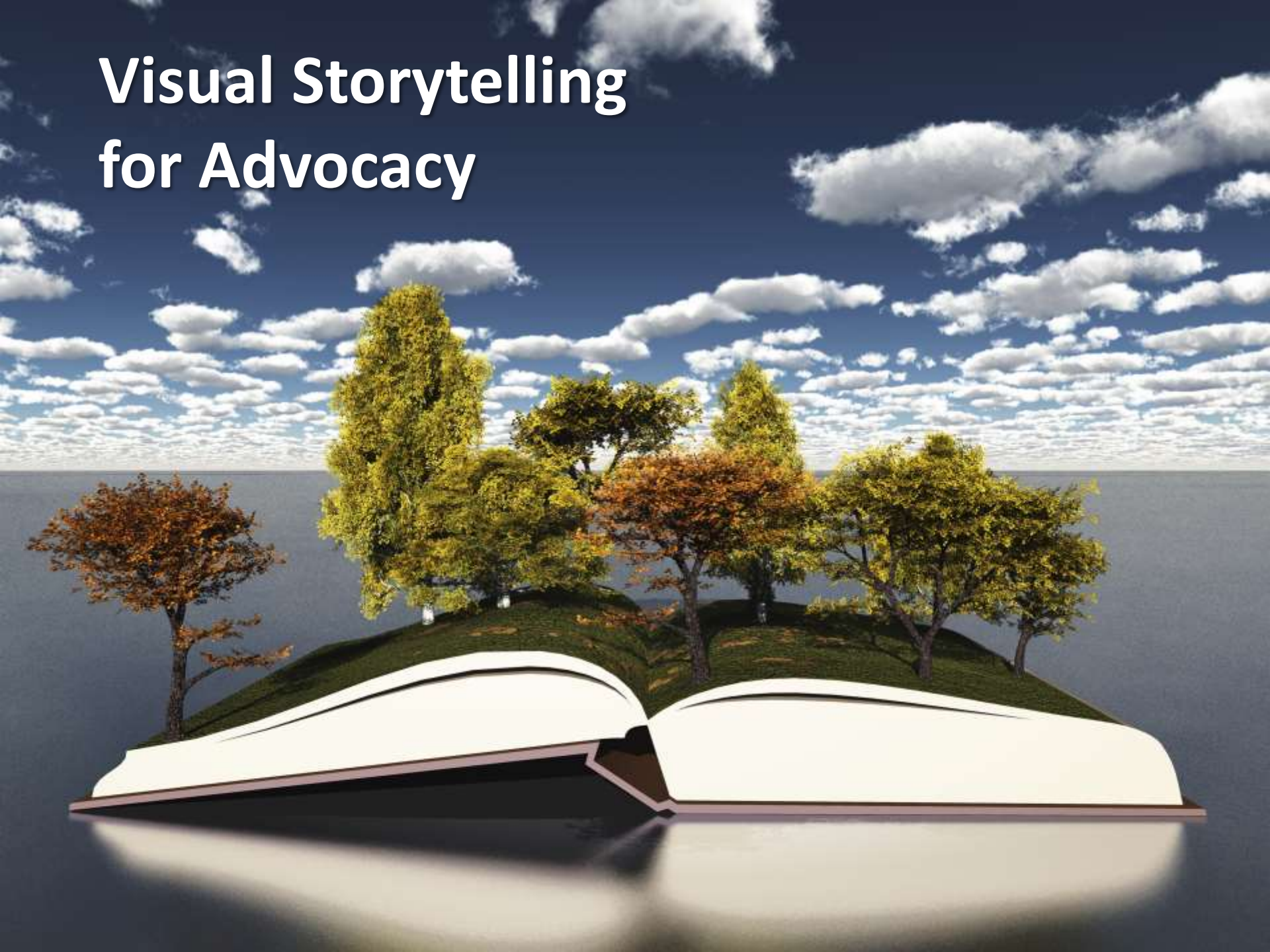


Visual Storytelling for Advocacy



Publicaffirstrendlab.com



Trend Lab Resources

Public Affairs
Trend Lab

Resources



Science of Storytelling

Get the facts about the impact of visual storytelling by browsing case studies, white papers and reports from several organizations and authors.



Visual Learning Lab

Want to know how to reach your audience through storytelling? Let us help you craft your next visual public affairs narrative.



Show 'n' Tell

Want some great examples of visual storytelling? Or do you want to share your own story? Check out this page to do both!

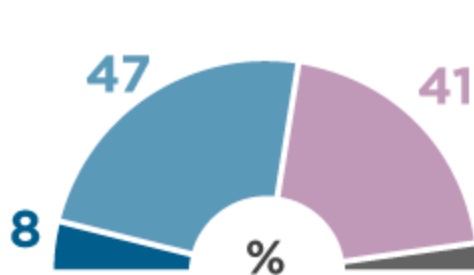
Need a Trusted Spokesperson



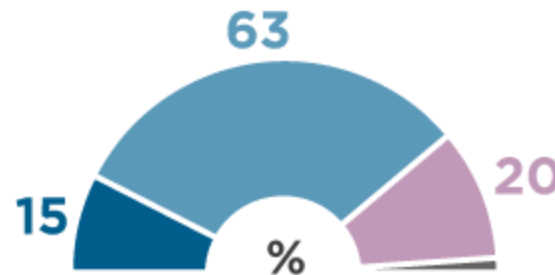
Honesty Meter

How would you rate
the honesty and ethical
standards of...

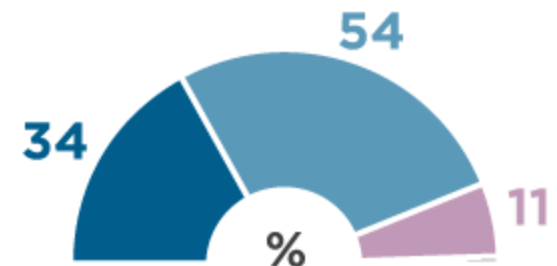
CEOs of major
companies



Mid-level managers
who work for major
companies



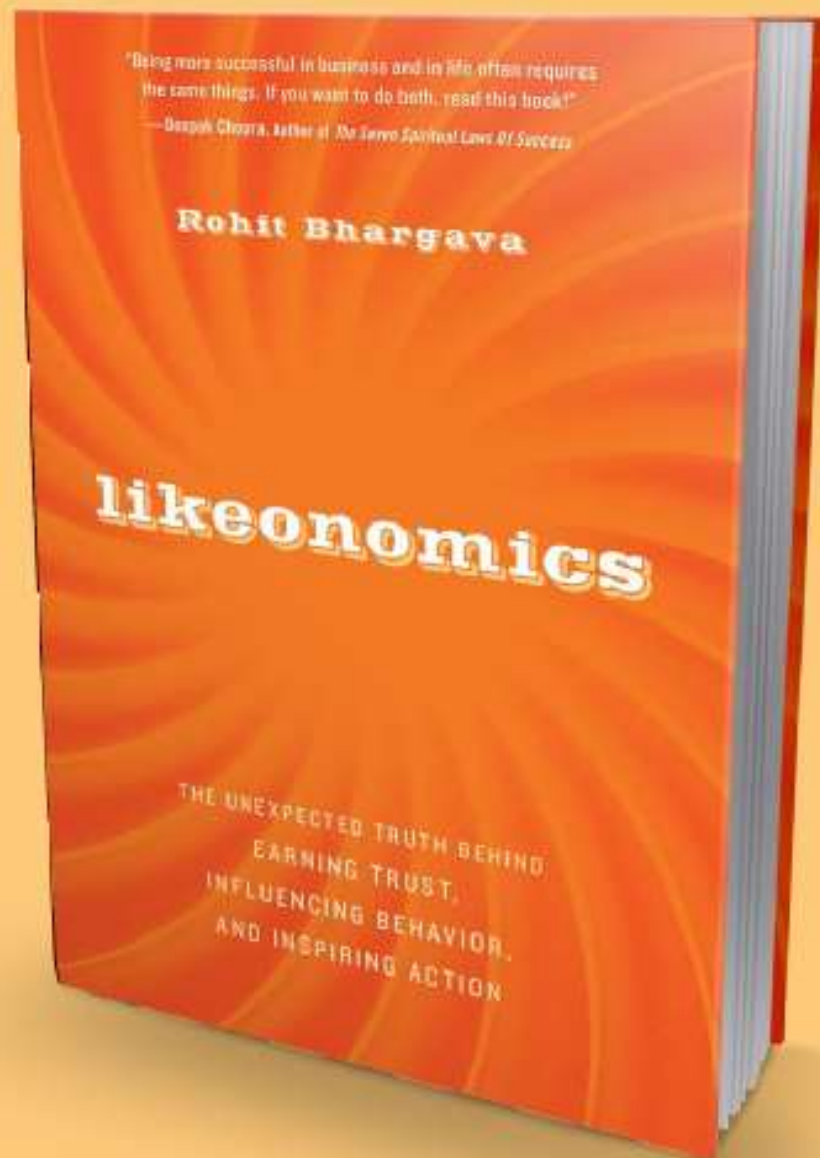
Employees of major
companies who are not
part of management



● High ● Average ● Low ● Don't know/Refused

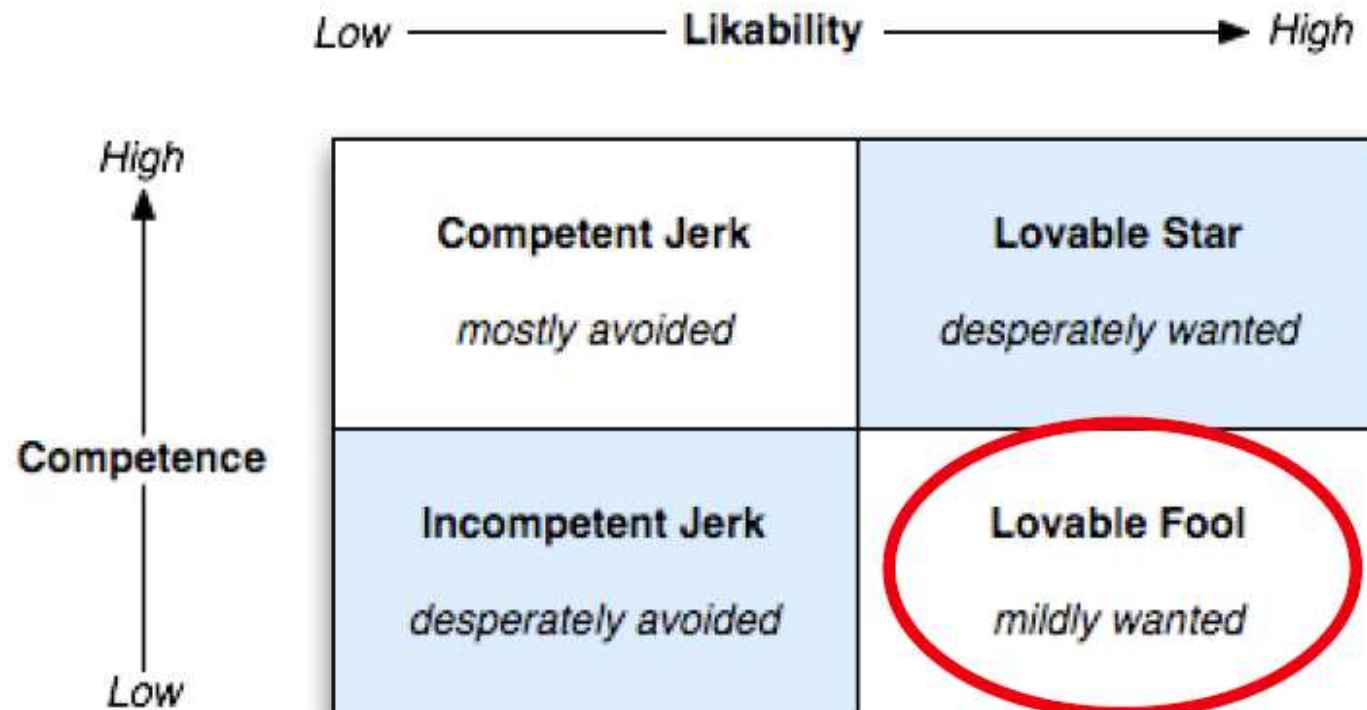
2015 Public Affairs Pulse Survey
www.pac.org/pulse

**What's the most
under-rated factor
to building trust?**

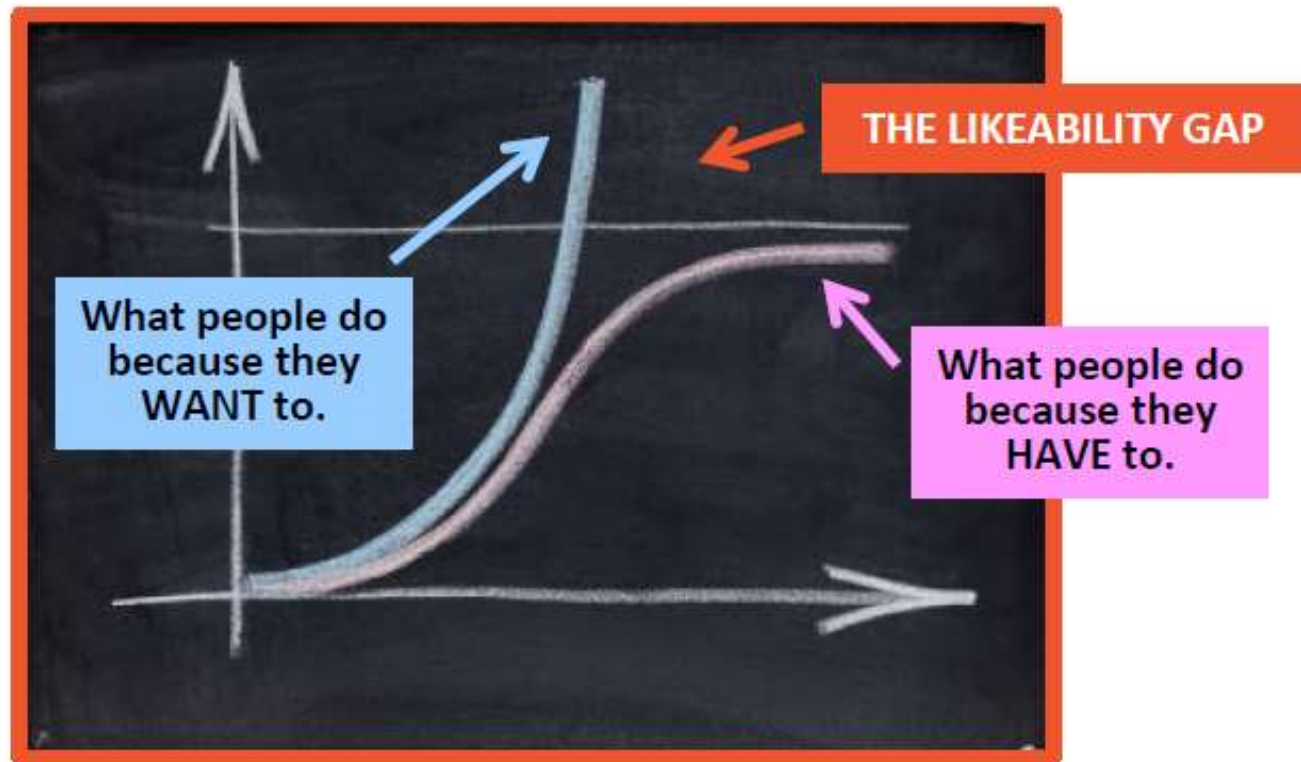




Harvard Business Review



Your ability to succeed depends on filling the “likeability gap.”



Credit: Rohit Bhargava

How to Build Trust

- Likeability starts with being authentic
- Tell the truth, be transparent
- Be relevant – show your value *all the time*
- Keep messages simple – no jargon
- Repeat key messages
- Be reliable – continue to show up
- Don't ask for too much, too soon

Characteristics of a Trusted Messenger

- NOT the brand (usually)
- NOT (usually) senior management
- Someone like me: tribe mentality
- Need to ***humanize*** your organization
- Likeable
- Memorable

**Pick the
right hero**



An aerial photograph of a massive, dense crowd of people, likely at a music festival or large gathering. The crowd is composed of many individuals, creating a mosaic of colors. In the upper left corner, a white tent structure is visible. The overall scene is captured from a high angle, looking down on the sea of people.

**Can you make your
audience the hero?**



IF YOU'RE A
FROG,
TURN YOURSELF
INTO A
PRINCE



A DIAMOND IS FOREVER

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GETTING RID OF
HEADACHES
SINCE 1888.



A DIAMOND IS FOREVER



THINK ABOUT IT.
A DIVORCE
COSTS MORE.



A DIAMOND IS FOREVER

Non-profits and NGOs have been good at this for quite some time



[HOME](#)[ISSUE AREAS](#)[RECENT NEWS](#)[CONTACT CONGRESS](#)[VIDEOS](#)[VISUALS](#)

★ ★ HELP MAKE AMERICA ★ ★

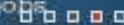
☐ Interest Areas☐ Manufacturing☐ Agriculture☐ Transportation & Infrastructure[SUBMIT](#)

OVER THE PAST 10 YEARS,
MANUFACTURING IN THE U.S.
has lost

5.5 MILLION JOBS



Join I Make America and
stand up for American jobs.

[MANUFACTURING JOBS](#)[AGRICULTURE](#)[TRANSPORTATION &
INFRASTRUCTURE](#)

TAKE ACTION NOW



27,823
AND GEN
2 BILL
OMIC AC

[VISUALS](#)[A DAY IN AMERICAN LIFE](#)

★ ★ CAMPAIGN SUPPORTERS ★ ★

[ELIAS](#)[FECON](#)[VIEW
ALL](#)



Rick McKenna
Morbark Welder



Why teach CPR in Schools?

There are so many reasons.



Reason No. 18

Kelly Crupi,
West Sand Lake.

*This mom received
a special gift from her
own mom — life.
Kelly's mom saved her
with CPR.*

Pass the CPR in Schools bill.

A9298/S7096

SupportCPRinSchools.org #CPRinSchools

Why teach CPR in Schools?

There are so many reasons.



Reason No. 5

Leah Olver
of Plainview, NY

*Saved by CPR
when she was 14,
Leah has a college
degree and a job
in New York City.*

Pass the CPR in Schools bill.

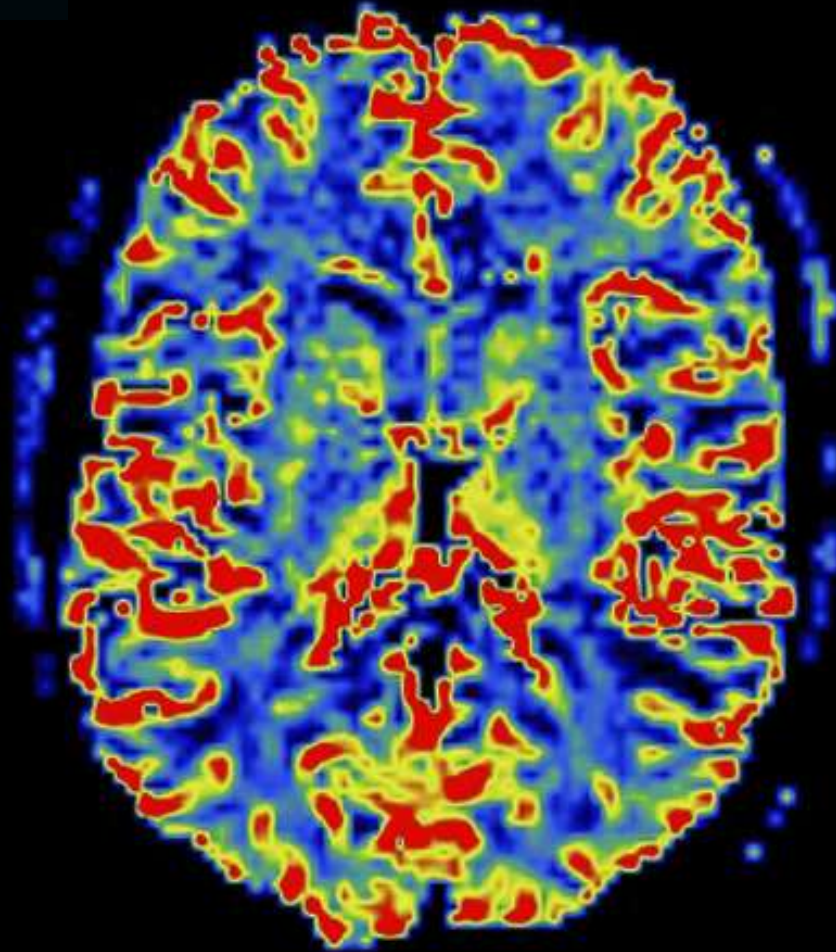
A9298/S7096

SupportCPRinSchools.org #CPRinSchools

Effective Messages



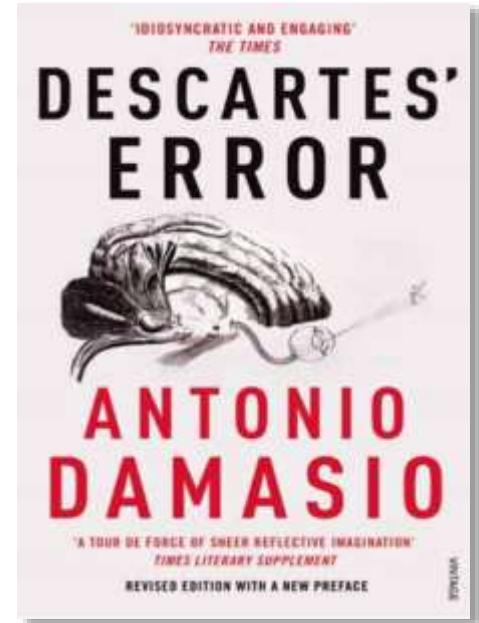
Neuroscience Behind Decision Making



Neuroscience Finding #1: Lead with Emotion

“We are not thinking machines.
we are feeling machines that
think.” –Antonio Damasio

- Compelling, persuasive narratives lead with emotion to capture the audience
- Data is used to back up the decision they reach because of an emotional reaction



Credit: Christopher Graves, Ogilvy. Source: Journal of Neuroscience, July 12, 2006

Finding #2: Confirmation Bias

- When presented with evidence that contradicts a point of view, people reject it and retreat farther in their original direction.
- Activates the anterior cingulate cortex (part of the brain that governs physical pain)



It – literally - hurts to be wrong.

So What?

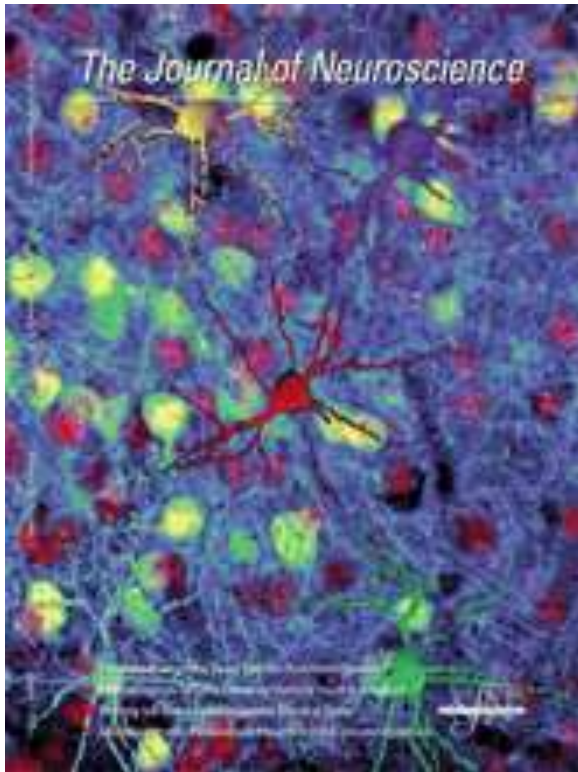
- Don't throw contradictory evidence at people
- Affirm their view
- Then “hook them” with your story

Finding #3: Mirror Neurons

- Biological root of empathy
- Even as passive observers, human brain patterns mirror those we see performing a task
- New research: we mirror actions through a story
= **“Neural Coupling”**
- Hearing a story (real or fiction) can drive us to the action of the character(s)
- Give audience a story where the hero does what you want them to do

Credit: Christopher Graves, Ogilvy. Source: Speer, et al 2009

Neuroscience of Storytelling

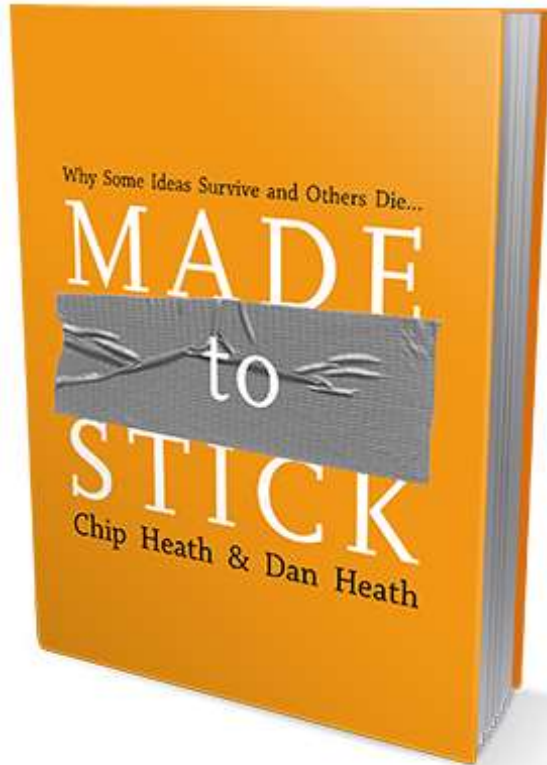


- People hate losing 2-3x as much as they like winning
- Framing the debate as avoiding a loss is more powerful than gaining a win

How to Weave a Visual Tale



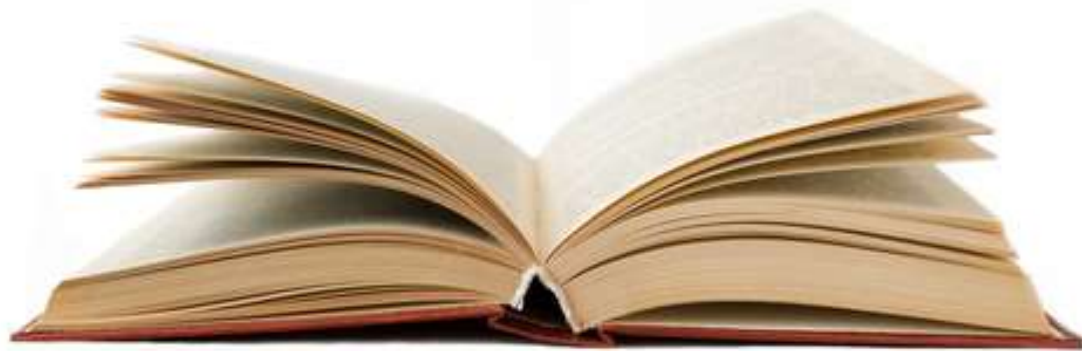
“Sticky” Factors



- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Story

Your Story from Good to Great

- Authentic, accessible and intimate
- Unscripted
- Personality shows through
- Visual – photos, videos, infographics



Message Boiled Down to an Image



Farm Credit supports rural communities and agriculture with reliable, consistent credit and financial services, *today and tomorrow.*

Our mission is to help rural communities and agriculture grow and thrive.

Through
76 local lenders &
1,000 local offices

\$217 billion in loans

Provides farmers with the capital they need to make their businesses successful, and finances vital infrastructure and communications services.

To
500,000
customers

in all 50 states
Including many aspects
of rural America, not
just agriculture.

Streamlined, efficient
organization operates
without taxpayer support.

\$45 billion
in capital

ensures we have the strength
to support our customers when
they need us most.

*Creating a
reliable flow of credit that
creates jobs & stimulates
the economy.*

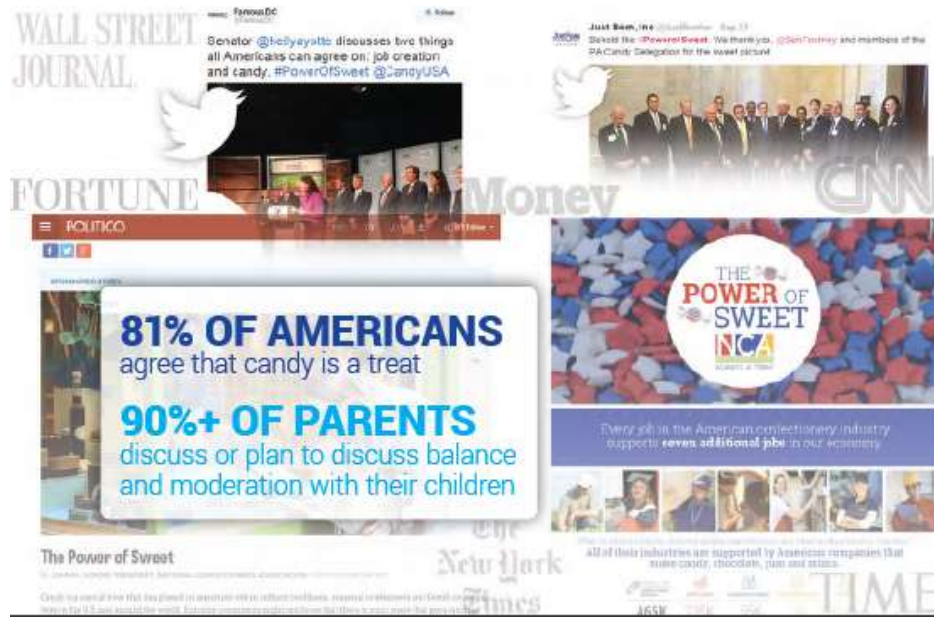


Honda

Continually communicating our value in the US



National Confectioners Assoc. Annual Report



Our 2015 Halloween campaign was our most ambitious to date generating **40 million impressions** including top outlets such as Reuters, Fortune, Time, Money, The New York Times, CNN and Wall Street Journal. We built on the buzz created by the Power of Sweet release to share our industry's viewpoint on a range of issues. POLITICO, a top news site for Capitol Hill and policy influencers, interviewed NCA CEO John Downs in October, generating 3.2 million impressions from the POLITICO piece alone.



40 million impressions

"Candy is a Halloween treat. Let's relax and enjoy it" - op-ed by NCA CEO John Downs

Social media conversations about Halloween candy
UP 23% over 2014

Mentions of NCA
UP 193% over 2014

Mentions of NCA in association with moderation
UP 62% over 2014

Big News, Big Impact

Unveiled at a high profile event in Washington, D.C., "The Power of Sweet" was featured in op-eds inside the Beltway and around the country, on the pages of Capitol Hill publications, and supported by a robust advertising and social media campaign. All in, **WE GENERATED MORE THAN 20 MILLION IMPRESSIONS.**



A Powerful Message

Our industry's leadership on issues such as responsible marketing and front-of-pack labeling reflects our commitment to balance and moderation. NCA's member companies continue to provide consumers with the information, options and support they need to make choices that are right for them. Packaging innovations—ranging from fun size to share size—can bring a little enjoyment to any occasion. Our front-of-pack labeling program puts calorie information at consumers' fingertips. It's all part of "The Power of Sweet."



**SWEETS & SNACKS
EXPO 2015**

wow

630+
exhibitors

16,000+
attendees



Advocacy

In Washington, D.C.



THE CONFECTIONERY
INDUSTRY DIRECTLY EMPLOYS
55K PEOPLE



**465K
JOBS**

= SUPPLIERS + MANUFACTURERS +
TRANSPORTATION + RETAIL + MORE

During NCA's Washington Forum, we unveiled the results of our first-ever economic impact study at a major media event at The Newseum. The audience included industry leaders, members of the media, and a bipartisan group of Members of Congress, who applauded our powerful message: 465,000 Americans rely in part on sales of chocolate, candy, gum and mints for their livelihoods.



1:7

1 CONFECTIONERY JOB =
7 JOBS IN OUR ECONOMY

THE CONFECTIONERY INDUSTRY REPRESENTS

\$35 BILLION

IN RETAIL SALES, INCLUDING \$2B IN EXPORTS.





Alliance for Excellent Education

Testing our message

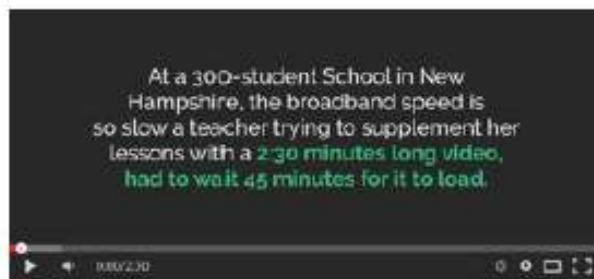
Getting visual
with Vine videos



Joining the
Halloween
conversation
with memes



#Internet4Schools 99in5



#Internet4Schools 99in5



Where you support for #Internet4Schools

99in5

Sharing graphics
featuring our
messaging



Vattenfall



Some 200,000 plastic figures representing every signature collected for a climate signature initiative are set up in the city centre of Poznan, Poland, on Dec. 5. This initiative was started by Swedish energy company Vattenfall. Some 9,000 delegates from 185 countries are gathering in Poznan from Monday through Friday for the 14th UN conference on climate change. They hope to set the groundwork for a new global climate pact to be signed in late 2009 in Copenhagen.

JOE KLAMAR / APP/GETTY IMAGES

Vattenfall has launched a climate initiative, inviting individuals to sign the climate manifesto to make their voices heard as support for political decisions necessary to combat climate change. 2 Weeks ago I walked through Brussels and saw these 75.000 orange puppets...



**HOUSTON,
WE HAVE A SOLUTION.**



FREE HOBBY AIRPORT.COM



COLLATERAL

IT'S TIME TO
FREE HOBBY
FREEHOBBYAIRPORT.COM

HOUSTON,
WE HAVE A SOLUTION.

LET'S OPEN UP HOBBY AIRPORT'S runways and
terminal to the world.

Isn't it time to let the world and more flights
in, including the Mexico, the Caribbean, and
parts of Central and South America?

Let's free Hobby and help the city of Houston
continue to thrive.

Let's grow Houston's economy.

Let's bring new jobs to the city.

Let's give the people a choice.

Let's keep competition alive and free the

city's economy right in HOUSTON.

Get City leadership that will, too, want to let
Houston free at FREEHOBBYAIRPORT.COM.

IT'S TIME TO
FREE HOBBY



TWO-SIDED BUCKSLIP



STICKER



T-SHIRT FRONT



T-SHIRT BACK



IT'S TIME TO
FREE HOBBY
FREEHOBBYAIRPORT.COM

PETITION DROP OFF



PETITION DROP OFF



Don't forget to capture and share images of your success.



We **FREE**  **HOBBY**

Southwest employee Norma Martinez, who has worked 35 years at the airline, celebrates during the Houston City Council vote to allow Southwest Airlines to expand the city's William P. Hobby Airport for international service.

STEPHEN M. KELLER, SOUTHWEST AIRLINES 2012.



Publicaffirstrendlab.com

The banner features a dark red background with a faint image of the US Capitol dome and a crowd of people holding protest signs. The signs include 'MEDICARE', 'FDA POLICY', 'HEALTHCARE SALES RESTRICTIONS', 'REFORM', 'DRUG SAFETY', and 'IMPORTATION'. The text 'Public Affairs Trend Lab' is prominently displayed in the center, with 'Trending Now: 18 Powerful Examples of Visual Storytelling for Public Affairs' below it. A large white chevron points downwards. The top left corner has the 'Public Affairs Trend Lab' logo, and the top right corner has a hamburger menu icon. The bottom of the banner has a light gray bar with the text 'Explore the Impact of Visual Storytelling' in a teal color.

Public Affairs
Trend Lab

to make sure government understands our perspective on important issues

**Public Affairs
Trend Lab**

Trending Now:
18 Powerful Examples of
Visual Storytelling for Public Affairs

Explore the Impact of Visual Storytelling

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@PACouncil

LinkedIn.com/in/ShereeAnne