

SOCIAL CAMPAIGN

1. It captures the viewer's attention.

Ability to engage from the outset (7-second attention span) with original content, focused message concentrated and coherent

2. Make people want to share it.

- Psychological response i.e. how I feel after seeing it

- Social motivation which motivates me to share with others the content that has engaged me.

Social and inclusive, it is important to understand and grasp the target audience which does not have to be large but targeted and interested, supportive

3. Inspire

Arousing, giving rise to a feeling or the possibility of an action, a new behaviour as a result of an emotion.

emotion.

Motivational and 'change'.

CLAIM >> CALL TO ACTION

NARRATIVE MODEL OF REFERENCE

- the canonical narrative scheme
- the hero's journey (myth structure initiatory journey towards new awareness)
- the character's arc of transformation (incident that triggers a change)

The canonical narrative scheme is the format par excellence, used in fairy tales and also in Disney films: it has a protagonist, a trauma, a task to be completed, an antagonist, a sidekick, a conflict, a magic object, a treasure and a final wedding. If you have a company, the protagonist of your story will have to be the consumer; the brand will be either the magical the magic object or the sidekick, and sometimes (less often) the treasure.

SOCIAL COMMUNICATION/NARRATION PRIVILEGES THE MOMENT OF AWARENESS AND THE CHANGE THAT FOLLOWS (TRANSFORMATION)

PROMO SOCIAL is similar to **SOCIAL PROMOTION**
(Reminiscent of the old "advertising progress" for social cohesion)

HISTORY OF THE NIKE CASE
(controversial multinational case study)
MOTIVATIONAL VIDEO (JUST DO IT is the call to action/slogan)

LARGE BRANDS PUSH FOR MORE INCLUSIVE CONTENT
67% OF CONSUMERS WANT INCLUSIVE BRANDS

Nike launches its new campaign, directly from the Twitter account of Colin Kaepernick, a football player who took a knee during an anthem against racism in America and then lost his job.

"It takes a lot of courage to sell!!!"



"There are many stories in the world, you just have to choose the right ones."

Dream Crazy Nike campaign

<https://youtu.be/ljYCrMeycQc>
<https://youtu.be/EA3GxNO1Peo>

Like a girl

<https://www.youtube.com/watch?v=RYjO1n7WtFw>

Always, women's underwear company

REWRITING THE RULES campaign born from a psycho-sociological study on self-esteem in the transition from childhood to adolescence.

The best man can be

<https://www.facebook.com/lefanfaro/videos/367853390671090/>

From 'the best a man can get' to 'the best a man can be'.

(i.e. Gillette razor ownership) into "the best a man can be".

Encouraging change and the promotion of positive role models
positive role models for young people.

It's all in your hands (best spot 2018)

<https://www.youtube.com/watch?v=aWRqfO8EjTg&pbjreload=101>

A mobile phone company tells you what you should NOT do with a mobile
phone,

contravening the usual marketing rules. Both literal and metaphorical slogans.

Other viral social campaigns:

Hardware shop Galles

Small budget (100 dollars) to tell an authentic story and an everyday life that speaks to the child in all of us (Christmas and small neighbourhood shops).

<https://youtu.be/pDtCXO71FJU>

Save the children

Realised in subjective to increase empathy towards the experience of others.

<https://www.youtube.com/watch?v=RBQ-IoHfimQ>

Where “Reverse Selfie”

campaign on the unrealistic and fabricated standards of beauty in the media and social media and how they undermine the young people's self-esteem

<https://www.youtube.com/watch?v=z2T-Rh838GA>

World Down Syndrome Day

Choir and St Anthony's chain

https://www.youtube.com/watch?v=Biex1XR_mpo

BMW vs Mercedes

Advertising on competition, fair play and fair play.

<https://www.youtube.com/watch?v=9rx7-ec0p0A>

Fiera Antiquaria Arezzo

Playing on past and present comparisons

<https://youtu.be/qWGMddcenQM>

HASHTAG

#iorestoacasa / #iomivaccino / #jesuis /

PERSONAL/COLLECTIVE EXAMPLE

#metoo

against violence against women

Me Dancing Too tik tok

<https://www.wired.it/attualita/politica/2019/11/25/tiktok-giornata-contro-violenza-donne-me-dancing-too/>

Ice bucket challenge

<https://www.youtube.com/watch?v=dxLB9g7mrLE>

<https://www.youtube.com/watch?v=XS6ysDFTbLU>

The first challenge to be used as a social promotion campaign.

With millions raised for amyotrophic lateral sclerosis (ALS) research viral videos, the ALS Association was able to fund studies that identified a new gene, called a new gene, called NEK1, which contributes to the onset of the contributes to the onset of the disease.

MEME

Image spreading virally by imitation and modification

A **meme** (AFI: /'mɛm/; plural memi[2][3][4][5] or meme[6] from English meme,[7] from Greek μίμημα, mímēma, "imitation", following the model of gene) is an idea, style, or action that spreads in mass culture, often by imitation, suddenly becoming famous.[8][9] The term was coined by Richard Dawkins in 1976 in his book *The Selfish Gene* as an attempt to explain how cultural information spreads. In more specific terms, a meme would be a "self-propagating unit" of cultural evolution, analogous to what the gene is to genetics. what the gene is to genetics, thus an element of a culture or civilisation transmitted by non-genetic means, mainly by imitation.

**Real Time Marketing: advertising built around current themes,
"on track", fast and to the point.**

Dark Humour: black humour to exorcise fear.

**The cases of CERES BEER & TAFFO POMPE FUNEBRI (undertaker
/burial service)**

<https://www.facebook.com/officialceresbeer>

<https://www.facebook.com/onoranzefunebritaffo>

→ First you vote, then you drink. Not like the other times.

Italy needs heroes.
(Ceres, the beer company)



→ IS NOT DIFFICULT or you stay at home or we'll all be in the coffin

→ DO NOT VACCINATE YOURSELF We are also prepared/ ready for an epidemic



NON È DIFFICILE

o state a casa 🏠
o staremo tutti in cassa 💰

BRANDING: TEXTS AND GRAPHICS

UNIEURO

Colloquial long text in the first person

Proving that there are no hard and fast rules on social media,
but creativity and experimentation:

can a long written text work on social media? Yes

<https://www.facebook.com/unieuro/photos/a>

Playing on comments

<https://www.facebook.com/unieuro/posts/3841237495896438>

NEN

Find the typo

"Choose the one who is not afraid to make oneself understood".

Play on the interaction with a long text and written small.

Find the typo -

Corrado resigned. when we stopped him he was already in the lift, box in hand and finger on button. corrado is a proofreader/corrector and could not accept this campaign. we told him:we will come out with another scandalously long advertisement, a kind of stream of consciousness with changes of rhythm, variations on the theme, and up to this point he was almost happy. Then we added: there will be a typo somewhere. two thousand characters, a typo, readers who need to find it. It was about deontology, you know? We had to give him a raise. Maybe we're just telling ourselves that but I like to think that, in addition to the money, the mechanism convinced him: the idea was to replay the experience of a bill . Force you to squint your eyes. Disorient you: give you migraines and crow's feet. Papaya seems to work wonders for both of them. How many times have you reread the same sentences hoping to get to the bottom of them? There, now you know what it feels like to decipher a bill. People animated by a desire for knowledge who come up against expressions such as 'gradual charges' or 'perequalisation price'. before you sing victory, these are true words. It is no wonder that many choose to just pay for it.

We could not insert it too early, the typo, you would have found it immediately and that would have been the end of it. but you're almost at the bottom and still nothing; then you are thinking that the typo does not exist, that it's all a scam and that you are wasting your life. Don't put yourself down like that. Speaking of things that don't exist, we must confess that Corrado is a narrative figure : we needed it to set the tone, but maybe you got that from the fact that his name was *Corrado* and he was a proofreader/corrector. We sell electricity and gas, we do not have proofreaders, just as we do not have bailers, sales agents, forms to print and send back signed, operators calling you while you are eating to tell you how much you could save. Instead we have this crazy idea of making our industry a little more understandable. If you want to try a different experience, or if you have discovered that your bill contains something too much, give us another couple of minutes. Visit nen.it and discover the fixed, all-inclusive instalment you pay once a month for one year's energy.

Trova il refuso.

Corrado si è dimesso. Quando l'abbiamo fermato era già in ascensore, scatola in mano e dito sul pulsante. Corrado fa il correttore di bozze e non poteva accettare questa campagna. Gli abbiamo detto: usciremo con un'altra pubblicità scandalosamente lunga, una specie di flusso di coscienza con cambi di ritmo, variazioni sul tema, e fin qui era quasi contento. Poi abbiamo aggiunto: da qualche parte ci sarà un refuso. Qualche caratteristica, un errore di battitura, i lettori e le lettrici che lo devono trovare. Si trattava di deontologia, capisci? Abbiamo dovuto dargli un aumento. Forse ce la stiamo raccontando, ma ci piace pensare che, oltre ai soldi, l'abbia convinto il meccanismo: l'idea era replicare l'esperienza della lettura di una bolletta. Costringerti a strizzare gli occhi. Disorientarti; farti venire l'emicrania e le zampette di gallina. Pare che per entrambi la papaya faccia miracoli. Quante volte hai riletto le stesse frasi sperando di venire a capo? Ecco, ora sai cosa si prova a decifrare una bolletta. Gente animata dal desiderio di conoscenza che si scontra con espressioni come "oneri di gradualità" o "prezzo di perequazione". Prima che canti vittoria, queste sono parole vere. Non c'è da stupirsi che molti scelgano di pagare e basta. Non potevamo in-

serirlo troppo presto, il refuso, l'avresti trovato subito e fine dei giochi, ma ormai sei quasi in fondo e ancora niente: allora stai pensando che il refuso non esista, che è tutta una fregatura e che stai sprecando la tua vita. Non buttarti giù così. Parlando di cose che non esistono, dobbiamo confessarti che Corrado è una figura narrativa: ci serviva per impostare il discorso, ma forse l'avresti capito dal fatto che si chiamava Corrado e faceva il correttore. Noi vendiamo luce e gas: non abbiamo correttori di bozze, proprio come non abbiamo cauzioni, agenti di vendita, moduli da stampare e rimandare firmati, operatori che ti chiamano mentre mangi per dirti quanto potresti risparmiare. Abbiamo invece questa folle idea di rendere il nostro settore un po' più comprensibile. Se vuoi provare un'esperienza diversa, o se hai scoperto che la tua bolletta ha qualcosa di troppo, concedici un altro paio di minuti. Visita nen.it e scopri la rata fissa, tutto incluso, che pagherai una volta al mese per un anno di energia.

Scegli chi non ha paura di farsi capire.
Paga la luce e il gas in modo più consapevole. Vieni a trovarci su nen.it.

NEN |  **Enel**

We would like to give you
electricity and gas in
exchange for your money.

this is how transparent we are

stone,
,
scissors.

that's how digital we are

this is our advertising.

that's how simple we are

That's how green we are



detach them, they don't bite

Water is **current**

you didn't close that door!

did you know?
only 15% of plastic is recycled.
Twenty-five per cent is burned in
incinerators or waste-to-energy
plants and the remaining 60 per
cent ends up in landfills or is
dispersed into the environment.

to recycle it better remember to
remove the label.



Transforming the language of social marketing into examples of digital citizenship where form over content.

Having acknowledged the characteristics of an effective and engaging digital narrative to be effective and captivating, let us try to re-establish the correct priority and consequentiality for an ethical digital

consequentiality for an **ethical digital**, the **transition from consumers to authors**:

I like it = Not the result but the starting point.

First of all think about what you really like, **be aware, present to oneself, authentic** in order to be able to eventually intercept a community of people people who are sensitive to our issues, interests, values and not the other way around.

Autobiography: true and personal history, real passions and interests, telling what you know, what concerns you or what is close to your heart.

Not trying to be like everyone else but finding a way to bring one's own individuality individuality, particularity and **point of view** in a public context.

Constant **dialogue** with others and the surrounding environment helps the process of process of awareness and change but only if able to be active and not passive in front of external influences.

This is my cover image on fb, designed by me on paper and made by a graphic designer with an original photo of an abandoned building near the Eurospin in Arezzo to which I added the

to which the Tetris game and the Rodari quote have been added. The campaign was designed to raise

The campaign was designed to raise awareness of urban regeneration and the reuse of old, abandoned or degraded spaces.
or degraded spaces.

FANTASY is a place where it rains inside.



EXERCISE FOR HOME 'MAKE YOUR VOICE HEARD':

MAKE A SOCIAL POST (=DIGITAL CONTENT) TO RAISE AWARENESS OF AN
A SOCIAL POST (=DIGITAL CONTENT) TO RAISE AWARENESS OF AN ISSUE YOU
CARE ABOUT
TO GRAB ATTENTION, GET OTHERS TO SHARE IT AND INSPIRE
SHARE IT AND INSPIRE IMPROVEMENT, CHANGE,
CHANGE, TRANSFORMATION (MORE CORRECT AND ETHICAL BEHAVIOUR
THE CHOSEN THEME).

ALWAYS REMEMBER THE CALL TO ACTION,
SLOGAN):

- CREATE A GRAPHIC, AN ILLUSTRATION, A MEME, A GIF
- MAKE A VIDEO, A LIVE BROADCAST OR A SLIDESHOW ON THE THEME
- LAUNCH A HASHTAG WITH A CHALLENGE (WRITE DOWN DETAILED IDEA)