



# MEDIA CAMPAIGNS FOR SOCIAL CHANGE AND ADVOCACY

Day 4: Creative Formats



**our approach to  
content creation**

**Target Audiences**

**Persuasive Aims**

**Storytelling**

**Creative Formats**

# RECAP AND REFLECTION





# What is creativity?



## GROUP EXERCISE

Let's all play a round of  
"story pass"!

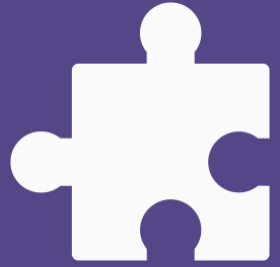
Your creativity has  
**no limits!**



Try. Fail. Try again. Fail better.



# CONTENT CREATION



FORMAT



MEDIUM



CHANNEL







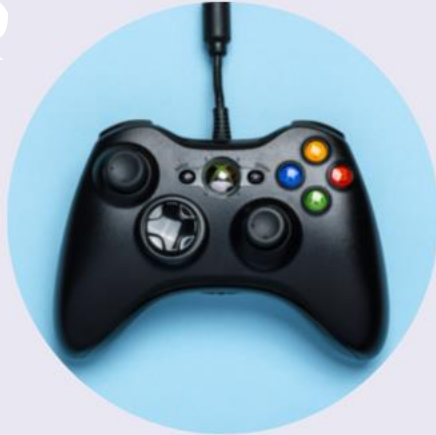
**A format is a  
unique way to  
tell a story.**

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.





Game



News



Drama



Interview



*The same story can be told in  
different ways (formats)*



## GROUP EXERCISE

There are essentially 10 ways stories can be presented to an audience.

- In groups, see if you can identify the 10 formats. They are commonly used in television, radio, print.
- Think about your favorite shows, what kind of shows do you enjoy? Can these be put into a category?

# 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

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



## REFLECTION

Which of these formats are your favourites? Which do you use the most?





# FORMAT EXAMPLES TO DISCUSS



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**



Cinema film trailer

**Montage**



Chat show with celebrity guests

**Magazine of interviews**



Press conference

**Testimony followed by (group) interview**



Stand-up comedy

**Drama, comedian/actor telling funny stories**



Parliamentary debate

**Live, actuality discussion**



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**FACTS** **EMOTION**



## GROUP EXERCISE

In groups, 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

**Medium**



**Channel**

# 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

# TRADITIONAL CHANNELS

Hardcopy  
Press

Radio

Theatre

Billboards

Television

Cinema



# NEW MEDIA CHANNELS

Video channels  
YouTube

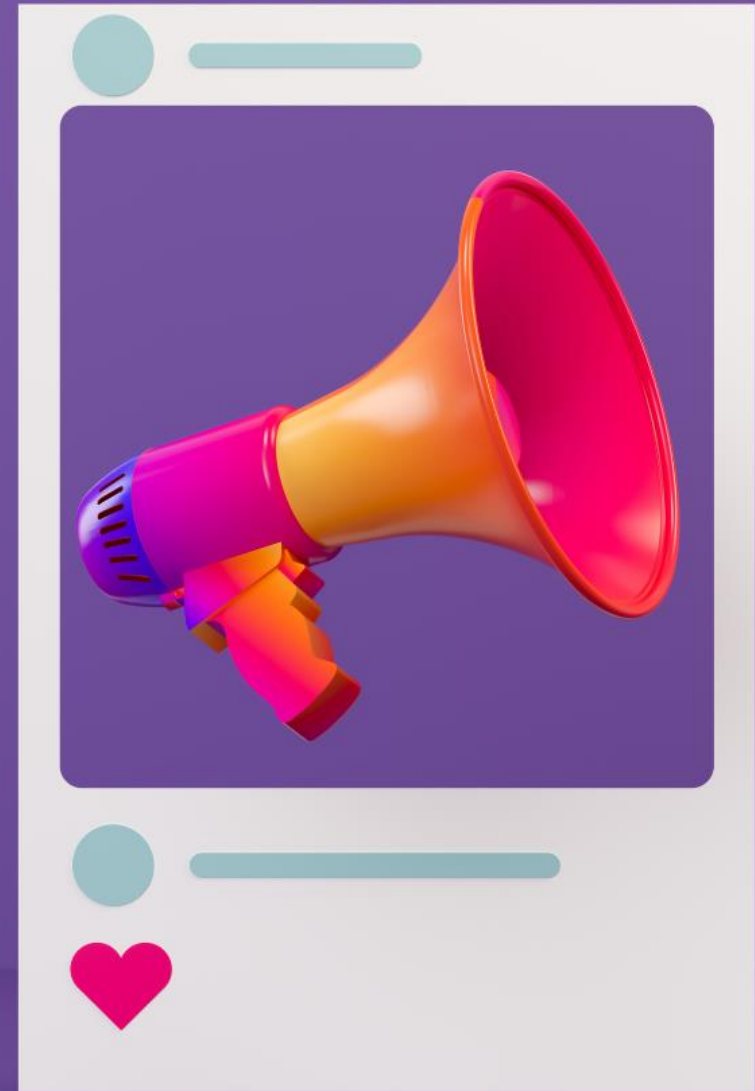
Social Media: IG,  
Meta,  
TikTok

Sound platforms  
Spotify

Websites  
/ blogs

Direct messages  
/ Emails

Games







# The future of formats

What is the future of creative formats?

# INDIVIDUAL ASSIGNMENTS

Decide on a creative format for your final assignments (video, blog, podcast)



# Questions?



# LUNCH BREAK

## Half hour





**When do we call a  
video viral?**

**Buzz.**



## REFLECTION

What are the most popular categories on YouTube?



- Product Review Videos
- How to videos
- Vlogs
- Gaming videos
- Comedy / Skit
- Challenge
- Favorite compilations / Best of
- Educational
- Unboxing



A search input field with a light gray border and a magnifying glass icon on the right side.

Search pinkfong.

**What is the most seen  
video on YouTube?**

12,400,388,125 views

**What is the second  
most seen video on  
YouTube?**



8,099,194,382 views

#deleerjeit



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Verwijder het en reageer niet.



## REFLECTION

What makes videos go viral?





**"MY FORMULA"**

PART 1

VENEZUELA

COLOMBIA

THE  
**B** **R** **D** **E** **R** **S**

# Emotion



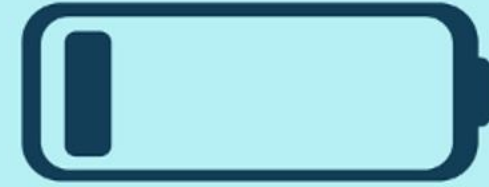


# What do we share the most?

**Positive emotions**



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**Negative emotions**

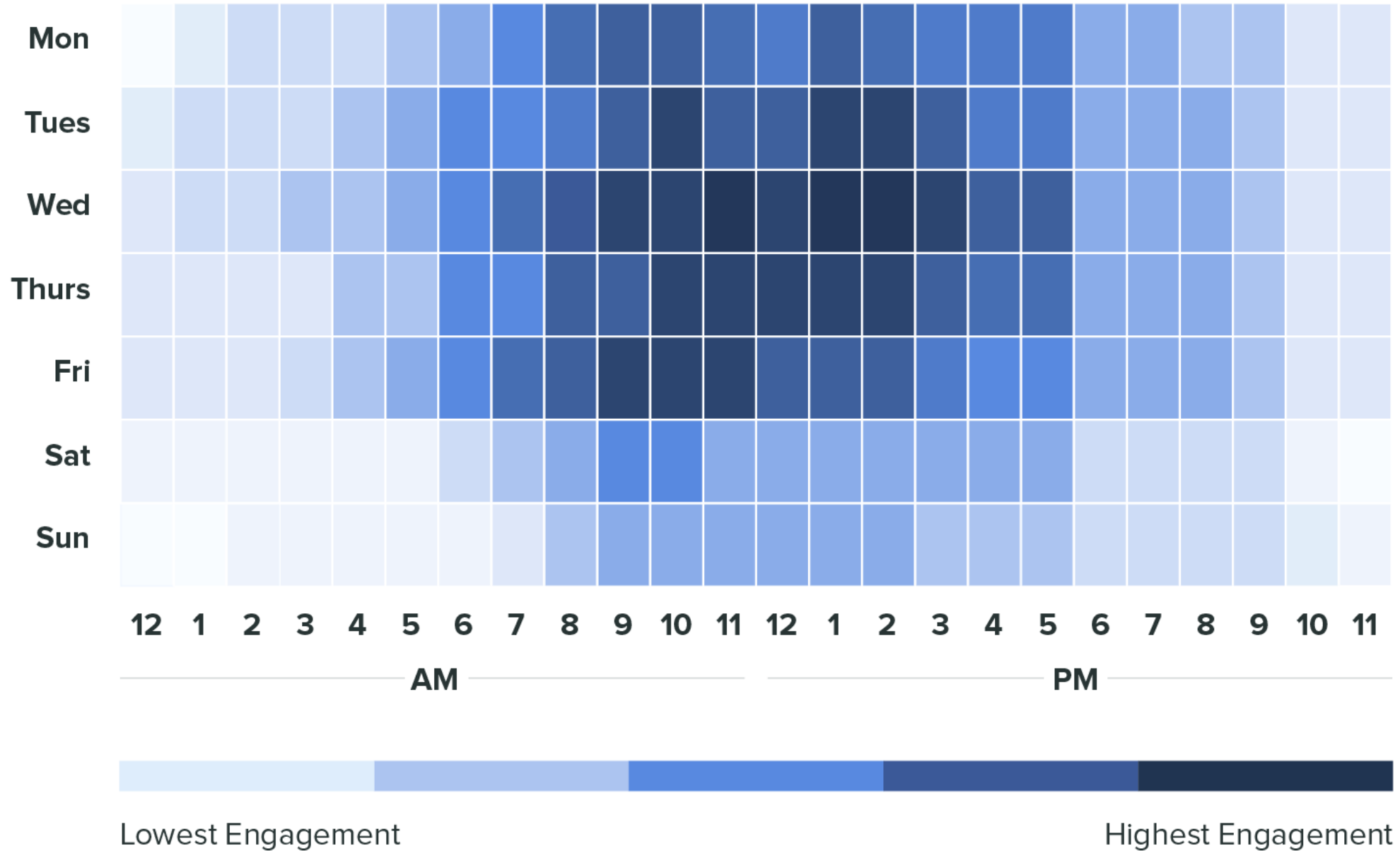


**TRENDS**

Publishing time

# Facebook Global Engagement

sproutsocial





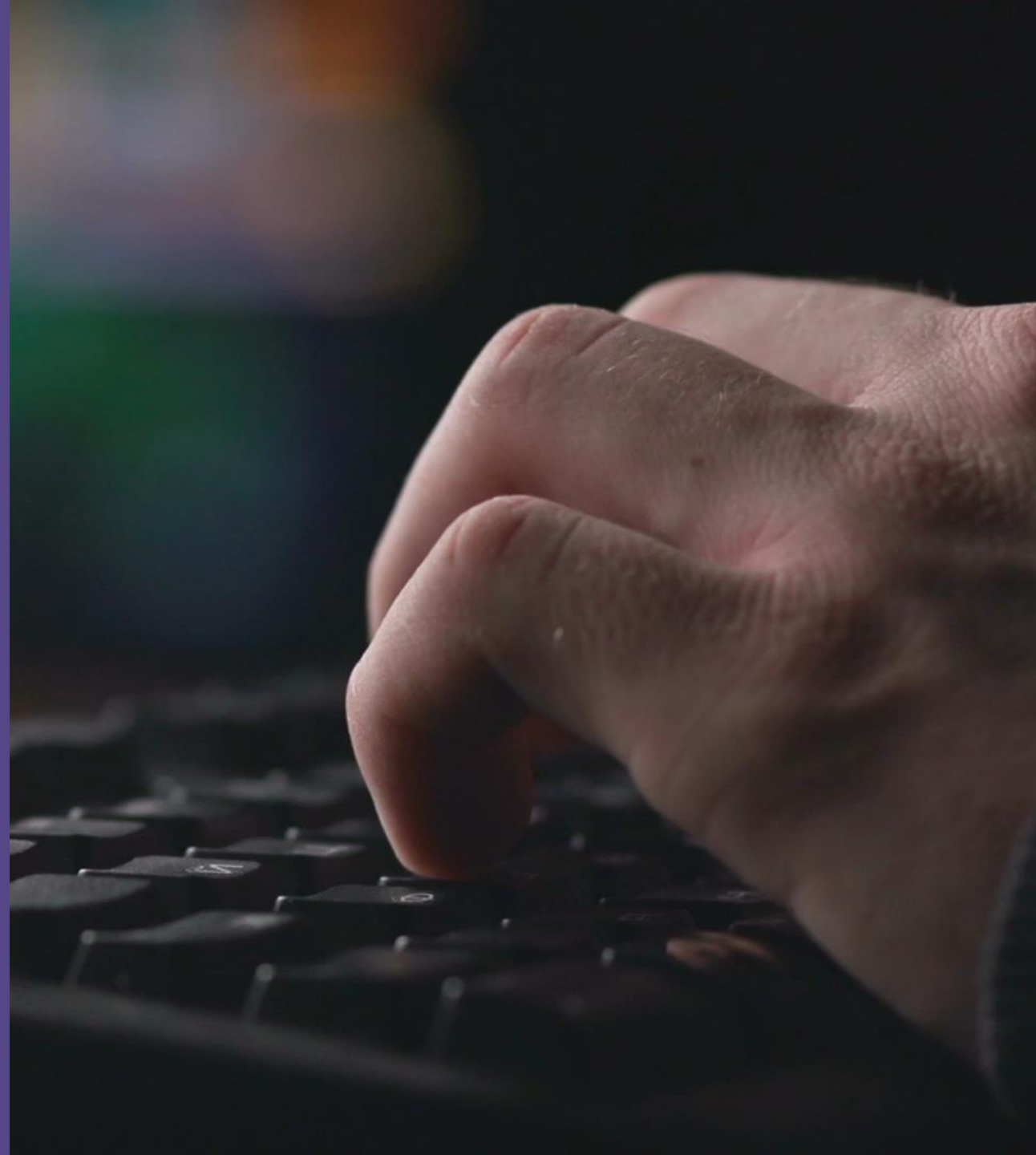
# Platforms



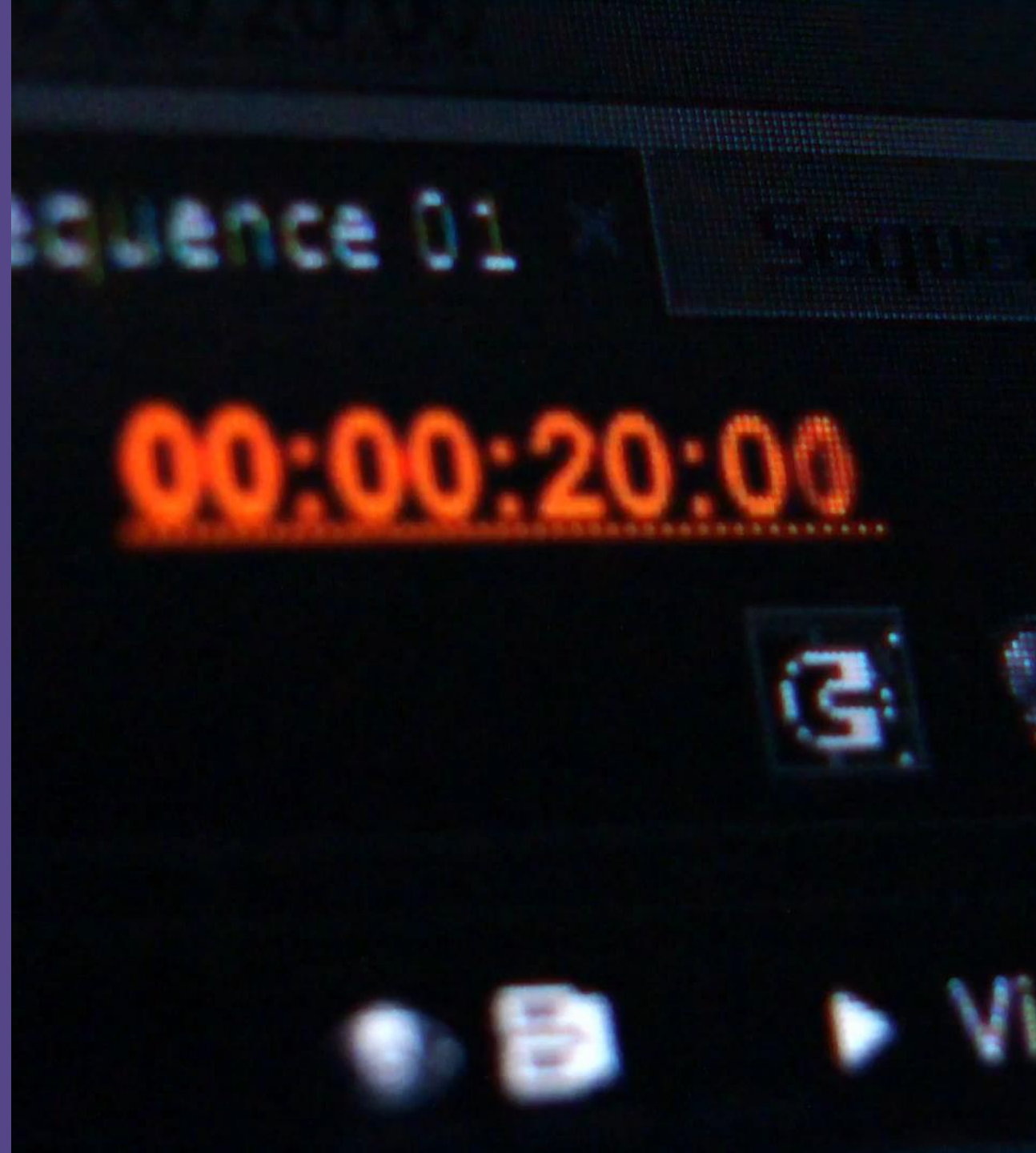


**Influencers**

# Subtitles

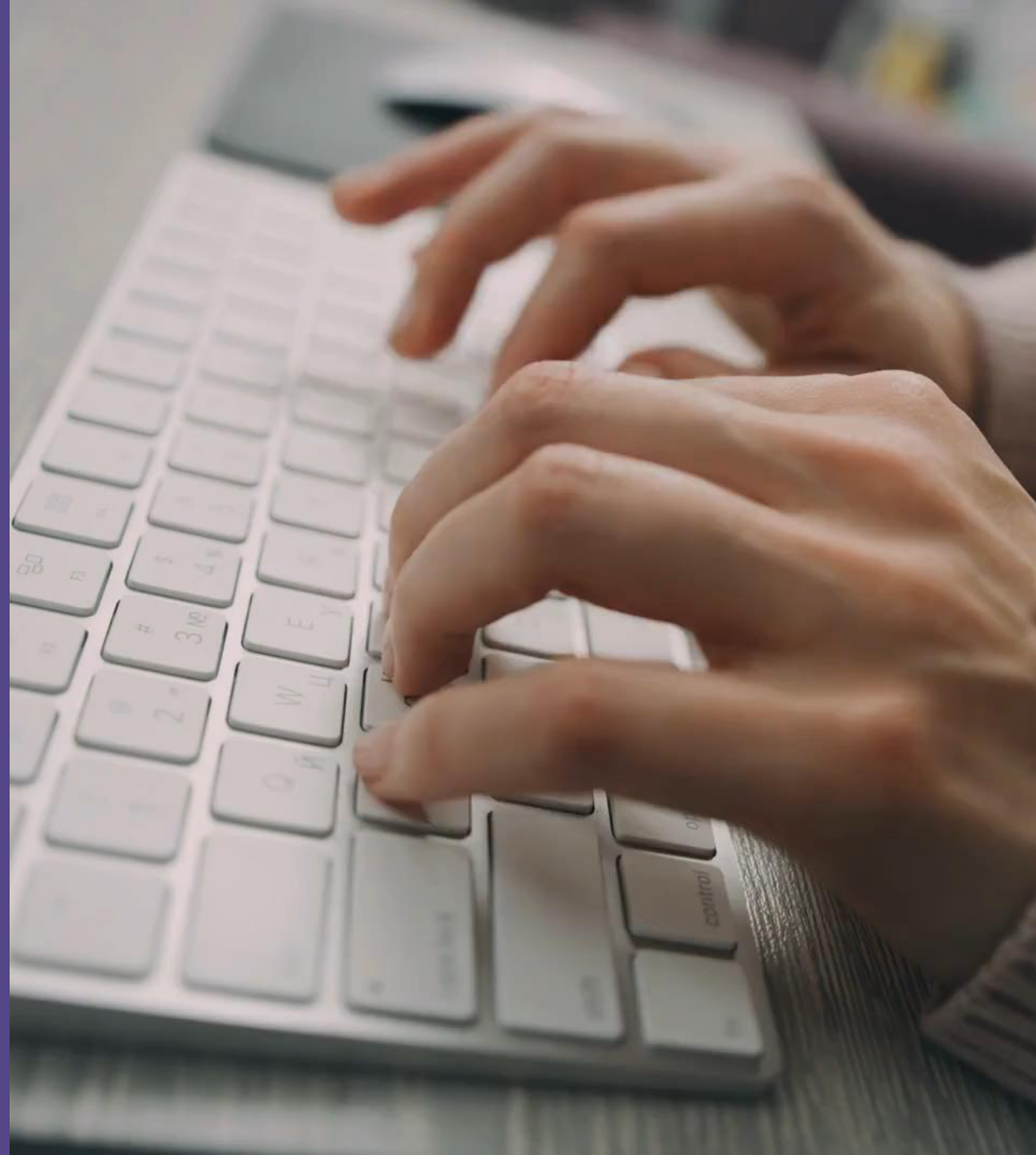


# Duration



# Findability

A creative title, description, tags  
and a thumbnail photo









# GROUP ASSIGNMENT

**Analyze:** pick one of the two videos shown above and discuss why do you think they went viral. Make a list of elements they have.





# Thank you!