MEDIA CAMPAIGNS FOR SOCIAL CHANGE AND ADVOCACY

Day 7 Personas
Canvas Parts 3 + 4

rntc media training centre

Camera on, mic off

Notebook and pen

OLA

Smartphone

WHAT YOU NEED

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AGENDA
DAY 7

RECAP Target Audiences & persuasive aims

Persona for your Campaign

IN PRACTICE: Campaign Canvas 3 + 4
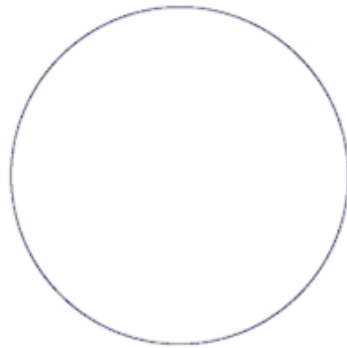
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Moving forward :

CAMPAIGN CANVAS

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1. Campaign Vision & Scope	2. Context Analysis	3. Target Audiences	4. Persuasion and Story
What is the core problem your campaign is trying to address?	What is the context you are operating in?	What is your target audience statement?	What are you audience's current narratives?
		What would a typical member of your audience look like?	Who are their influencers?
What is the scope of your campaign?	What are the risks?		What is your persuasive aim?

5. Content Creation	6. Content Management	7. SMART Goals	8. Mobilisation
What platforms will you use for your campaign?	Who will create content and manage engagement? What resources do you need?	Where are your SMART goals?	What mobilisation tactics will you use?
How will your audience engage with your content?		1 2 / 3 4	What are your calls to action?

9. Key Partners	10. Campaign Branding	11. Monitoring and Evaluation	12. Reporting Outcomes
Who are your key partners? How can they contribute to your campaign?	How will people recognise your campaign?	How will you measure your campaign?	What does success look like?
	Name:		
	Slogan:	How often will you check your campaign and make changes?	How will you showcase your outcomes?
	Hashtags:		
	Design Notes:		

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3. Target Audiences

What is your target audience statement?

What would a typical member of your audience look like?

4. Persuasion and Story

What are you audience's current narratives?

Who are their influencers?

What is your persuasive aim?

REFLECTION

What are my most precious learnings so far in this course?

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RECAP AND REFLECTION

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Go to **menti.com**, enter the code **25 66 95 08** and answer the question: **what are my most precious learnings so far in this course**

RECAP

MAPPING TARGET, PERSONAS AND PERSUASIVE AIMS

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Persona

Age: 12-15
Gender: Female
Location: Big City
Ethnicity: Ghanaian
Religion: Christian
Education: High School
Income: Low

Think, See, Hear & Do

- He wants to be seen as a cool independent guy.
- He sees rich older guys with beautiful girlfriends.
- He listens to house
- He hangs out at the mall with his friends.

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Values, Grievances, Interests, Needs

- He values friendship and independence.
- He is middle class, without real perspective on a better future
- He doesn't care about politics because he doesn't feel he can relate.
- He wants to be seen as an individual.
- He is interested in wealth and being seen as successful.

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LET'S MAKE A PERSONA TOGETHER AND START DEFINING YOUR TARGET AUDIENCE

- What does your target audience look like?
- Describe it as clearly as you can.

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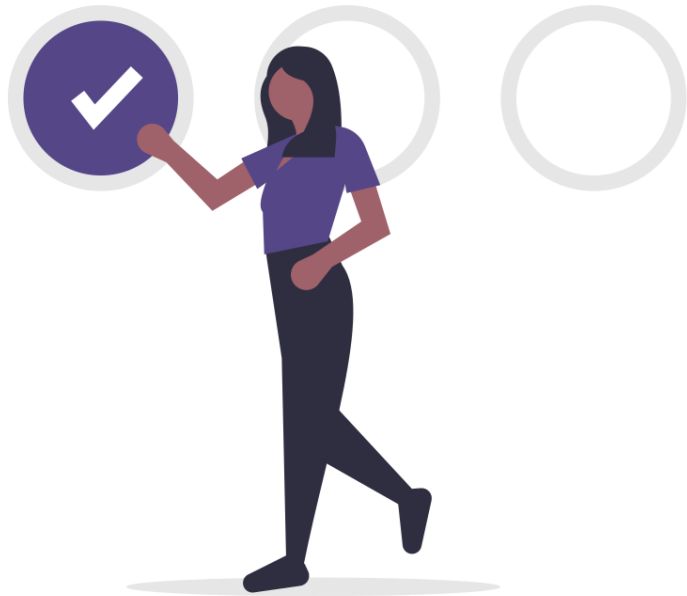
STEP-BY-STEP
Target Audience
Mapping

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Target Questions

A "why" **question** based on behaviour.
The behaviour belongs to a specific **community**.
The behaviour is **freely chosen**.

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Influencers

People or things that have influence over the behaviour of your chosen target question community.

The behaviour is **freely chosen**.
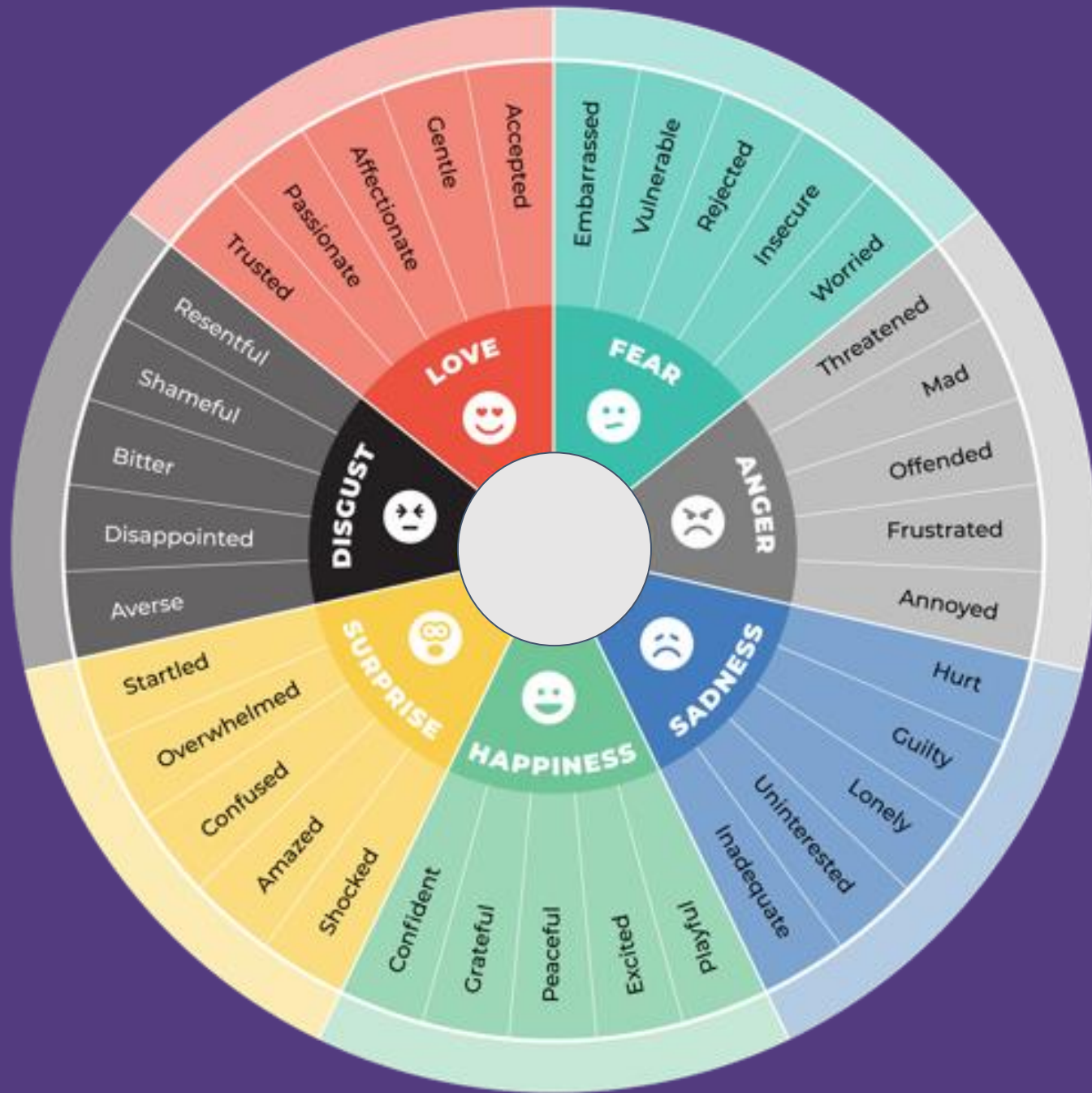
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Agreed Realities

What beliefs does your target community have about the influencer? What is their logic?

The behaviour is **freely chosen**.

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Emotional Payoffs

What emotional payoffs do they have by feeling the way they do?

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Target Audience Statement

Once you have completed the map, choose only one slice: this is your hyper-segmented audience.

Create a statement about the information: "I am targeting young boys who start smoking because they think girls find boys who smoke sexy and cool and therefore feel desired.

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One Slice at a Time!

Sometimes the target audience aren't going to change, or they simply can't make the change, but maybe there is someone in the map that can help you... Perhaps then you need a new map.
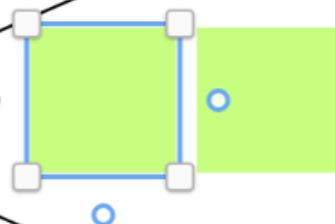
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LUNCH BREAK
1 hour

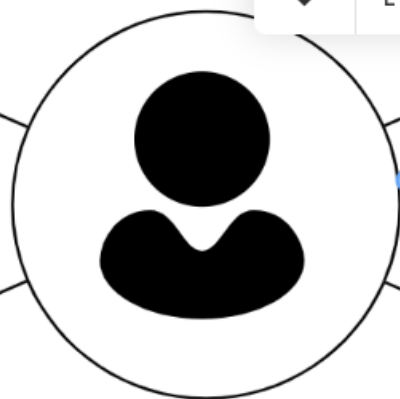# CRAFT A PERSONA

- What would a typical member of your audience look like?
- Let's do an **empathy map** and the persona for your campaign!
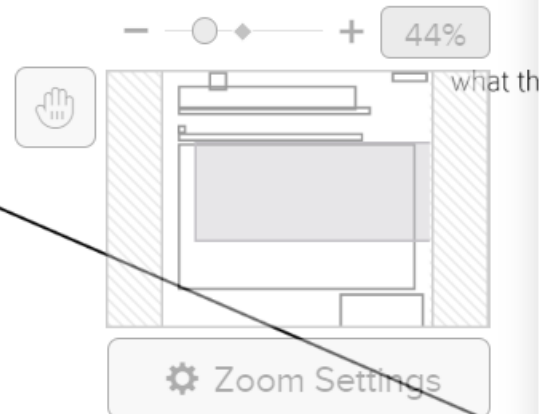
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CANVAS

What do they
THINK AND FEEL?

what really counts

major preoccupations

worries & aspirations

What

What do they
SAY AND DO?

appearance

44%

Zoom Settings

RECAP

PERSUASIVE AIMS STATEMENT

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PERSUASIVE AIM STATMENT

- What is your persuasive aim?

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

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PERSUASIVE AIM STATEMENT

$$PAS = TAS + NI + NAR + NEA$$

EXAMPLE: TAS

Young British girls just around puberty stop
playing sports because they
think their friends will see them as ungirly
which makes them feel insecure.

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EXAMPLE: "LIKE A GIRL" ALWAYS VIDEO

TAS 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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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

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 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.

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Now, it's your campaign time!

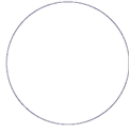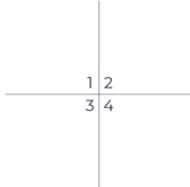## DEFINE YOUR TARGET AUDIENCE STATEMENT AND PERSUASIVE AIMS STATEMENT

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ASSIGNMENT
Campaign Canvas
Box 3 & 4

ASSIGNMENT:

CAMPAIGN CANVAS

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1 | 2
3 | 4

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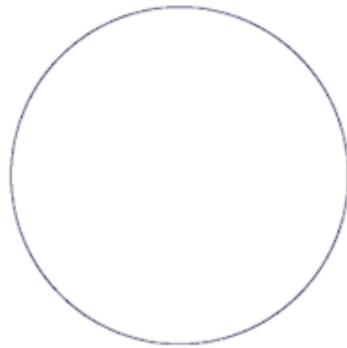How will you showcase your outcomes?

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REFLECTION

What is your key takeaway from this session?

THANK YOU

Hélène