

Storytelling Ecosystems ...

- **Emerge from billions of interactions** between individuals, brands, devices.
- **Each new combination of story molecules can foster a sense of deeper meaning**, connection, togetherness and usefulness.
- **Shaped around social platforms** (e.g. YouTube, Facebook, Twitter, LinkedIn and Pinterest) in concert with other branded sites/experiences/applications.
- **Each platform has its own strengths, vulnerabilities, participants and culture**



Dominant platforms possess “Superpowers” making them ecosystems with Superhero status