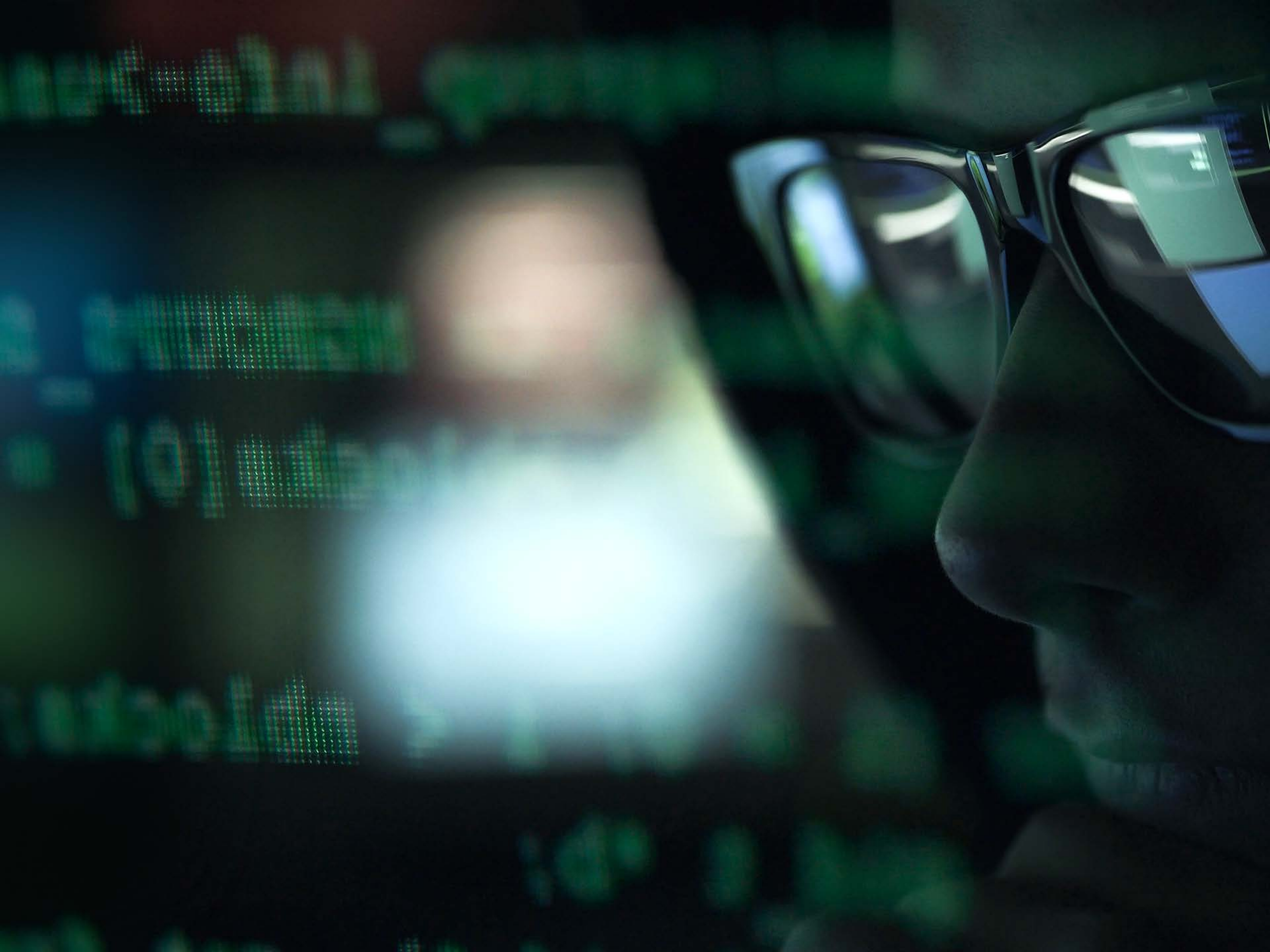
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**Chapter4**

# **Magic of storytelling**



# STAR WARS

May the force be with you

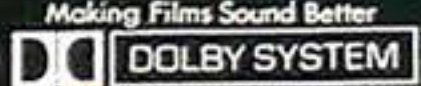
Starring MARK HAMILL HARRISON FORD CARRIE FISHER  
PETER CUSHING and ALEC GUINNESS

Written and Directed by GEORGE LUCAS Produced by GARY KURTZ Music by JOHN WILLIAMS

Filmed in PANAVISION® TECHNICOLOR®

Original soundtrack double album on 20th Century Records and Tapes.

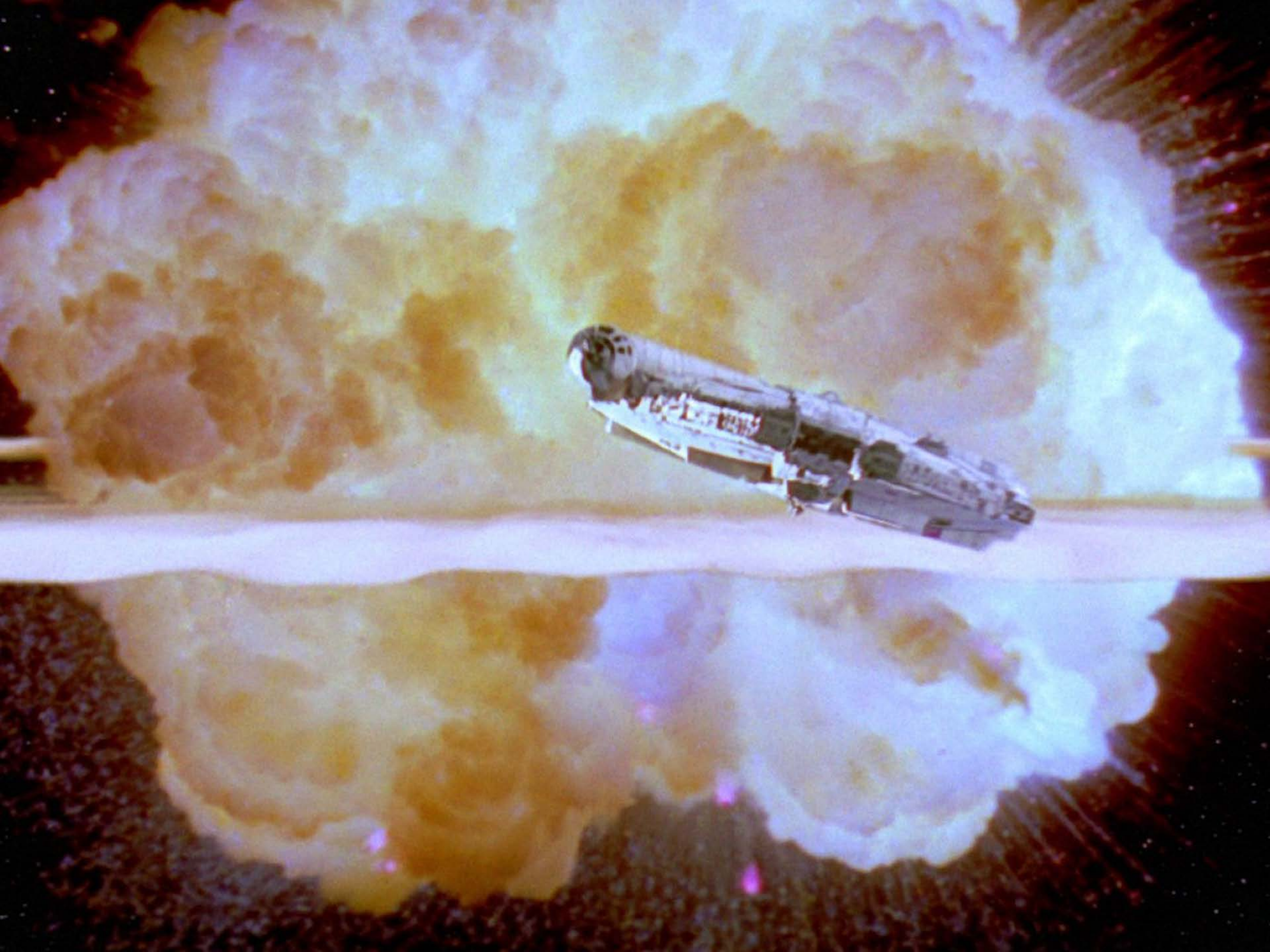
Read the sensational novel in Sphere paperback

Sound Recorded with the  DOLBY SYSTEM  
Noise Reduction - High Fidelity



# HERO'S JOURNEY







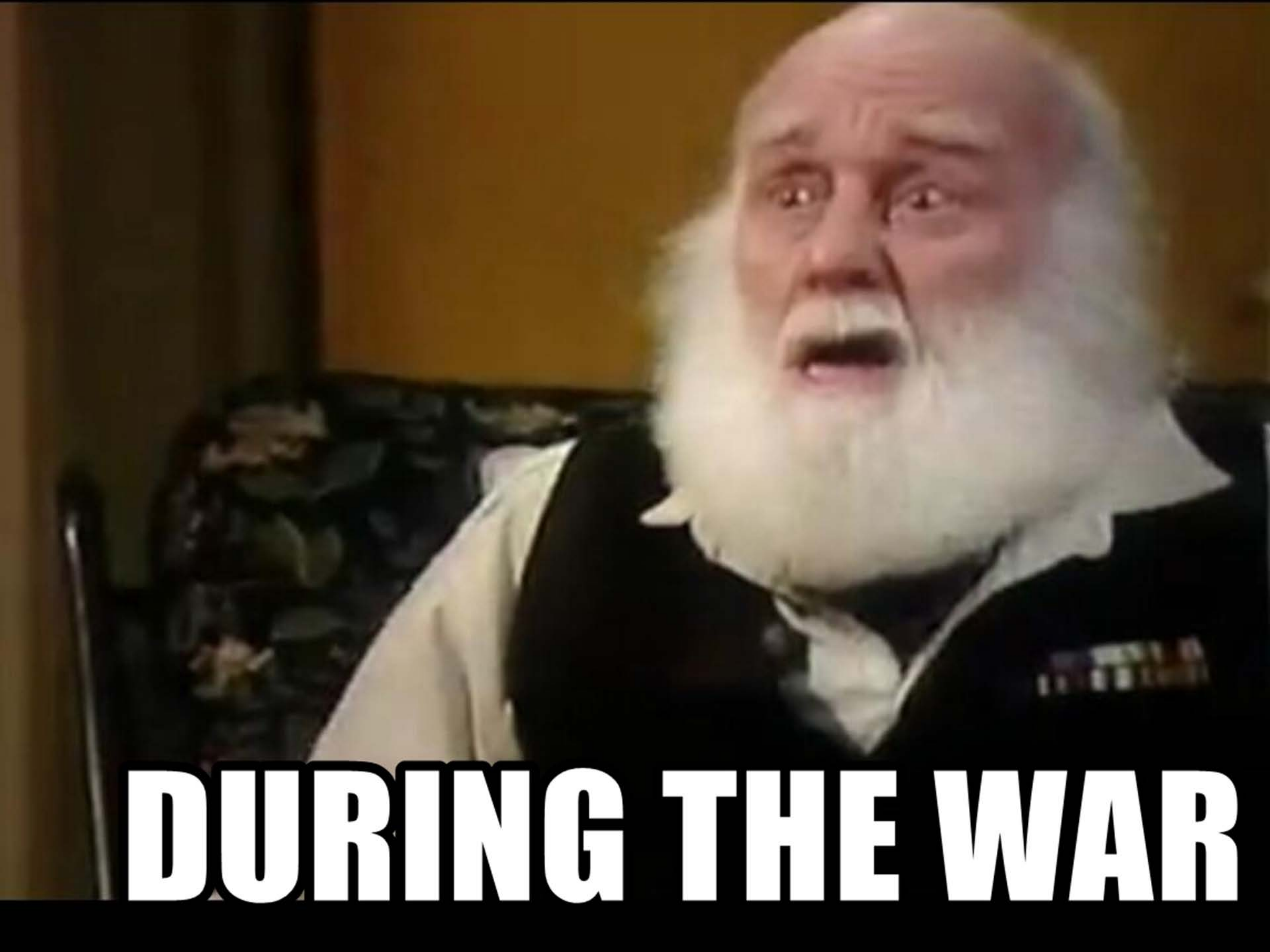
**Chapter 5**

# **Power of storytelling**









**DURING THE WAR**

# Epilogue

КОНЕЦ

ФИЛЬМА





**Freak - Brand Manufacture**

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