



  
**VOTARY**  
ESTD **FILMS** 2007

MEANINGFUL STORIES.

# VOTARY

[ voh-tuh-ree ]

*noun*; a person who is devoted to a subject or pursuit.

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Once upon a time, a team of devoted creatives joined together to make films that solved problems for their clients. They called themselves **Votary Films**.

This team took great pride in creating beautiful art. Over time, however, they discovered that something essential was missing... story. Videos on their own weren't enough.

Meaningful, authentic storytelling became the key ingredient. They began to challenge each other to grow and improve around the craft of storytelling.

Something amazing began to happen; they moved from transactional relationships with their clients to deep & long-lasting partnerships.

FOUNDED **2007**



# THE VOTARY WAY

## OUR CORE VALUES

USE CREATIVITY FOR GOOD

BE KIND & COURAGEOUS

ALWAYS BE IMPROVING

These values are the lens through which we view everything we do. They drive us towards purposeful work, keeping our team close and proud of what we accomplish.



# OUR PROVEN PROCESS

## DISCOVER

Every successful project begins with a time of discovery. Everyone comes out with a better understanding of the objectives. *What story are we trying to tell? Who are the characters? Who is the audience?*

## DEVELOP

Now the ideas come to life. Filming, interviewing, and spending time in the editing room to tell the best version of your story.



## DELIVER

This is where your story is released into the wild. We review the results and identify ways to improve. This is the end of the project, not the relationship.





# STORY > VIDEO

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*Tell me the facts and I'll learn. Tell me the truth and I'll believe. But tell me a story and it will live in my heart forever.*

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NATIVE AMERICAN PROVERB

IT'S NO SECRET THAT VIDEO IS EVERYWHERE:

82% of all internet traffic is video

85% of businesses use video in their marketing

75% of all consumers would rather watch a video than read

BUT IT'S NOT ENOUGH TO JUST MAKE VIDEOS,  
YOU NEED TO TELL STORIES.

MEANINGFUL STORIES.





**THIS IS ACTUALLY A SCIENCE, THE HUMAN BRAIN LIGHTS UP WHEN ENGAGED BY A MEANINGFUL STORY.**

- Emotional responses cause a release of dopamine & oxytocin in the brain. This means an effective story can actually get you “high” (ex: binge-watching)
- An effective story causes the motor cortex, frontal cortex and sensory cortex to activate, meaning we are fully engaged.
- A process called “Neural Coupling” results in the viewer to adopt the story into their own ideas and experiences. This means an effective story can actually cause someone to change how they live their life.

Meaningful stories are hiding in plain sight throughout your organization.

You may be thinking; “*But we’re boring, we don’t have any interesting stories to tell.*”

**WRONG! It’s all in *how* you tell the story.**

Every organization has powerful stories to tell, and you are no exception. Discovering, developing and delivering stories is the key to exponential growth. We call this “Story Acceleration.”

# STORY ACCELERATION

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**Story Acceleration partnerships** are how we implement The Votary Way (Discover, Develop, Deliver) over and over again to reinforce your stories in every major area of your organization - your Marketing, your Operations, and your Culture.

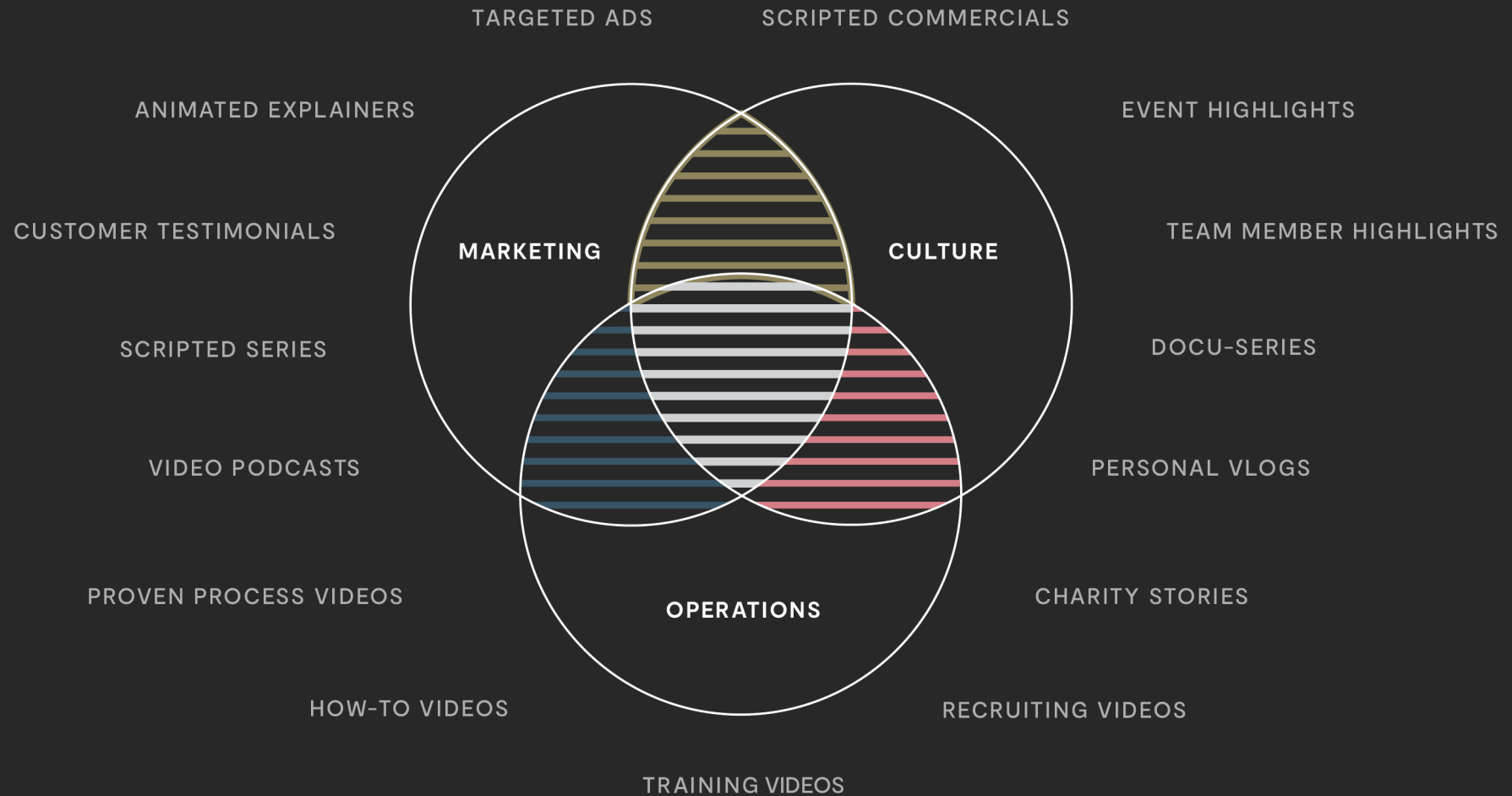
We produce a steady flow of brand-focused entertainment throughout the whole company aligned with:

- **Your mission & vision**
- **Your core values**
- **Your core offerings**

**Make connections through  
building trust, telling the truth,  
and staying in touch.**

The idea is to create meaningful connections with people the same way you would in your personal life: through building trust, telling the truth, and staying in touch. This fosters holistic growth for the organization and propels each department towards a common purpose. To demonstrate what we mean, let's observe the example of "Harvey" and his journey of Story Acceleration.

# STORYTELLING OPPORTUNITIES IN EVERY ORGANIZATION





1.

# MARKETING

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Harvey is the head of a family-owned manufacturing company. He's proud of his work and has big dreams of scaling up the business, hoping to one day become a nationally recognized leader in his industry. The problem? Harvey's company is relatively unknown outside of his small customer base.

**SOLUTION:** Harvey decides he needs to invest in marketing in order to increase brand awareness and sales revenue.

Harvey turns on a steady stream of video content that highlights all the best stories in his company, including:

- A powerful origin story film
- Series of customer testimonial films
- Targeted online advertisements
- Product highlights
- Video podcasts

Honest, authentic marketing builds desire and trust

## 2.

# OPERATIONS

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Soon enough Harvey's sales have skyrocketed and he decides to pull the trigger on opening a second facility. This leads to a new problem... Harvey quickly notices a sharp drop off in the quality and efficiency of his operations. His employees are not following standard operating procedures (SOP) which means he's late on fulfilling orders and his new found customer base is becoming frustrated.

**SOLUTION:** Harvey knows he needs to buckle down on proper training for the whole company. Remembering how storytelling helped his marketing efforts, he takes a similar approach with his operations. Harvey decides to commission a series of internal content, including:

- Proper training videos for all departments
- Checklist and safety videos
- Recruitment videos
- Leadership messages to inspire continuous improvement
- Industry trends

A library of engaging stories improves operations and scalability



### 3.

## CULTURE

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Harvey has now established a scalable model for his business and employees are operating on a more efficient level. Just when he thought he was on the cusp of achieving his dreams, Harvey realizes his best people are being poached by his competition and many of his lower level employees are quitting. How did his company stray so far from the family values and close-knit culture that it was built upon?

**SOLUTION:** Harvey, now a strong believer in the power of story, knows exactly what to do. If it worked for marketing and it worked for operations, then it will work for culture. Harvey produces a series of meaningful content to tackle his culture issues:

- Monthly team member highlights
- Event highlights
- Charity stories
- An in-house series about the company
- Company success stories
- Leadership legacy stories

A stream of meaningful stories builds culture and attracts talent

# LET'S GET YOUR STORY STRAIGHT

## STORY CONSULTATION

Like any successful partnership, it all starts with good communication.

**Ultimately, we want to get to know you, where you came from, what drives you, and what your goals are.**

Much like our interview process when filming, we want to have an honest dialogue and take the pressure off you. This gives us both a sense of what partnering together would look like.



# GET IN TOUCH

We are excited to shine a spotlight on what you are already doing, to capture who you truly are and why it's important to share your story with the world.

## ADDRESS

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## CONTACT

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[linkedin.com/company/votaryfilms](https://www.linkedin.com/company/votaryfilms)



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*A film is never really  
good unless the  
camera is in the eye of  
a poet.*

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ORSON WELLES

