



CREATE ENGAGING & PERSUASIVE SRHR CONTENT

Day 2: Persuasive Aims



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 2

Media & Learning

The 3 Steps of Persuasion

Case Studies

RECAP AND REFLECTION





INFORM



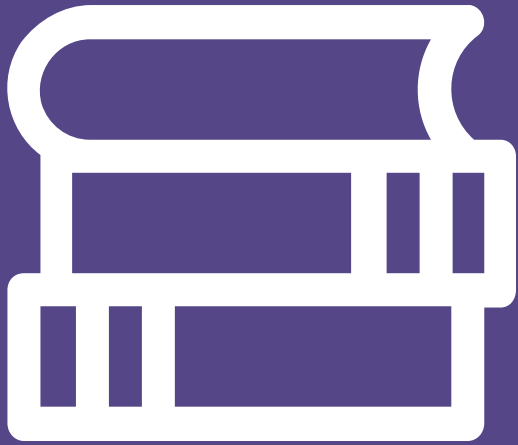
EDUCATE



ENTERTAIN



LEARNING DOMAINS



KNOWLEDGE
Information



SKILLS
Abilities



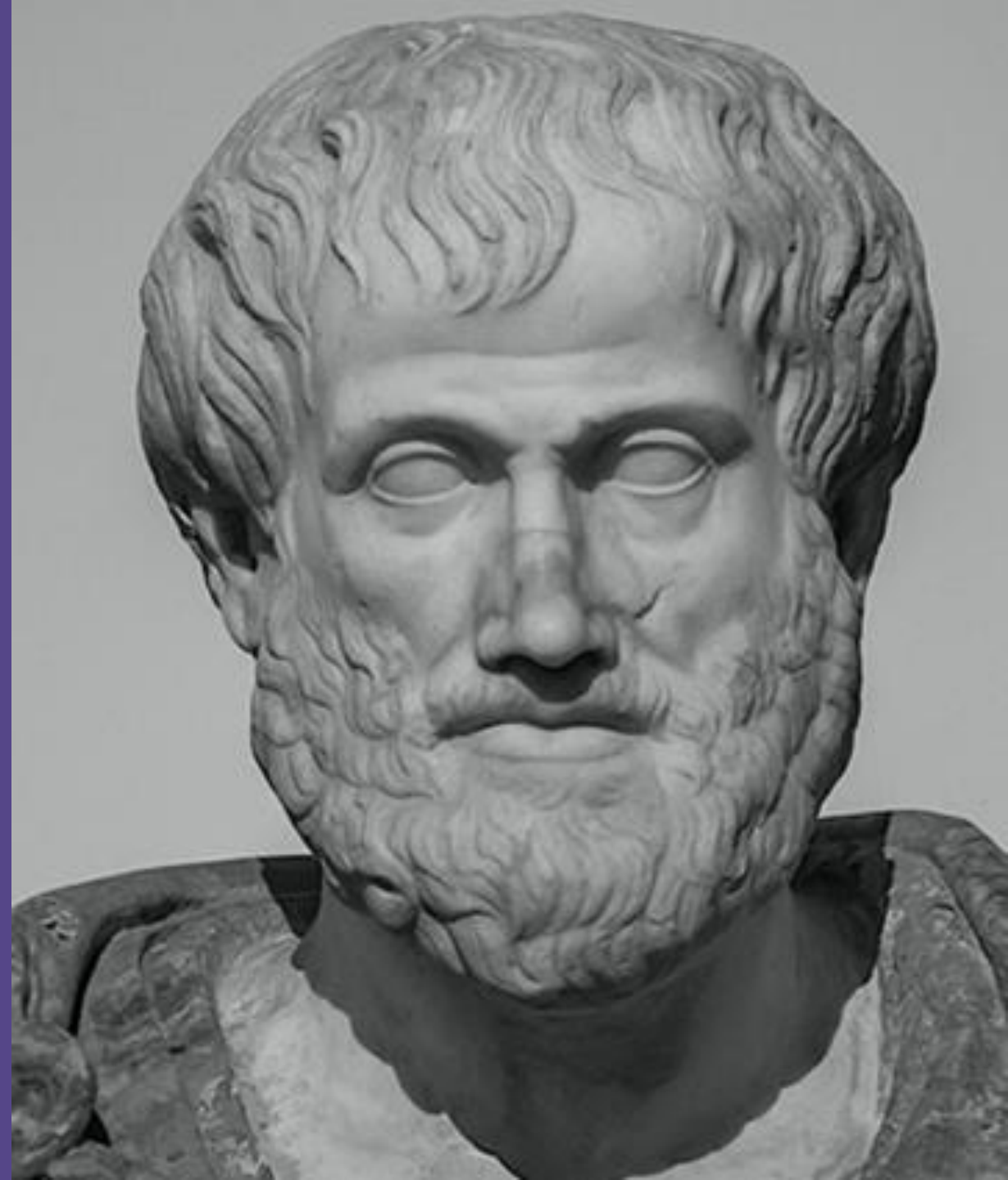
ATTITUDE
Beliefs

Persuasion

In order to change behaviour,
we need to persuade.

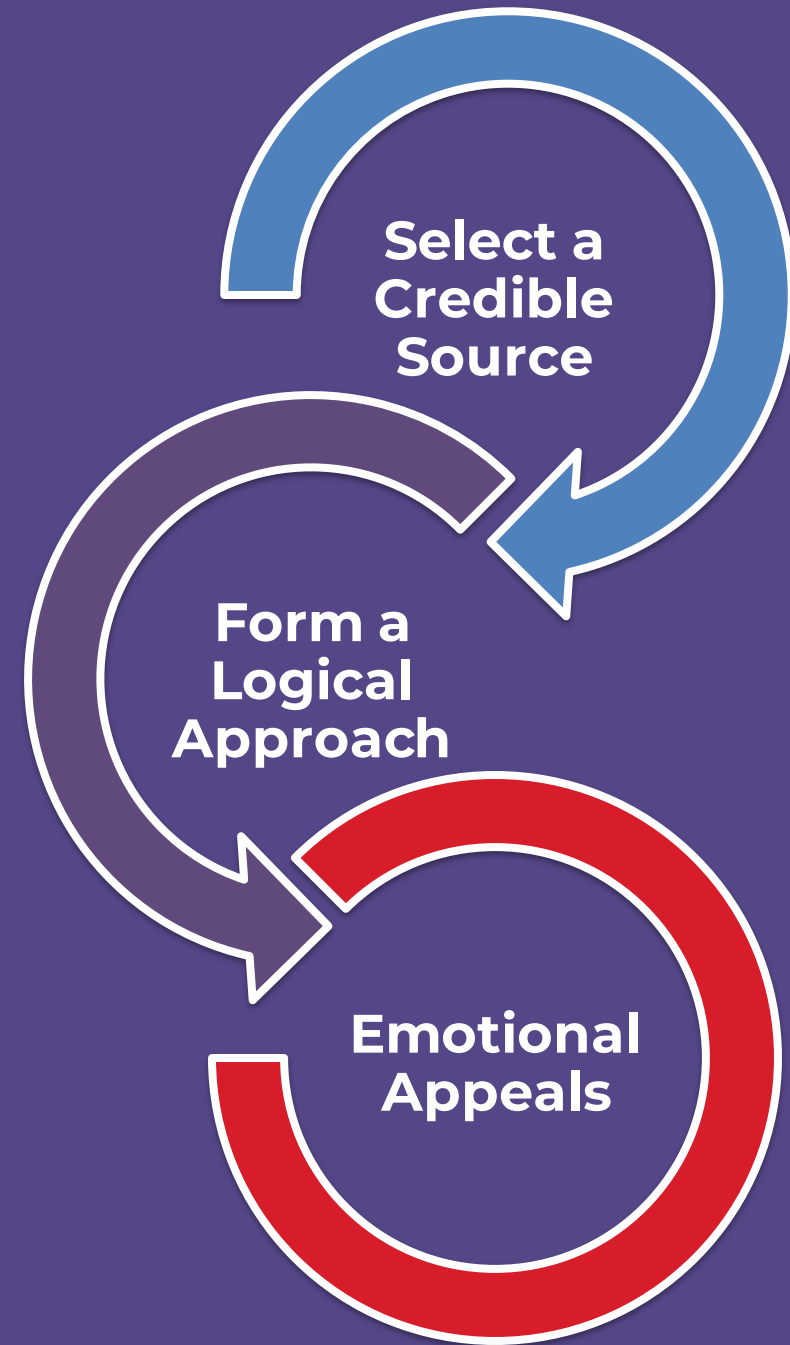
**Persuasion is learning with
EMOTION.**

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





Three Steps in Persuading People



Credible Sources

People we trust to get information from.

Who are credible sources for your audience?





IDEA STORM

**Who do you trust to
get your information
from?**







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

- trustworthiness
- expertise
- attractiveness
- similarity



Vex



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?**



Vex

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

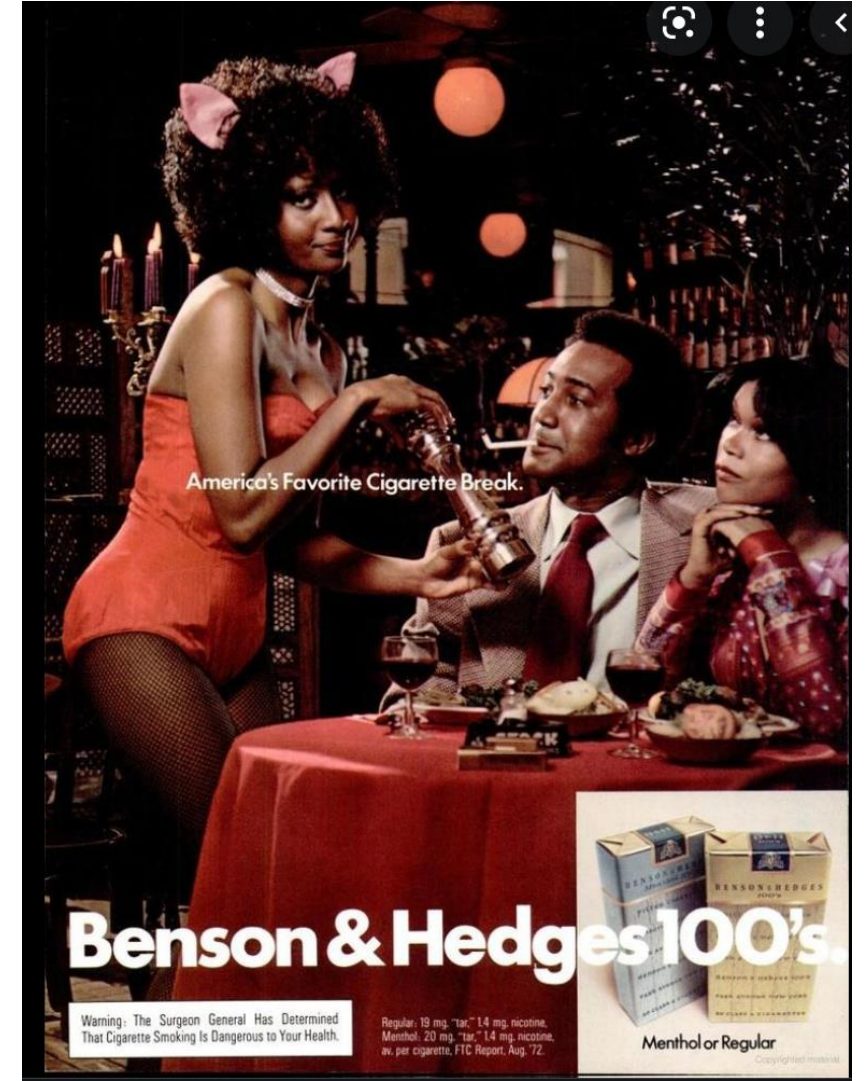
Scarcity Appeal

Sex Appeal

Class Appeal

Adventure Appeal

Youth Appeal







I got my first kiss.

VIDEO 1



VIDEO 2



lovmatters.in



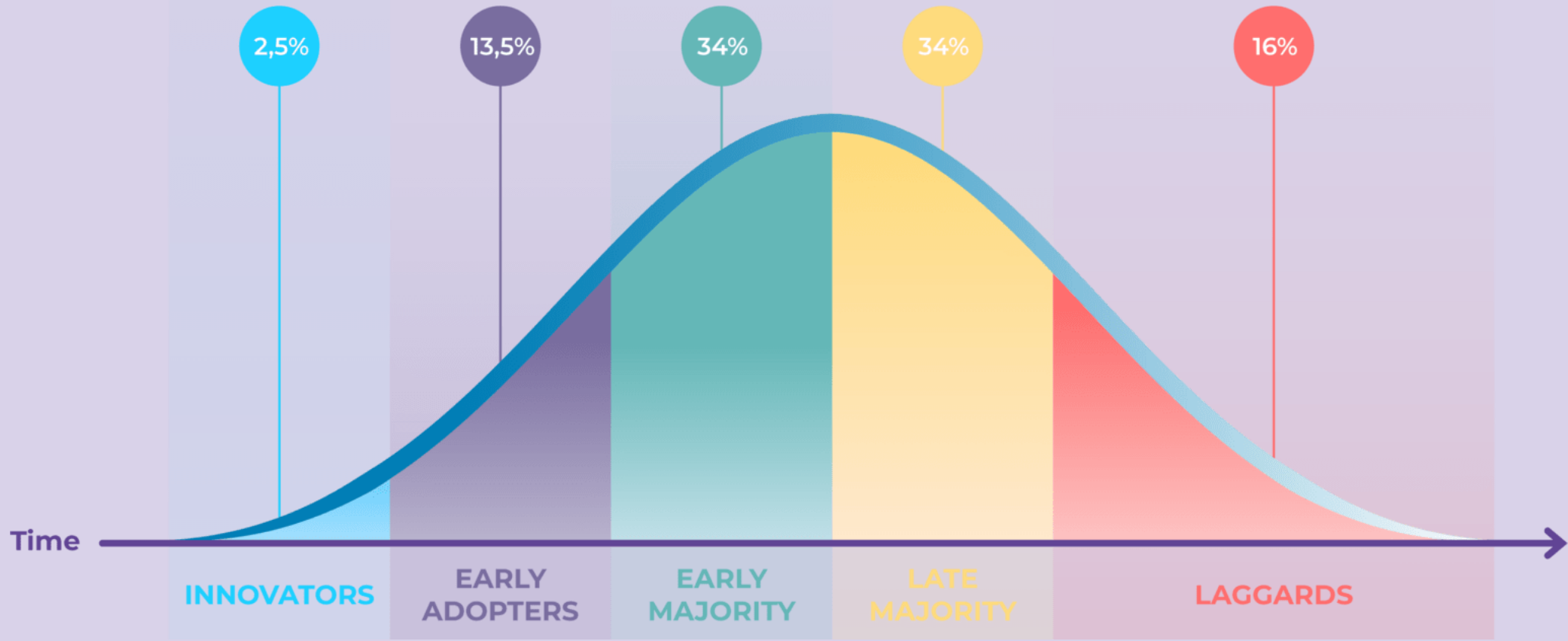


Answer the following questions:

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

THE MAGIC BULLET

There is no one piece of content that can change everyone's mind.



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 to
On 22nd May we only need one.

YES







PERSUASIVE AIM

- What is your persuasive aim?

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

QUESTIONS





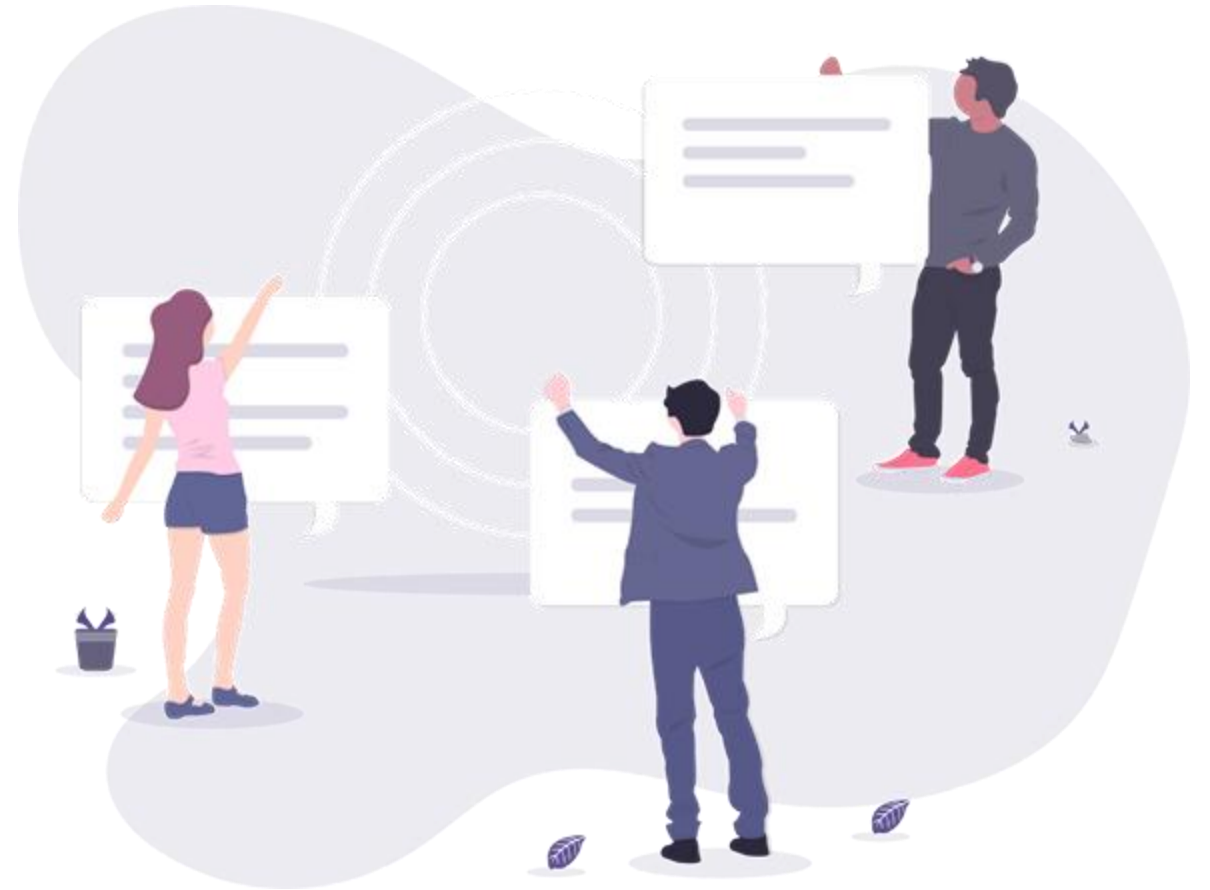
REFLECTION

Go to **menti.com**, enter the code **7948 8662** and answer the following question:

What is your key takeaway from this session?

ASSIGNMENT

Draft statements





Thank you!