



Developing Effective Visuals for Advocacy

seventwenty^o
strategies



720 Introductions:

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Vlad Cartwright

Jamey Ballo

Heather Cutler

Who We Are

Giving you 720 degrees of INFLUENCE





Visual Storytelling

Advocacy & The Brand Promise

Effective Visuals

Campaign Examples (*Lessons Learned*)

Questions

Trend Lab:
Visual Storytelling





Trend Lab: Visual Storytelling





Trend Lab: Visual Storytelling





Advocacy & The Brand Promise



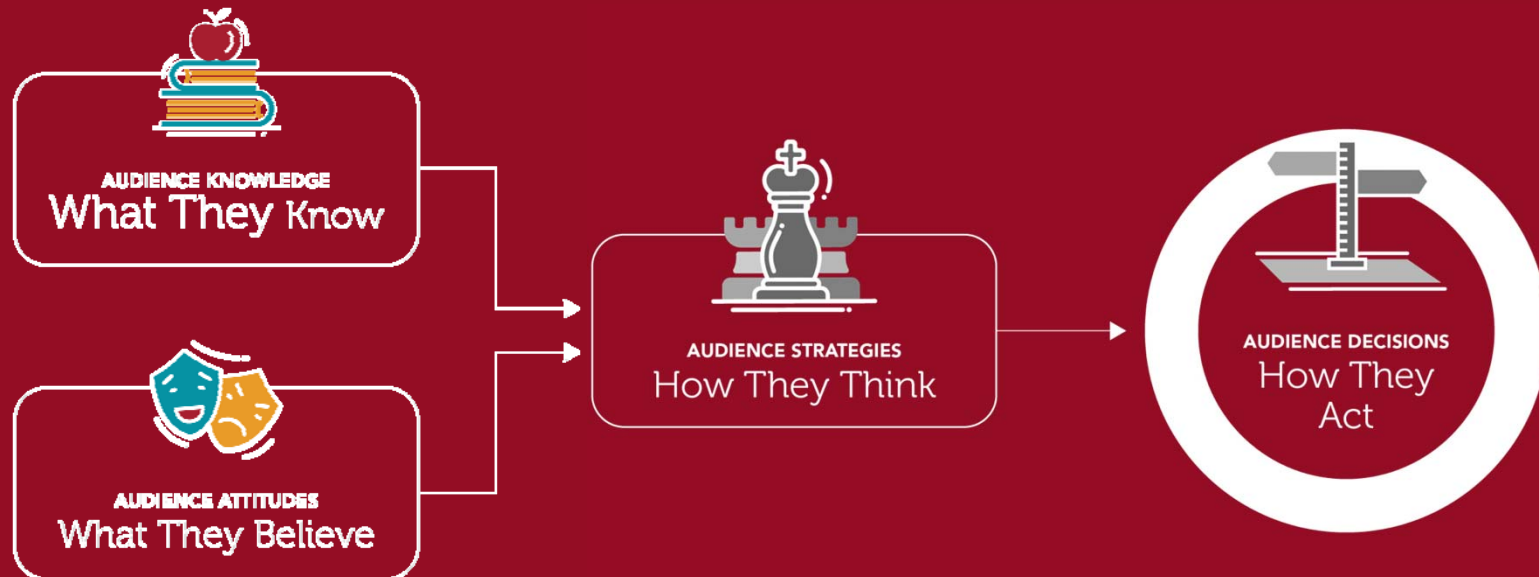
Promise

prom-ise (noun)

A declaration assuring that one
will or will not do something

Advocacy and the Brand Promise

A brand is a *PROMISE OF PERFORMANCE* in advocacy.





What is a brand?

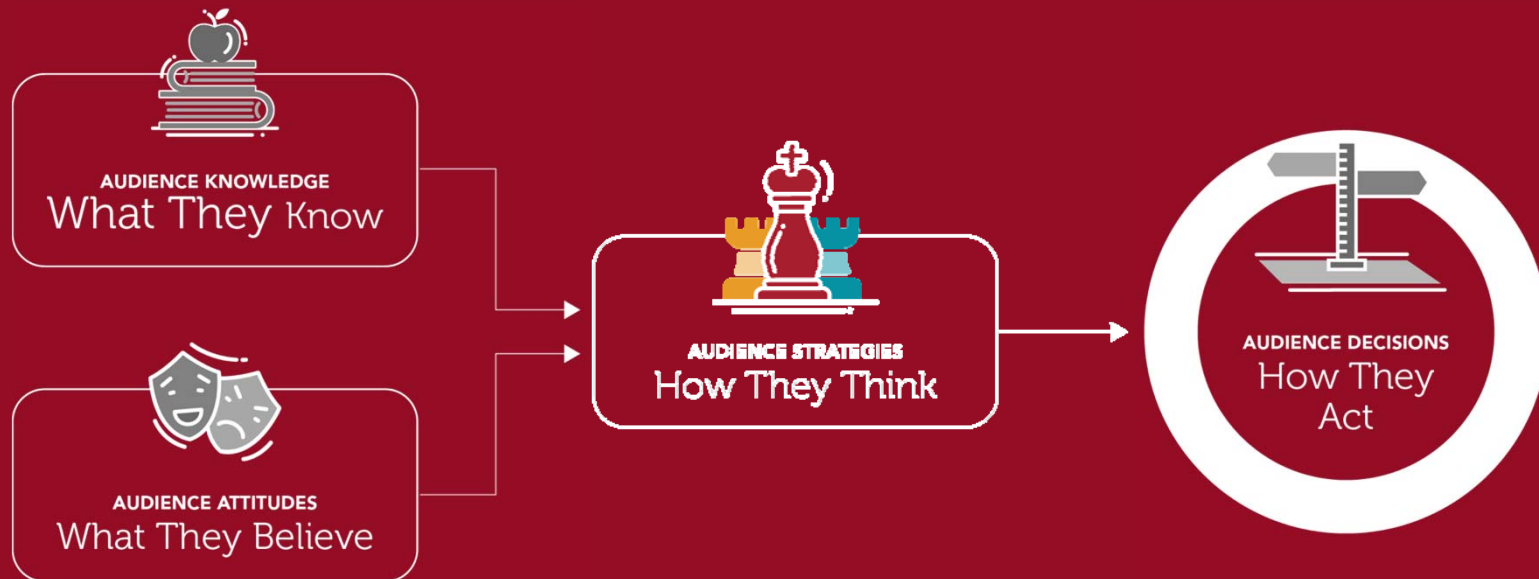
Experience

ex·pe·ri·ence (noun)

something personally encountered,
undergone, or lived through.

Advocacy and the Brand Promise

Advocacy performance is demonstrated by an experience





What is a brand?

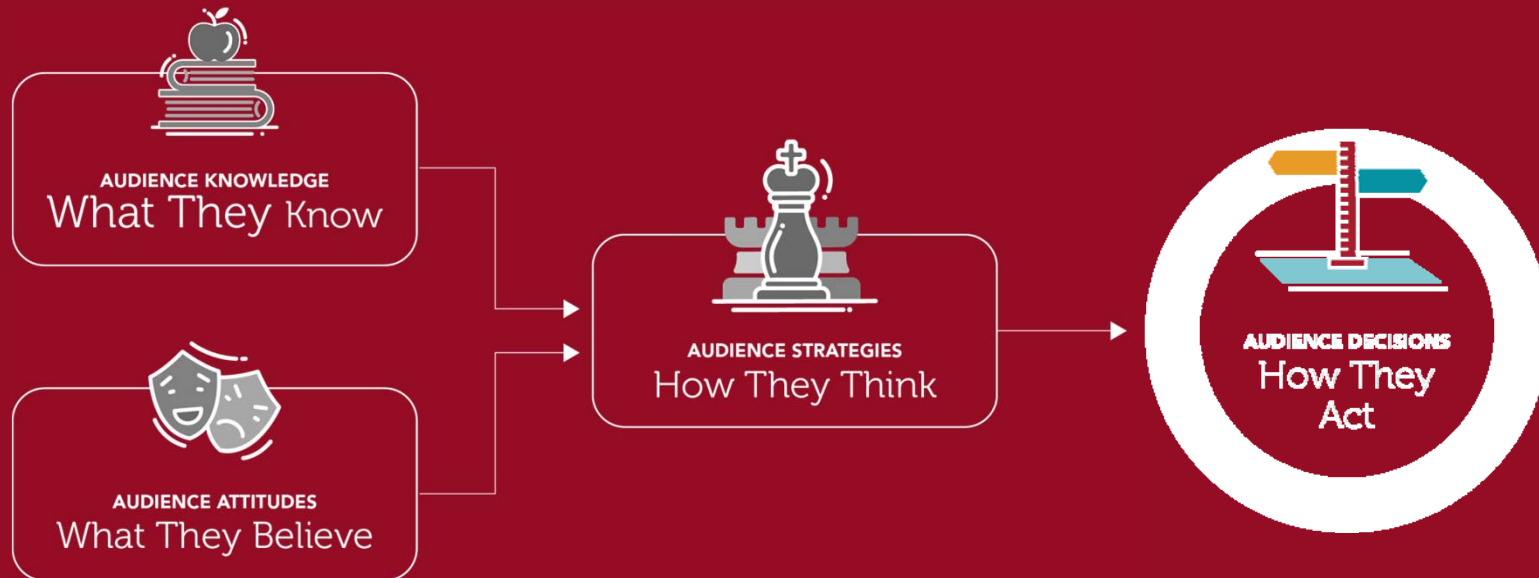
Preference

pref·er·ence (noun):

Selected or chosen to advance to a position.

Advocacy and the Brand Promise

An effective experience results in a preference





Effective Visuals





Effective Visuals

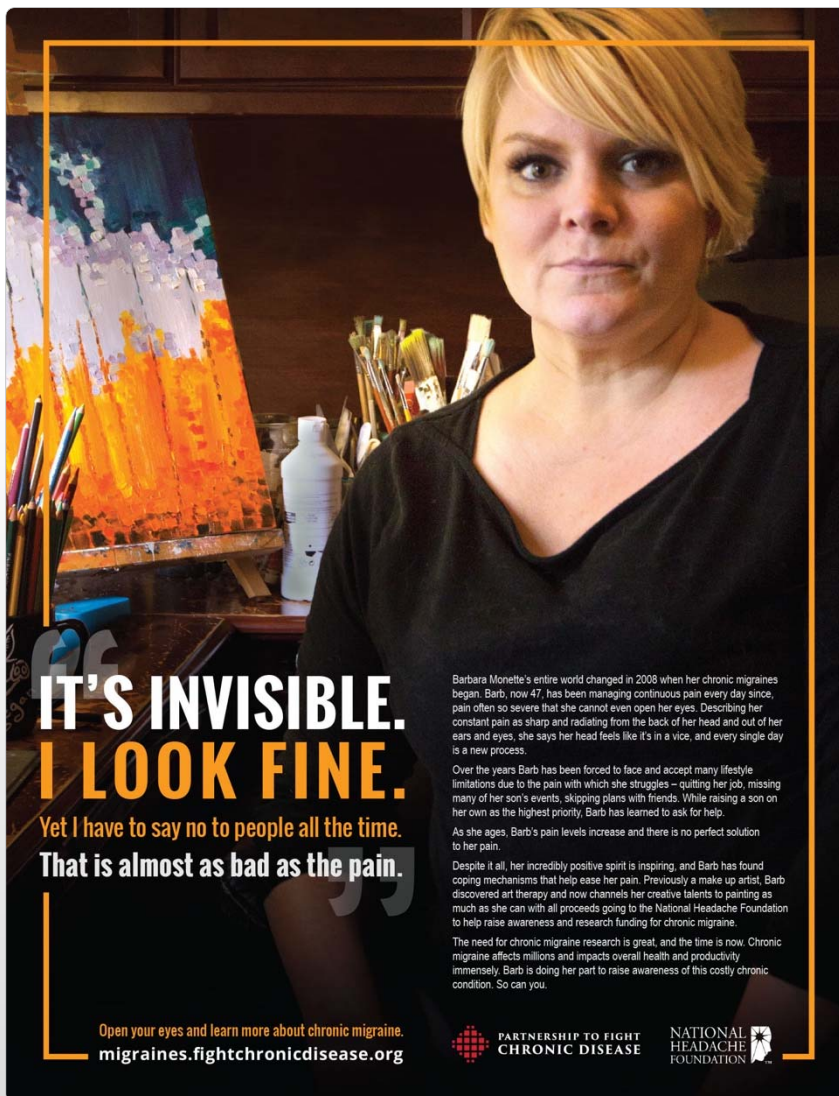
Visually reinforce the following:

- ▮ **Visual Arc** - exposition, rising action, climax, falling action, resolution
- ▮ **Knowledge** - known by its target audience for what it stands for
- ▮ **Esteem** - held in high regard by the target audience

Establish a point of focus



Effective Visuals: Partnership to Fight Chronic Disease



**IT'S INVISIBLE.
I LOOK FINE.**

Yet I have to say no to people all the time.
That is almost as bad as the pain.

Barbara Monette's entire world changed in 2008 when her chronic migraines began. Barb, now 47, has been managing continuous pain every day since, pain often so severe that she cannot even open her eyes. Describing her constant pain as sharp and radiating from the back of her head and out of her ears and eyes, she says her head feels like it's in a vice, and every single day is a new process.


Over the years Barb has been forced to face and accept many lifestyle limitations due to the pain with which she struggles – quitting her job, missing many of her son's events, skipping plans with friends. While raising a son on her own as the highest priority, Barb has learned to ask for help.


As she ages, Barb's pain levels increase and there is no perfect solution to her pain.

Despite it all, her incredibly positive spirit is inspiring, and Barb has found coping mechanisms that help ease her pain. Previously a make up artist, Barb discovered art therapy and now channels her creative talents to painting as much as she can with all proceeds going to the National Headache Foundation to help raise awareness and research funding for chronic migraine.

The need for chronic migraine research is great, and the time is now. Chronic migraine affects millions and impacts overall health and productivity immensely. Barb is doing her part to raise awareness of this costly chronic condition. So can you.

Open your eyes and learn more about chronic migraine.
migraines.fightchronicdisease.org

 PARTNERSHIP TO FIGHT
CHRONIC DISEASE

 NATIONAL
HEADACHE
FOUNDATION

Motion & Video



Effective Visuals: Motion and Video

▮ Visual Focus

- ▮ Depth of field
- ▮ Framing
- ▮ Isolation
- ▮ Subject blocking
- ▮ Effects (e.g. tilt shift)



Effective Visuals: Depth of Field and Framing





Effective Visuals: Framing and Isolation





Effective Visuals: Motion and Video

▮ **Timing creates *emotion*:**

- ▮ Cold opens
- ▮ Quick cuts
- ▮ Transitions

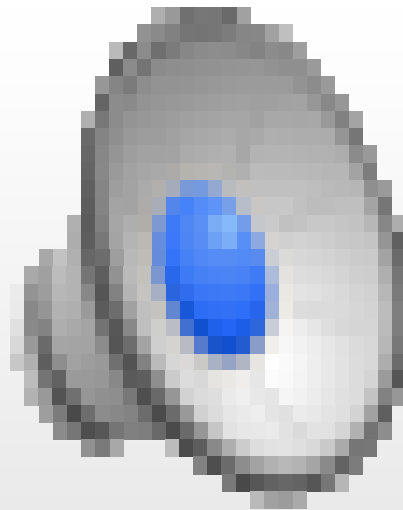
▮ **Kinetic text**

▮ **Motion graphics**

▮ **Lower thirds**



Effective Visuals: Voices of Value Campaign



Messaging should be designed
to be simply impactful



Effective Visuals: Messaging

Typeface, color, contrast, and scale play a vital role

**Like us on
Facebook,
and we will
vaccinate
zero children
against polio.**

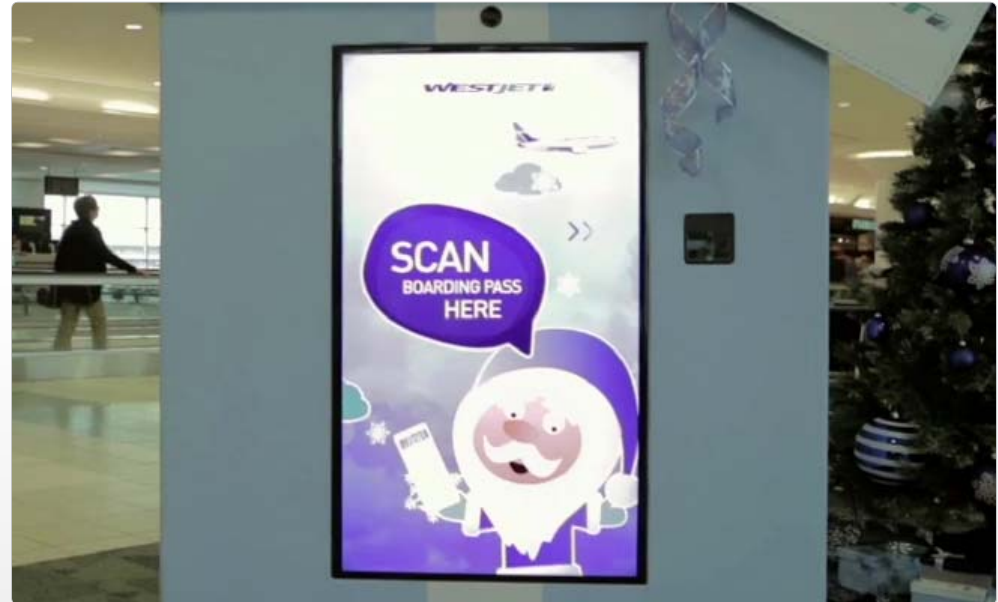


We have nothing against likes, but vaccine costs money. Please buy polio vaccine at unicef.se. It will only cost you 4 €, but will save the lives of 12 children.

unicef 



Effective Visuals: Messaging



Design
attention-grabbing
Calls-to-Action



Effective Visuals: Calls-to-Action

The screenshot displays the ACT for Diabetes website. The header includes the Novo Nordisk logo, the ACT for Diabetes logo with the tagline 'ACHIEVING CHANGE TOGETHER', a search bar, and navigation links for 'novonordisk-us.com', 'Contact Us', 'Site Map', and 'Privacy Policy'. Below the header is a navigation bar with links for 'About', 'Learn', 'ACT', and 'Vote'. The main content area is divided into four sections:

- ACT for Diabetes**: A section titled 'Let's Achieve Change Together!' with a paragraph explaining the mission and a 'Learn More' button.
- Ways to ACT**: A section with three red buttons: 'Contact Congress', 'Find Elected Officials', and 'Sign Up to ACT', each with a right arrow icon.
- Sign Up to Join ACT for Diabetes**: A section with a paragraph explaining the sign-up process and an 'Email' input field with a right arrow icon.
- Vote to End Diabetes**: A section with a paragraph explaining the importance of voting and a 'Learn More' button.

At the bottom of the page is a dark blue banner with the text: 'How many people are living with prediabetes or diabetes?'.



Effective Visuals: Calls-to-Action

The Airlines for America website header features the logo on the left, navigation links (BLOG, NEWS, MEDIA CENTER, and social media icons) on the right, and a central menu with links to THE AIRLINE INDUSTRY, AIRLINE PASSENGERS, POLICY PRIORITIES, DATA & STATISTICS, WE CONNECT THE WORLD, and AIRLINES GIVE BACK. The hero section has a background image of an airplane and contains the text: SAFETY IS OUR #1 PRIORITY, COMMERCIAL AIR TRAVEL REMAINS THE SAFEST PER MILE TRAVELED. A 'Learn more' button with a right arrow is positioned below the text. At the bottom of the hero section are four colored buttons: LATEST NEWS (green), WE CONNECT THE WORLD (blue), FAA REAUTHORIZATION (yellow), and WHY WE FLY (red), each with a plus icon.

Airlines for America®
We Connect the World

BLOG NEWS MEDIA CENTER

THE AIRLINE INDUSTRY AIRLINE PASSENGERS POLICY PRIORITIES DATA & STATISTICS WE CONNECT THE WORLD AIRLINES GIVE BACK

SAFETY IS OUR
#1 PRIORITY
COMMERCIAL AIR TRAVEL REMAINS THE SAFEST PER MILE TRAVELED.

Learn more >

LATEST NEWS + WE CONNECT THE WORLD + FAA REAUTHORIZATION + WHY WE FLY +

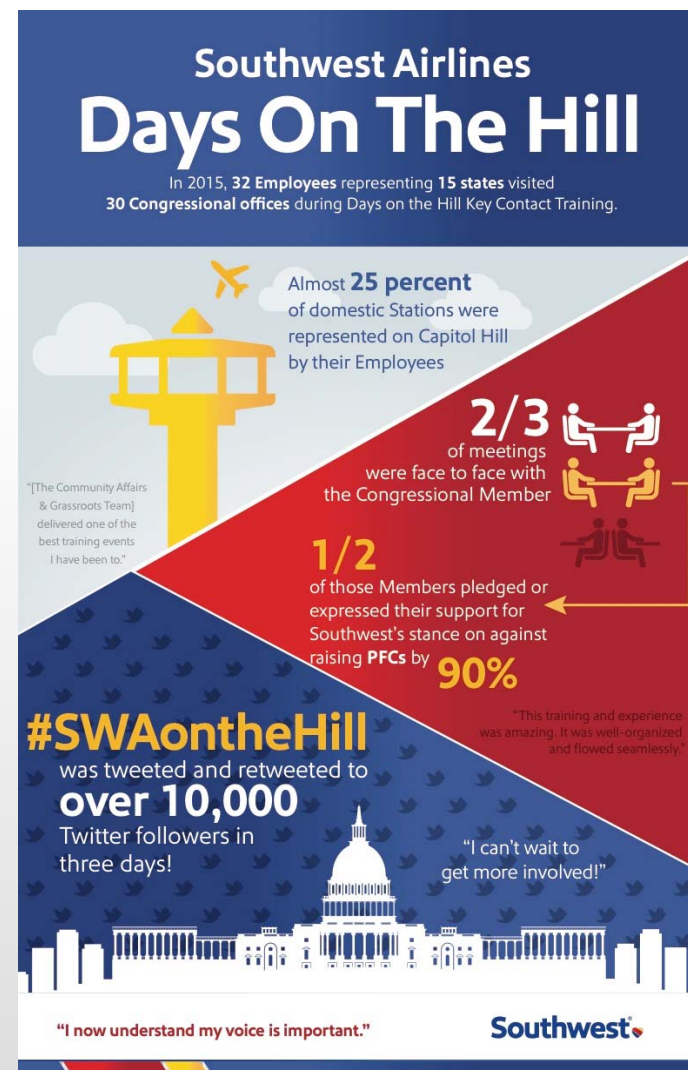
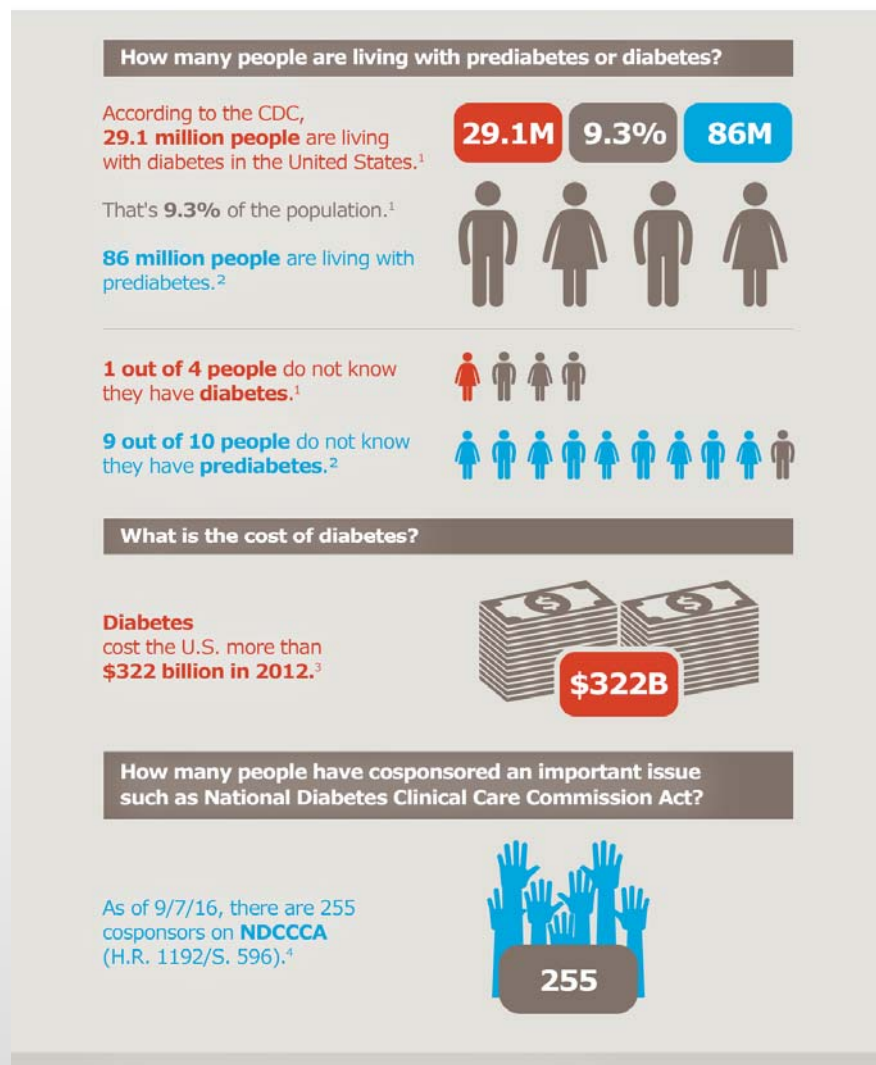


Effective Visuals

Style



Effective Visuals: Style





Effective Visuals

Tools



Effective Visuals: Tools



InVision: Concepting, Art Direction



Illustrator: Vector Illustrations, Typography, Branding, Infographics



Photoshop: Websites, Digital Advertising, Print



Sketch: Websites, Responsive, Mobile



Effective Visuals: Tools



Lightroom: Photography



Canva: Social media and digital advertising

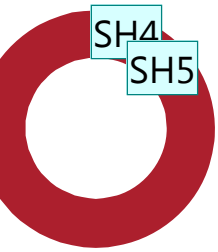


Balsamiq, Axure: Information Architecture

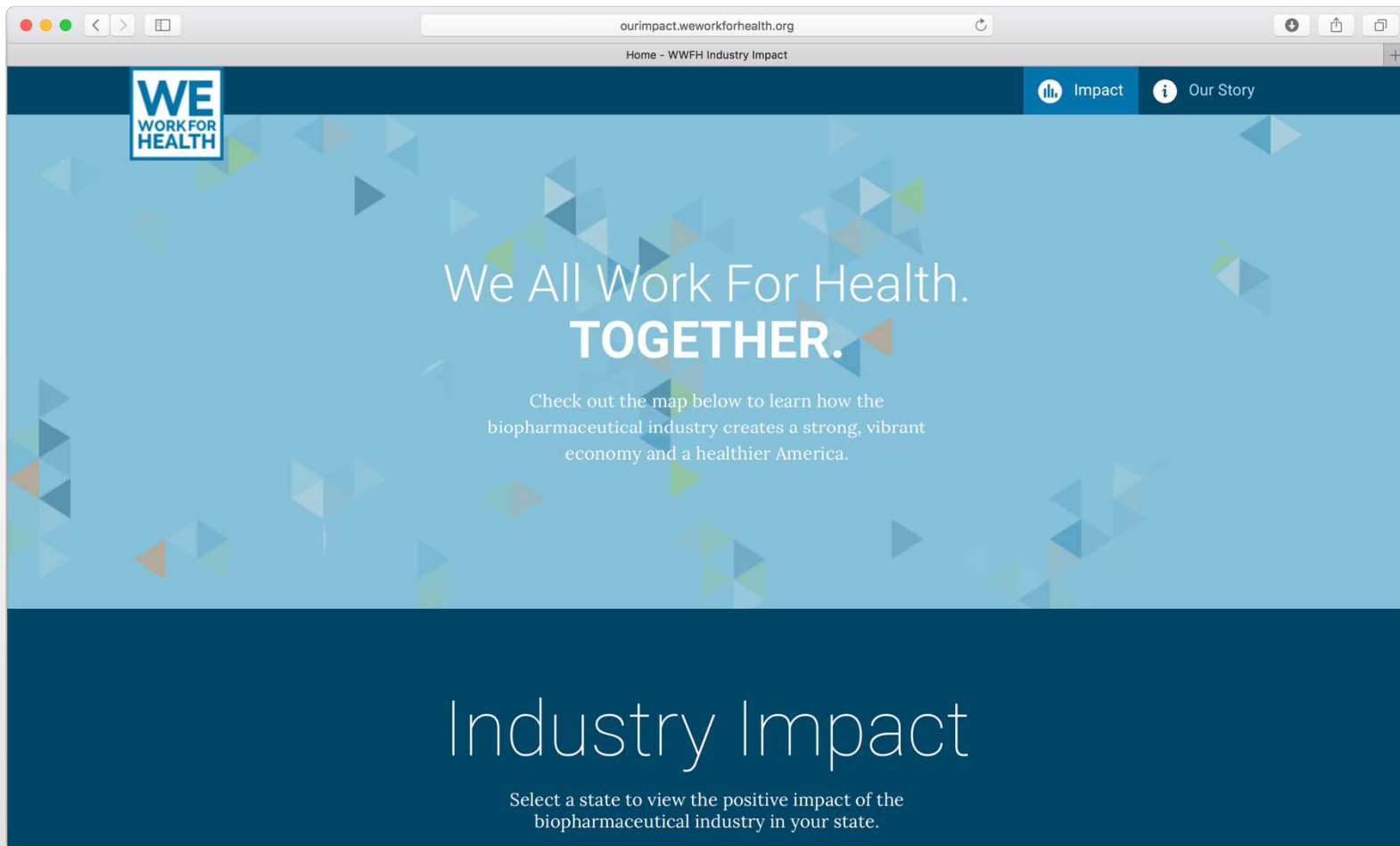


Campaign Examples

Lessons Learned



Campaign Example: WWFH Our Impact



Slide 37

SH4

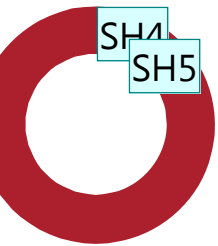
screen shots of the videos

Sara Herbst, 1/26/2017

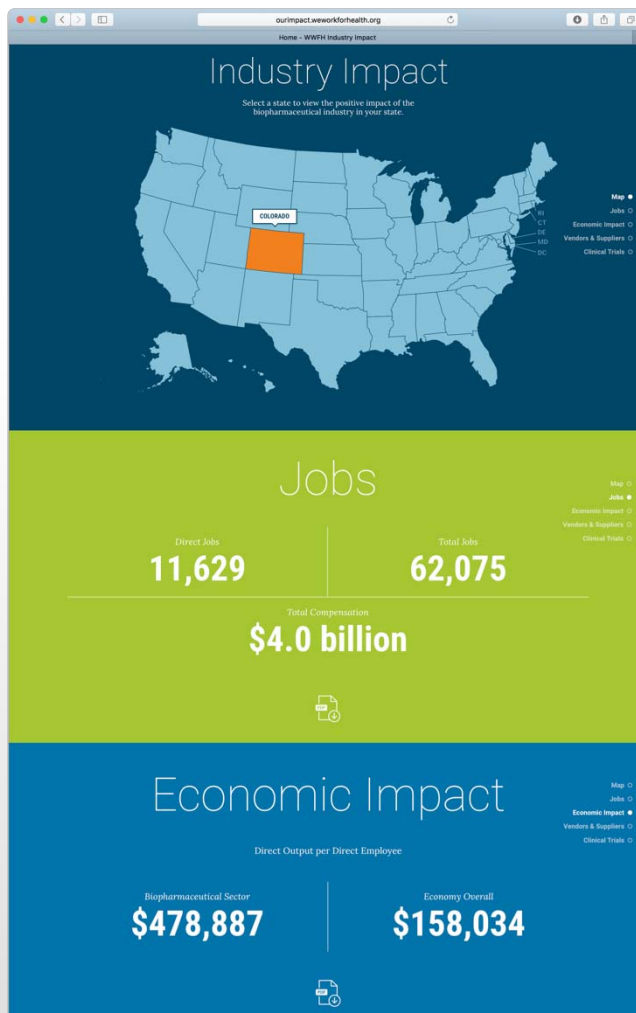
SH5

showcase a few different pages on site

Sara Herbst, 1/26/2017



Campaign Example: WWFH Our Impact



Slide 38

SH4

screen shots of the videos

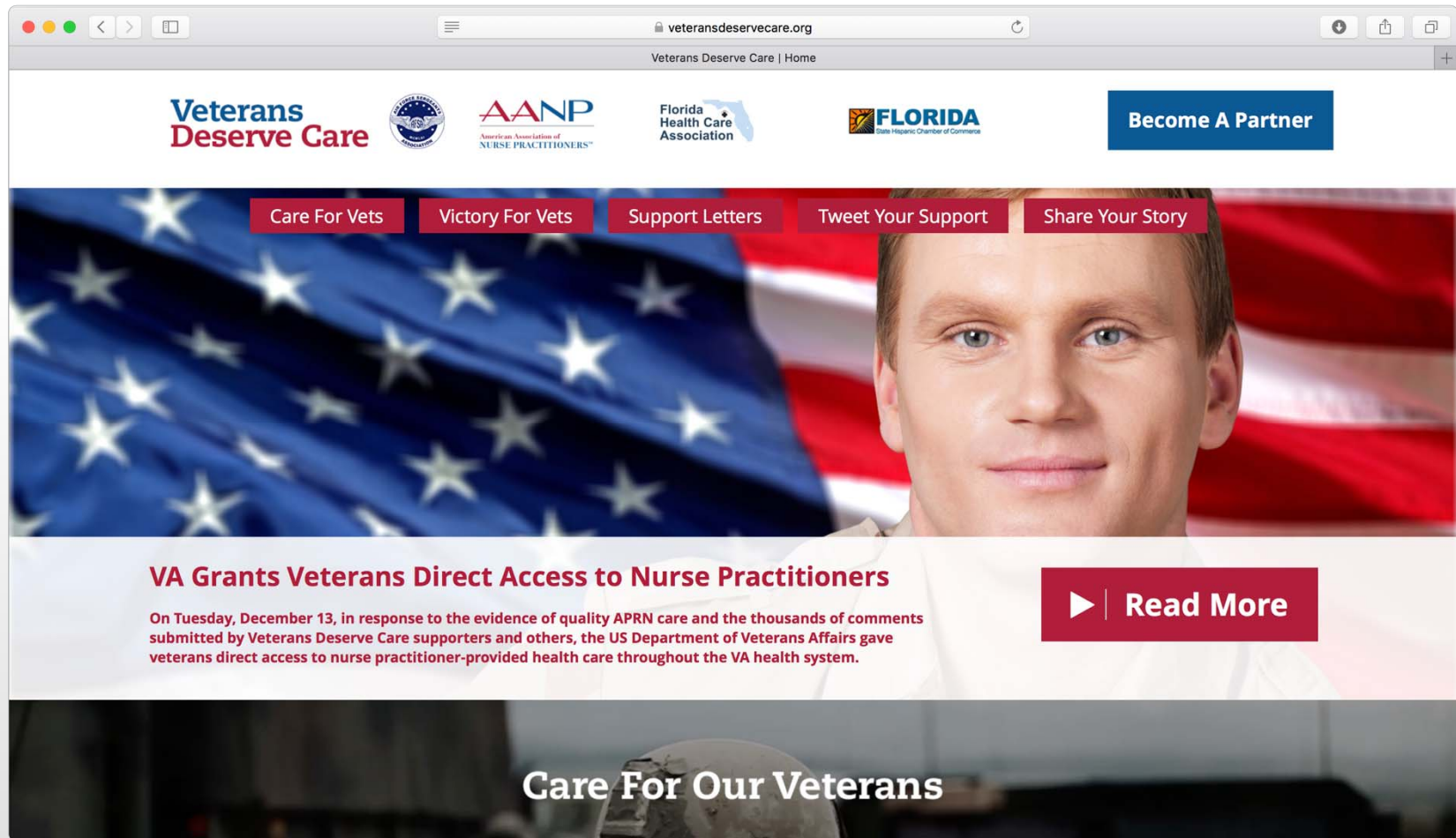
Sara Herbst, 1/26/2017

SH5

showcase a few different pages on site

Sara Herbst, 1/26/2017

Campaign Example: Veterans Deserve Care



Slide 39

SH3

and additional slides with other print materials

Sara Herbst, 1/26/2017



Campaign Example: Veterans Deserve Care

The screenshot shows the homepage of the Veterans Deserve Care website. At the top, there's a video player with a play button and the title "Care For Our Veterans". Below the video, there's a section titled "Victory For Our Heroes" with a photo of a doctor and a veteran, and a "Read More" button. At the bottom, there's a section titled "Support Letters" with a photo of support letters and a "Click Here" button.

Care For Our Veterans

Today, our nation's veterans are waiting to receive health care in the VA health system. Access is essential for those seeking care. View our national television advertisement supporting veterans' health care. [View Our 30-Second Television Spot](#)

Victory For Our Heroes

Thank you for your outstanding contribution to the health of our veterans. The new regulation, scheduled for implementation in January, will help reduce wait times for the more than 500,000 veterans waiting 30-days or longer for care and ensure them the high-quality health care they deserve. This remarkable progress would not have been possible without your efforts. Today, we pledge to continue working with the VA and the incoming administration to ensure this rule is implemented swiftly and efficiently so that veterans can receive the health care they need and deserve.

[Read More](#)

Support Letters

Through the efforts of Veterans Deserve Care, over 65,000 veterans, their families, caregivers and supporters have provided comment letters in support of the proposed Veterans Administration Rule. Read what supporters of the rule had to say.

[Click Here](#)

The screenshot shows the sidebar of the Veterans Deserve Care website. It features a "Tweet Your Support" section with a "Tweet Your Support" button. Below that is a "Share Your VA Health Story" section with a "Share Your Story" button. At the bottom, there's a navigation bar with links to "Care For Vets", "Victory For Vets", "Support Letters", "Tweet Your Support", and "Share Your Story". The footer includes the "Veterans Deserve Care" logo, the AANP logo, and contact information for the AANP Office of Government Affairs.

Tweet Your Support

We spoke and the VA listened. Continue to show your support and share with your networks our tremendous victory to the health of our veterans. Don't forget to use our hashtag #VetsDeserveCare!

[Tweet Your Support](#)

Share Your VA Health Story

Whether you or a loved one has served our country and received care at a VA facility, or you provided care or simply want the best care for our heroes, share your story with Veterans Deserve Care- in your own words.

[Share Your Story](#)

[Care For Vets](#) [Victory For Vets](#) [Support Letters](#) [Tweet Your Support](#) [Share Your Story](#)

Veterans Deserve Care | **AANP**
American Association of Nurse Practitioners

AANP Office of Government Affairs
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Suite 525
Alexandria, VA 22314
vetsdeservecare@aanp.org

[Twitter](#) [Facebook](#) [YouTube](#)



Key Takeaways



Key Takeaways

- ▮ **Brand Promise**
- ▮ **Transformative Experience**
- ▮ **Focus**
- ▮ **Style**

The image is a horizontal composition. The central portion is a solid red rectangle. Overlaid on this red area is the word "Questions?" in a white, sans-serif font. To the left and right of the red rectangle are two vertical panels. Each panel shows a close-up of several hands raised, palms facing forward, against a light, out-of-focus background. The hands appear to be of various skin tones, suggesting a diverse group of people. The overall composition is clean and modern, with a clear focus on the central text.

Questions?

shape your influence



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