

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

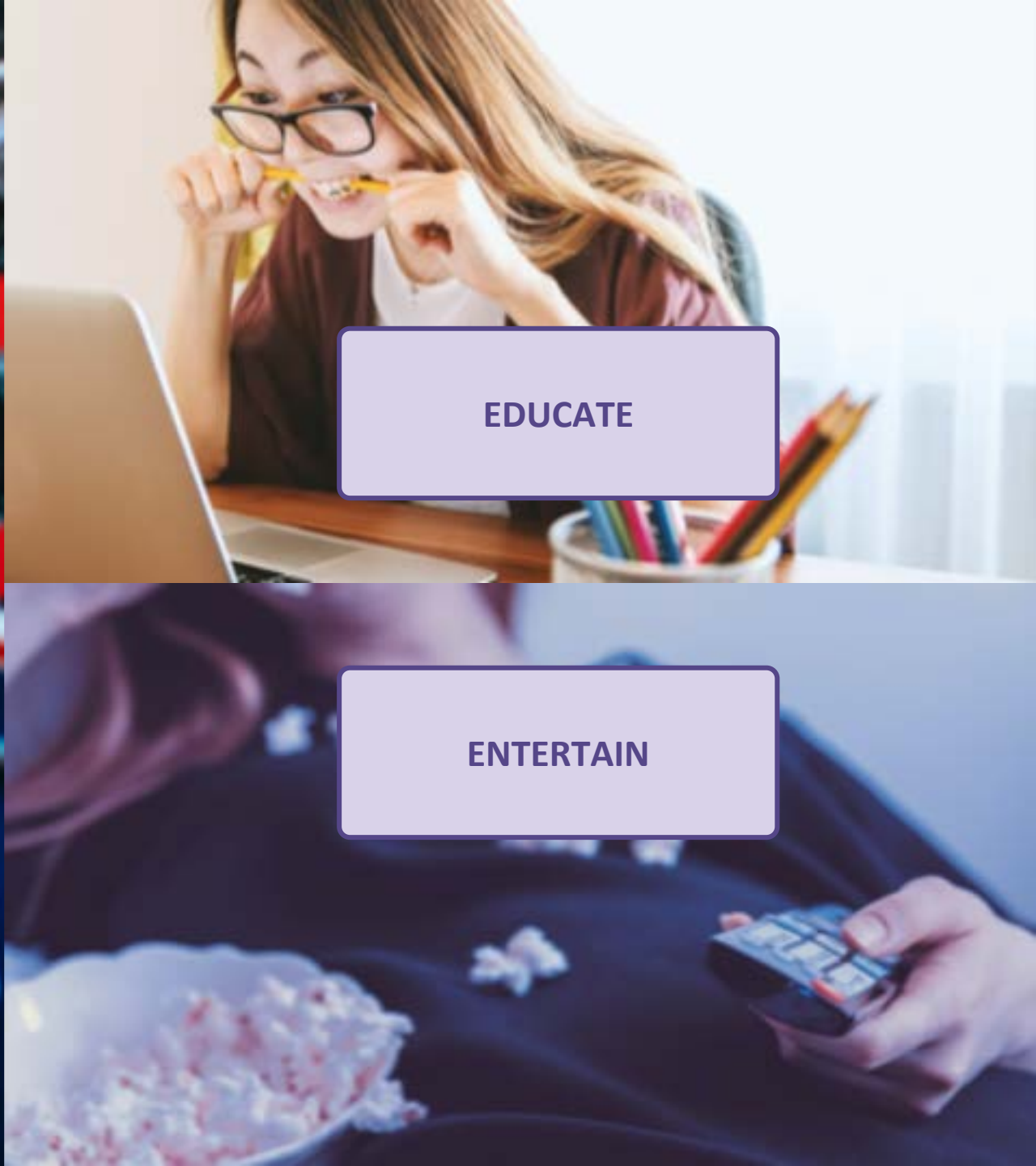
Case Studies

RECAP AND REFLECTION





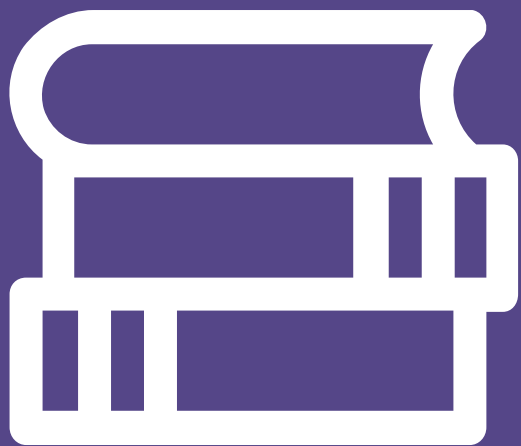
INFORM



EDUCATE

ENTERTAIN

LEARNING DOMAINS



KNOWLEDGE
Information



SKILLS
Abilities



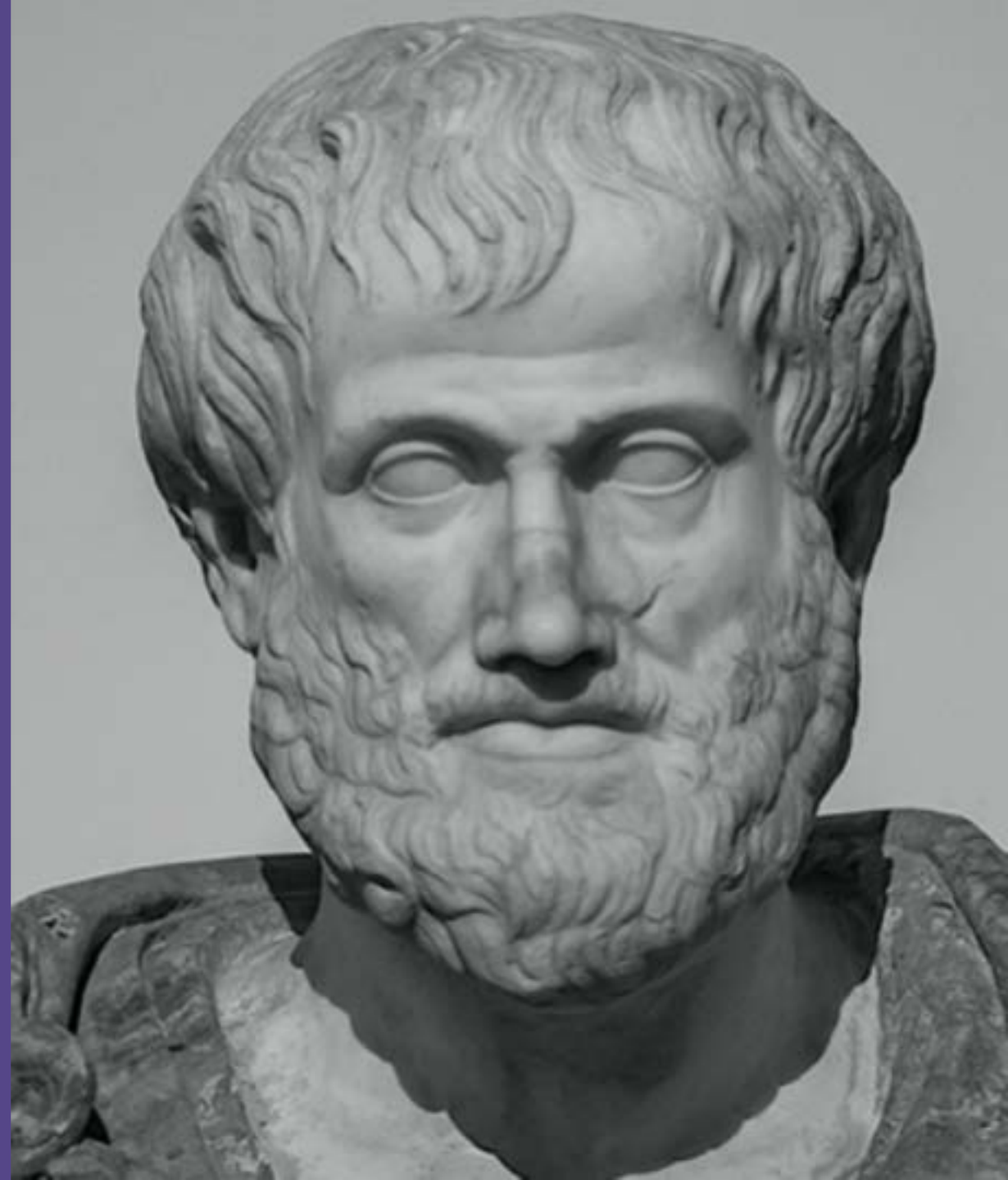
ATTITUDE
Beliefs

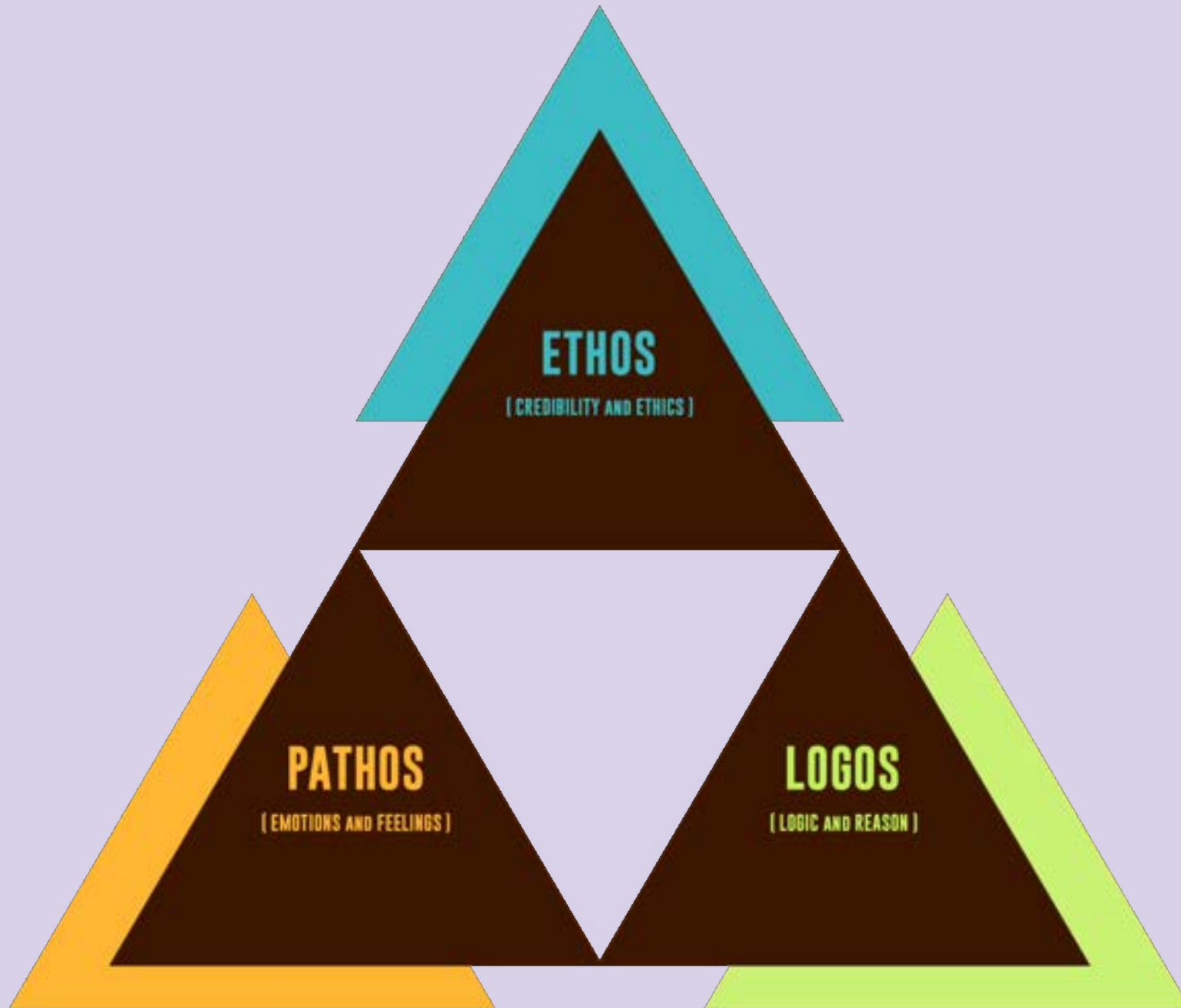
Persuasion

In order to change behaviour, we need to persuade.

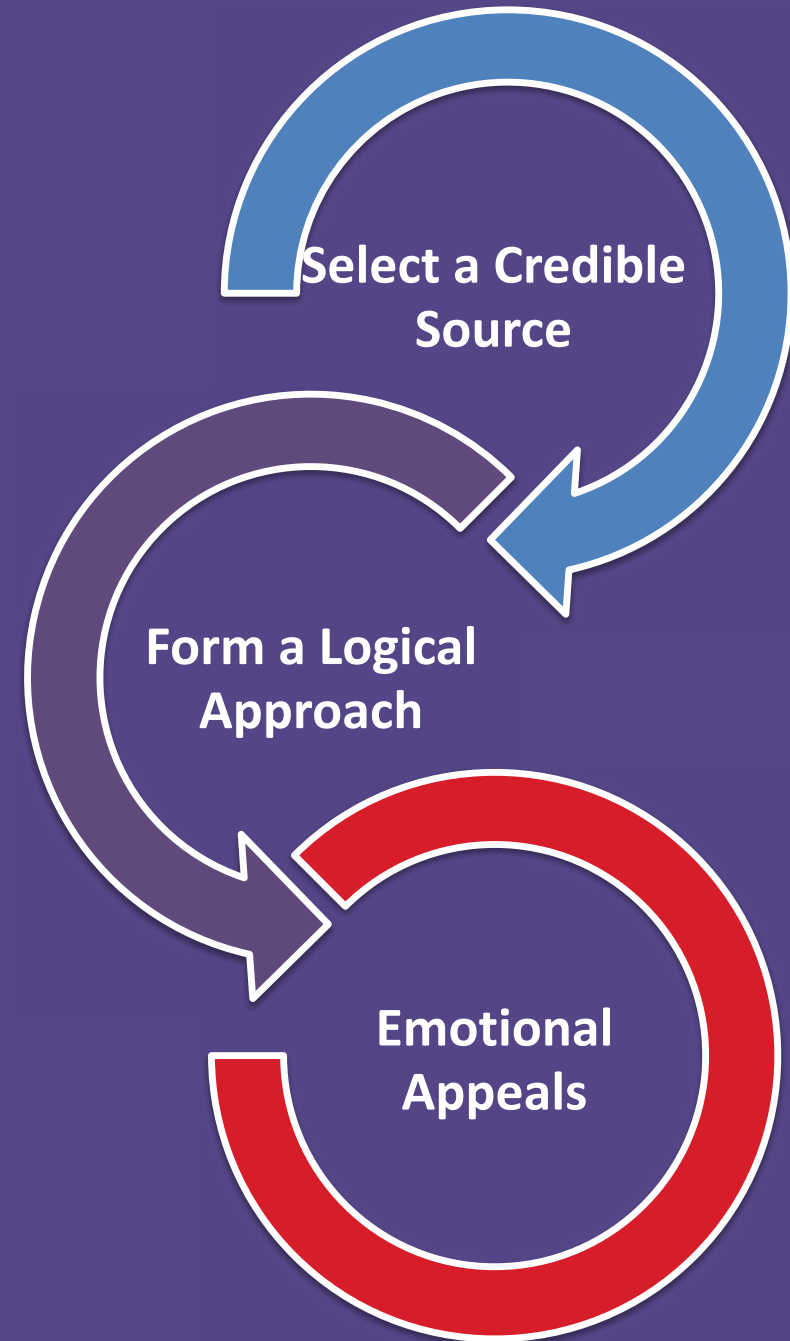
**Persuasion is learning with
EMOTION.**

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.

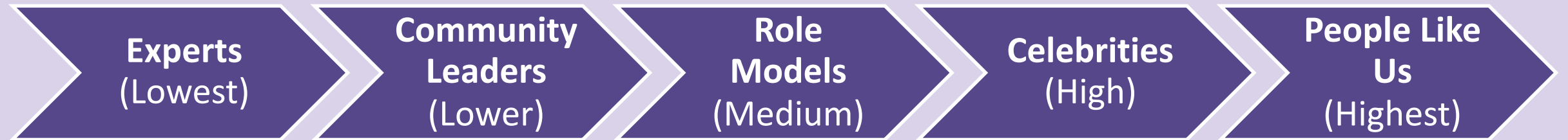
Who are credible sources for your audience?





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



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?**



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





LUNCH BREAK

1 hour





I got my first kiss.



VIDEO 1



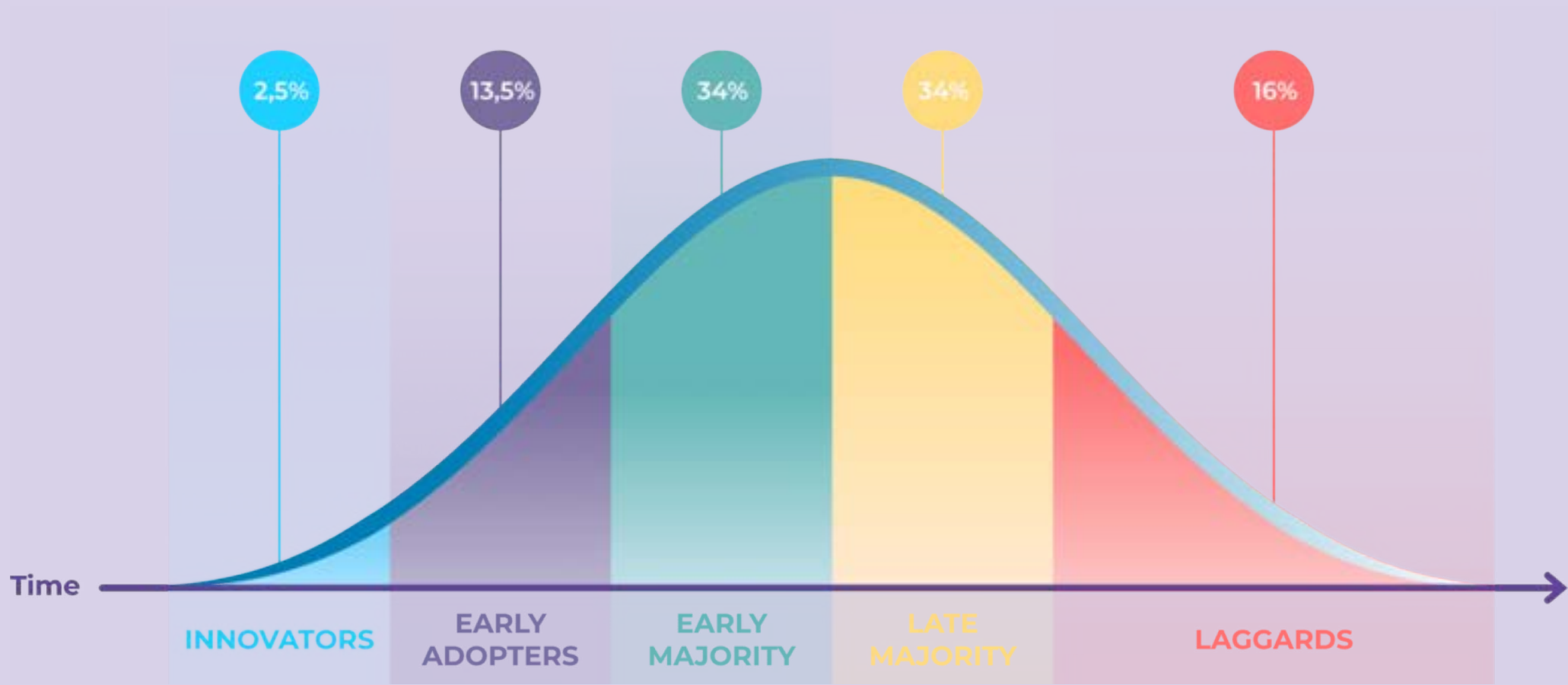
VIDEO 2



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





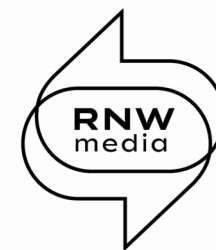
REFLECTION

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

ASSIGNMENT

Draft aim statement





Thank you!

