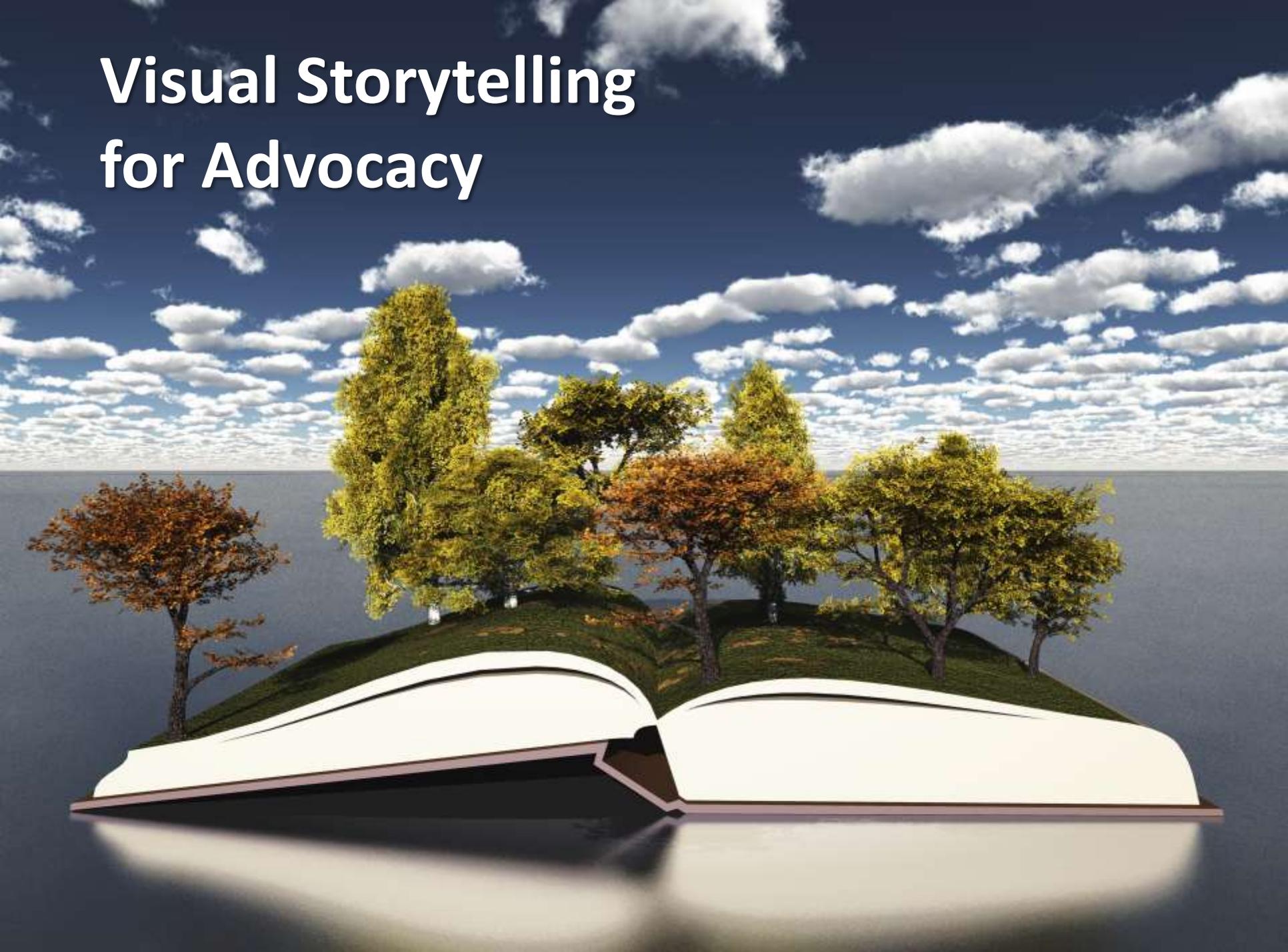


Visual Storytelling for Advocacy



Publicaffairstrendlab.com

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

Trend Lab Resources



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!

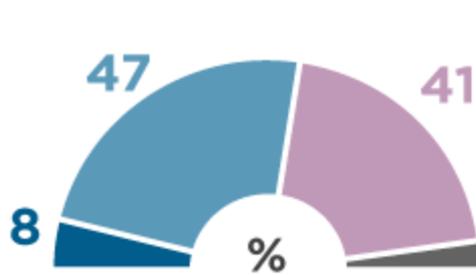
Need a Trusted Spokesperson



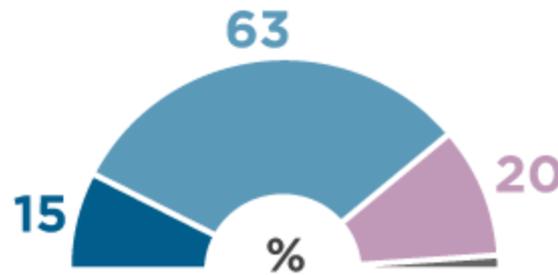
Honesty Meter

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

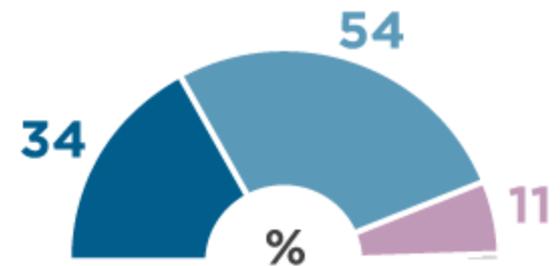
CEOs of major companies



Mid-level managers who work for major companies



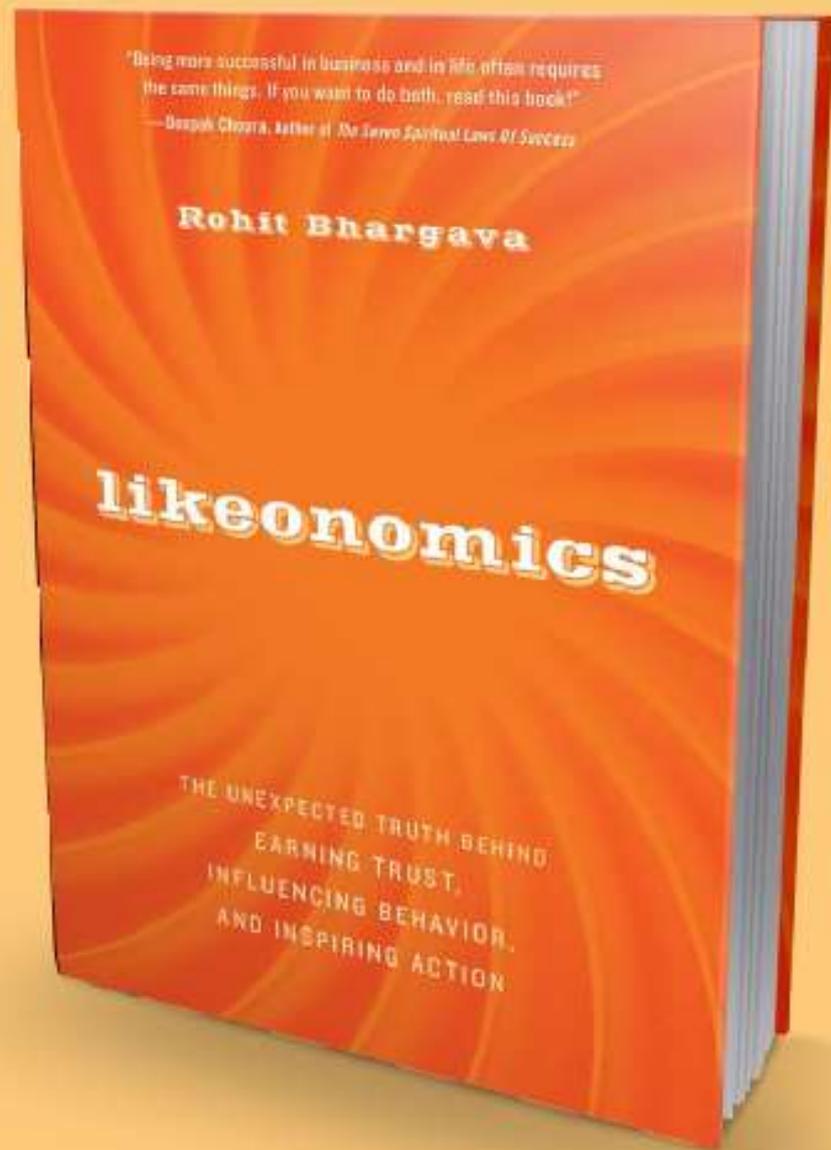
Employees of major companies who are not part of management



● 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

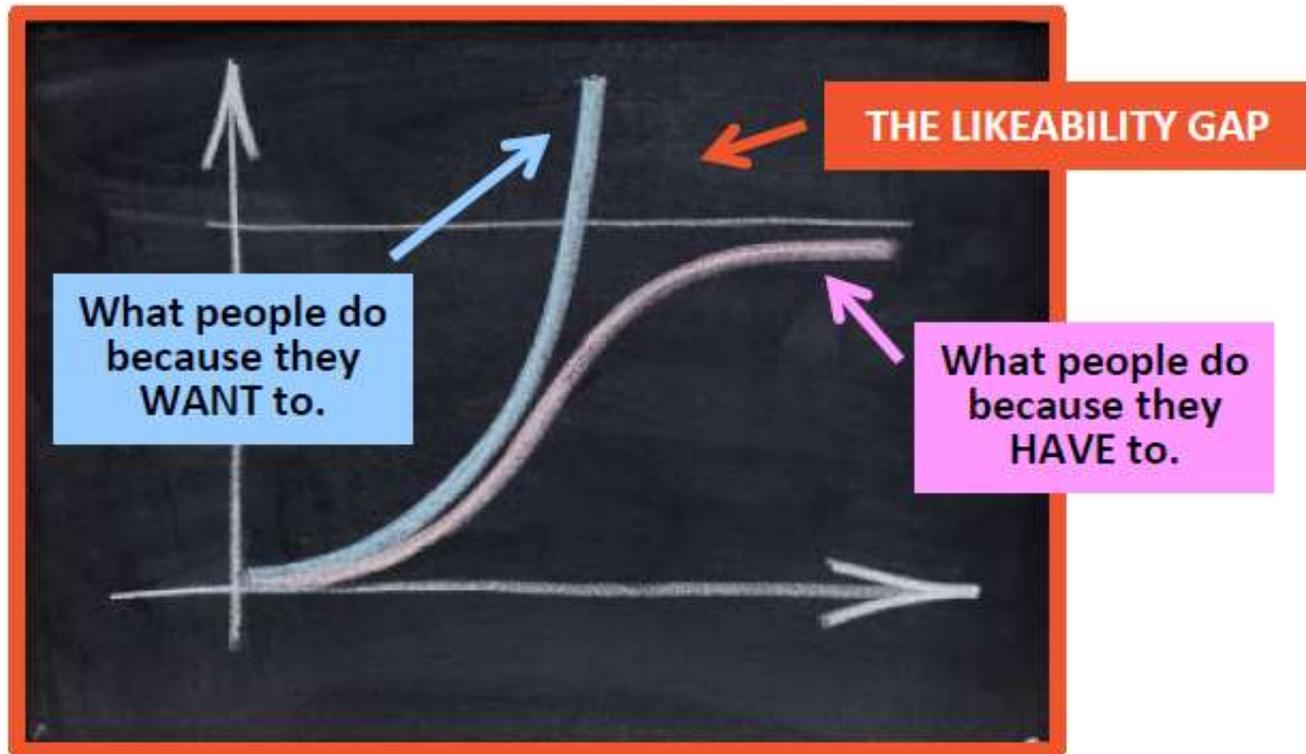


Low ————— Likability —————> High

High
↑
Competence
↓
Low

Competent Jerk <i>mostly avoided</i>	Lovable Star <i>desperately wanted</i>
Incompetent Jerk <i>desperately avoided</i>	Lovable Fool <i>mildly wanted</i>

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 crowd of people at a festival or concert. The crowd is dense and fills most of the frame. In the top left corner, there is a white tent structure. The overall lighting is somewhat dim, suggesting an evening or overcast day. The text 'Can you make your audience the hero?' is overlaid in the center in a large, white, sans-serif font.

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



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



A DIAMOND IS FOREVER



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



SAFE WATER

Safe water transforms lives. For more than twenty years, Water.org has pioneered safe water and sanitation solutions that give women hope, children health and communities a future. Join us.

[DONATE](#) [GET INVOLVED](#)



YOU MAKE OUR WORK POSSIBLE

[Donate today](#)



[HOME](#)

[ISSUE AREAS](#)

[RECENT NEWS](#)

[CONTACT CONGRESS](#)

[VIDEOS](#)

[VISUALS](#)

HELP MAKE AMERICA

*First Name	*Last Name
<input type="text"/>	<input type="text"/>
*Email	Phone
<input type="text"/>	<input type="text"/>
Company	*Address
<input type="text"/>	<input type="text"/>
*City	*State
<input type="text"/>	<input type="text"/>
*Interest Areas	*Zip
<input type="checkbox"/> Manufacturing <input type="checkbox"/> Agriculture <input type="checkbox"/> Transportation & Infrastructure	<input type="text"/>

[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

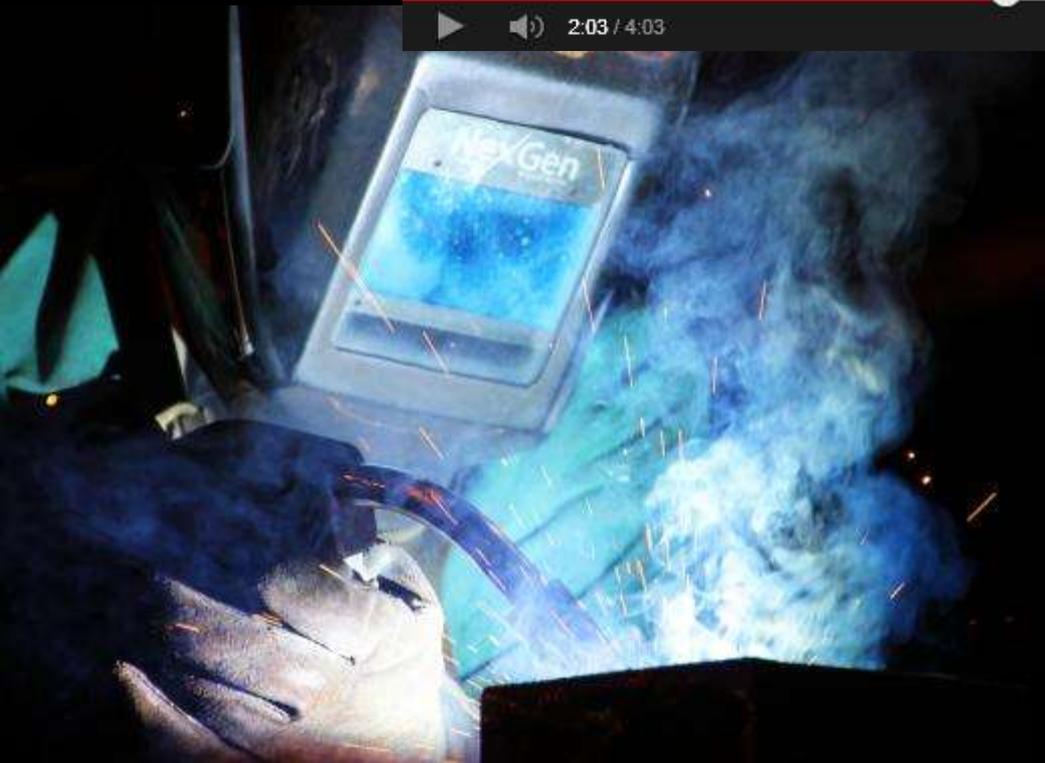
[VISUALS](#)

10

A DAY IN AMERICAN LIFE

CAMPAIGN SUPPORTERS





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.*

Why teach CPR in Schools?

There are so many reasons.



Reason No. 5
Leah Olverd
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

Pass the CPR in Schools bill.

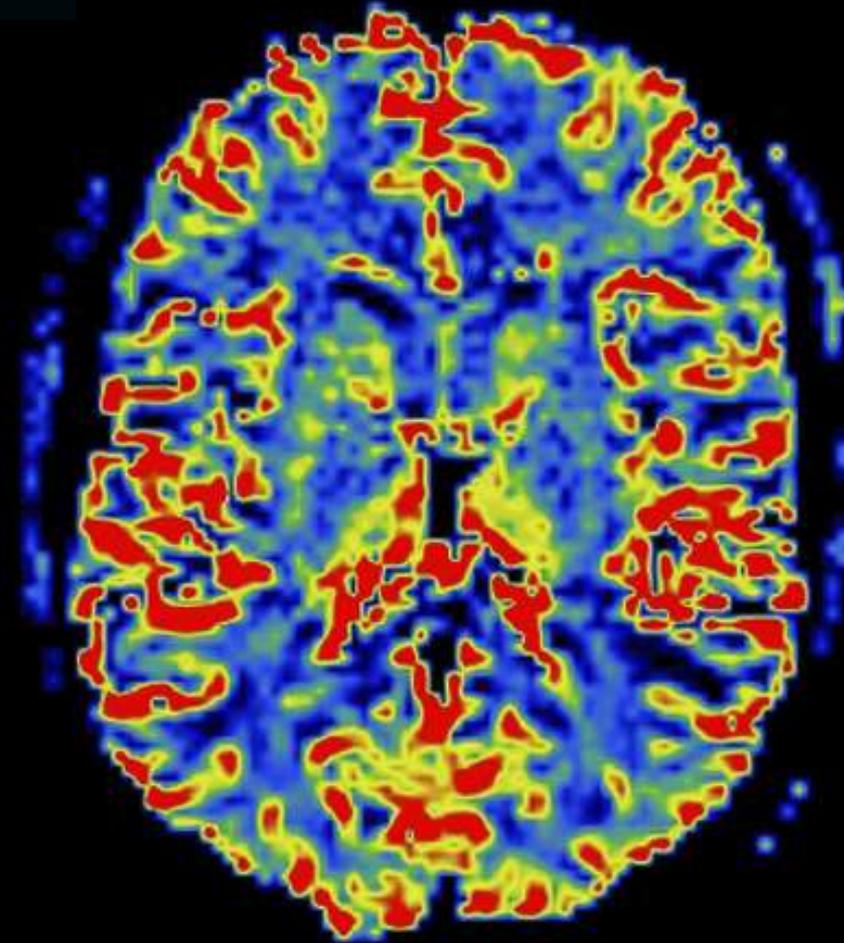
A9298/S7096

SupportCPRinSchools.org #CPRinSchools

Effective Messages



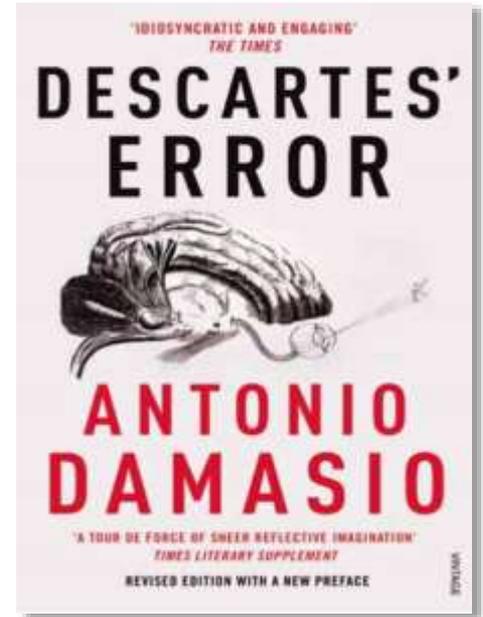
Neuroscience Behind Decision Making



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?

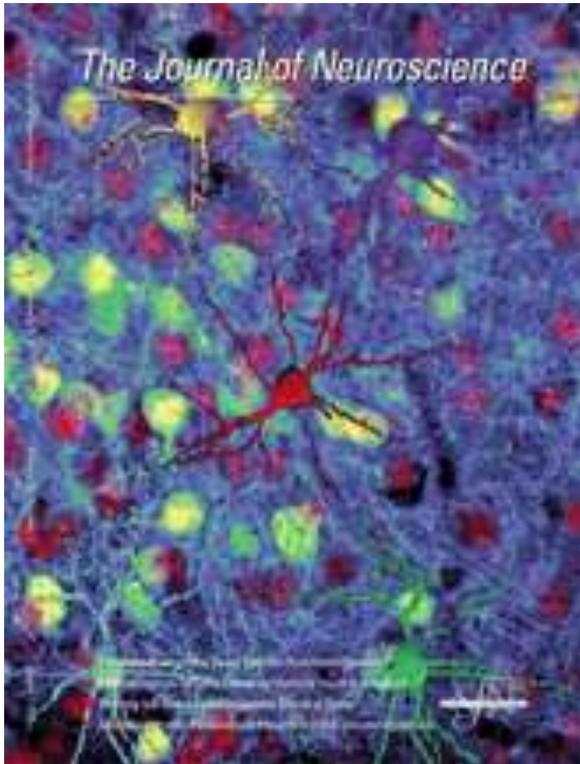
- Don't throw contradictory evidence at people
- Affirm their view
- Then “hook them” with your story

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

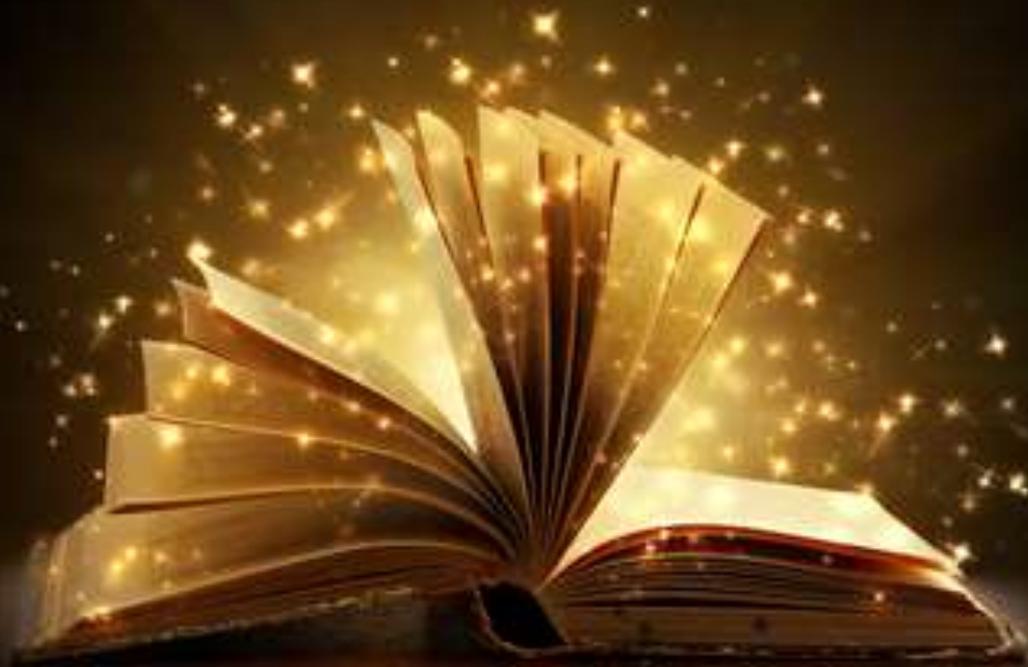
Credit: Christopher Graves, Ogilvy. Source: Speer, et al 2009

Neuroscience of Storytelling

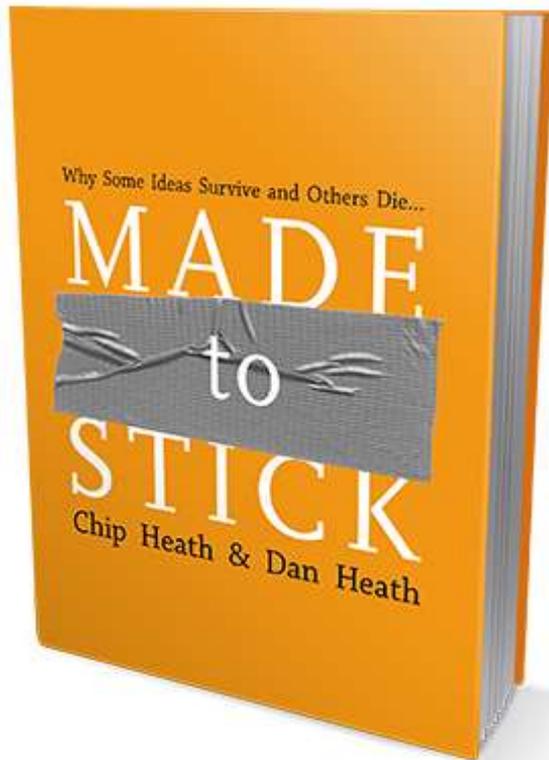


- People hate losing 2-3x as much as they like winning
- Framing the debate as avoiding a loss is more powerful than gaining a win

How to Weave a Visual Tale



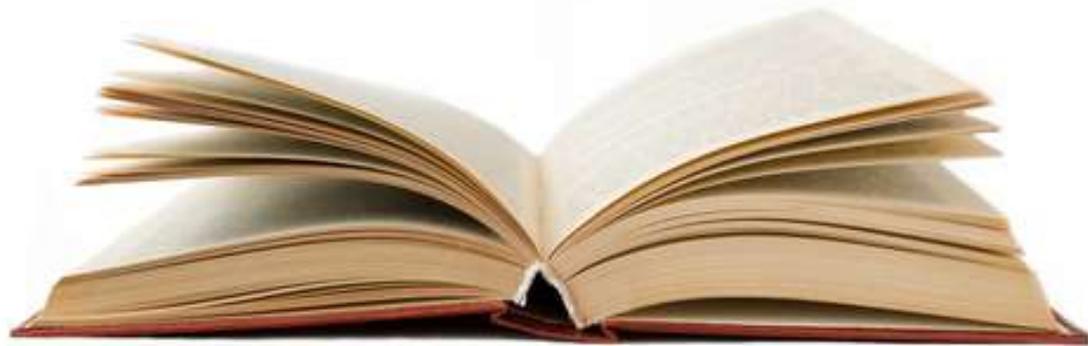
“Sticky” Factors



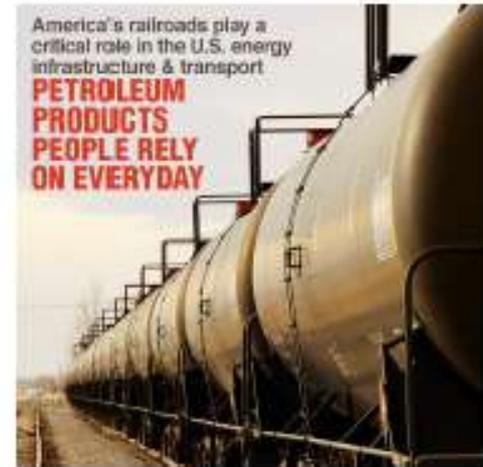
- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Story

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

To
500,000
customers

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

\$217 billion in loans

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

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

Senator @hollyyatts discusses two things all Americans can agree on: job creation and candy. #PowerOfSweet @CandyUSA

Just Bee, Inc. @JustBee_Inc. Sep 17 Liked the @PowerOfSweet. We thank you @SenTommy and members of the PACandy Coalition for the sweet pick!

81% OF AMERICANS agree that candy is a treat

90%+ OF PARENTS discuss or plan to discuss balance and moderation with their children

THE POWER OF SWEET

Every job in the American confectionery industry supports **seven additional jobs** in our economy.

All of these industries are supported by American companies that make candy, chocolate, gum and more.

The Power of Sweet

New York Times

TIME

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.





IT'S THE YEAR
2015

AAMC

THE AMERICAN
DOCTOR SHORTAGE
IT'S COMING. IT MATTERS. IT'S TIME TO ACT.

IT'S THE YEAR
2025

AAMC

IT'S THE YEAR
2015

AAMC

THE AMERICAN
DOCTOR SHORTAGE
IT'S COMING. IT MATTERS. IT'S TIME TO ACT.

EXPLORE THE STORY

#DocShortage



AAMC

EVERY DOCTOR NEEDS TO COMPLETE RESIDENCY TRAINING, BUT TAKING SO FOR RESIDENCY TRAINING HAS EFFECTIVELY BEEN PROHIBITED SINCE 1987.

IF CONGRESS DOESN'T ENACT LEGISLATION, THE AMERICAN DOCTOR SHORTAGE WON'T BE A STORY... IT WILL BECOME OUR REALITY.

AND IT'S TIME FOR US TO MAKE THEM DO IT.

TAKE A STAND »

IT'S TIME FOR ELECTED OFFICIALS IN WASHINGTON TO STEP UP

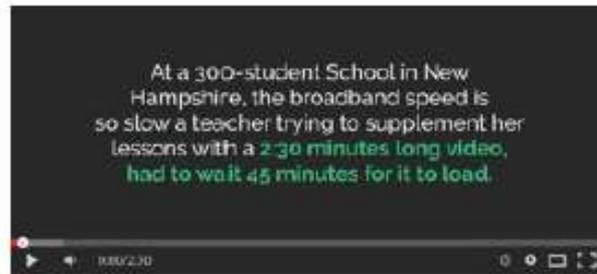
Alliance for Excellent Education

Testing our message

Getting visual with Vine videos



Joining the Halloween conversation with memes



Sharing graphics featuring our messaging



#Internet4Schools 99in5



#Internet4Schools 99in5

View your support for #Internet4Schools

99in5

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 HOBBYAIRPORT.COM TO ALL
HOBBYAIRPORT.COM

Isn't it time to take flight and learn flight
in destinations like Mexico, the Caribbean, and
parts of Central and South America?

Let's take flight and help the city of Houston
continue to thrive.

Let's give Houston's economy

Let's bring more jobs to the city

Let's give the people a choice

Let's keep competition alive and fresh here

Let's do what's right for HOUSTON

Get City leadership that will lead to get
Houston back on track with HOBBYAIRPORT.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



IT'S TIME TO
FREE & HOBBY
FREEHOBBYAIRPORT.COM

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

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

Sheree Anne Kelly
Senior Vice President
Public Affairs Council

skelly@pac.org

www.pac.org | +1.202.787.5970

@PACouncil

LinkedIn.com/in/ShereeAnne