





PROBLEMS



SOLUTIONS

THREAT



OPPORTUNITY

HOPE-BASED COMMUNICATIONS

VICTIMS



HEROES

AGAINST



FOR



HOPE-BASED COMMUNICATIONS IN FIVE STEPS

PROBLEM  **SOLUTION**

***OFFER ALTERNATIVE
POSSIBILITIES***

WHAT THE ECONOMY IS AND HOW IT WORKS



Economy as Container

People saw the nation as functioning like a pot, with people putting in (contributing) or taking out (draining).



Economy as Money

Discussions of the economy are nearly always about money and people often drew on the metaphor of circulation.

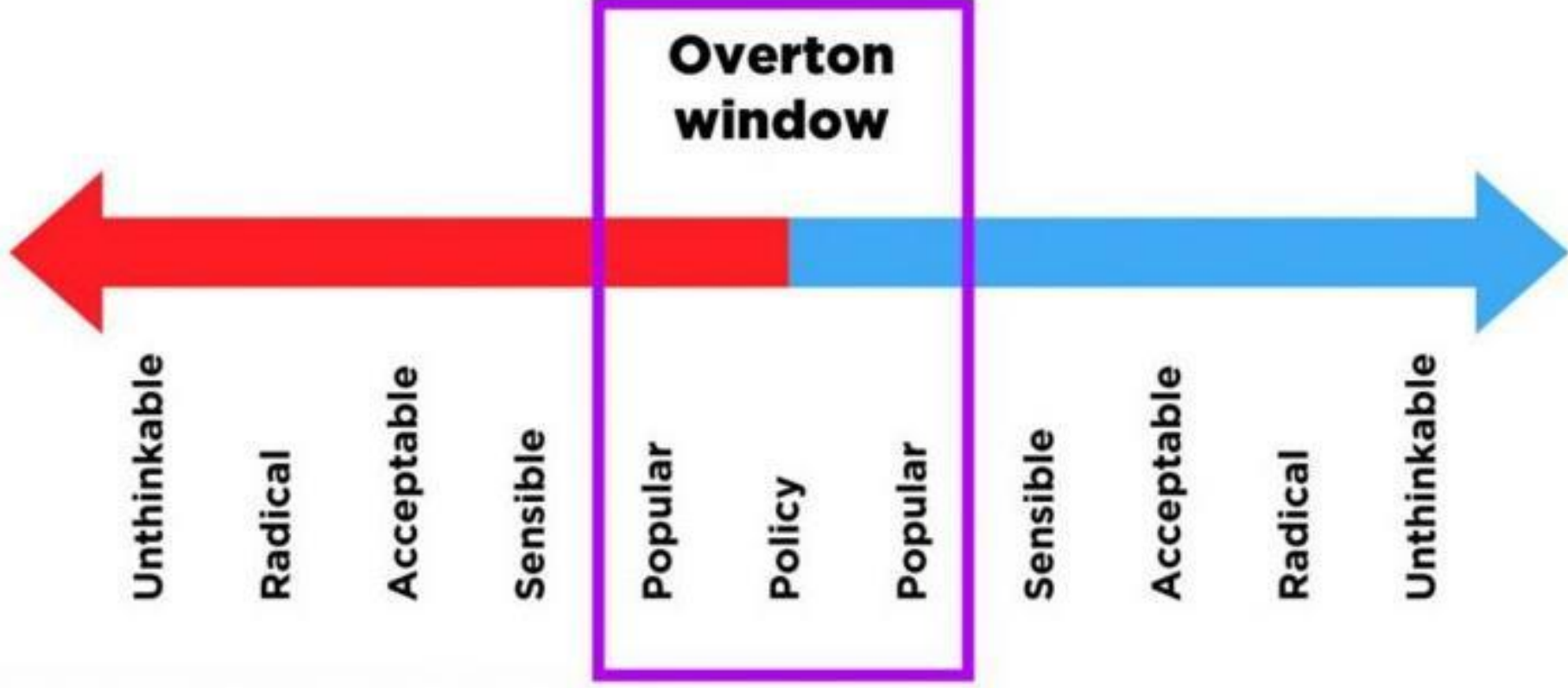


**FRAMING
THE
ECONOMY**

How to win the case for a better system...

**GOOD MESSAGING IS NOT ABOUT SAYING
WHAT'S POPULAR.**

**IT'S ABOUT MAKING POPULAR WHAT
NEEDS TO BE SAID.**









The Daily Wire 
@realDailyWire

Follow



WATCH: Amnesty International Makes Creep-tastic Video Showing 'Sleeping Beauty' Being Sexually Assaulted



WATCH: Amnesty International Makes Creep-tastic Video Showing 'Sleeping ...

Amnesty International is jumping on the anti-Disney bandwagon — like celebrities Kristen Bell and Keira Knightley — calling out "fairy tales" for anti-feminist scenarios, dailywire.com

10:06 PM - 22 Oct 2018

3 Retweets 35 Likes



 14

 3

 35



HOPE-BASED COMMUNICATIONS IN FIVE STEPS

THREAT  **OPPORTUNITY**

***SHOW HOW PEOPLE
MAKE CHANGE HAPPEN***

New Evolved Higher Brain

Abundance

Confidence

Joy

New Evolved
Higher Brain

Old Lower
Survival Brain

Anxiety

Worry

Stress

Old Lower Survival Brain





BREAKING POINT

The EU has failed us all

We must break free of the EU and take back control

Leave t

OR



08



EU LEADERS MUST NOT TURN THEIR BACK ON REFUGEES

Fear and fences won't protect us – solidarity and compassion will.

CAMPAIGNS

EUROPE AND CENTRAL ASIA · REFUGEES

© Christopher Furlong/Getty Images



ORIGINAL K...
A RACIST
DISGRACE
www.g...
www.g...

Freedom,
safety &
peace

SOS
MANUS

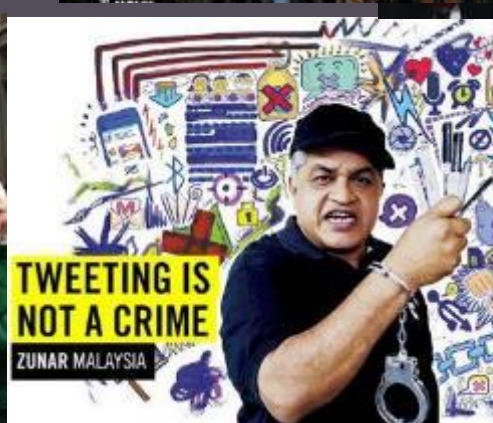
BRING
THEM
HERE

STOP THE
TORTURE &

edon...
sity &
ace

BRING THEM HERE







#BeatMe

at standing tall

MUNIBA MAZARI
UN WOMEN AMBASSADOR FOR PAKISTAN & MOTIVATIONAL SPEAKER



PRIMARY TARGET GROUP

Progressive
Globalists



Storlek*: 7 % (398 000 pers.)
Andel av intäkter: 15 %
Ger i snitt / år: 2 938 kr

I love
Amnesty!



Curious, driven globalists,
progressive, modern leaders.
Ambitious, world citizen.
Aware with focus on results
and change.

SECONDARY TARGET GROUP

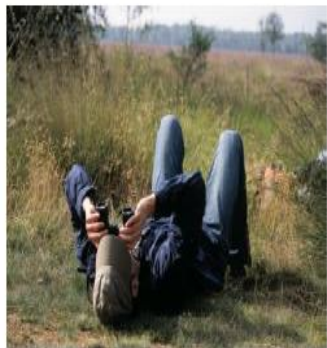
Balanced
Aware



Storlek*: 12 % (679 000 pers.)
Andel av intäkter: 27 %
Ger i snitt / år: 3 201 kr

I like
Amnesty!

Stable, balanced, committed,
responsible, welcoming.





PASSIONATE CRUSADERS

11%

SEGMENT SIZE

63%

AMNESTY SUPPORTER

This group finds many reasons to support charities and currently support across the charity landscape. However Human Rights issues and refugees are high on their list of burning issues

TOP 5 TRIGGERS TO SUPPORT

I feel they have made a difference	46%	123
I believe they have a good chance of making a difference	44%	122
It is easy to add my support eg. Easy to sign a petition, share information, donate money	36%	132
It makes me feel good to support this charity/organisation	35%	113
I have a particular interest in an issue they look to address	33%	129

TOP 5 CHARITIES CURRENTLY SUPPORT



90

26%



99

23%



79

16%

change.org

90

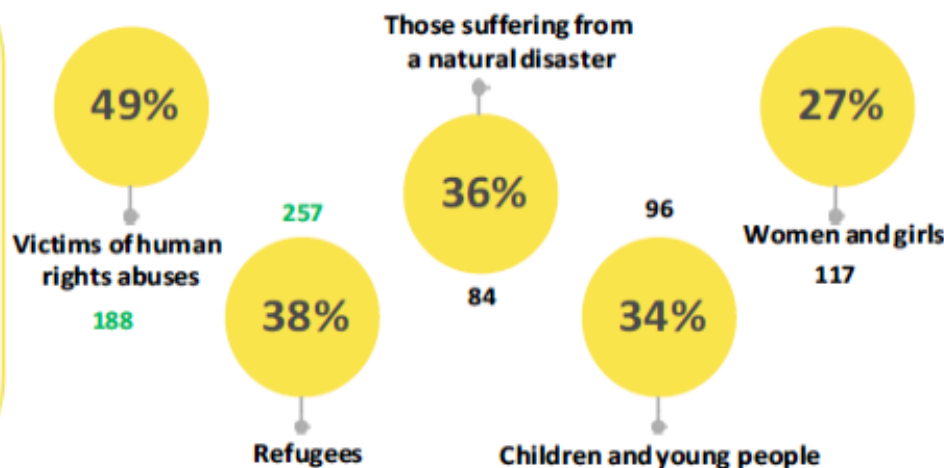
15%



102

15%

TOP 5 ISSUES OF INTEREST



POLITICAL AFFILIATION – IF VOTED TOMORROW



34%

131



26%

254

UNDECIDED

19%

81

POLITICAL AFFILIATION – BEST REPRESENTS VALUES



33%

278



29%

128

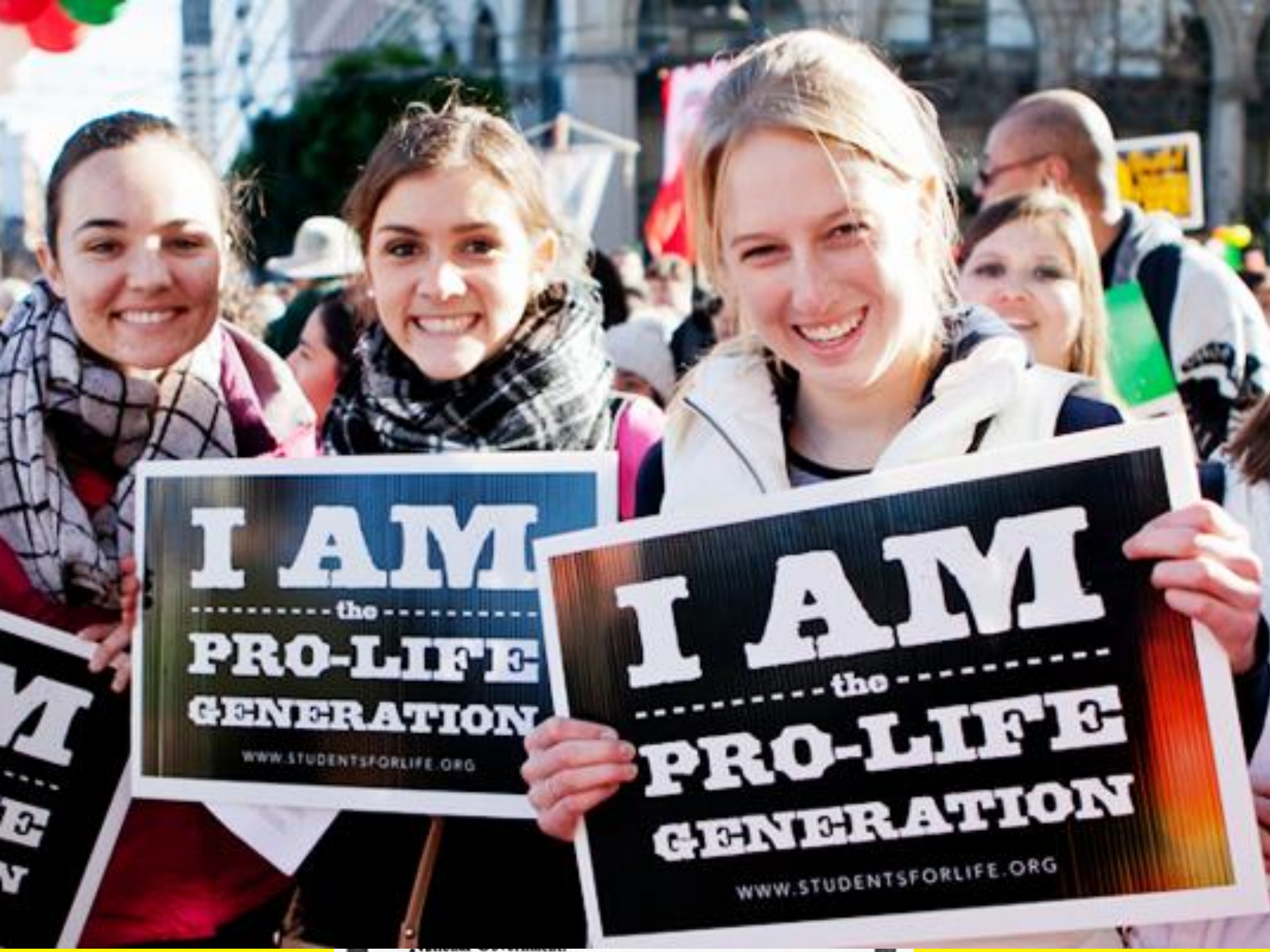
UNDECIDED

17%

78

A red baseball cap with the slogan 'MAKE AMERICA GREAT AGAIN' embroidered in white capital letters. The cap is positioned on a white rectangular pedestal inside a clear glass display case. The background is a solid olive-green wall. To the left, a portion of a white informational placard is visible.

MAKE AMERICA
GREAT AGAIN



I AM
the
PRO-LIFE
GENERATION

WWW.STUDENTSFORLIFE.ORG

I AM
the
PRO-LIFE
GENERATION

WWW.STUDENTSFORLIFE.ORG





Together for Yes

@Together4yes

Follow

LOOK AT THE QUEUES!!! Launch night of the final run of coloured jumpers, in the Library Project, Temple Bar! If you want your coloured jumpers, get down now!!
#together4yes

(🎥: @darraghdoyle)



7:57 PM - 16 May 2018

124 Retweets 735 Likes



Together for Yes

@Together4yes

Follow

Come along to our final blitz sale this Saturday in the Pride Shop in Dublin! We have a limited supply of t-shirts, keyrings, coloured and black @repealproject jumpers. Last chance to get mementos from #together4yes! 🇮🇪🇬🇧🇪🇺
facebook.com/events/8445394...



JUN
16

Together for Yes Shop
Final Blitz Sale

Together for Yes - Public

2:35 PM - 14 Jun 2018

24 Retweets 40 Likes



24



40



HOPE-BASED COMMUNICATIONS IN FIVE STEPS

AGAINST  FOR

***SAY HOW THINGS
SHOULD BE***

A man with short brown hair and a light beard, wearing a blue button-down shirt, stands in a bathroom. He is holding a white rectangular sign with both hands in front of his chest. The sign has the text "REAL MEN DON'T BUY GIRLS" in a bold, distressed, stencil-like font. "REAL" and "DON'T BUY" are in red, while "MEN" and "GIRLS" are in blue. The background shows a bathroom mirror reflecting his back, a sink with a chrome faucet, and various bathroom items. A black umbrella light is visible above him, and a shower head with steam is on the right.

**REAL MEN
DON'T BUY
GIRLS**

**NO MORE
AUSTERITY**

THE
PEOPLE'S
ASSEMBLY



**WHAT DO HUMAN
RIGHTS LOOK
LIKE?**







OBAMA'08

CHANGE

WE CAN BELIEVE IN



**JOIN THE
MOVEMENT**

Email Address

Zip Code

LEARN MORE



Beto O'Rourke ✓

@betoorourke

Home

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Events

Videos

Posts

Photos

Groups

Community

Notes

Info and ads

Create a Page

Like Follow Share ...

Sign Up

Send Message

August Road Trip 2018

34 videos · Updated about 2 months ago

Play All



Day 1 of 34

49K views · 30 July



Day 2 of 34

8.4K views · 31 July



Day 3 of 34

11K views · 1 August



Day 4 of 34

14K views · 2 August

Town Haulin' Across Texas | August 2017 (1/2)

80 videos · Updated about 3 months ago

Play All



Chips in the new car

10K views · 29 July 2017



Saturday morning San Antonio. We enjoyed some Bill Miller Bar-B-Q...

15K views · 29 July 2017



Picking up our pick up

14K views · 29 July 2017



Meeting with and li advocates at the M

4.5K views · 29 July

Town Haulin' Across Texas | August 2017 (2/2)

100 videos · Updated about 3 months ago

Play All



On to Pampa!

6.4K views · 8 August 2017



Breakfast with a great crew at Finley's Fountain in Pampa, Texas.



Good morning Amarillo

8.4K views · 9 August 2017



5.6K views · 9 August 2017

Chat (Off)





AmnestyInternational
@amnesty

Following

What does it take to be a human rights activist?

A few simple but important things:



6:00 PM - 25 Dec 2017

333 Retweets 596 Likes



AmnestyInternational Retweeted



amnestypress · Sep 8

VIDEO: Amnesty's @TiranaHassan updates on dire situation for thousands fleeing clashes & "widespread & systematic" burning #RohingyaCrisis



52

861



538



Amnesty International was live.

about 2 months ago

URGENT: With our colleagues now locked up in Turkey, we've taken matters into our own hands. We're live outside the European Union's headquarters in Brussels, with activists, [Avaaz](#) and our Secretary General Salil Shetty, demanding the EU speaks up for our friends & other human rights defenders. Let's make Turkey listen- please watch and share!
<http://amn.st/60008se5s>

149,528 Views



Write a comment

À la démocratie
directe.

OUI

À l'auto-
détermination.



Zur direkten Demokratie.
Zur Selbstbestimmung.

Zur direkten
Demokratie.

JA

Zur Selbst-
bestimmung.

www.mouvementdemocratique.ch

11. März 2011



**MENSCHENRECHTE
MACHEN UNS STARK**



Schützen wir sie!

Anti-Menschenrechts-Initiative der SVP
NEIN am 25.11.


AMNESTY
INTERNATIONAL



Hope/ Change

 **Amnesty International Africa**
Sponsored · 

We believe that change is possible if people make it happen. Dare to hope for a better world. Join the movement for change.



what is hope?

AMNESTY.ORG

Become a member for free today

It takes just a few seconds to become a member. Join millions of others making their voices heard.

[Sign Up](#)

People power

 **Amnesty International Africa**
Sponsored · 

Governments around the world are trying to take away our freedom. We have to stand strong against injustice and fight for our rights. Join a movement that challenges the powerful.



who got so ANGRY



AMNESTY.ORG

Become a member for free today


It takes just a few seconds to become a member. Join millions of others making their voices heard.

[Sign Up](#)

Humanity

 **Amnesty International Africa**
Sponsored · 

We are all human. And we all should be able to live free and be treated fairly. Join a movement that puts humanity first.



different

AMNESTY.ORG

Become a member for free today

It takes just a few seconds to become a member. Join millions of others making their voices heard.

[Sign Up](#)

Compassion

 **Amnesty International Africa**
Sponsored · 

When governments make people suffer, we shine a light on their abuses so that justice can be done. Join the movement that protects people, whoever and wherever they are.



This could be the saddest story you'll ever hear.

AMNESTY.ORG

Become a member for free today

It takes just a few seconds to become a member. Join millions of others making their voices heard.

[Sign Up](#)



Amnesty International Africa

Sponsored · G

When governments make people suffer, we shine a light on their abuses so that justice can be done. Join the movement that protects people, wherever and wherever they are.



AMNESTY.ORG

Become a member for free today

Sign Up

Value	Reach	Leads	Conversion	CPL
Change (hope)	2566958	13338	0.52%	£0.81
Humanity	2607289	13951	0.54%	£0.76
People power	2574482	12657	0.49%	£0.86
Compassion	2581920	12757	0.49%	£0.85

HOPE-BASED COMMUNICATIONS IN FIVE STEPS

VICTIMS  **HEROES**

***CELEBRATE THE
HUMANITY IN PEOPLE***



Chicago Tribune October 12, 1974

Extradition sought

'Welfare queen' jailed in Tucson

By George Bliss

US REACTION TO REFUGEES OVER A THREE MONTH PERIOD



4 minutes of eye contact
brings people closer to each other
better than everything else.

Arthur Aron, psychologist



Meet the 81 year old taking on Saudi Arabia



INGER HAS STOOD HERE
EVERY MONTH FOR TWO YEARS



EDITOR'S PICKS

The Lily



WORLD // PERSPECTIVE

My best friend is facing deportation to Afghanistan. Here's how we are fighting back.

Our friendship isn't the only reason I want her to stay in Norway

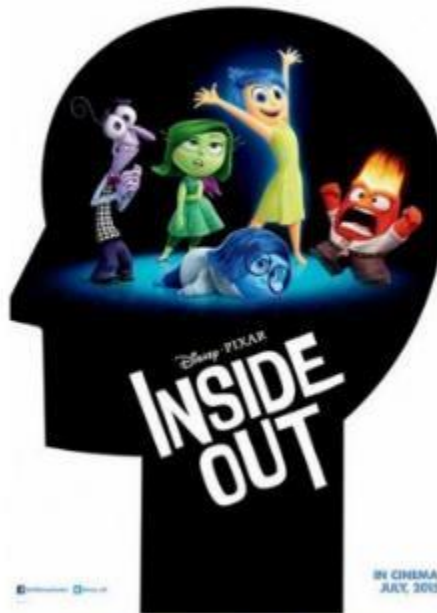
Ingrid Jepsen Vegge • 2h

HOPE-BASED COMMUNICATIONS IN FIVE STEPS

FEAR  **HOPE**

***HOPE LEADS TO EMPATHY,
EMPATHY LEADS TO SOLIDARITY,
SOLIDARITY LEADS TO JOY***

MEET THE LITTLE VOICES INSIDE YOUR HEAD.





A WORLD WHERE...

Wouldn't it be great if it
was like this all the time?



INSPIRE

PROMOTE

SUPPORT

RESPECT

EQUALITY

JUSTICE




SHARED VALUE



PROBLEM (WHY CARE)



SOLUTION



CHACUNE
VICTOIRE
NOUS
REND
PLUS
FORTS

ON A LA RAGE DE VAINCRE.
REJOIGNEZ-NOUS.

AMNESTY
INTERNATIONAL 



CHANGER
LE MONDE
UNE
VICTOIRE
APRÈS
L'AUTRE.

ON A LA RAGE DE VAINCRE.
REJOIGNEZ-NOUS.

AMNESTY
INTERNATIONAL 

WE BELIEVE [PEOPLE]

CAN [VERB] A WORLD

WHERE [VISION].



850,000+ PEOPLE

ACROSS THE WORLD PLEDGE TO SPEAK OUT
FOR REFUGEES' RIGHTS, WHENEVER AND
HOWEVER THEY CAN

 I WELCOME

AMNESTY
INTERNATIONAL 







THE DEAL



BELIEF / GLUE



CAUSE / GLUE



RULES OF THE ROAD



Proposition	Engagements	Impressions	Reach	Engagement / Reach ratio	Total Spend	Cost per Result	Total views	Average % watched	Relevance	Score	Ranking
GLUE	27,017	86,645	60,636	44.56%	£103.39	£0.00383	26,603	8.63%	3.51	2.00	1
MAP / COMPASS	18,433	73,264	49,579	37.18%	£73.13	£0.00397	18,175	8.74%	5.59	2.20	2
RULES OF THE ROAD	16,276	54,912	41,065	39.63%	£67.04	£0.00412	16,033	9.11%	3.55	2.60	3
PLAN	14,056	43,616	33,578	41.86%	£56.44	£0.00402	13,883	8.64%	3.44	3.20	4

Theme	TEXT
RULES OF THE ROAD	How do we win? We wrote the rules
	We use human rights to move towards a better world
	When we move together, we win together
MAP / COMPASS	How do we win? We know the way to the goal
	We use human rights to find the way to a better world
	When we turn together, we win together
PLAN	How do we win? We have the best plan
	We use human rights to make a better world
	When we build together, we win together
GLUE	How do we win? We play as a team
	We use human rights to stand together for a better world
	When we stick together, we win together



