Rebranding Migration

How migrations will help us to tell the reality in another way and viceversa

porCausa

research, journalism & migration

WE WORK IN A 3 STEP STRATEGY

1.   The **RULES**

3 rules
Avoid reactive messages
Avoid the *"we" vs "they"*
Speak about emotions and avoid data

4 considerations
Substitutive speech
Local approach
Subconscious perception
Coca-Cola effect

2. The **SLOGANS**

We create slogans by applying the 7 rules and within 3 main frames:

- **NATURALIZATION**
- **FUTURE**
- **CULTURAL WEALTH**

Following 3 steps:
- CREATE (Meme+Channel)
- TEST
- AMEND

3. The **DISSEMINATION**

We disseminate our knowledge by sharing the 7 rules, training people and spreading the slogans and refine them through a 4 steps system:

PRESENT the know-how
CHECK the slogans
AMEND the slogans
RECOVER NEW IDEAS

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RULES FOR A **NEW STORYTELLING**

3 **RULES**

Avoid reactive messages

Avoid the *"we" vs "they"*

Construct over emotions and not over data

4 CONSIDERATIONS

SUBSTITUTIVE SPEECH

LOCAL APPROACH

SUBCONSCIOUS PERCEPTION

COCA-COLA EFFECT

3 **RULES**

To avoid reactive messages

The first launched idea it is the one that stays.
A reaction on the prevailing framework just makes the orginal one bigger.
The story you don´t tell does not exist.

We need to create NEW STORIES AND FRAMES and REPEAT THEM LIKE MANTRAS (*repetition is the mother of learning*)

To avoid the we vs they

We are used to polarized into Good & Evil.
The word Migrant is categorized, it makes us feel pain, fear, or hate.
Refugee is a legal term which turns migrants rights into categories.
"They need your help" discriminates and victimizes.

We must avoid or redefine the term Migrant There is no 'we" or 'they', WE ARE ALL MIGRANTS

To construct over emotions

Data is difficult to remember.
Data can be denied and can easily get discredited.
Perception would never be overcome by data.
ex: Brexit (the movie)

Migration has to be told through emotions using data only as an storytelling tool

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4 CONSIDERATIONS (1/2)

SUBSTITUTIVE SPEECH

Nobody likes to be told: "you are wrong"
Compliments automatically improve receptiveness.
Polarization feeds hate speeches (we want to reach around ⅓ of the audience, the swing voters).
Love creates love ("Make empathy great again").
It's not a matter of winning the war, but avoiding it.

WE NEED STORIES SUITABLE FOR ANY AUDIENCE

LOCAL APPROACH

It's very difficult to create endorsement and concern on stories about too general, too wide or too distant events.
Abstract issues make us feel powerless.
The local, the daily life make us feel like AGENTS OF CHANGE.
Local is real, is measurable, is approachable. It is EMPATHY.

ALTERNATIVE STORYTELLING GROWS RAPIDLY IN LOCAL ENVIRONMENTS

SUBCONSCIOUS PERCEPTION

COCA-COLA EFFECT

The subconscious perception percibes migration as an issue => any positive message has to break this subconscious barrier.
Changing the subconscious perception is hard and takes time.

When we create a story we have to bear in mind that people subconscious will be open to negative messages and more resistant to positive approaches

What do we want to drink when we are thirsty…? A brown liquid with the best global branding ever.

REBRANDING NEEDS CREATIVE AND MARKETING TOOLS

THREE MAIN FRAMES FOR NEW STORYTELLING

In order to create the slogans, we are working on 3 narrative frames:

NATURALIZATION of Migrations
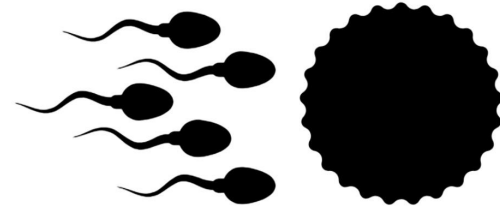
FUTURE of our children

Migration is a CULTURAL WEALTH

*We are still working on more topics

NATURALIZATION of migration

Migration is a natural phenomenon.

History of humanity is a story of migration.

Using academic fields like: biology, history, anthropology, etc.

Life Begins with Migration.

FUTURE

It is very difficult to change the individual perception of the past or the present. But we can **change the vision of the future**.

Using family and future generations, history, psychology, (you rather quit smoking for your children than for a future lung cancer).

"You don't know which skin tone your grandchild is going to have" (Or in what side of the wall they will born).

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MIGRATION'S CULTURAL WEALTH

The richest and most significant pleasures and social treasures come from migration as a cultural wealth: food, music, arts, sciences and ways of living.

More over everything we eat, think or live with is a result of migration. And that make us wealthy.

Spanish "tortilla" is the result of three ingredients that come from different parts of the world.

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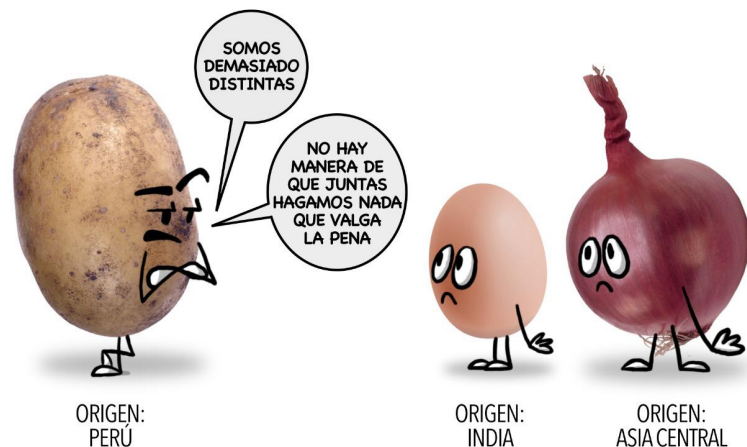
WHAT'S NEXT

WE HAVE THE RULES, WE HAVE THE NARRATIVE FRAMES AND NOW WE WANT:

2. The **SLOGANS**

- CREATE MORE SLOGANS AND WORK IN MORE CHANNELS (journalism, music, plastic arts, TV shows, e-sports, etc.).

- TEST THE SLOGANS IN ORDER TO AMEND THEM.

3. The **DISSEMINATION**

- REACH AS MANY FORA AS POSSIBLE TO DISSEMINATE OUR KNOWLEDGE FOCUSING IN THE SWING AUDIENCES.

- INCREASE AND ENRICH OUR WORKING TEAM TO BE ABLE TO BOOST OUR NETWORK.

THANK YOU FOR YOUR ATTENTION.
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