

Visual Storytelling: Truly Connect With Your Audience



Have you asked yourself why so many brands incorporate images into their advertising material?

Studies have revealed that the human brain exhibits much higher response levels to images than to text alone. Which means that our first impressions of brands or presentations can be entirely affected (or even manipulated) by the careful selection and application of images.

With this in mind, when preparing your next presentation, there are two questions you must consider: Firstly, "What impact do I want my presentation to have?". By understanding the answer to this question, you'll be able to then move onto the second question: "What sort of images will elicit the desired connection and response from my audience?"

To help you answer each of these questions when you're constructing your next presentation, here are a couple of important points to consider:

THE 3 MOST IMPACTFUL WAYS TO UTILIZE IMAGES

1. Tell your story through the image

Visual storytelling allows you to impart your information without it feeling like a sales pitch. Intrinsically, stories are engaging and help foster connection and engagement with your audience. Find images that conceptualise your content; for instance 'Work/Life Balance' can be visualised by someone balancing as they walk a tight-rope.

In a professional sense, the images featured in presentations should encapsulate the value of the content to its intended demographic. For example, if you're advertising a specific product, images of that product being used by satisfied customers will help new customers attribute value to it.

2. Utilize images to add authenticity

It is important for audiences to be convinced that what they're seeing is real. Since we're living in an era when consumers are visually driven, images are a core aspect of any form of communication. Allow your images to affirm to the audience that what you are saying is not just worth listening to. More importantly, it is worth remembering.

3. Let your images trigger an emotional response

Nowadays, audiences nowadays long for real, candid moments—not standardized presentations that are generated from templates. Good images are not only pleasing to the eye. They also play a big role in stimulating the senses.

Images are more than just media of communication. They emphasize modernity, evoke nostalgia, and create warmth. So when preparing a presentation, utilize images that capitalize on your audience's emotions as a way of imparting your message.