



# MEDIA CAMPAIGNS FOR SOCIAL CHANGE

Day 2: Persuasive Aims



Camera on, mic off



Notebook and pen



Google Drive



Smartphone



## WHAT YOU NEED



**our approach to  
content creation**

**Target Audiences**

**Persuasive Aims**

**Storytelling**

**Creative Formats**

# AGENDA DAY 2



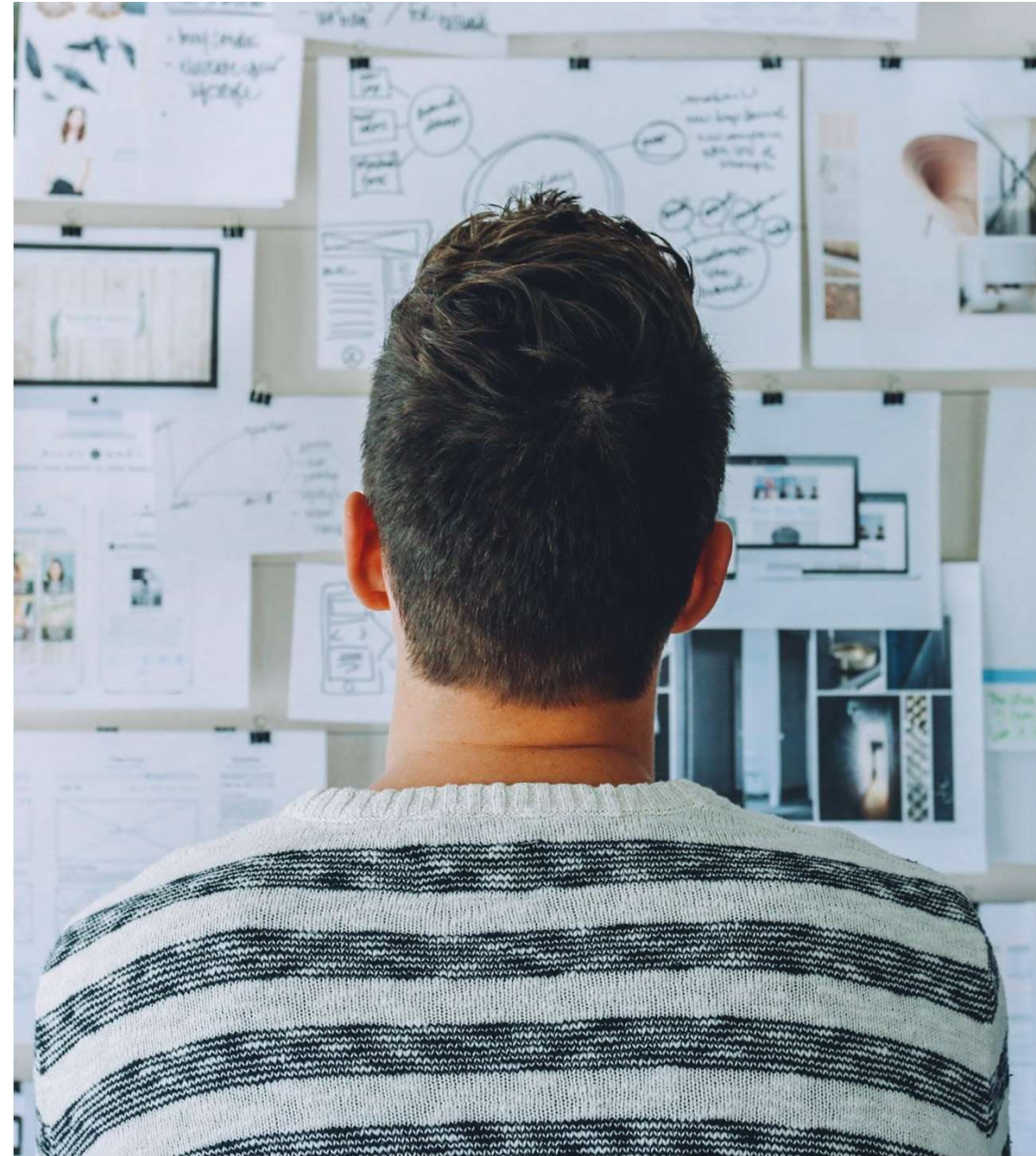
4 hours online  
1 hour lunch break  
1 hour assignment

**Media & Learning**

**The 3 Steps of Persuasion**

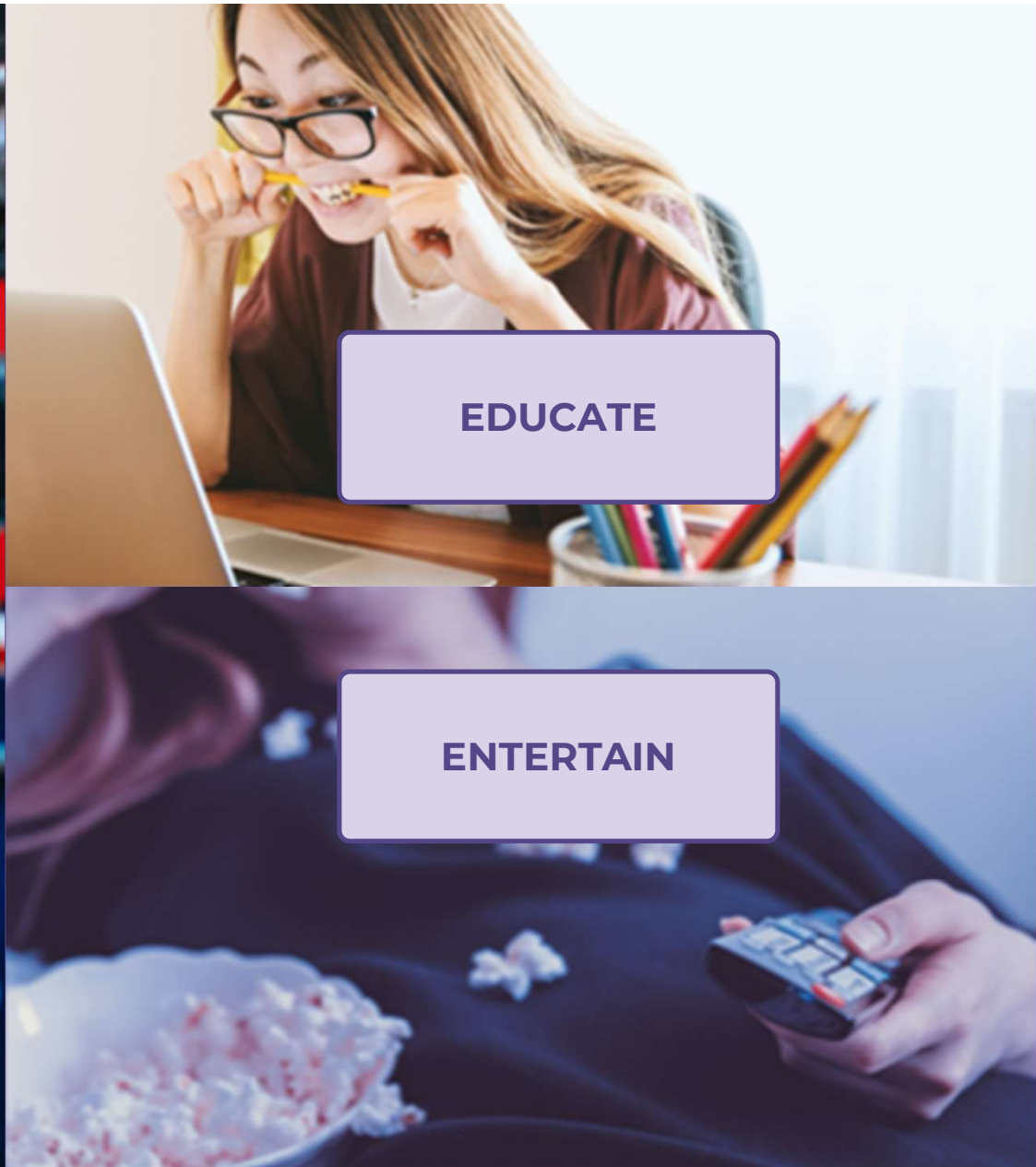
**Case Studies**

# RECAP AND REFLECTION





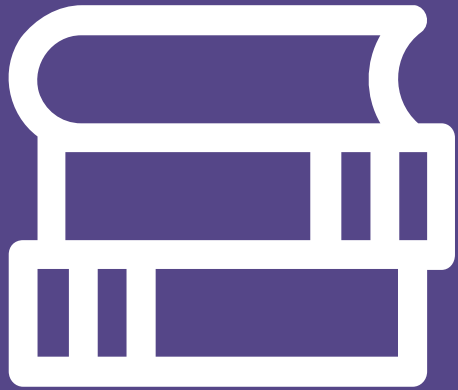
**INFORM**



**EDUCATE**

**ENTERTAIN**

# LEARNING DOMAINS



**KNOWLEDGE**  
Information



**SKILLS**  
Abilities



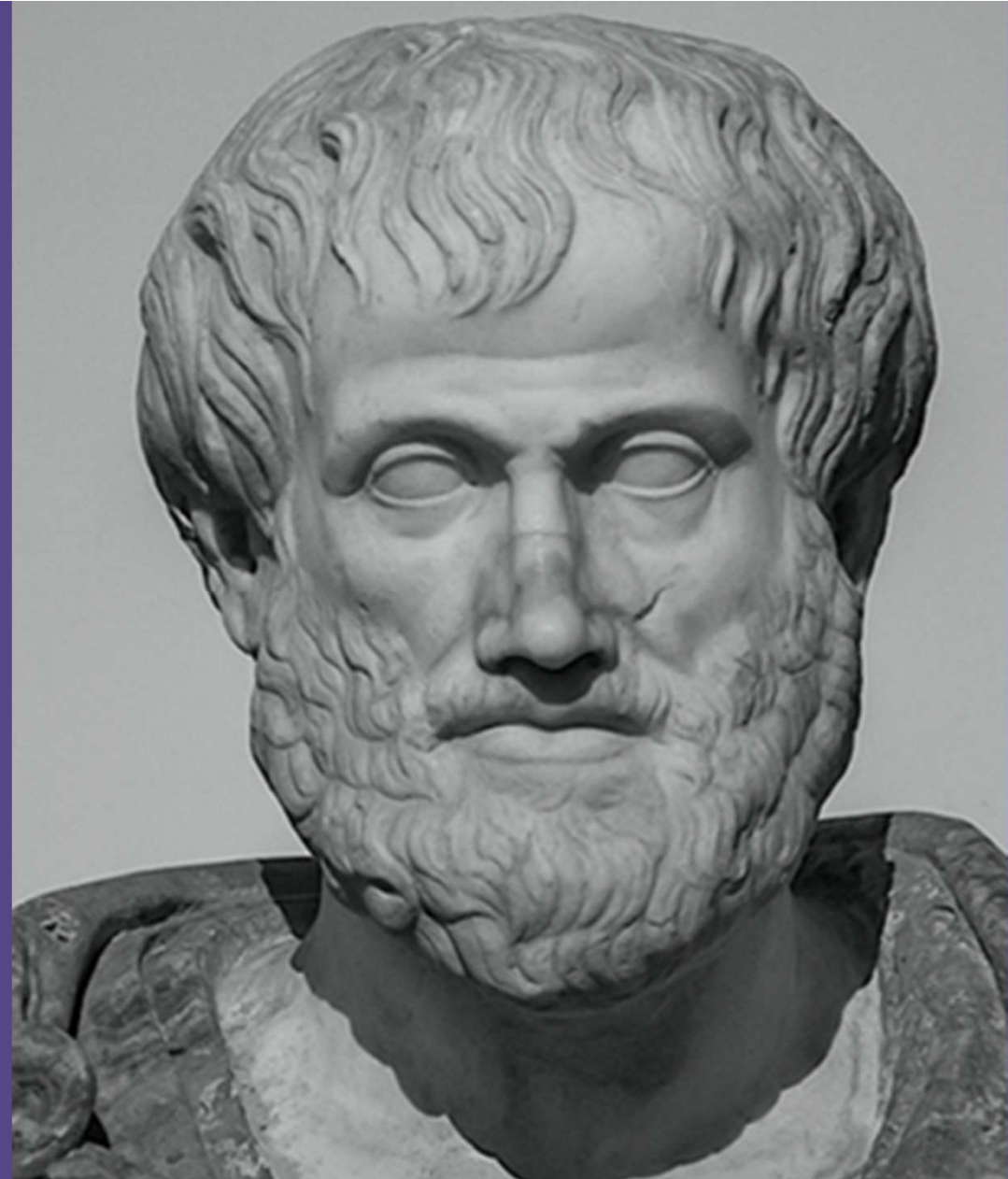
**ATTITUDE**  
Beliefs

# Persuasion

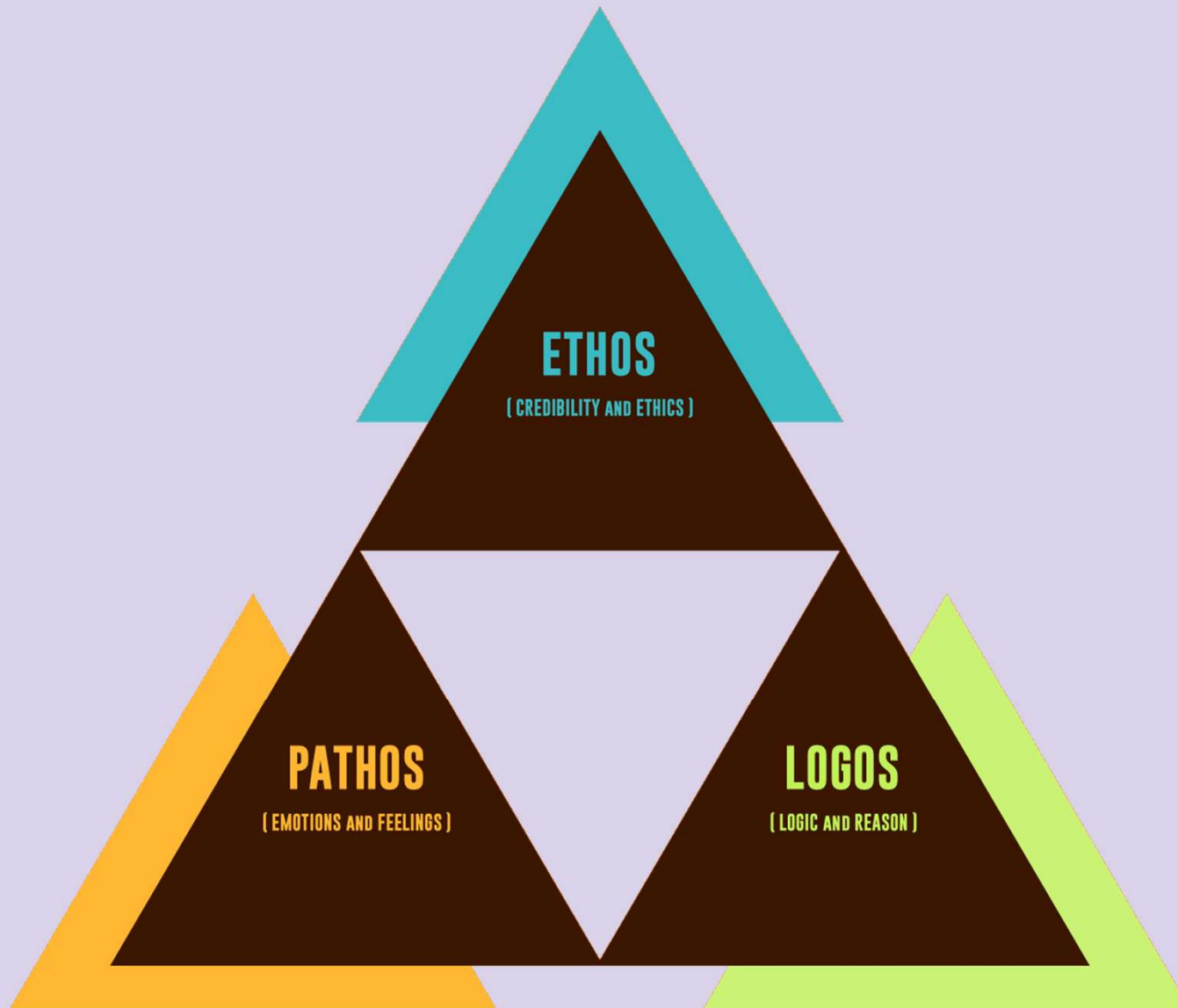
In order to change behaviour, we need to persuade.

**Persuasion is learning with  
EMOTION.**

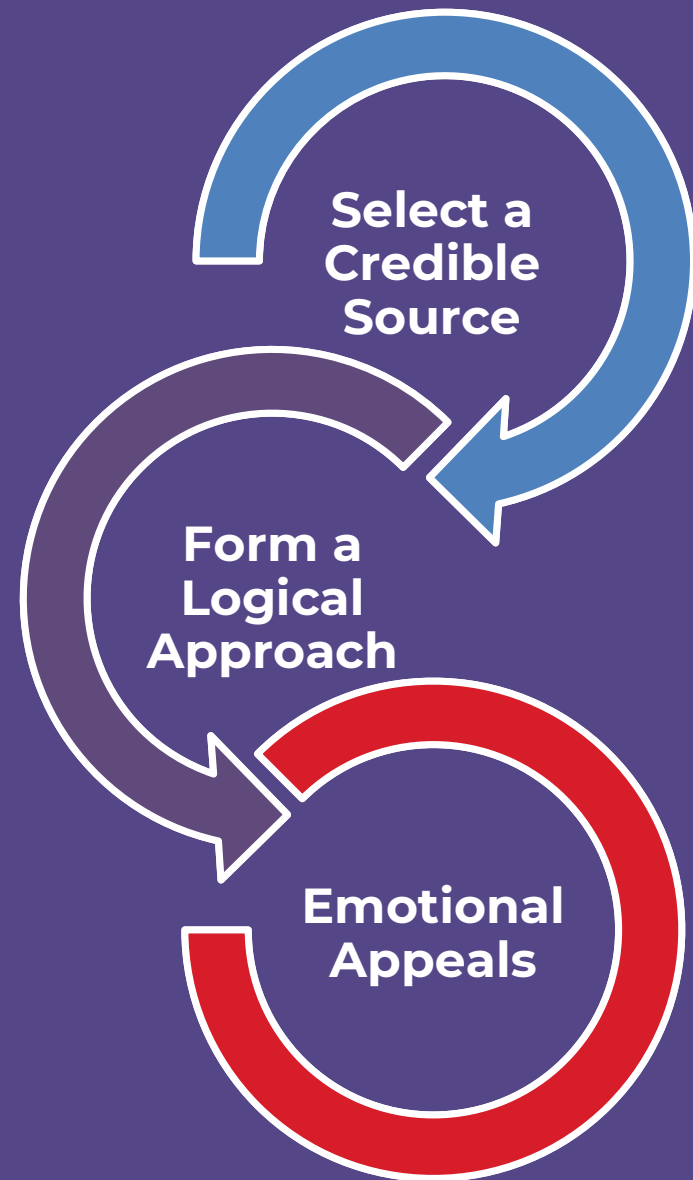
You need to persuade people if you want to add skills or attitudes.







# 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







rntc

# 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





# LUNCH BREAK

1 hour









It's my kid's birthday today.

# VIDEO 1



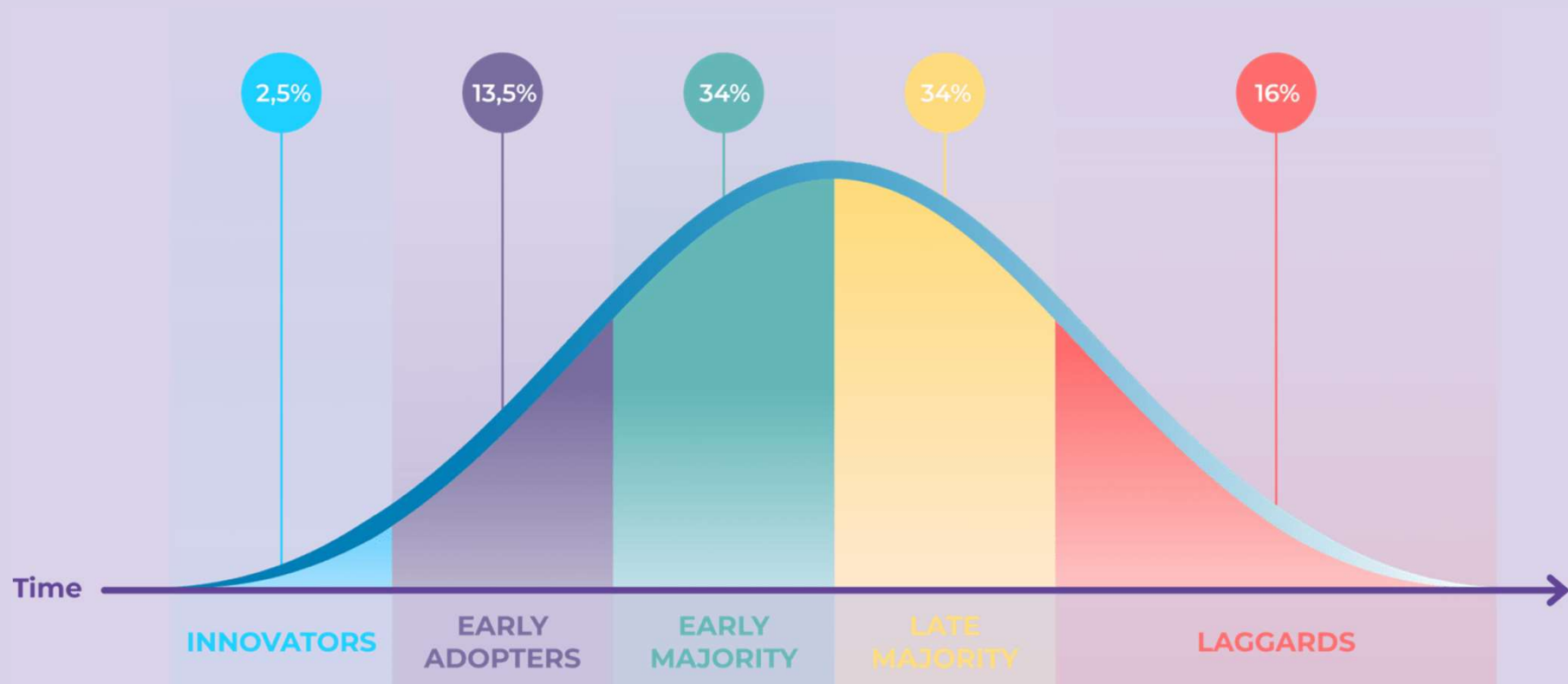
# VIDEO 2



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

# DIFUSSION OF INNOVATIONS

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









**Explicar un poco más antes de  
new agreed reality- muy rapido de  
un momento al otro, no se  
entiende**

## PERSUASIVE AIM

- What is your persuasive aim?

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

## EXAMPLE: TARGET AUDIENCE 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

## EXAMPLE: PERSUASIVE AIM STATEMENT

**To persuade**

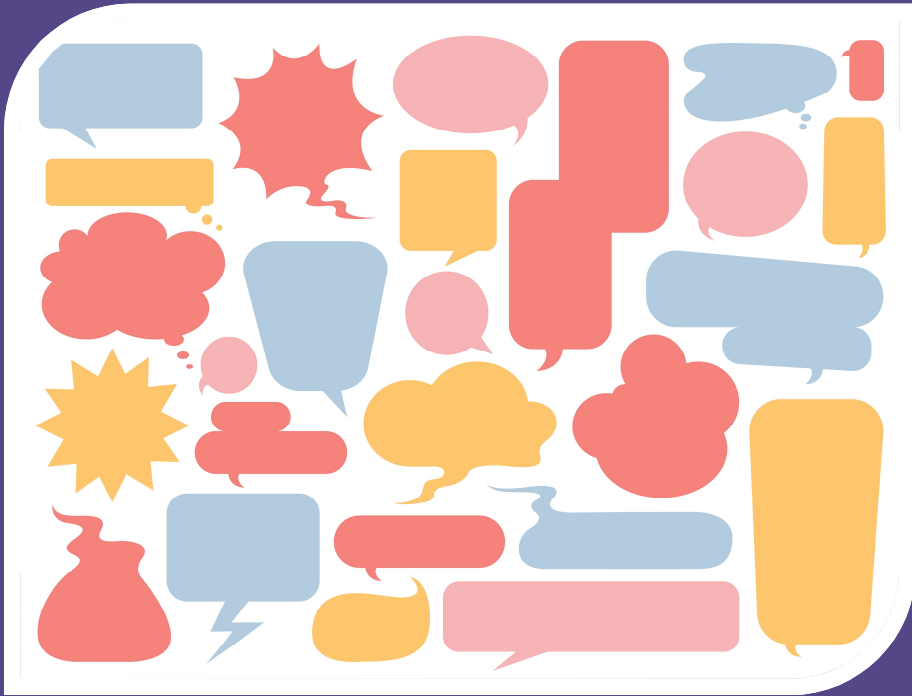
**TA statement** young British girls just around puberty who stop playing sports because they think their friends will see them as ungirly which makes them feel insecure

**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.



## BREAK OUT SESSION

In a group, try to formulate a persuasive aim statement for the Equal Marriage Rights campaign in Ireland.

Pay attention to the:  
**TA Statement**  
**New Influencer**  
**New agreed reality**  
**New emotional payoff**

# PERSUASIVE AIM EXAMPLE

## **To persuade (Target Audience Statement)**

Older Irish men and women and their peers who believe that gay marriage is wrong because it's against the teachings of the church and that makes them feel righteous, happy and secure.

## **THAT (Persuasive Aim Statement)**

**New Influencer:** their children and grandchildren

**New agreed reality:** believe that gay marriage is just and equal because we are all human regardless the label and

**New Emotion:** that makes them feel loved and respected.

# QUESTIONS







## REFLECTION

**What is your key  
takeaway from this  
session?**

# ASSIGNMENT

Draft aim statement





# Thank you!