



CREATE ENGAGING & PERSUASIVE SRHR CONTENT

Day 4: Creative Formats



Camera on, mic off



Notebook and pen



OLA account



Smartphone

WHAT YOU NEED



**our approach to
content creation**

Target Audiences

Persuasive Aims

Storytelling

Creative Formats

SRHR Content

Popular Platforms

AGENDA DAY 4



3 hours online
1 hour lunch break
1 hour assignment

Creative Formats: Single & Wrapper

The 10 Formats: Mix & Match

Medium & Channels

RECAP AND REFLECTION



CONTENT CREATION



FORMAT



MEDIUM



CHANNEL





**A format is a
unique way to
tell a story.**

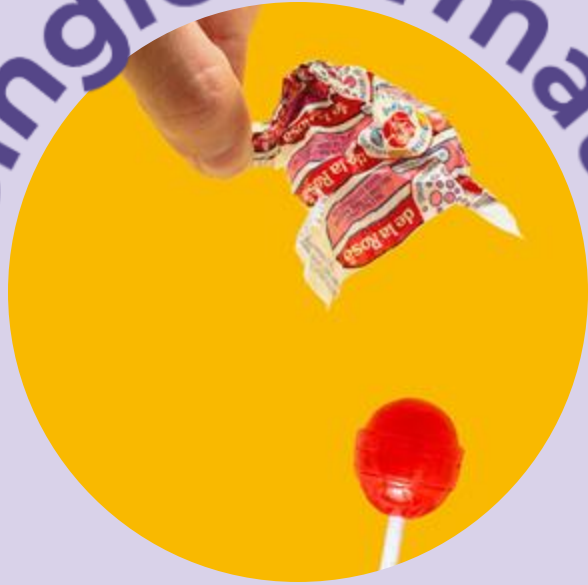
It describes how the tension is created.

Think of each format as a different colour.

To create your work, you can use one colour
or you can use a combination of colours.

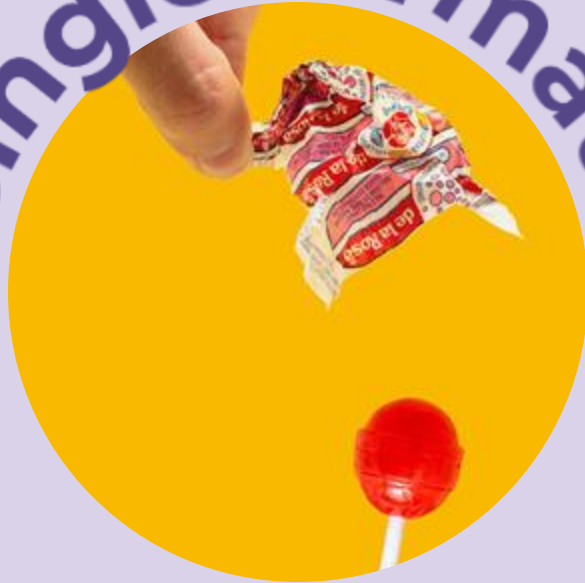


single formats



- Drama
- Testimonial
- Interview
- Discussion
- Demonstration

single formats



- Drama
- Testimonial
- Interview
- Discussion
- Demonstration

Wrapper formats



- Magazine
- Report
- Actuality
- Montage
- Game

10 formats & what makes them unique

DRAMA

a story told with actors

TESTIMONIAL

personal opinion

MAGAZINE

links and items

REPORT

single subject explored by a reporter

INTERVIEW

question and answer

ACTUALITY

live, unedited

DISCUSSION

arguments

DEMONSTRATION

step by step

MONTAGE

told through the editing

GAME

rules

Magazine:	Lifestyle	Medical	Sport	Historical	Investigative	Gossip
Report:	News	Business	Political	Current Affairs	Travel	Fashion
Game:	Reality game	Dating game	Quiz Game	Talent competition	Survival	Sports
Actuality:	Live Sports	Political Speeches	Breaking news	Events/Riots	Disasters	Hidden Camera
Montage:	Fly on the wall	Music Video	Sketch show	Sports Highlights	Wildlife	Title sequences
Drama:	Comedy	Horror	Stage play	Action	Reconstructions	Fantasy
Testimonial:	Religious	Advertising	Eye-witness	Endorsement	Political speech	Weather
Interview:	Expert	On the street	Personality Profile	Group	Exploratory	Informative
Discussion:	Educational	Political	Women's Views	With Children	Dinner Party	Panel
Demonstration:	Cooking	Do it Yourself	Dance/Exercise	Education	Sports	Gardening



WHAT FORMATS ARE USED?



Radio Phone-in



Big Brother (Reality TV)



Football highlights



Live shopping channel selling
kitchen equipment



Pop song video



President's address to the
nation



Cinema film trailer



Chat show with celebrity guests



Press conference



Stand-up comedy



Parliamentary debate

ANSWERS



Radio Phone-in

Magazine of phone interviews



Big Brother (Reality TV)

Game (with interview, testimony, montage)



Football highlights

Magazine of football reports



Live shopping channel selling
kitchen equipment

Actuality, magazine of demonstrations



Pop song video

Montage



President's address to the
nation

testimony



Montage

Cinema film trailer



Magazine of interviews

Chat show with celebrity guests



Testimony followed by (group) interview

Press conference



Drama, testimony

Stand-up comedy



Diye, actuality discussion

Parliamentary debate



rntc

FACTS **EMOTION**



Click on the **Mural** link in the chat.

Divide the formats into those that excel at generation emotion and those that are good at sharing facts.

You may also put them somewhere in the middle.

TYPES OF MEDIA

VIDEO	AUDIO	PRINT/ TEXT	VISUAL	ON THE GROUND
Animation Short Videos Vlogs Long Form Montages Immersive VR Live Broadcasts	Podcasts Radio Sound Bites Audio Notes Songs Jingles Themes	Articles Written Reports Essays Typography Idea Clouds Blogs Tweets Lists Surveys	Graphics Photos Photo Essays Charts Graphs	Meetings Interviews Press Releases Events Flash Mobs Graffiti Takeovers Theatre/Plays Town Halls Demos/Strikes

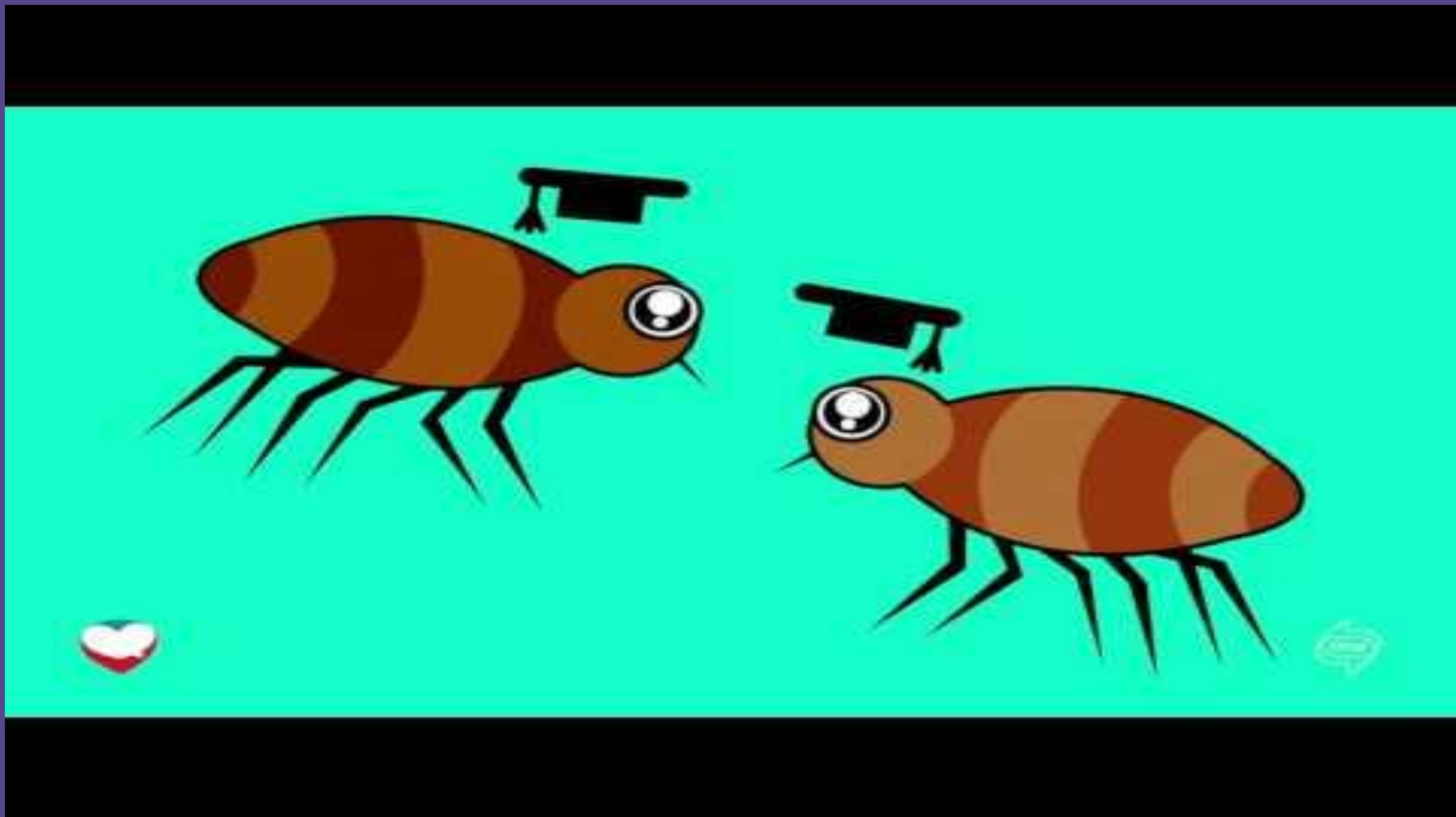
Condom Song





一起谈性说爱

for love's sake Remember, love matters

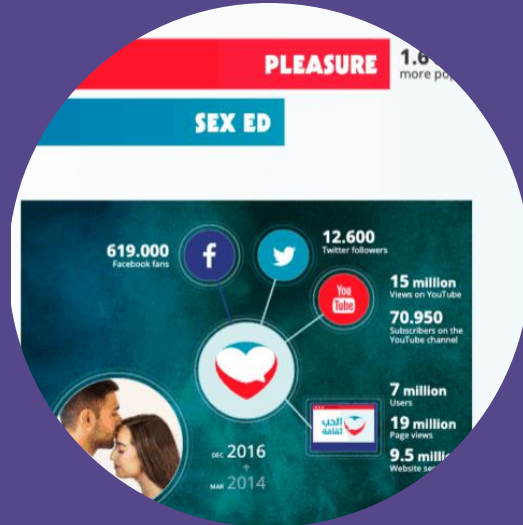


DRIVING SRHR ENGAGEMENT

Why do these media work well?



Illustrations



Infographics



Animations



Quiz/Game



Almost ready! Alone or with others as usual?





程雨傘



THE SHORTCUT

再剪短一些...
再短一些...
再短一些...

短

THE SHORTCUT

发

TRADITIONAL CHANNELS

Hardcopy
Press

Radio

Theatre

Billboards

Television

Cinema



NEW MEDIA CHANNELS

Online Video

Social Media

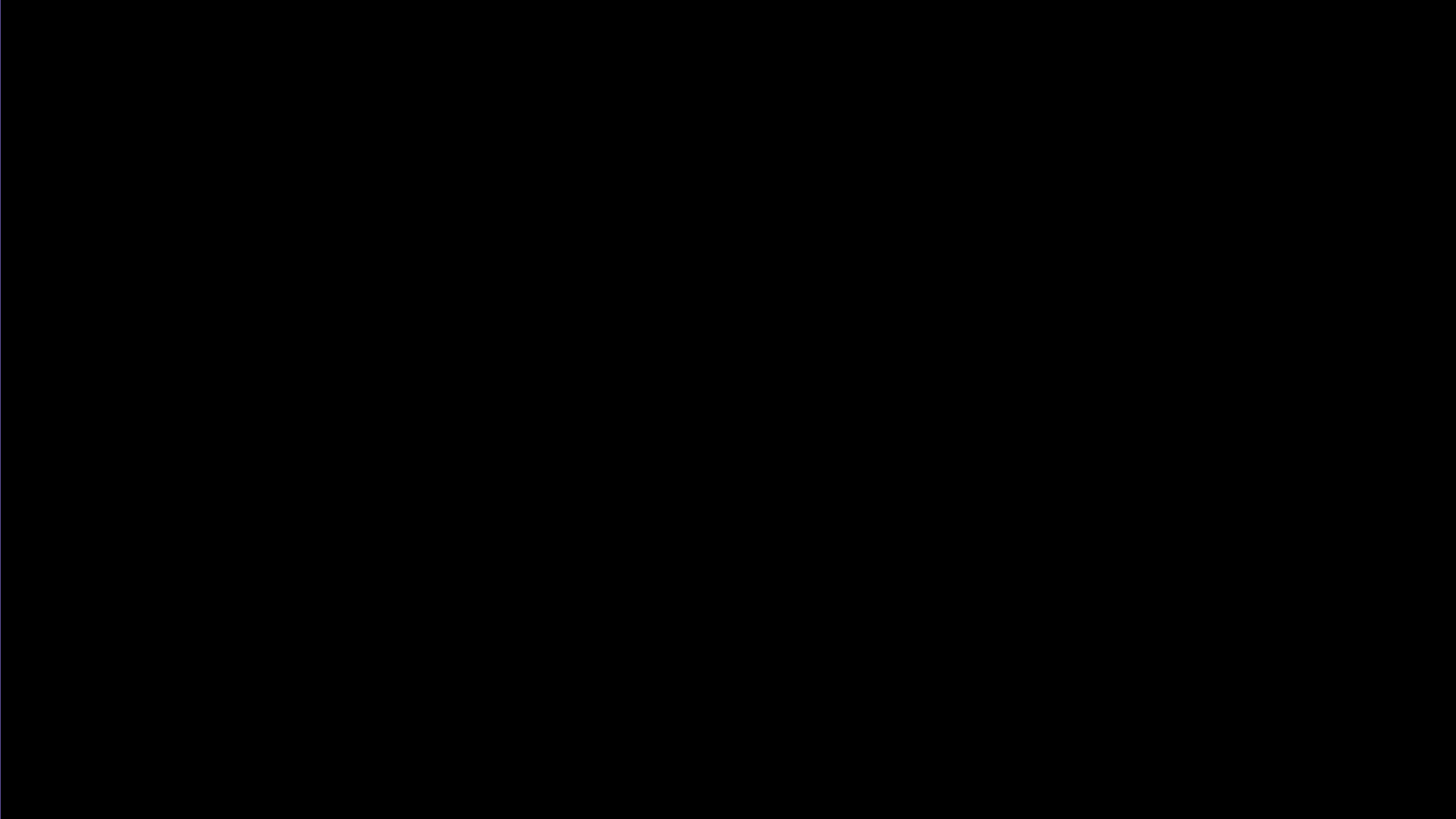
Direct Message Apps

Blogs and Web Pages

Emails

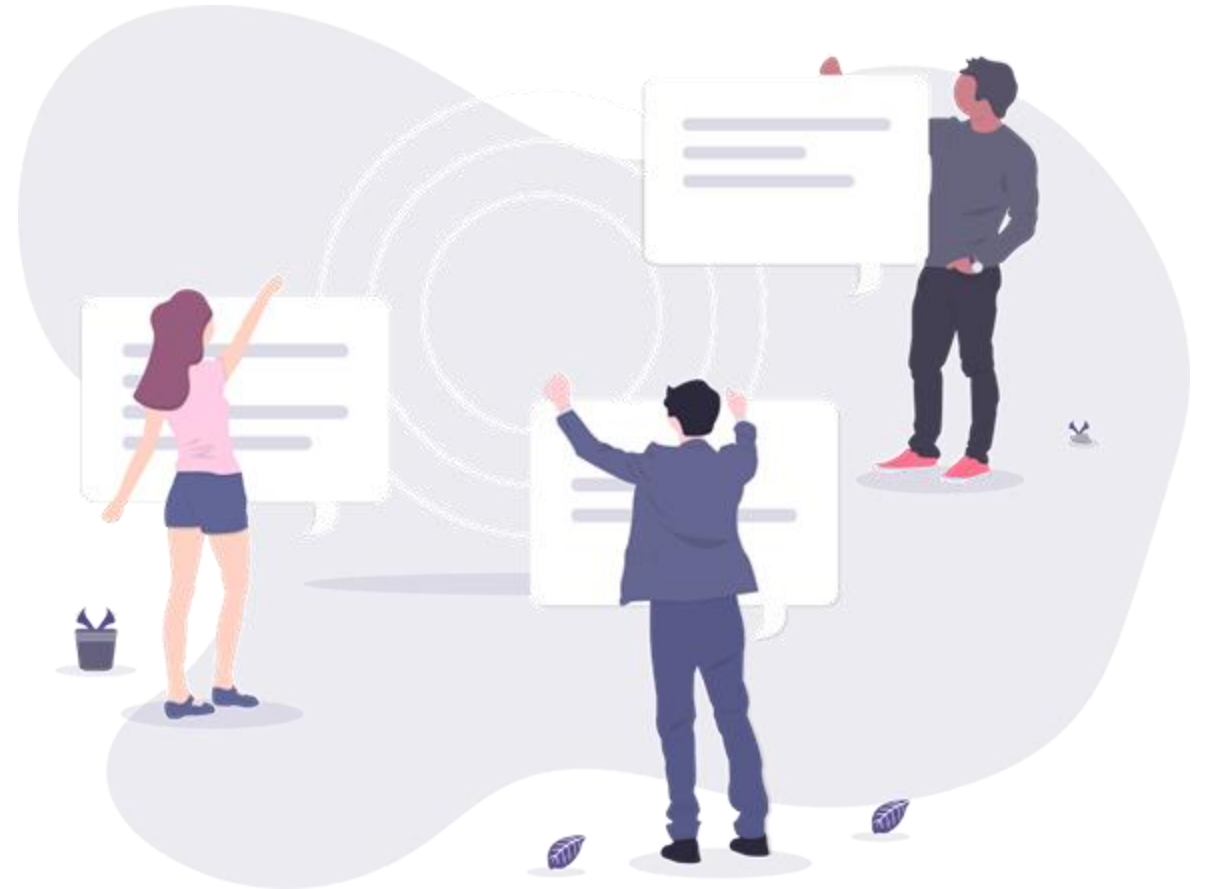
Games and AR





ASSIGNMENT

Choose your format,
medium & channel





REFLECTION

Go to **menti.com**, enter the code [xxxxxxx] and answer the following question:

What is your key takeaway from this session?



Thank you!