PERSUASIVE AIMS

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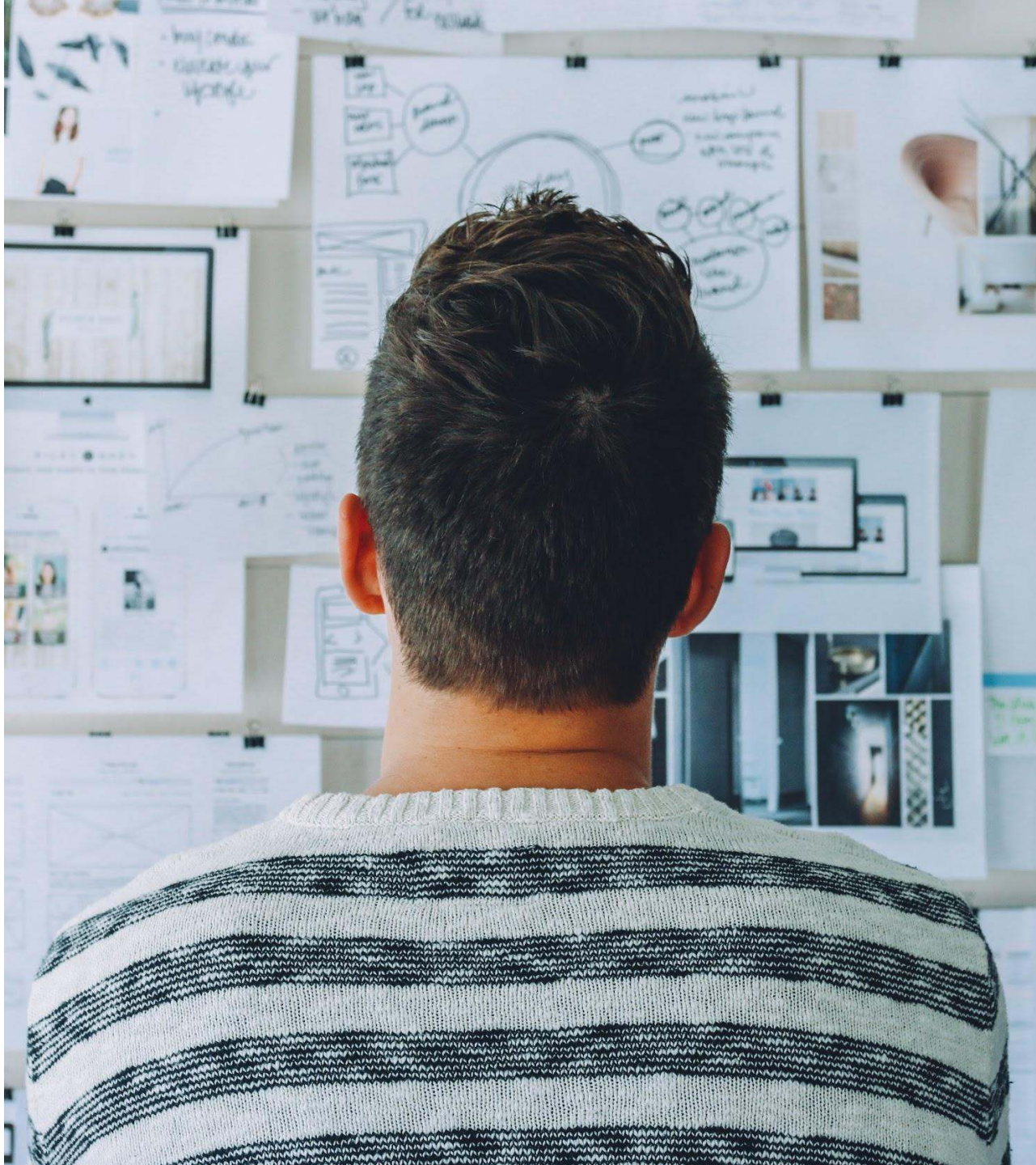
RECAP AND REFLECTION



- Target Audiences
- Persuasive Aims
- Story
- Creative Formats

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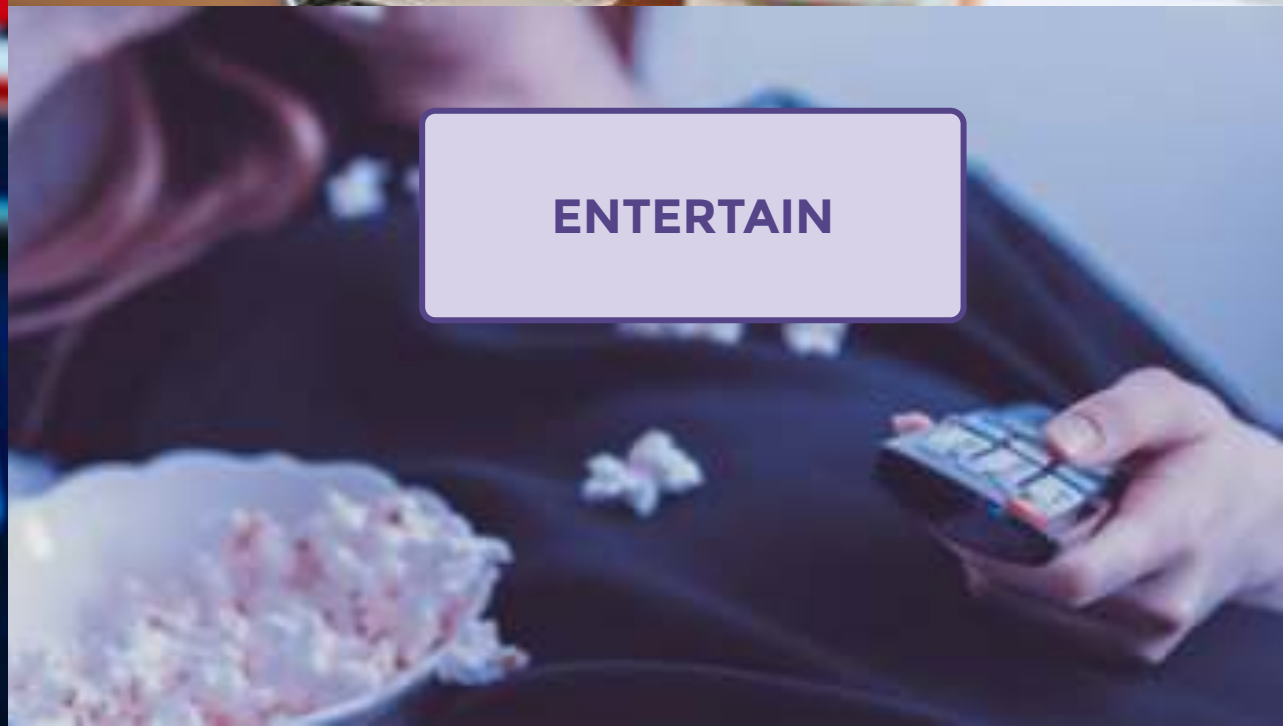
The
Elizabet Warren's plan
Polluters;
HEALTH INNOVATION ISSUE
WHO GETS TO BE HEALTHY
WHAT WOMEN NEED
THE

INFORM

EDUCATE

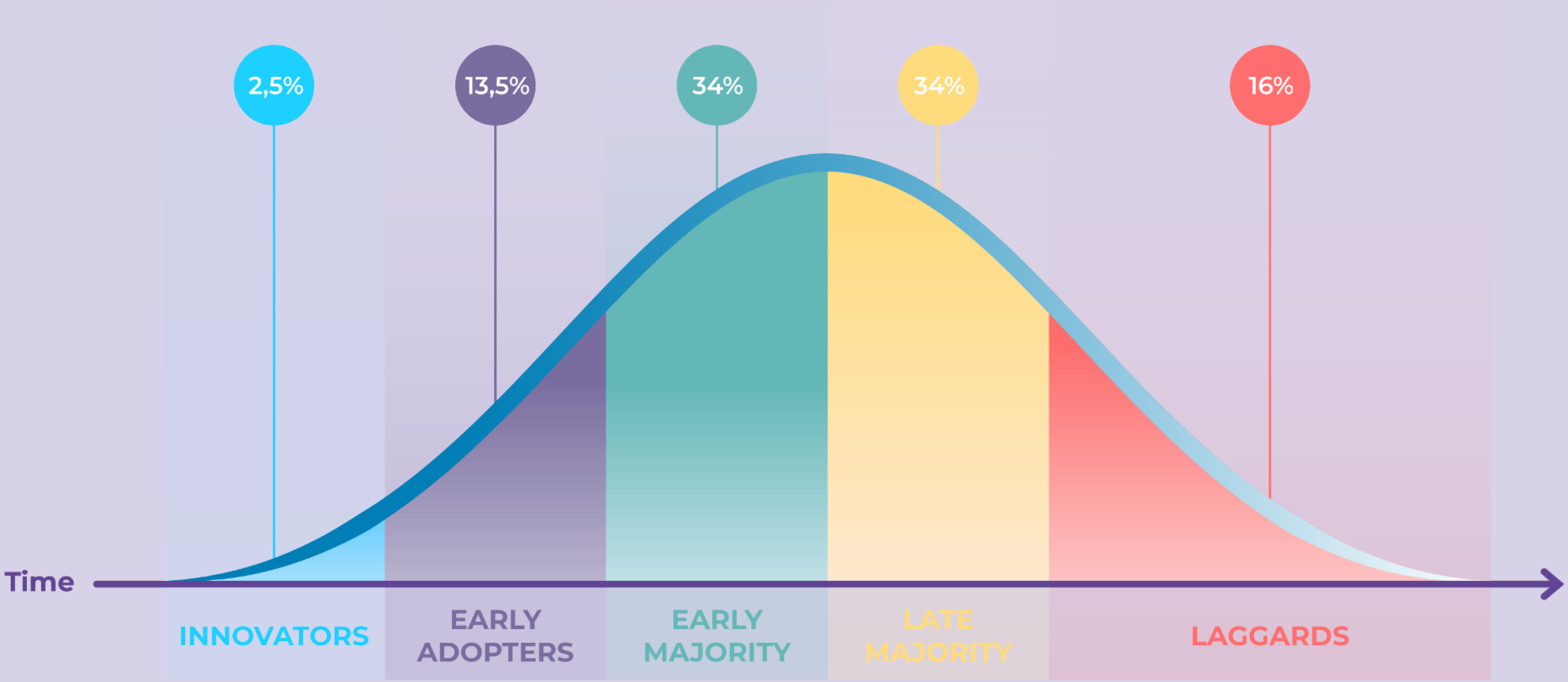


ENTERTAIN

REFLECTION

What was a good learning experience?

What was a bad learning experience?


2,5%
13,5%
34%
34%
16%
Time
INNOVATORS
EARLY ADOPTERS
EARLY MAJORITY
LATE MAJORITY
LAGGARDS

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Learning Domains

KNOWLEDGE

Information

SKILLS

Abilities

ATTITUDE

Beliefs

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Persuasion

In order to change behaviour, we need to persuade.

Persuasion is learning with EMOTION.

You need to persuade people if you want to add skills or attitudes.

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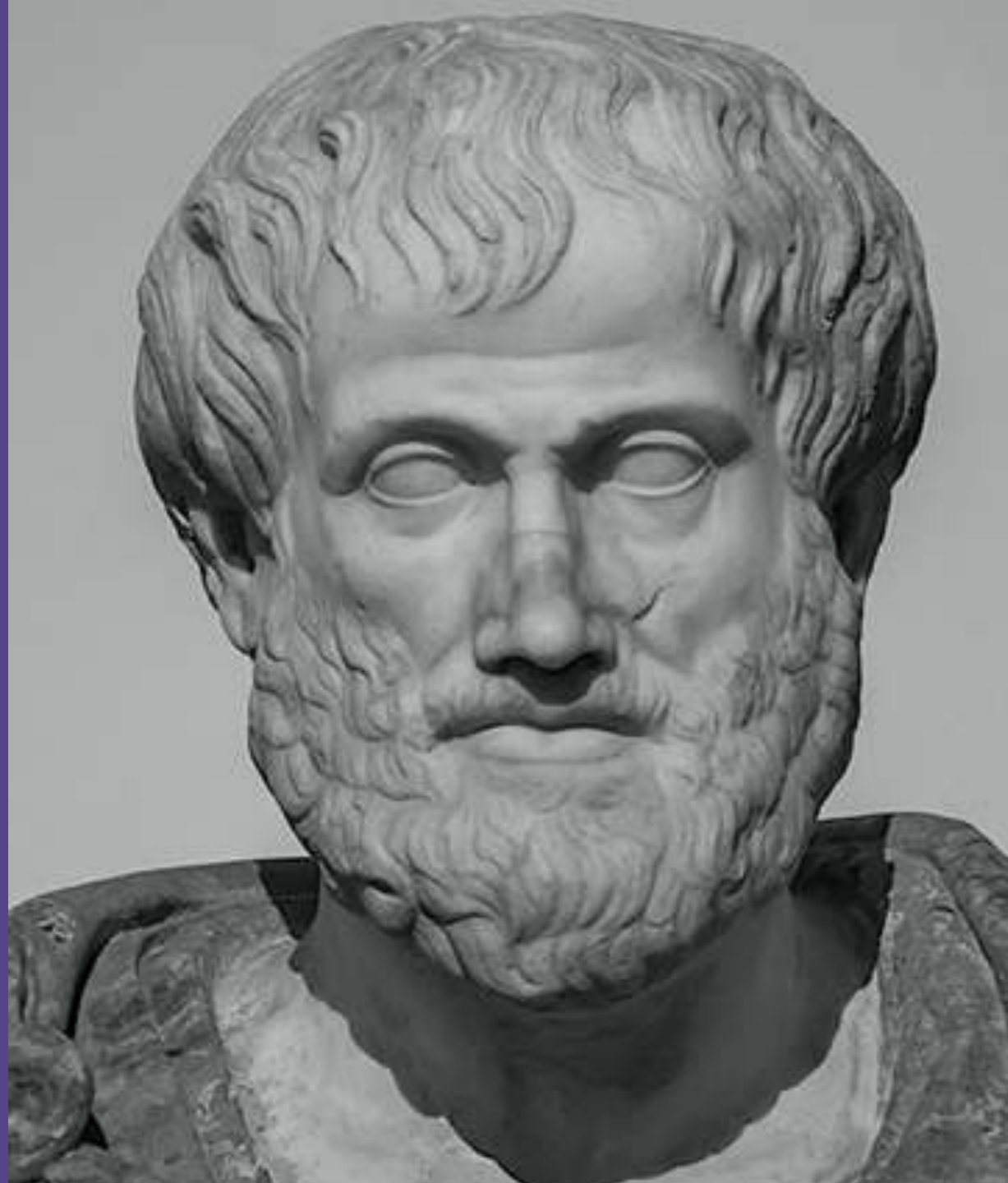

ETHOS
(CREDIBILITY AND ETHICS)
PATHOS
(EMOTIONS AND FEELINGS)
LOGOS
(LOGIC AND REASON)

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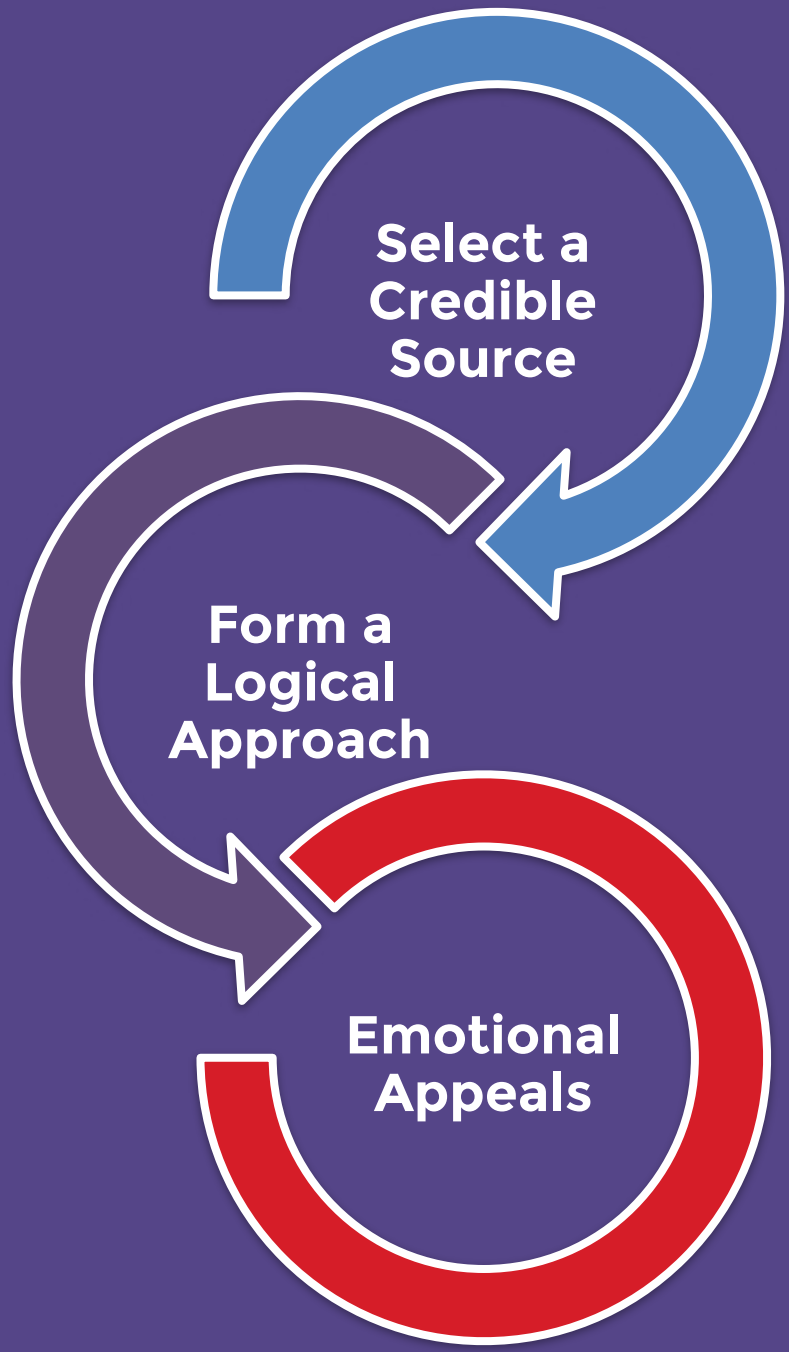
Three Steps in Persuading People



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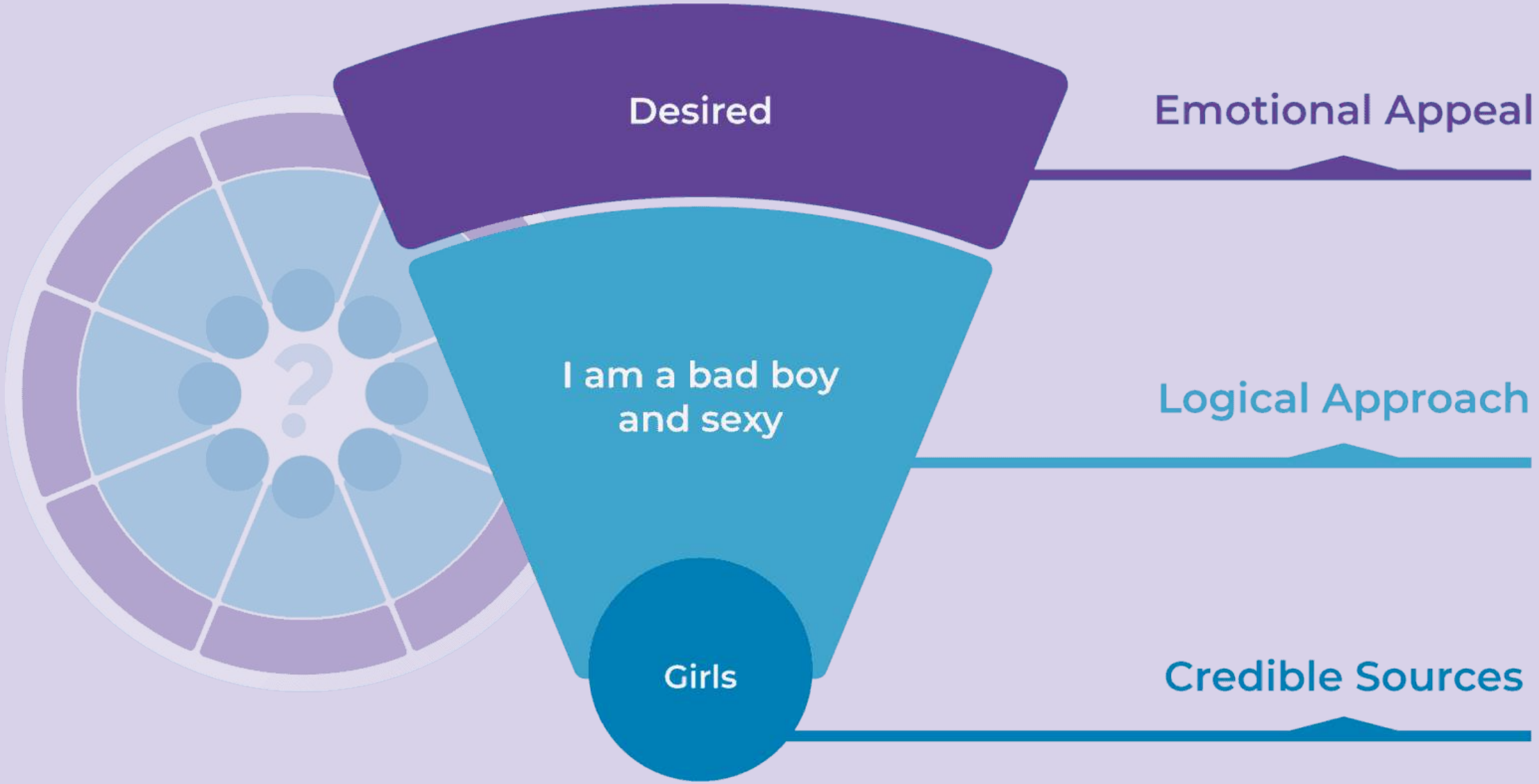
Desired
I am a bad boy and sexy
Girls
Emotional Appeal
Logical Approach
Credible Sources

Credible Sources

People we trust to get information from.

Who are credible sources for your audience?

REFLECTION

Who do you trust to get your information from?

Experts (Lowest)

Community Leaders (Lower)

Role Models (Medium)

Celebrities (High)

People Like Us (Highest)

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Studies have shown that the credibility of a social media peer endorser/influencer depends on the factors of:

- trustworthiness
- expertise
- attractiveness
- similarity

Vox

Logical Approach

The starting point is essential, you must understand the logic of your audience. What are their current beliefs?

Why do businessmen wear neckties?

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Vox

Emotional Appeal

Behaviour is belief + emotional payoffs.
Emotion persuades us.

Positive emotional messages are preferred over negative ones.

Appeals used frequently in advertising:

Social Appeal

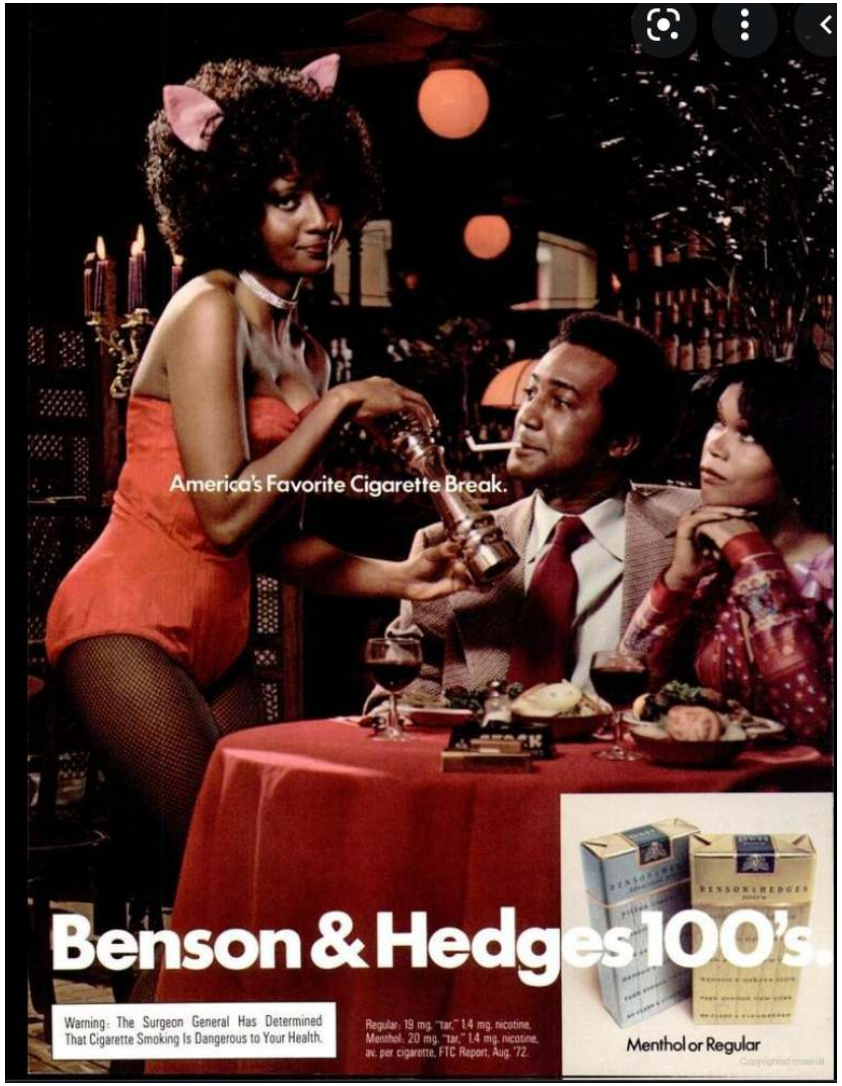
Scarcity Appeal

Sex Appeal

Class Appeal

Adventure Appeal

Youth Appeal



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I got my first kiss.

VIDEO 1

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VIDEO 2

REFLECTION

1. Which video carries more information?
2. Which one has more emotion?
3. Which one do you connect with more, why?

CASE STUDY

Vote Yes Ireland

"We knew that the frame of equal citizenship captured people. They cared about fairness and equality." Thus, the campaign focused on these positive messages.

Loving Equal Fair
Generous Inclusive
There are many words to describe Ireland t
On 22nd May we only need one.
YES
YES
EQUALITY
YES
EQUALITY
YES
EQUALITY

equal
EQUALITY
equal

equal

FLIP THE TARGET AUDIENCE STATEMENT

- GOAL: Take the Target Audience Statement and create a new agreed reality. This is the change you wish to make!

Target Question: Why do some government officers in South Africa take bribes?

Influencer: peers from independence struggle

Agreed Reality: We fought for this and we deserve it!

Feeling: confidence

TAS: Some Government officers in SA take bribes because peers from independence struggle believe we fought for this and we deserve it and that makes us feel confident

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PERSUASIVE AIM STATEMENT

- Government officers in SA who take bribes regret taking bribes and see bribes as robbing the country. Not taking bribes makes them feel proud and confident.

  Government officers in SA who take bribes
  INFLUENCER - PEOPLE LIKE US

  Regret taking bribes and see bribes as robbing the country
  LOGICAL APPROACH & NEW AGREED REALITY

  Not taking bribes makes them feel proud and confident.
  NEW EMOTIONAL APPEAL

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PERSUASIVE AIM

- What is your persuasive aim?

Target audience statement +
New agreed reality +
New influencer +
New emotional appeal

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EXAMPLE: “LIKE A GIRL” ALWAYS VIDEO

TA statement: Young British girls just around puberty who stop playing sports because they think their friends will see them as ungirly which makes them feel insecure that
Old influencer: your friends
New agreed reality: will admire you playing sport because it makes you a leader
New emotion: and you will feel secure.

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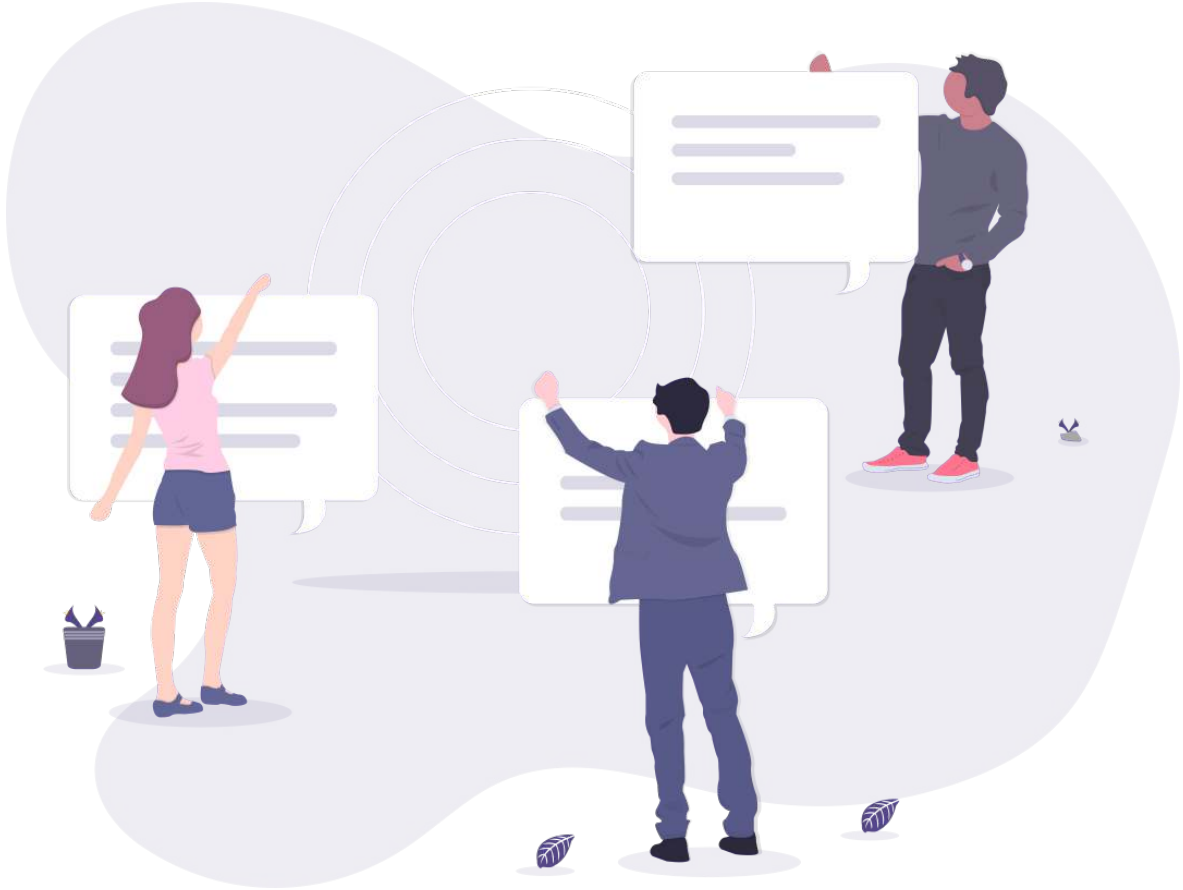
ASSIGNMENT

Turn your Target Audience Statement into a Persuasive Aim Statement

Be ready to describe the choice of ***Credible Source***, the ***Logical Appeal*** and ***new Agreed Reality*** and the ***new Emotional Appeal***.



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QUESTIONS

REFLECTION

What is your key takeaway from this session?

Thank you!

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