

- appeal to 4 ppl → actively appeal to 1.
- Should a brand jump on the bandwagon? or pick new ground?
 - Earlier, broadcasting (generic message) - earlier; now - narrowcasting (specific messages).
 - Earlier brands broadcasted; now, hyper relevant specific emails/messages are done/read.
 - eg. Mahindra pick-up truck ads - never shown/recommended to urban consumers; targeted towards rural and in specific geogr.
- Choosing to

AUDIENCE STRATEGY

I. Primary audience: Known/unknown

- CUSTOMISATION IS KEY.
- Identify who, why, what, how, when of the communication
 - Demographics, interests & prefs, challenging/withdrawn tendencies, preferred level of detail
 - Identify key influencers in your audience
 - Identify what your audience already knows - via age, educaⁿ, occupation, ethnicity, gender, culture
 - House of Cards was ~~not~~ created & mapped to what audience wanted - Netflix created what the audience wanted
 - eg. Marvel vs DC - primary/early aud - comic book fans; also
 - ⊗ catered to new fans via origin story movies | references to comics
 ↳ only panders to comic book fans
 - ⊗ gives narrative arc - origin → end ⊗ Identifiability + Aspirational
 - ⊗ makes ppl invested in the characters
 - ↳ Marvel did both in the Trilogy PwB - core aud + new aud.
 ↳ tell stories of flaws etc - via 'hero's journey'
 - Will never get a homogeneous audience - need to narrowcast, can't broadcast anymore

11/8/2022

II. Audience Strategy contd.: - What do they know?

- Theory that every single writer has its own narrative strategy.

III. Audience Memory Curve

- Ken Bias - if you ask the audience to invest their time, they'll appreciate it more. Eg. parents leaving children; cost of labour is high in Europe & (care, home-making - unpaid labour, unpaid) led to the's furniture would more likely to repair rather than discard ← "take that one has made" more likely to defend it

- Ben Franklin effect - if you can get your audience committed to an idea, they are more likely to defend it. Eg. Demonstration speech Nedi - ppl stood in queues, rationale: "doing it for my country". Lockdown & once one has committed to an idea, it's hard to go back; more likely to defend as much as death during Bengal famine as the Holocaust yet lauded as the hero of WWII.

Used by brands all the time!

step 1: "I need your help" (for the greater good)

step 2: "I need some more help" (reduces resistance)

step 3: "I could not deliver"

step 4: "Help!"

step 5: "Celebrate you!" (regardless of success)

Different brands have diff. processes - Eg. Elon Musk vs Steve Jobs (strong leader showing honesty, vulnerability; a person to admire, not an too official & criticize/question telling a narrative to your audience - merit of the job done (regarding tangible outcome) → manipulative, effective

Can use for my stuff (propaganda) → good/bad during Holocaust; or good

(1) Ask a favour from your audience

(2) Re-defeat success

(3) Showcase humility & honesty

(4) Redirect success

← (5) audience is invested, will take criticism personally

- defused
 Ogilvy → Tempered Promise; Politicians use it - "MAGA", "Acche din"
 - Cole, Nussbaumer, Knaflic - Data Storytelling - Read! → permanently using data

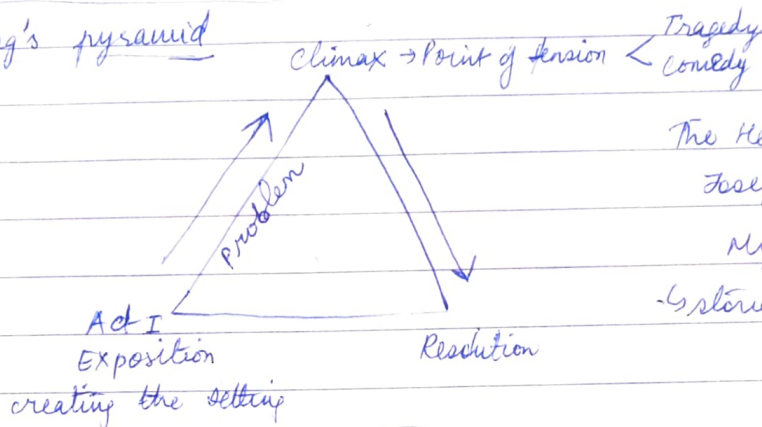
Takeaway:

★

Can you get audience invested? Like they own the ideas you are sharing, like an Ikea table? Like their opinion matters?

PERSUASION FRAMEWORKS

- Freytag's pyramid



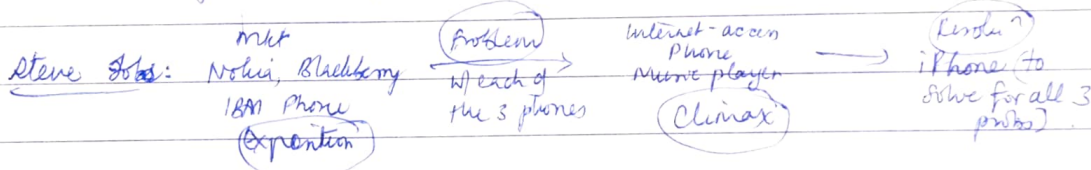
The Hero's Journey -

Joseph Campbell (OR)

Myths & Monsters - Netflix

↳ stories are similar across cultures

Checkhov's Gun



Seminar 5

16/08/22

Audience Memory Curve

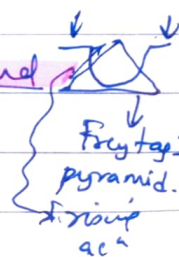
- ↳ Primacy / Recency effect → the more recent, more likely to remember
- ↳ refrain in a song is what one remembers
- ↳ 'Just do it' for Nike

- tend to remember what's said @ the beginning & end

How to leverage?

- ↳ Rising action in Freytag done when ^{audience} most likely to zone out (as part of audience memory)

eg: iPhone ~~at~~ - music, internet ... repeated
 "but Brutus is an honorable man" in J-C. ... repeated



Freytag's pyramid.
 rising ac

elements of a story

- Plot** driven by causality i.e. link the sequence of events

eg. The Queen died, and then the King died of grief

Characters, that the audience can identify / ascribe to

Think of good brands where you can identify / ascribe to

(Rescuepup story for fire brand; anthropomorphization)

eg. Hutch - ad w/ loyal pup \Rightarrow loyalty of network
- Conflict**

Who do you make the hero? Most brands make the audience the hero \Rightarrow k'Oral \Rightarrow you're worth it, Nike - you can just do it, etc.

Conflict can arise from (1) external consideration (2) internal states (3) philosophical dilemmas

eg. (1) Ghost of Kiev symbolizes hope; can aspire to defeat Russia

Maggi's comeback after lead incident - mother preparing for her child in ad - Tell us your Maggi story

Toyota \Rightarrow problem in brakes \Rightarrow solve by presenting brand as a story
- The Moral/Message** - "storytelling reveals meaning into committing the error of defining it" (Remember Ikea effect, Ben Franklin effect) \Rightarrow let the audience come to the conclusion themselves, to \uparrow their commitment

- eg. "What are your thoughts?" \Rightarrow highlight incident \neq just tell

eg. Apple's ad \Rightarrow are you the creative laptop? or corporate person?

unread novels, musical notes, tv ideas

eg. HSBC ad - Museum of procrastination - HSBC will help you act on whatever you're procrastinating on \Rightarrow helper figure / evader

putting audience @ the center

Conflict - internal

\Rightarrow granddaughter fulfilling bucket list

eg. Vodafone - "Power to you" ad. \rightarrow demonstrate why some ad is a good brand communication / some speaker is good / song / TV series

helps one do audience analysis \leftarrow when are they positioning w/ you (the audience)?

- (4) **The Moral/Message** - "storytelling reveals meaning into committing the error of defining it" (Remember Ikea effect, Ben Franklin effect) \Rightarrow let the audience come to the conclusion themselves, to \uparrow their commitment

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(Harvard)
Marshall Ganz - Public Narrative

- Self & 'Other' → other than self & selves that you identify with
→ divisive concept → community, clan etc.
distanced & dehumanised.

Public narrative tries to bridge the gap b/w self & others

connect the story of the self (individual narrative) w/ the story of the other (public narrative)

eg. 'stay hungry, stay foolish'; Jobs connecting 3 personal anecdotes to leadership

STRATEGY

(critical reflection on analysis experience)

Position → Reason → Evidence

↳

et. Snaggy:

"freedom from hunger"

↳ Persuasion (hook, plot structure)

↳ Reason for positioning → imp. in argumentation

NARRATIVE (storytelling of experience)

why;

Affective; Pathos; Motivation.

↳ by rational pursuit? emotional? humiliation?

Strategy & Narrative → Shared Understanding leads to ACTION

- Stories draw on our emotions & show our values in action, helping us feel what matters rather than just thinking about or telling others what matters!

values → emotions → actions.

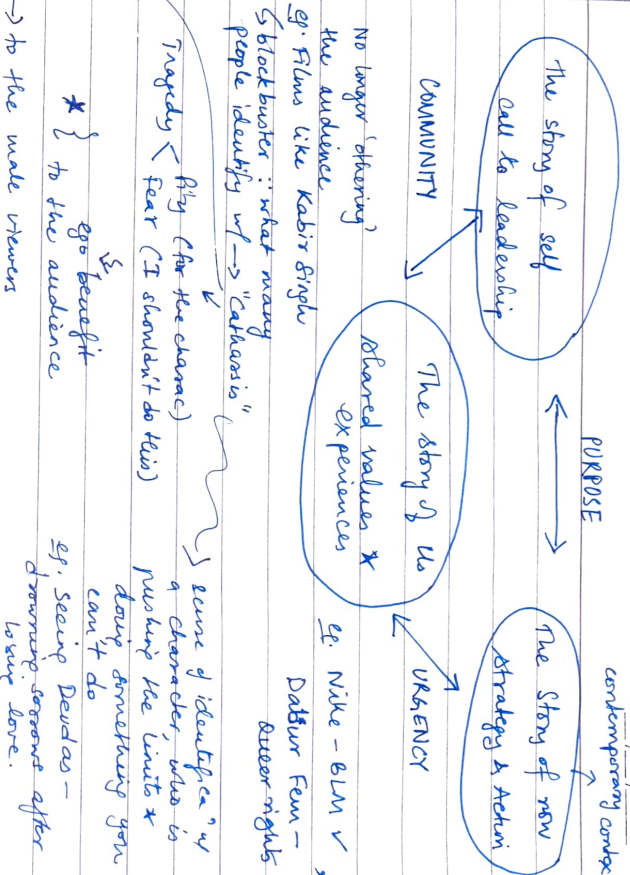
- Action inhibitors & action motivators

inertia → urgency, apathy → anger, fear → hope, isolation → solidarity,
self-doubt → you can make a difference.
govts, public policy on young ppl w/ mental health

- Challenge → Choice → Outcome

↳ unexpected, urgent (conflict)

ethos
logos - fallacies



- Activity on Challenge -> Choice -> Outcome
- Giving Feedback: Focusing in (what did I want to hear more about)
Gaps, focusing out (could hear less of)

Challenge: waking up early -> discipline, workload etc etc.
Other Choice: motivations (or not)
Entrance: Prank; Sleep etc. (Takeaway: It's ok!).
urgency & common narrative

HW: Prep/prepare/challenge-c-o/narrated.
Craft an answer for ~~the~~ "tell me something abt yourself" w/o referring to anything on your CV (who are you outside your CV)

Public speaking assignment -> next 1-2 class 3-4 min speech, ^{will be recorded}

Content - Research & Structure of speech, use of persuasion strategies, use of credibility and audience benefit, use of cond. strategy
Delivery - Tone, pitch, body language

End-term -> class notes & slides, discussion, readings -> case study

Seminar

18/08/22

(*) Betty Friedan - Anxiety faced by women in the suburbs
one of the starting pts of 2nd wave feminism ~ (Kerri can Fries off)

Principles of Persuasion (HBR's 10 must-reads on communication)

↳ Science or Art?

1) Liking: Similarity, praise, charm
establishing common ground
eg. Tupperware - went to women in suburbs, esp those who were well-liked ~ to be used in barbecues

2) Reciprocity: Re-paying in kind (The Gift, American Veterans)
Marcel Mauss: to establish humankind, formulated groups (to ward off predators) by giving gifts
origins of marriage - peace b/w 2 sparring tribes / kingdoms by "gifting" b/w themselves ~> dowry

a social construct to ensure peace
↓
individual revalue: cornerstone of capitalism → motivating ppl to work ∴ need to take care of kids ② kids → future labor.

When given a gift, we have an evolutionary / innate desire to regift something of a commensurate value eg. loans for gift giving during marriage (tangible)
also, intangible

Make the audience feel connected by giving them something leveraging this evot. impulse

American Veterans - NGO

↳ To collect donations, offered a sticker "I ~~collect~~ support American vets" → 18% ↑ in donation received → obliged to donate

3) Social proof: Horizontal influence influences the vertical
eg. ① NYC wallets - NYT article "True New Yorkers return wallets"
② Cases of foreign tourists being harassed → Aithi Devo Bhara ad
③ Polio ad - Amitabh Bachchan

inst. of 'reflects on badlis', you 'reflects on your community' badly

4) Consistency: Written, public, voluntary commitments
L ~ not so much in spoken comms.

5) Authority: establish expertise & specialisation
eg. CV points establish expertise to your potential employer.
eg. NYT lead to 4/7 shift

6) Scarcity : The power of exclusivity

- ↳ falsely creating it as well; eg. Tomato Gold; Salt scarcity; Toilet paper hoarding during COVID; Tom Sawyer & whitewashing the fence.
- ↳ ban a book & then ↑ ppl will want to read it

DELIVERY

• Darwin: Expressions of the emotions in man & animals

→ Language is recent; facial expressions utilised as external evidence of humans' internal states

→ Gene by Siddhartha Mukherjee

• Gesture / Posture / Movement

↳ connecting the words/thoughts to the actions "show" ^{reinforce}

↳ "the give" : palms up & move about

↳ "chop" : making a specific pt

↳ ≠ hands in pockets / hips, ≠ interlock hands in the front & back

≠ close to body → ≠ welcoming

• Tone / Pitch / Pace

↳ ^{various} use silence to emphasise; ↑ pace to ↑ excitement

↳ Staccato: pause after every word → laying emphasis

↳ Connect b/w the words, fluid

→ use a mix of it; breaks monotony; vary tone as well

↳ tells the audience what's important

↓
speaking from the gut, ↑ base, ↑ authority

• Craft your own voice - consistency - humor, or grounded, factual

Examples:

- still I rise - Maya Angelou
- Benedict Cumberbatch reading letter