

A hand holding a white smartphone in the foreground, with the phone's camera lens visible. The phone's screen shows a photo of a person in a boat. The background is a blurred sunset over a body of water, with a person's silhouette in a boat. The word "Storytelling" is written in a large, white, cursive font across the center of the image.

Storytelling

Mike Svatek, CEO @ RIVET

Life itself is a series of stories.

We're fundamentally wired to absorb information in the form of stories.



We make
judgements and
decisions based on
how those stories
make us think and
feel.



The Stories Formula

narrative + person + place + visual





“We spent hours strolling through the plazas, and ended up dancing in the street with a small crowd outside a cafe before heading back to the hotel. I think about that day constantly.”

Lin B.

Trip Purpose: Family Vacation

Photo taken .25 mi away from hotel at Piazza del Popolo, Rome @ 45.651113, 11.494166

Theme Park tickets.

PLACES TO STAY

Find Orlando hotels, resorts,
vacation rentals and more.

*My babies 1st time
at the most amazing
p...*

Walt Disney World Re...

[SEE MORE](#)

Harnessing the Power of Customer Stories

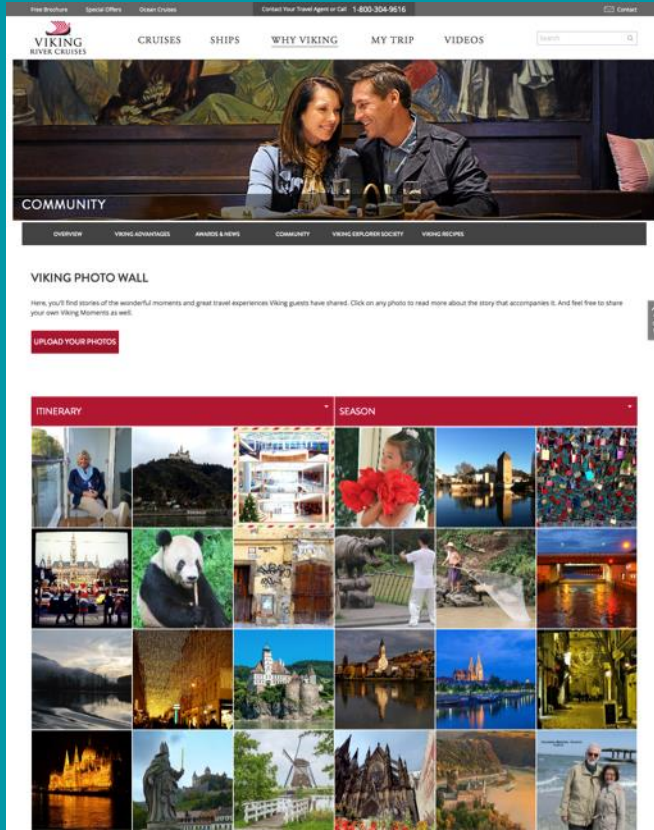
GREETINGS FROM THE FUTURE!

SPACESHIP EARTH

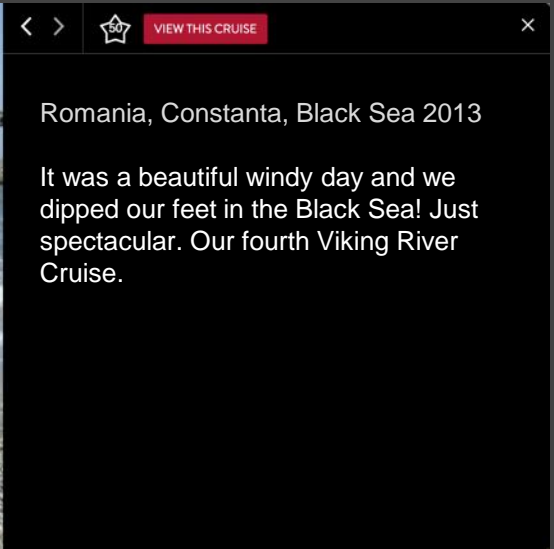
DISCOUNT ATTRACTION TICKETS

Save money on
Orlando attraction and
Theme Park tickets.

Cruises: Viking River Cruises

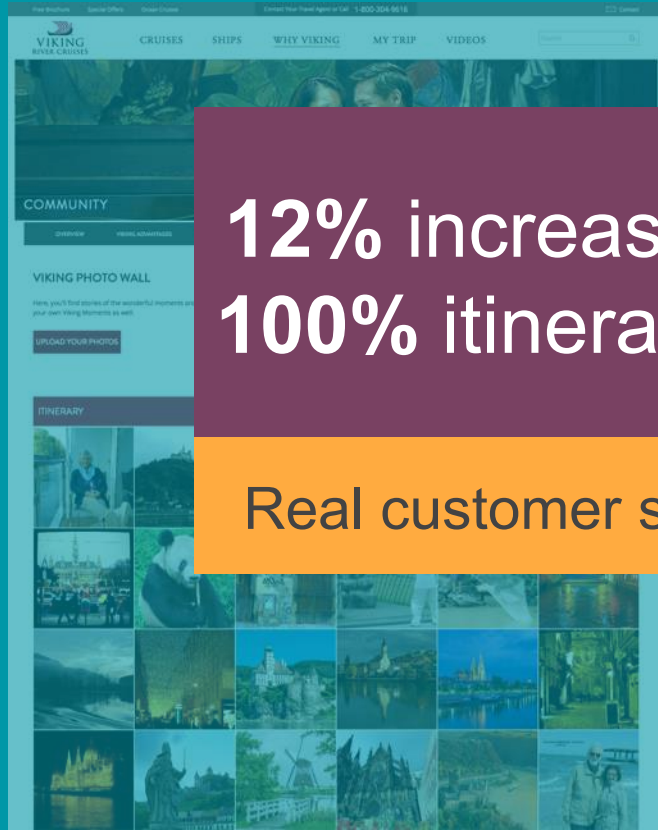


The screenshot shows the Viking River Cruises website. At the top, there is a navigation bar with links for "Home", "Special Offers", "Order Cruises", and "Contact Your Travel Agent or Call: 1-800-304-9616". Below this is a main menu with "CRUISES", "SHIPS", "WHY VIKING", "MY TRIP", and "VIDEOS". A search bar is also present. The main content area features a "COMMUNITY" section with a "VIKING PHOTO WALL". A text box below the photo wall reads: "Here, you'll find stories of the wonderful moments and great travel experiences Viking guests have shared. Click on any photo to read more about the story that accompanies it. And feel free to share your own Viking Moments as well." Below this is a red button labeled "UPLOAD YOUR PHOTOS". At the bottom, there are two tabs: "ITINERARY" and "SEASON". The "ITINERARY" tab is active, displaying a grid of 24 small thumbnail images representing various travel experiences, including a Viking ship, a panda, a windmill, and a couple on a beach.



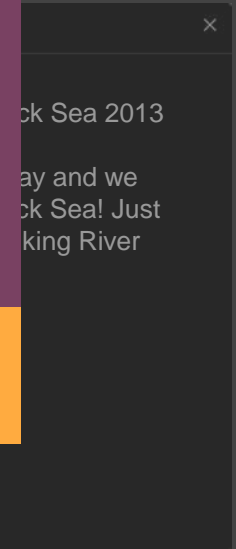
A dark overlay with navigation icons (left and right arrows) and a red button labeled "VIEW THIS CRUISE" with a star icon. Below the button, the text reads: "Romania, Constanta, Black Sea 2013". Below the text, there is a paragraph: "It was a beautiful windy day and we dipped our feet in the Black Sea! Just spectacular. Our fourth Viking River Cruise." At the top right of the overlay is a close button (X).

Cruises: Viking River Cruises



12% increase in traffic to booking info
100% itinerary coverage within 7 days

Real customer stories have a tremendous impact.



DMO: Visit Orlando

Make it easy to capture lengthy, impactful stories from visitors to your destination.



Can I be Belle without the fancy dress?

My daughter has also been a girly-girl, frilly, big dress, princess type. We had a Disney World trip coming up and I asked her which princess dresses she wanted to bring. She simply told me she wanted to be Belle, but not in her fancy dress. It took me a minute to realize what she meant and I got to making the best "unfancy" blue Belle dress I could. I searched a way to find Belle in her blue dress at the parks, and we were there first thing that day. The look on my daughters face when she saw Belle in her normal dress was something I will always remember. She was so sweet to my daughter and raved about her outfit. I think in this moment my daughter felt more like a princess than ever before.

Walt Disney World
Resort



Design with Data

Display of UGC doesn't have to be limited to grids if you're collecting geolocation data within the submission process.

CRUISE HIGHLIGHTS

Below is a sampling of ports, excursions and attractions that are featured on this Viking cruise.



DAY 1 | PARIS, FRANCE

Arrive in Paris, the romantic capital of France. Transfer from the Charles de Gaulle airport to your hotel for a 2-night stay.* After check-in, enjoy free time to explore this exciting city, or join our "welcome walk" to stretch your legs and get oriented.

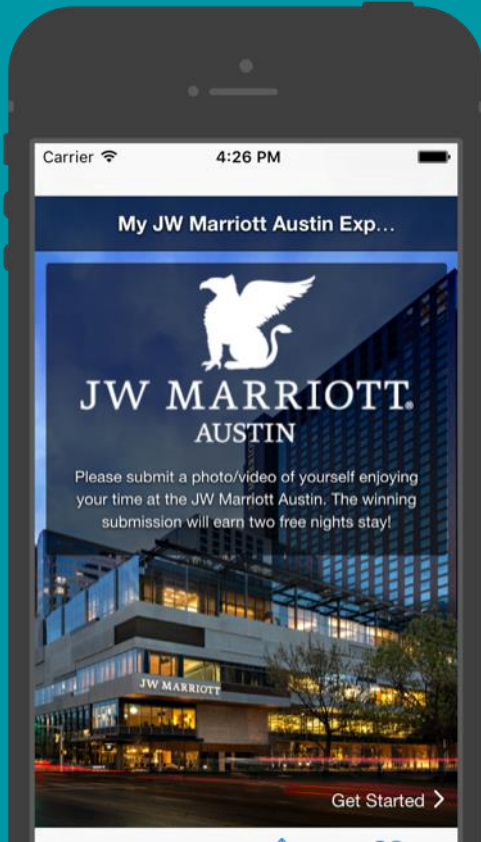


DAY 2 | PARIS, FRANCE

Today's tour begins with a drive along the Champs-Élysées, past the Arc de Triomphe to the world-famous Louvre. The remainder of the day is yours to experience more of this timeless city: visit a museum, explore Montmartre or take a moonlit cruise along the Seine River. The banks of the Seine, with their graceful bridges and unrivaled city views, are a UNESCO World Heritage Site. As always, your Program Director can help you plan your free time. (B)



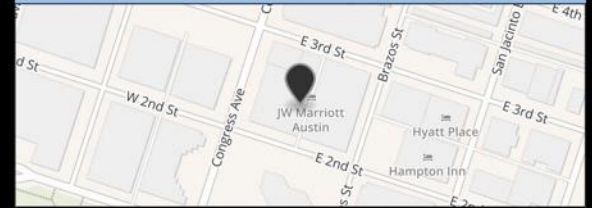
Collect at Scale & Monetize



Location
Lobby Bar

Special Promotions

1/2 OFF ALL WELL VODKA @ LOBBY BAR M-F 4-9PM



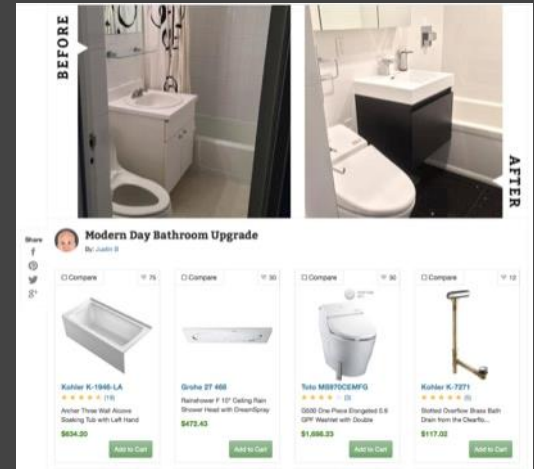
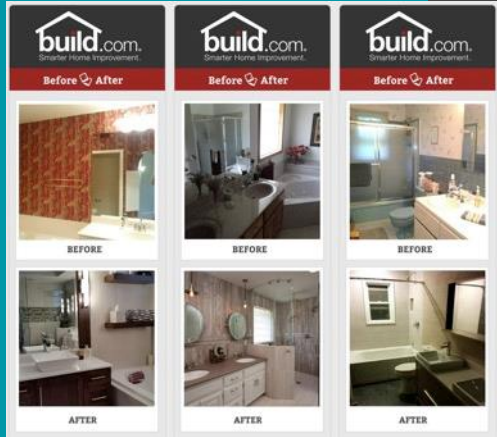
JW Marriott Austin

Book Now

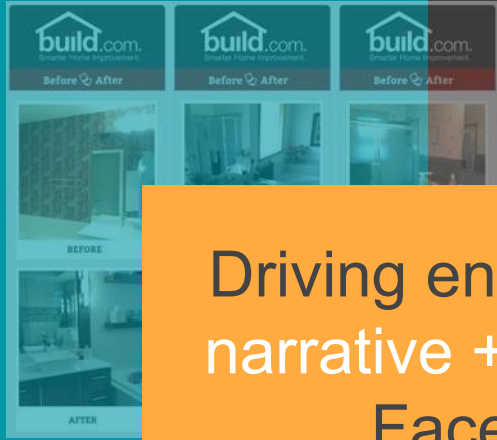


What can we learn from Retail?

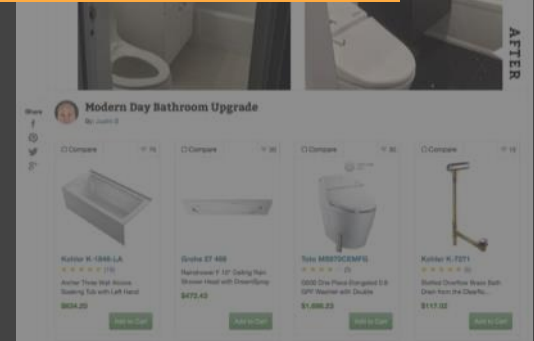
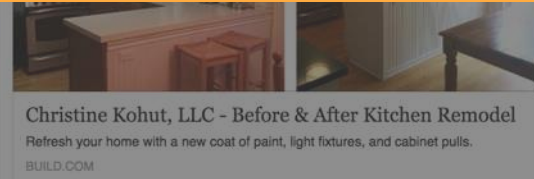
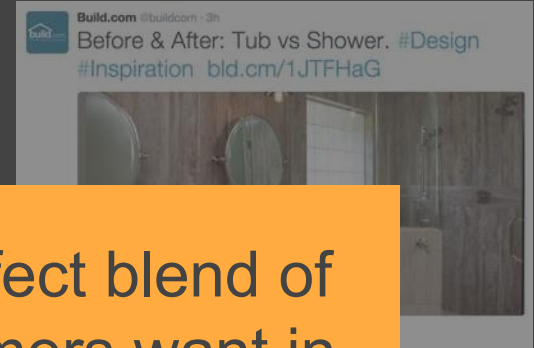
BUILD.com



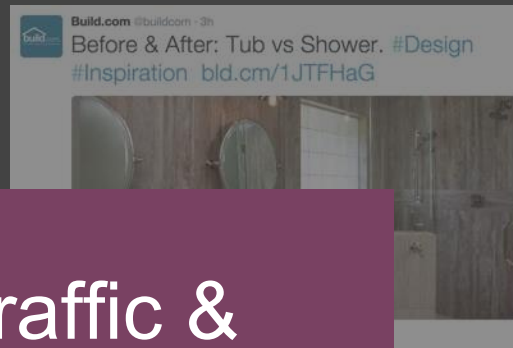
BUILD.com



Driving engagement using a perfect blend of narrative + image is what consumers want in Facebook, Pinterest & Instagram



BUILD.com

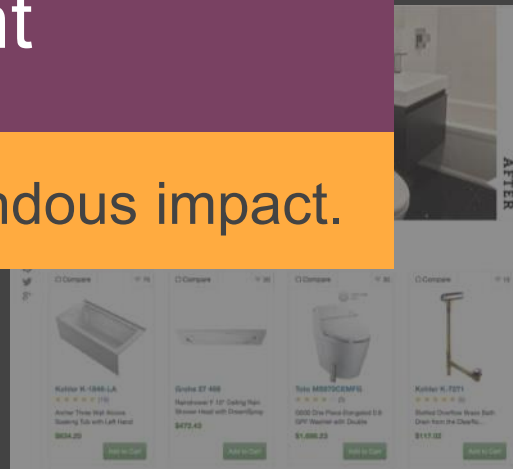


300% increase in click traffic & social engagement

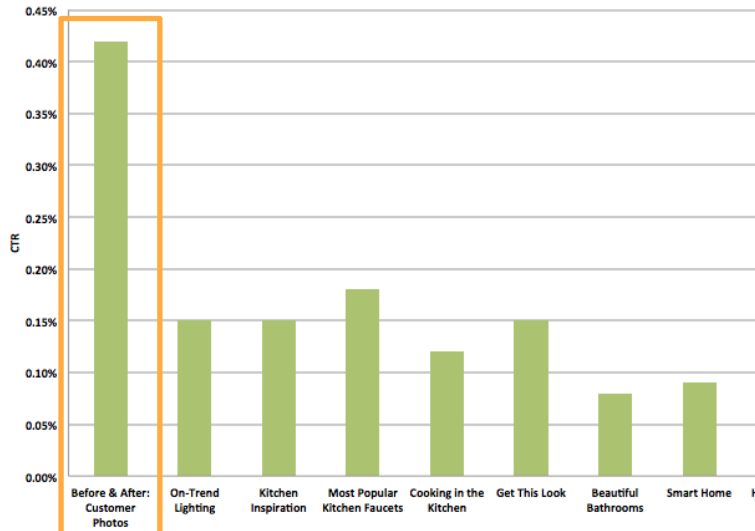
Real customer stories have a tremendous impact.



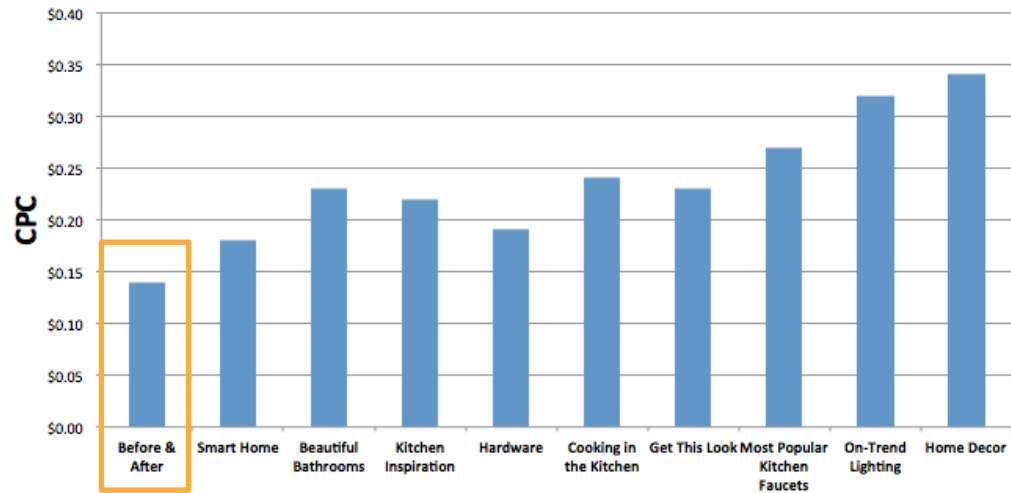
Refresh your home with a new coat of paint, light textures, and cabinet pulls.



Pinterest Paid CTR

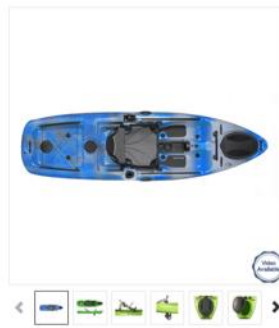


Pinterest Paid CPC



Native Watercraft Slayer 10 Propel Kayak

PRODUCT DESCRIPTION | VIDEOS | CUSTOMER PHOTOS | RESOURCES | REVIEWS | QUESTIONS



PACKAGE DEAL! Looking for a package deal? Build Your Own custom package with this item here!

\$2,399.00

★★★★★ 22 REVIEWS [WRITE A REVIEW](#)

✓ **In Stock** Ships today if ordered within the next 5 hr, 26 mins, 19 sec.

✓ **Found a better price?** Use our [Price Match tool!](#)

Select Color: (Click to view colors)

Color: Blue Lagoon

Ship Location Options*

Quantity:

[ADD TO CART](#) [+ ADD TO WISHLIST](#)

[Like](#) [20](#) [Tweet](#) [1](#) [G+](#) [12](#) [Share](#) [Email](#) [Print](#)

Product Description and Specs

The Native Watercraft Slayer 10 Propel kayak is the newest, and smallest, member of the Slayer family. The Slayer 10 Propel has many of the same features as the Slayer 13, but its lighter and more maneuverable. It features a wide open deck and a fast stable hull as well as an extra large rudder. The Propel system is the only pedal drive that can be pedaled in reverse, an essential capability when battling the catch of the day. The seat can be quickly adjusted forward or backward for a total travel distance of 11" and still have plenty of room behind the seat for tackle boxes. The Slayer 10 Propel features ample foot pads on the deck to increase traction and reduce noise. The open bow trunk is perfect for Native Fish bags, PFD storage, and comes with cuppers for drainage when punching through waves. It's built, and with the built-in storage trunk connecting rails located on each side from bow to stern, customizing this

[Show Full Description & Specs](#)

Product Videos



Customer Photos



[Submit your own picture](#)

Customers Also Bought

-  MRS Dry-Stow Transparent Dry Bag - Small
\$19.99
-  Scotty Gear Head Track Adapter 438
\$16.99
-  Native Cam-Lok Paddle Holders
\$28.99
-  Native Watercraft Propel Lubrication Kit
\$48.99
-  Native High/Low First Class Seat Organizer
\$89.00

Customer Photos



[Submit your own picture](#)



King Salmon fishing on Lake Michigan

I use the Slayer inland casting for Bass and Crappie as well as offshore on Lake Michigan trolling for Salmon and Trout.

Native Watercraft Slayer 10 Propel Kayak

PRODUCT DESCRIPTION | VIDEOS | CUSTOMER PHOTOS | RESOURCES | REVIEWS | QUESTIONS

PACKAGE DEAL! Looking for a package deal? Build Your Own custom package with this item here!

\$2,399.00

★★★★★ 33 REVIEWS [WRITE A REVIEW](#)



Product Description

The Native Watercraft Slayer 10 Propel has many of the same features as the Slayer 12, including a large open deck and a fast rotation hull as well as pedals on wheels, an essential feature for forward or backward for a total freeride. The Slayer 10 Propel features simple, easy-to-use pedals and a total freeride. It's perfect for Native Fish, Eagle, and other species.

[Show Full Description & Specs](#)

Product Videos

ICAST 2014 - Native Watercraft



Customer Photos



[Submit your own picture](#)

Customer Photos



61%+ increase in average conversion
121% increase in conversion for high-consideration products

Real customer stories have a tremendous impact.

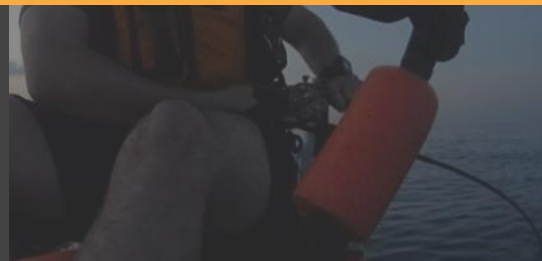
Native Cam Lock Paddle Holders
\$28.99



Native Watercraft Propel Lubrication Kit
\$48.99



Native High/Low First Class Seat Organizer
\$89.00



Trout.

Michigan

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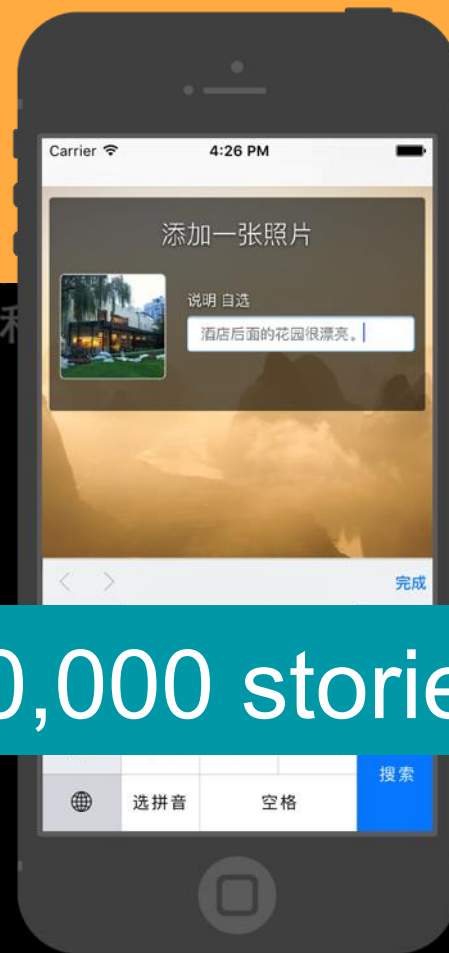
What the world's best brands do to achieve coverage:

Automate and scale the story collection process.

1,000 locations
x 20 stories per location
x 3 languages (English, French,
Simplified Chinese)

酒店后面的花园很漂亮。

★ 60,000 stories





What can your customers teach you, and each other, through their stories?



“I may be travelling with my family, but I want to live in the moment. I am happy to share the moments that matter most to me with you...the place I returned to after a long day of exploring.”



Thank you.

Mike Svatek, CEO @ RIVET