

## Inspiring action: creating effective materials

### effective materials must...

- ◆ appreciate the audience's point of view
- ◆ apply the 7+ Cs of effective communication (see below)
- ◆ be pre-tested on the intended audiences and gatekeepers

### the 7+ Cs of effective communication

- ◆ command attention
- ◆ clarify the message within the cultural context, social values & political priorities
- ◆ communicate a benefit, make a believable promise & sell hope
- ◆ consistency counts, focus on 'one sight, one sound' to support the key benefits
- ◆ cater to the heart and the head, make emotional appeals to deeply held values
- ◆ create trust, speaking directly to the individual audience members
- ◆ call for action
- ◆ calculate the results



### to develop the materials...

- ◆ review the existing research and brainstorm to develop the creative concept
- ◆ this is the overall creative context in which the key message will be presented
- ◆ identify the key benefit that resonates most with the audience segment's values
- ◆ pre-test your creative concept and then revise as need
- ◆ secure feedback from members of the intended audience & gatekeepers to ensure that the concepts and materials will be socially and politically relevant
- ◆ pre-testing is an investment in success, not a cost
- ◆ write the draft script and text
- ◆ use the best talents available!
- ◆ select the images and the storyboard
- ◆ pre-test your storyboard and rough media layout, and revise as needed
- ◆ produce your final materials
- ◆ put your strategy into action!!!