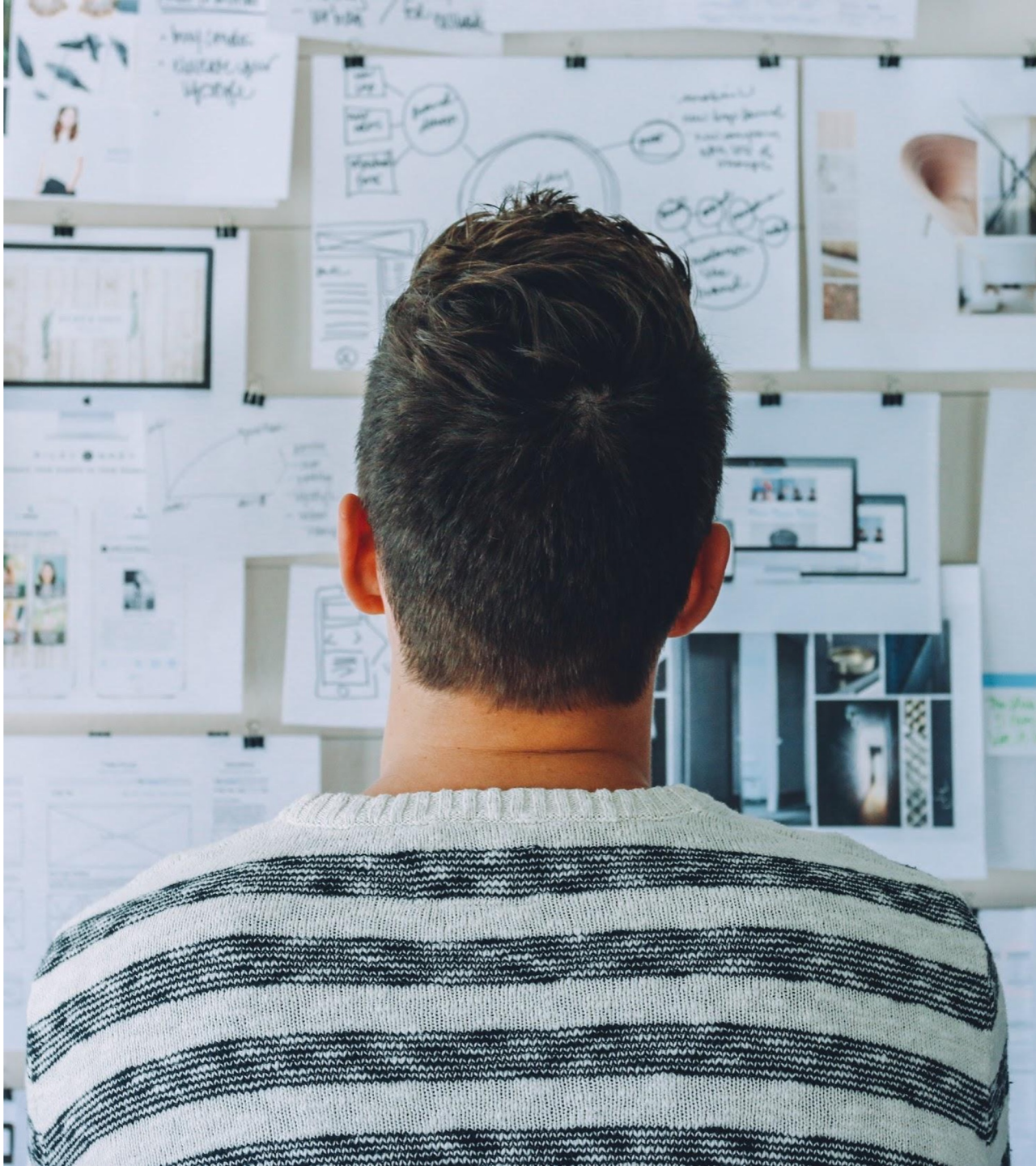




# MEDIA CAMPAIGNS FOR SOCIAL CHANGE

DAY 2: Persuasive Aims

# RECAP AND REFLECTION





## OUR CORE THEORY

TARGET AUDIENCES

PERSUASIVE AIMS

STORYTELLING

CREATIVE FORMATS

# AGENDA DAY 2: PERSUASIVE AIMS



5-6 hours  
1 hour lunch break  
1 hour assignment

How do we learn?

Persuasion approach: 3 steps

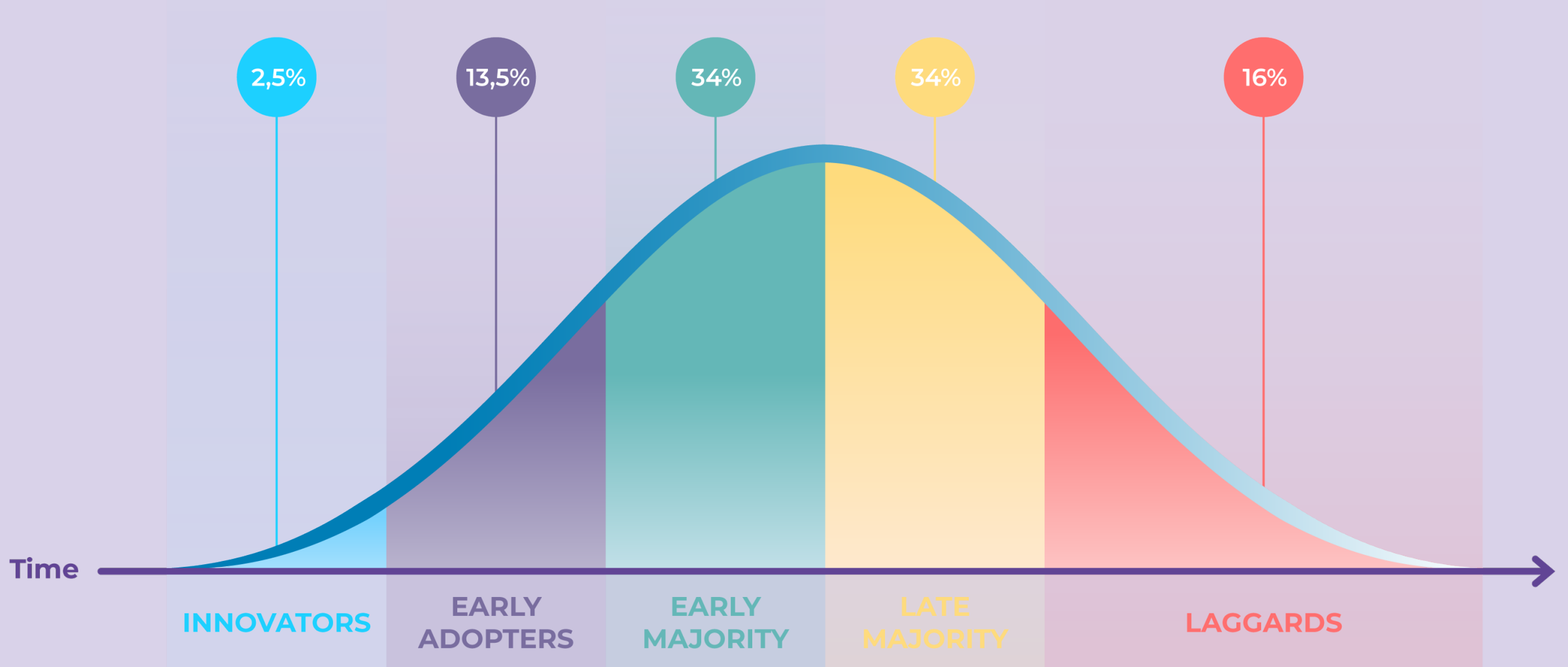
Turning Target Audience question  
into a Persuasive Aim Statement





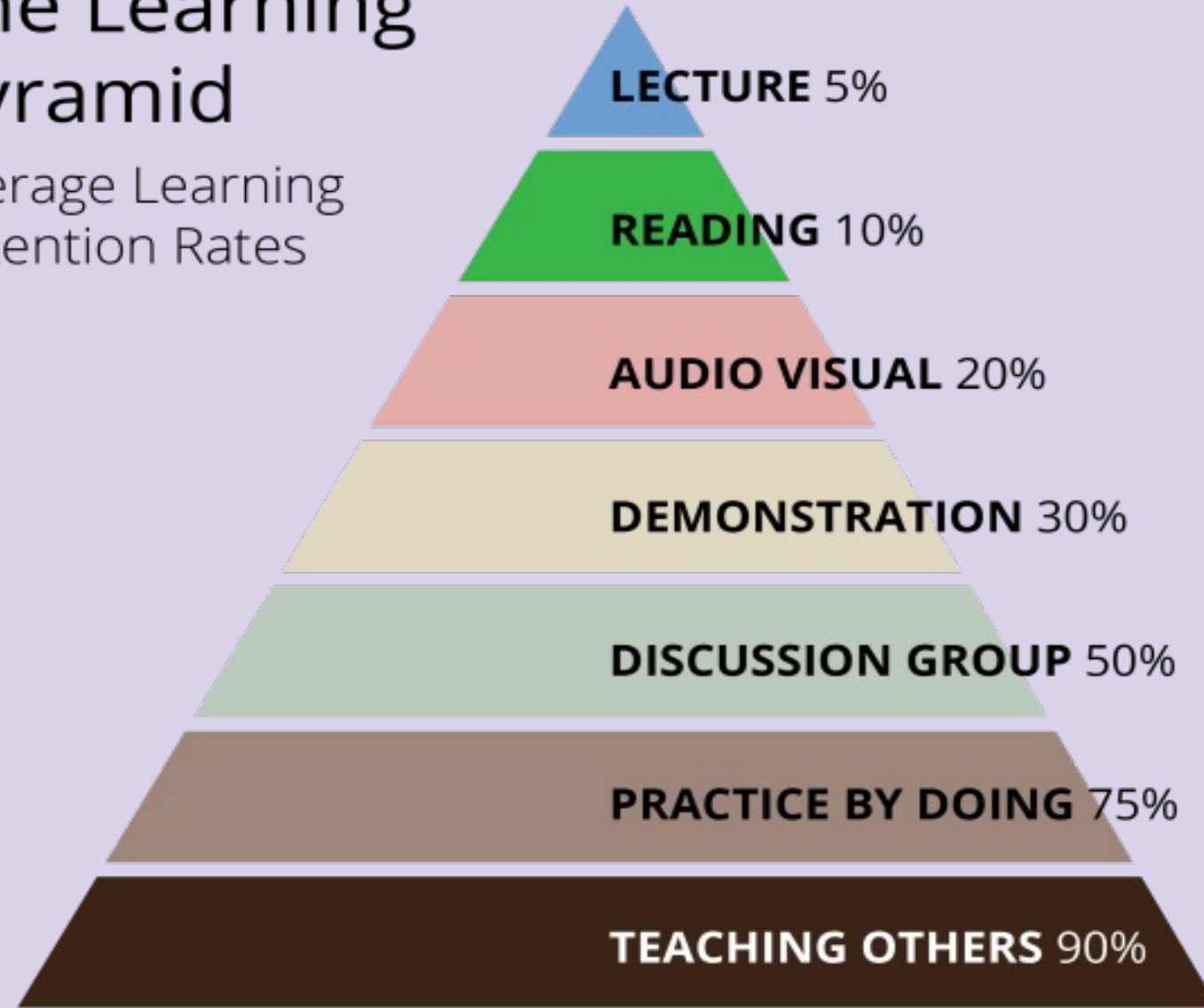
## REFLECTION

What is the best way to learn?



# The Learning Pyramid

Average Learning Retention Rates



*Adapted from NTL Institute for Applied Behavioral Science*

# Learning Domains

KNOWLEDGE



Information

SKILLS



Abilities

ATTITUDE



Beliefs

: Lecture, working visit, quiz, research assignments, case studies, testing

What I hear, I forget.  
What I see, I remember.  
What I do, I learn.





INFORM



EDUCATE



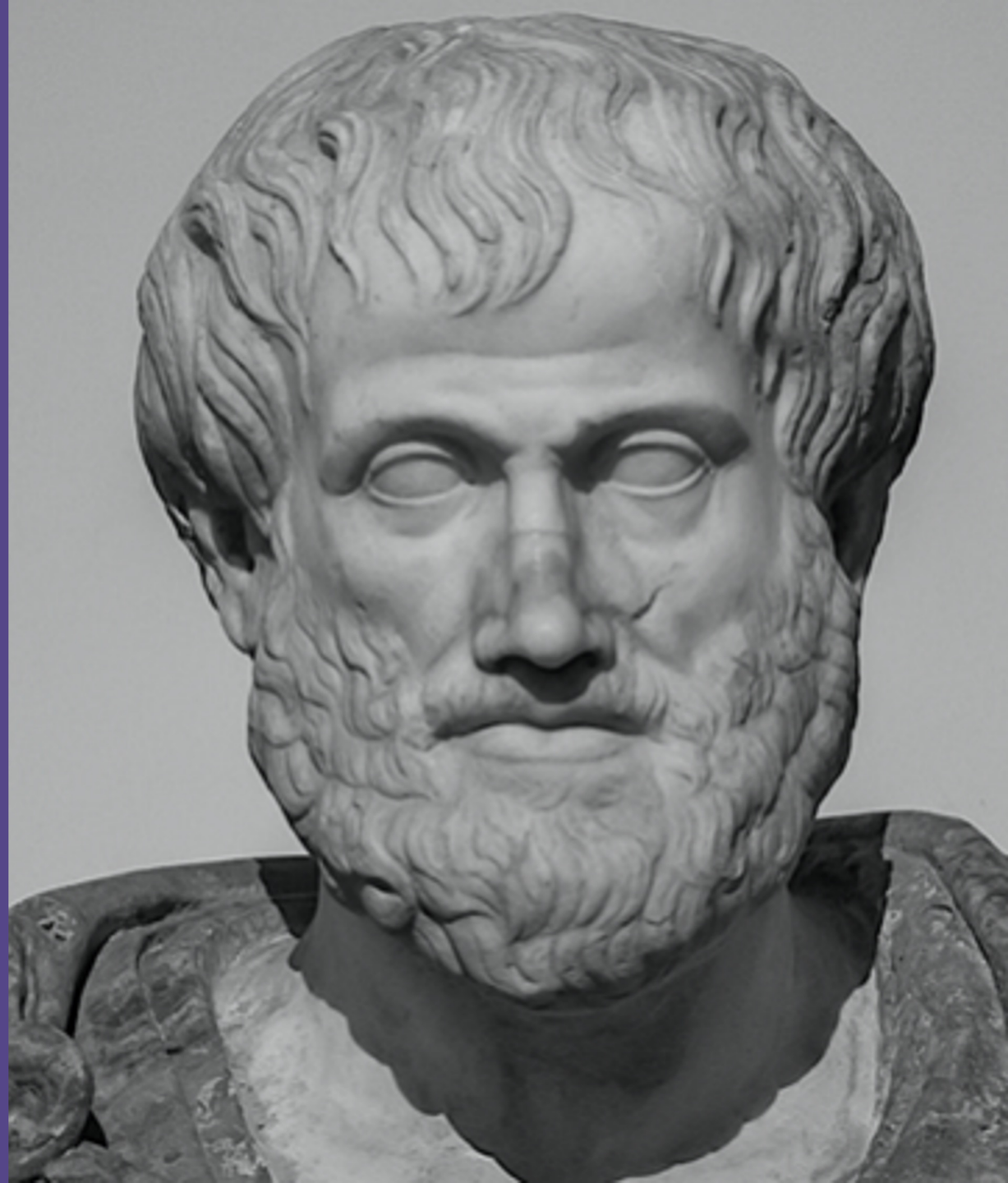
ENTERTAIN

# Persuasion

In order to change behaviour, we need to persuade.

Persuasion is learning with  
**EMOTION.**

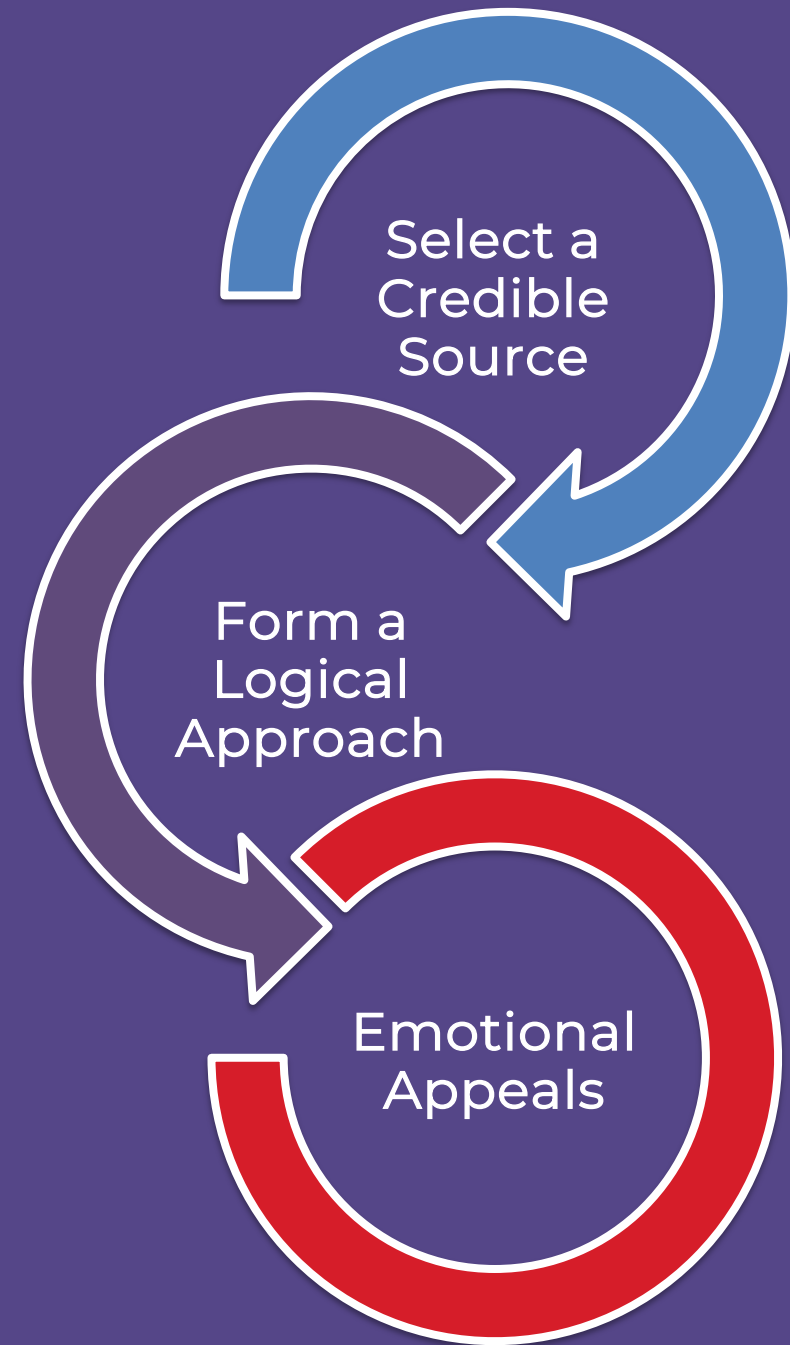
You need to persuade people if you want to add skills or attitudes.







# Three Steps in Persuading People



# Credible Sources

People we trust to get information from.

Who are credible sources for your audience?







## REFLECTION

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









I got my first kiss.

# VIDEO 1



# VIDEO 2





## REFLECTION

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



# 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









# 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**

# PERSUASIVE AIM

- What is your persuasive aim?

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

## EXAMPLE: “LIKE A GIRL” ALWAYS VIDEO

**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.

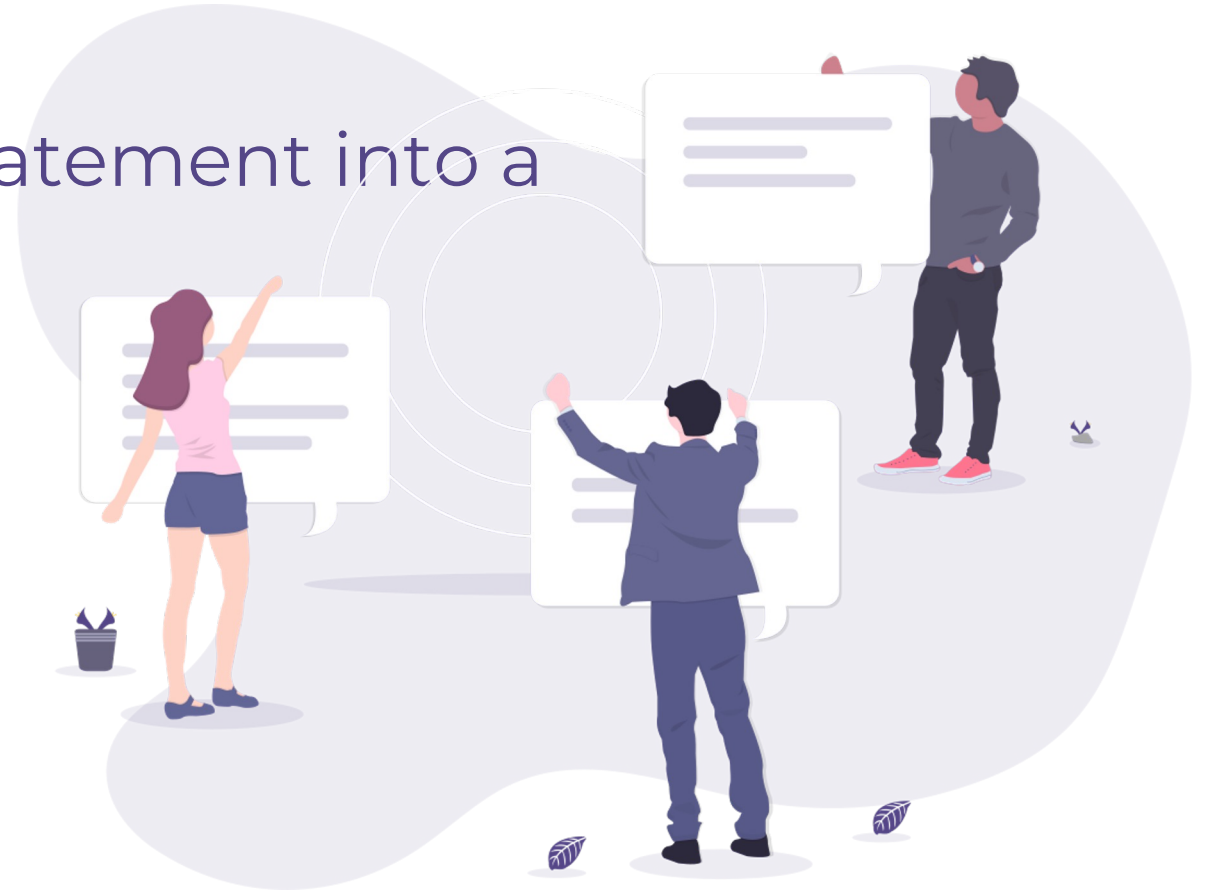


# INDIVIDUAL ASSIGNMENT

Turn your Target Audience Statement into a Persuasive Aim Statement

Be ready to describe the choice of Credible Source, the Logical Appeal and new Agreed Reality and the new Emotional Appeal.

Write your PAS in the form of a blog: 500 words and a catchy title!



# QUESTIONS



A simple line-art icon of a lit lightbulb, with short lines radiating from the top half to represent light or an idea.

## REFLECTION

What is your key  
takeaway from this  
session?



# Thank you!