



CAMPAIGNING FOR SOCIAL CHANGE AND ADVOCACY

**Target Audience, Persuasive aims
and content creation
Canvas Parts 3 + 4**



Camera on, mic off



Notebook and pen



OLA account



Mural



Smartphone

WHAT YOU NEED

AGENDA DAY 2

Target Audience

Persuasive Aims

Content Creation

IN PRACTICE: Campaign Canvas 3 + 4

RECAP AND REFLECTION





Go to **menti.com**, enter
the code

[33843942]

and answer the
following question:

**What were the most
important learnings
from yesterday?**



Target audience

Persuasive Aim

Content Creation

IN PRACTICE: Campaign Canvas



Go to **menti.com**, enter
the code

[33843942]

and answer the
following question:

**How do you define your
target audience?**



Go to **menti.com**, enter
the code

[73720087]

and answer the following
questions:

**Define what
a segmented target
audience is?**

Brief RECAP on Target Audience & Persuasive Aims



Define Your Target Audience

Your target audience will impact all aspects of your decision making: from channel, message, layout and structure, content, down to the words and language you use to describe what you do.

Broad Target Audiences

Demographic & Geographic





Hyper-Segmented Target Audiences

Influencers

Agreed Realities

Emotional Appeals

Persona

Age: 12-15

Gender: Female

Location: Big City

Ethnicity: Ghanaian

Religion: Christian

Education: High School

Income: Low





STEP-BY-STEP

Target Audience
Mapping

Target Questions

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





Why ✓

Community ✓

Freely Chosen
Behaviour ✓

Why do subsistence farmers in Southern Africa plant water hungry maize as their main crop?

Why do Icelanders shoot endangered polar bears on sight?

Why do high school students in Brazil not join climate strikes?

Influencers

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

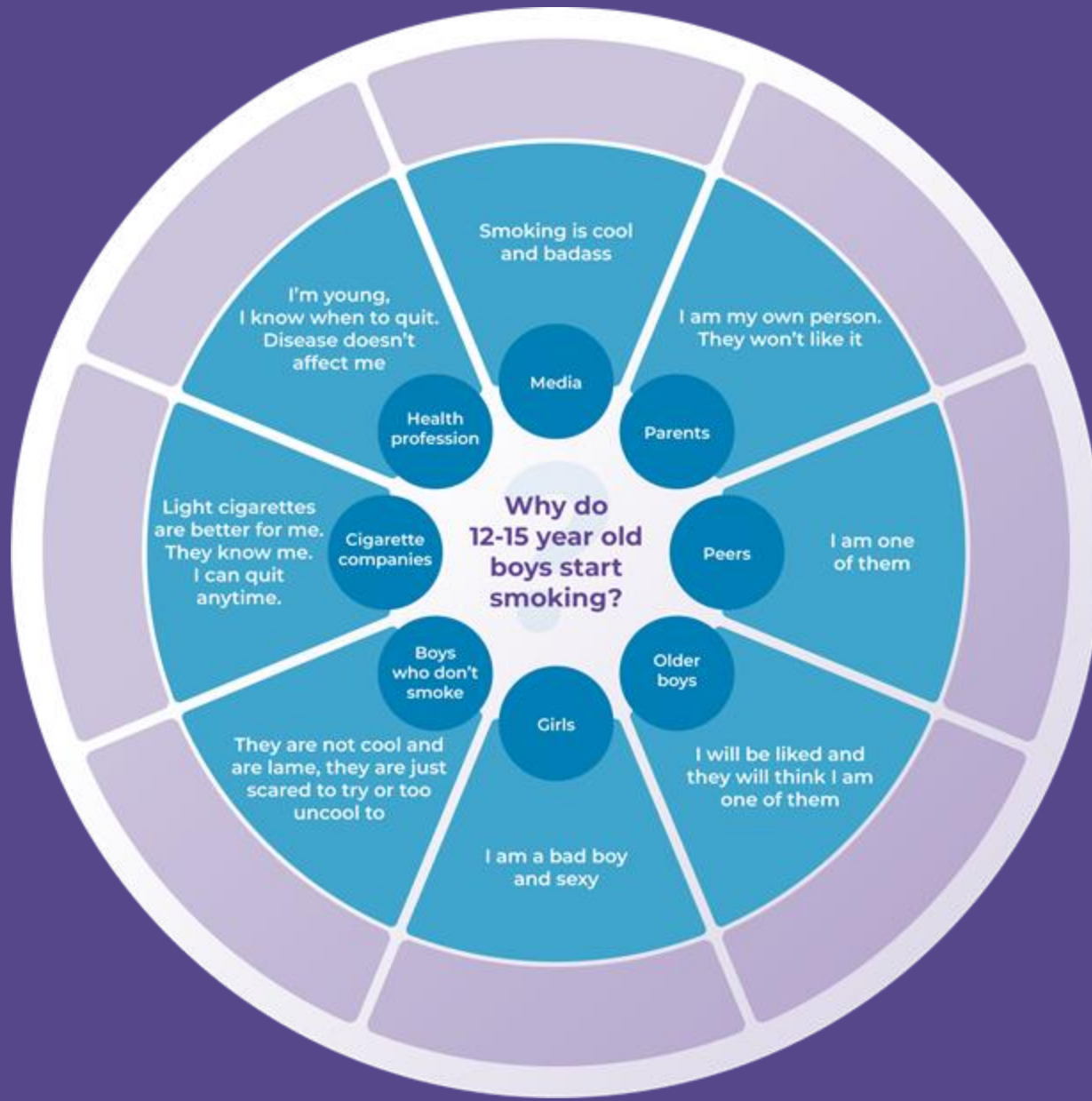
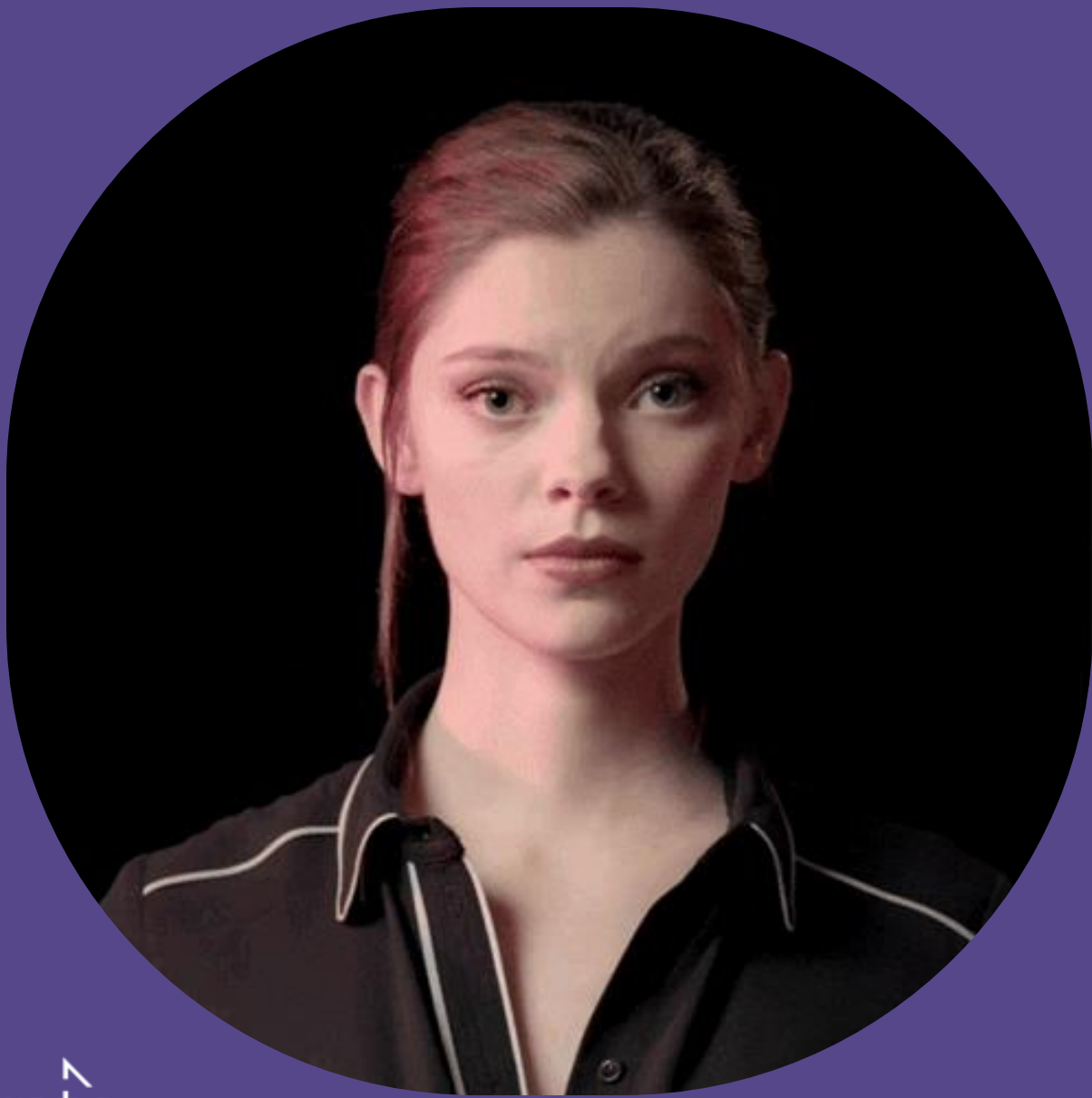






Agreed Realities

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



Emotional Payoffs

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



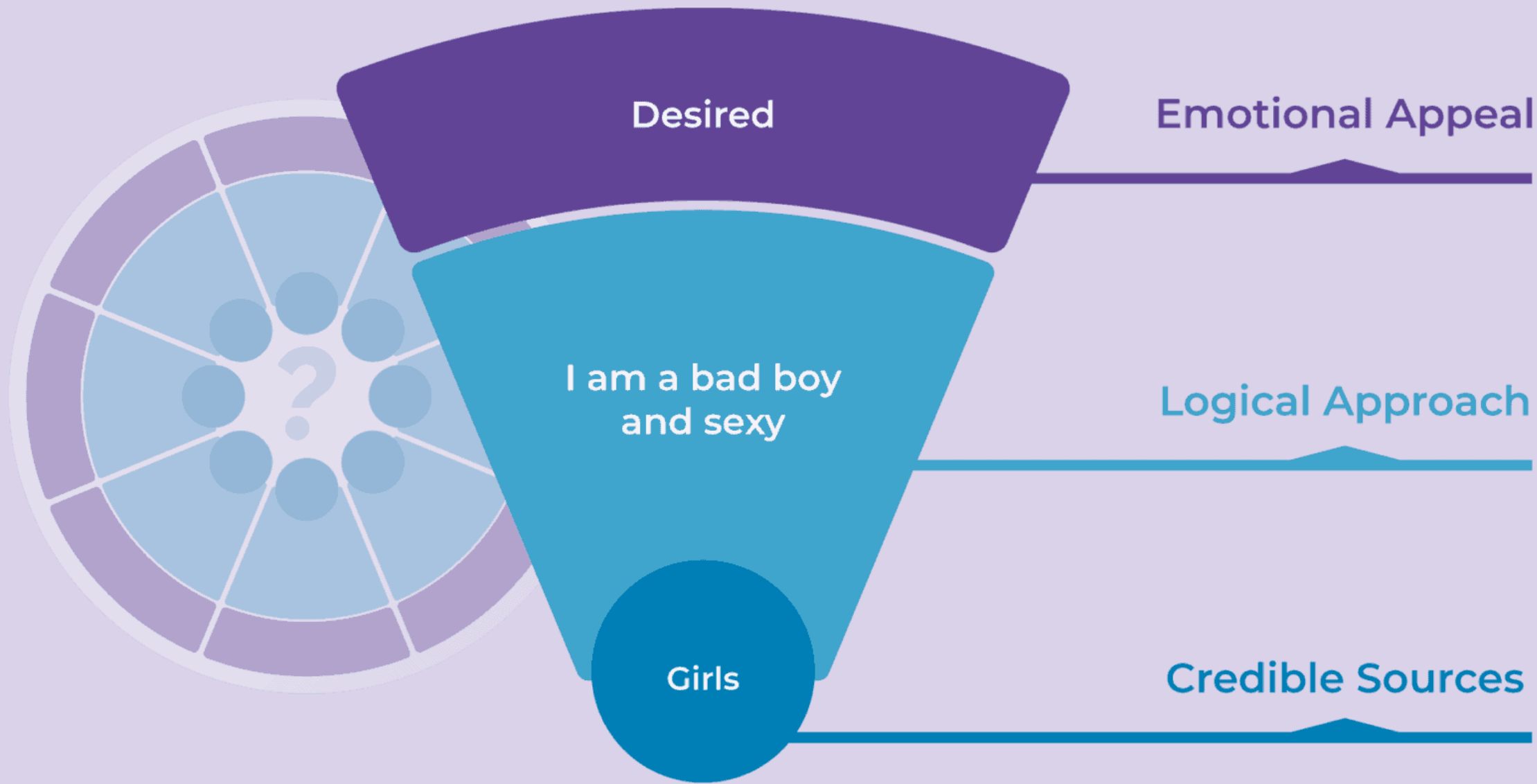




Target Audience Statement

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.



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.





Target audience

Persuasive Aim

Content Creation

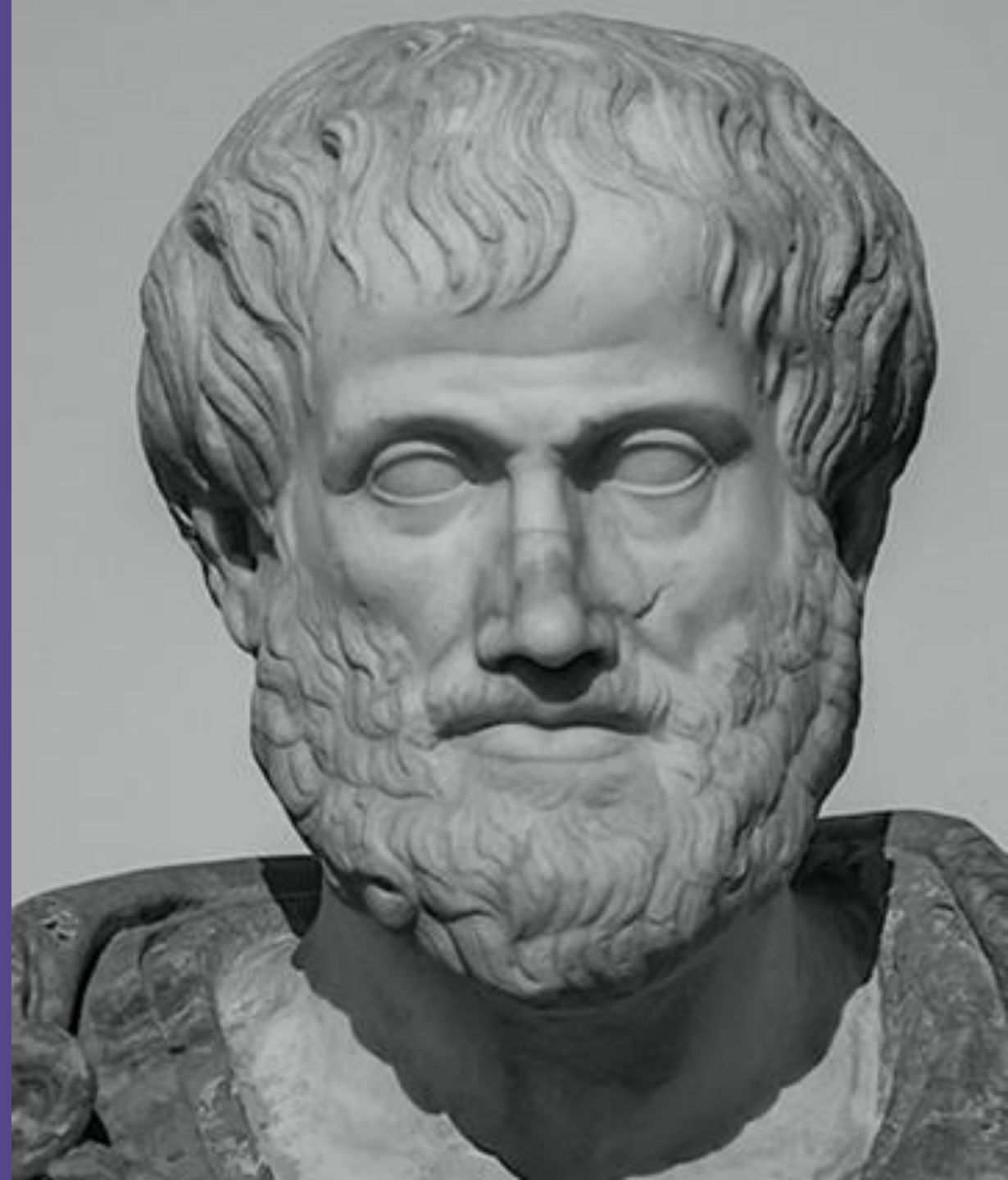
IN PRACTICE: Campaign Canvas

Persuasion

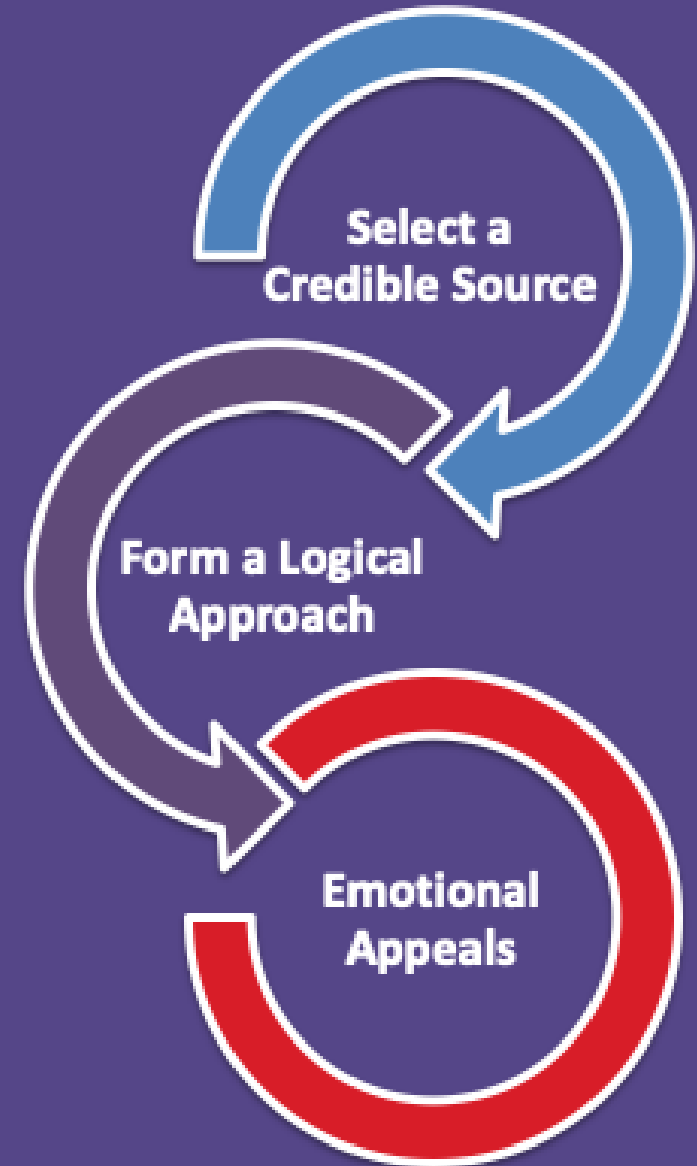
In order to change behavior we need to persuade.

**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?





1. People like Us
2. Celebrities
3. Role Models
4. Community Leaders
5. Experts



Highest
High
Medium

Lower
Lowest



Logical Approach

The starting point is essential, you must understand the logic of your audience.

What are their current beliefs?

Emotional Appeal

Behaviour is belief + emotional payoffs.
Emotion persuades us.

Positive emotional messages are
preferred over negative ones.



PERSUASIVE AIM

- What is your persuasive aim?

**Target audience statement +
New agreed reality +
Influencer +
Old/New emotional appeal**



PERSUASIVE AIM

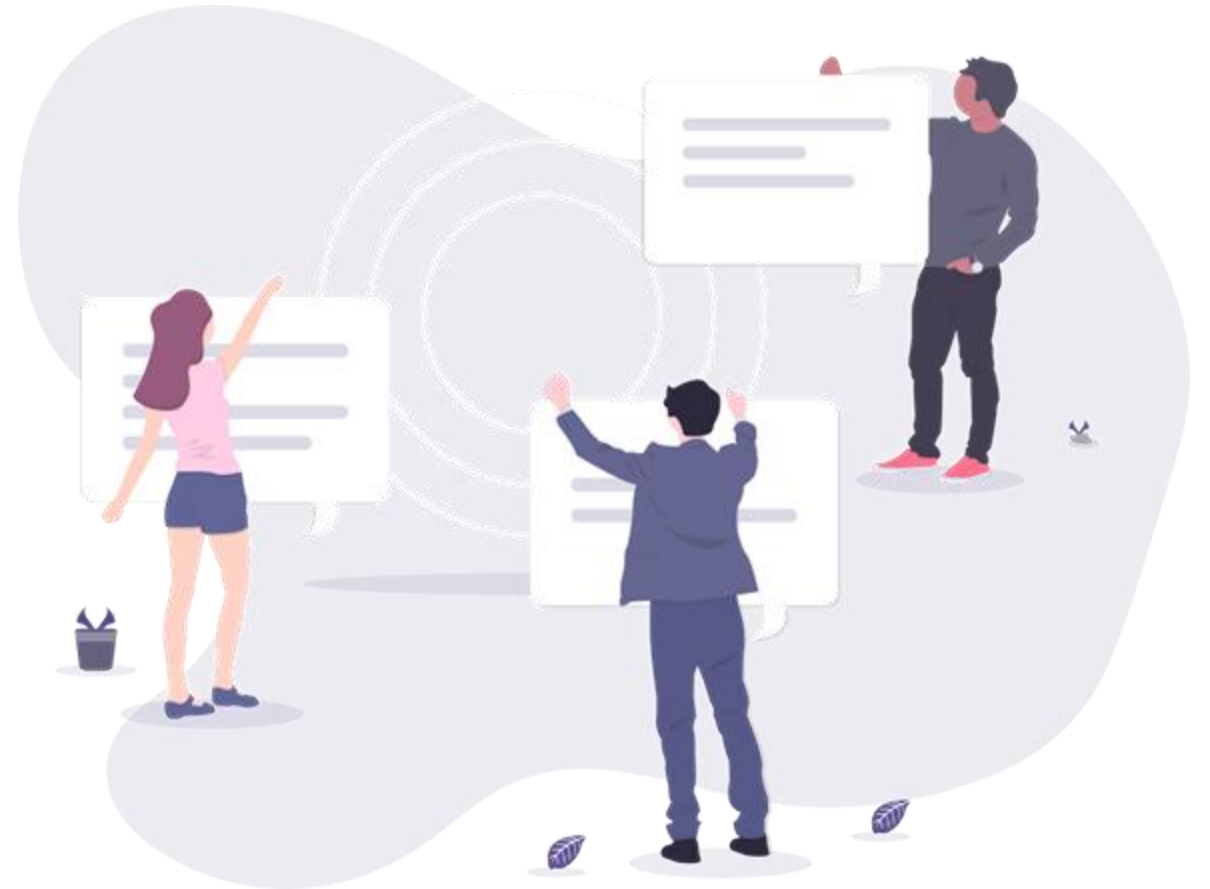
- What is your persuasive aim of IPV LM Campaign video?



GROUP WORK

Develop a **map for your campaign** and **set your persuasive aim.**

You will have 30 mins with your campaign team in **a breakout room.** And 30 mins back **in plenary** where we will discuss.





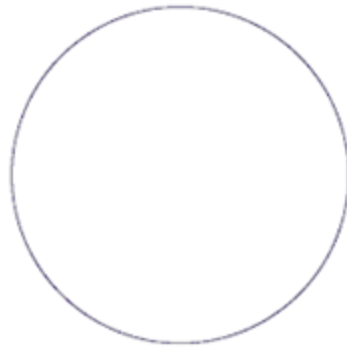
Go to **MURAL** and map your target audience and define the persuasive aim of your campaign

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?

QUESTIONS



LUNCH BREAK
1 hour





Target audience

Persuasive Aim

Content Creation

IN PRACTICE: Campaign Canvas

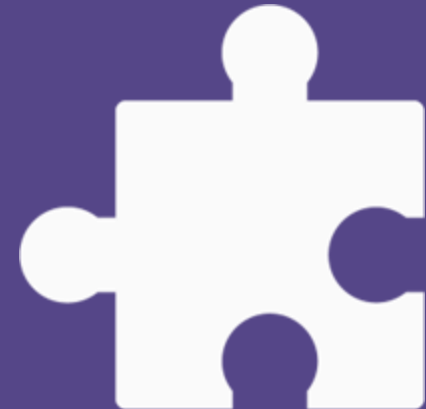
CONTENT CREATION



CHANNEL



MEDIUM



FORMAT

TRADITIONAL CHANNELS

Hardcopy
Press

Radio

Theatre

Posters

Television

Cinema



NEW MEDIA CHANNELS

Online
Video

Social
Media

Direct
Message
Apps

Blogs and
Web
Pages

Emails

Games
and AR



MEDIUM

VIDEO	AUDIO	PRINT/ TEXT	VISUAL	DIGITAL	PR	Guerilla
Animation Short Videos Vlogs Long form Montages 3D Immersive VR	Podcast Radio SoundBites Audio Notes Songs, Jingles Themes	Articles Typography Idea Clouds Blogs Tweets Outdoor: Billboards/Poster	Graphics Photos Photo essays Charts Graphs	Email Banners Social: Twitter, LinkedIn, Youtube, FB, Insta Website SEO	Face to Face, Meetings Interviews Direct Mail Press Releases Event Promotion Broadcasts	Flashmobs Grafiti TakeOvers



Go to **menti.com**,
enter the code
[27961956] and tell us:

Which *platforms*,
which *mediums* &
which *formats* are you
currently thinking
about using for your
campaign? And why?

THE WAYS PEOPLE CONSUME CONTENT



ON THE GO

- Short sessions
- Unplanned
- Frequent
- Discovery and Connection



CAPTIVATED VIEWING

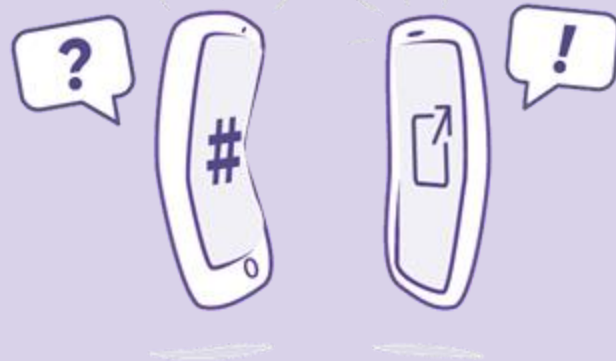
- Longer sessions
- Planned
- Intentional
- Relaxation and Entertainment

AUDIENCE ENGAGEMENT

'FLIRTING'
engagement



'DATING'
engagement



'COMMITTING'
engagement



INCREASE POTENTIAL FOR VIRALITY



Get loyal fans/subscribers to like and comment immediately



Ask friends, family and network of users, colleagues to like, comment and share



Interact with all likes, comments and shares, within the first hour



Comment and join the conversation



Ask questions within the comments section to stimulate discussion



If there are comments that stimulate a lot of discussion, interact with them

TOP TIPS



Emotion



Story



Duration



Subtitle



Findability



Catching the moment



Promotion



Go to **menti.com**,
enter the
code [27961956] and
answer the questions:

what kind of
engagement are you
planning to design?

&

How you would plan
for it go viral?



Target audience

Persuasive Aim

Content Creation

In Practice: Campaign Canvas

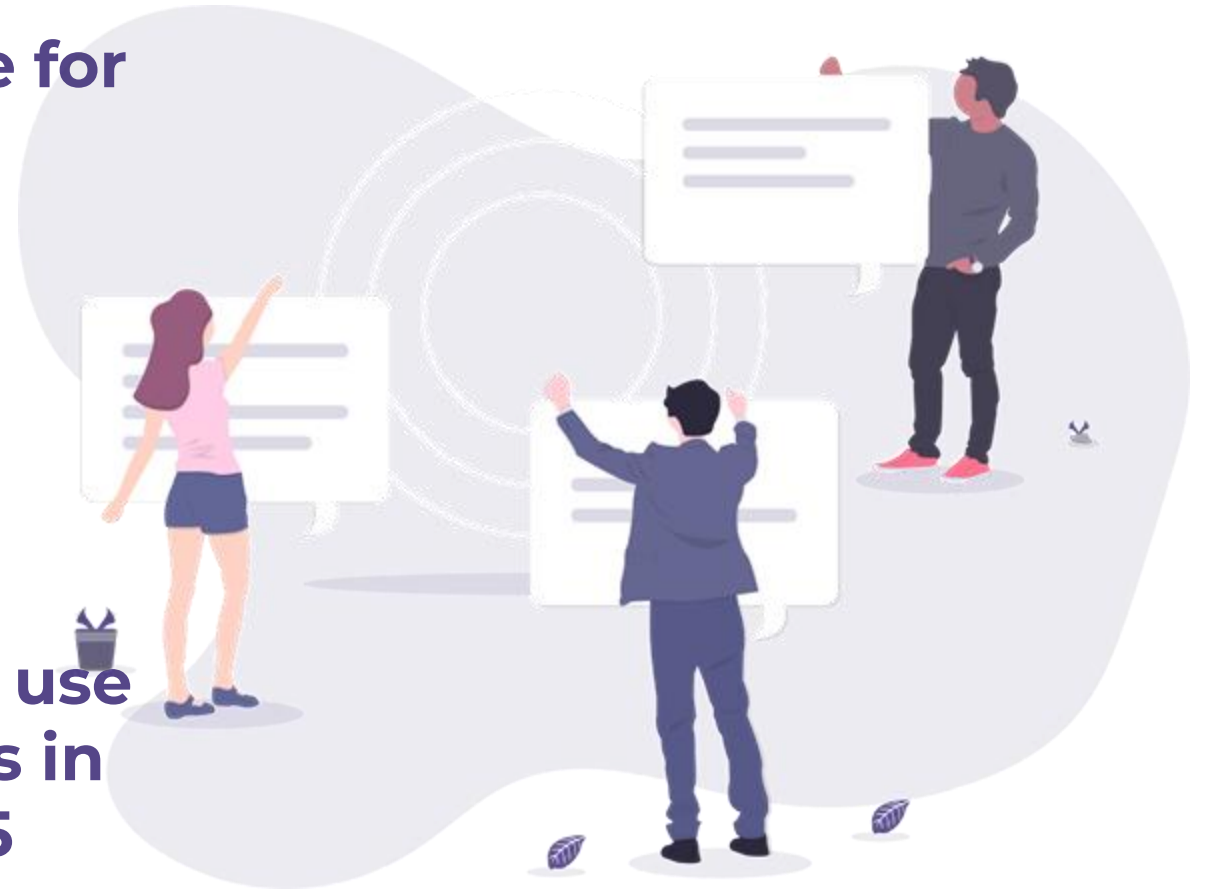
GROUP WORK

Find your target audience online for your campaign

List the platforms your target audience is using

List the kind of content that is currently popular on those platforms

Decide which platforms you will use for your campaign and enter this in your campaign canvas in block 5



**REPORT
BACK IN
20 MINS**



QUESTIONS



ASSIGNMENT:

CAMPAIGN CANVAS



1. Campaign Vision & Scope What is the core problem your campaign is trying to address? What is the scope of your campaign?	2. Context Analysis What is the context you are operating in? What are the risks?	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 your audience's current narratives? Who are their influencers? What is your persuasive aim?
5. Content Creation What platforms will you use for your campaign? How will your audience engage with your content?	6. Content Management Who will create content and manage engagement? What resources do you need?	7. SMART Goals Where are your SMART goals? 	8. Mobilisation What mobilisation tactics will you use? What are your calls to action?
9. Key Partners Who are your key partners? How can they contribute to your campaign?	10. Campaign Branding How will people recognise your campaign? <input type="text" value="Name:"/> <input type="text" value="Slogan:"/> <input type="text" value="Hashtags:"/> <input type="text" value="Design Notes:"/>	11. Monitoring and Evaluation How will you measure your campaign? How often will you check your campaign and make changes?	12. Reporting Outcomes What does success look like? How will you showcase your outcomes?

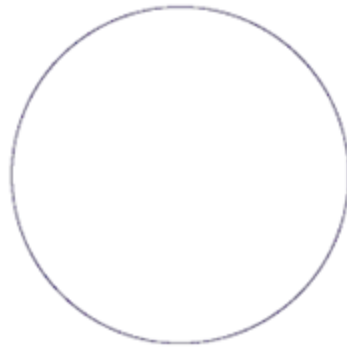


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What is your persuasive aim?



THANK YOU

Vithika Yadav

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WWW.RNTC.COM





Go to **menti.com**,
enter the code
[xxxxxxxx] and answer
the following question:



Click on the **Mural** link in the chat and work on/create your [xxxxxx].



**15 MIN
BREAK**

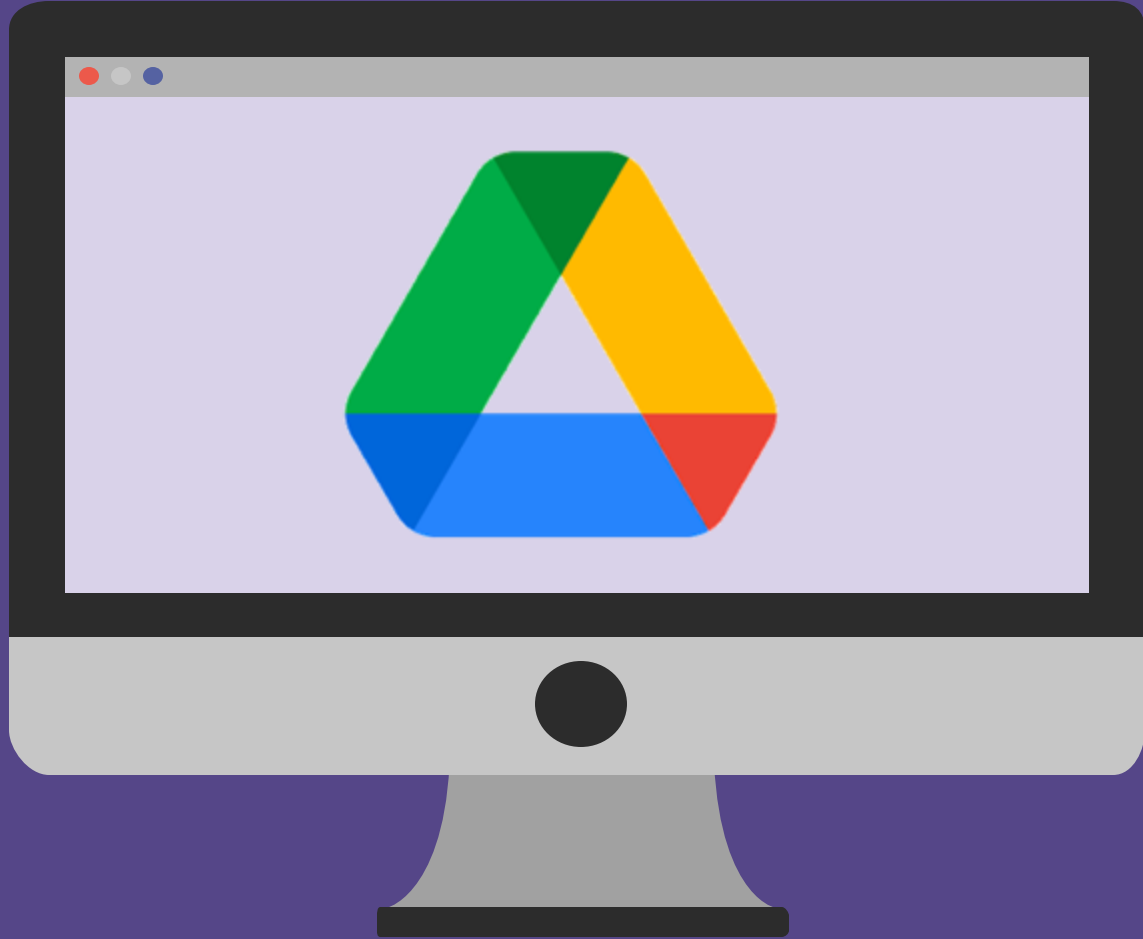
CASESTUDY

Chinese Female Migrant Workers



橙雨傘





Go to **Google Drive** and
[xxxx].

[Day x China DON'T COVER IT
UP, STEP UP SIMA 2017.mp4 -
Google Drive](#)