

**IROOTS**

**A DESIGN + MARKETING GROUP**

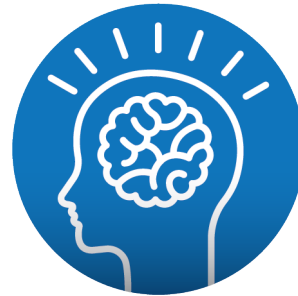
# **Creating Effective Messaging Campaigns**

# Aristotle's Rhetorical Appeal



**Ethos**

Uses Creditability



**Logos**

Uses Logic

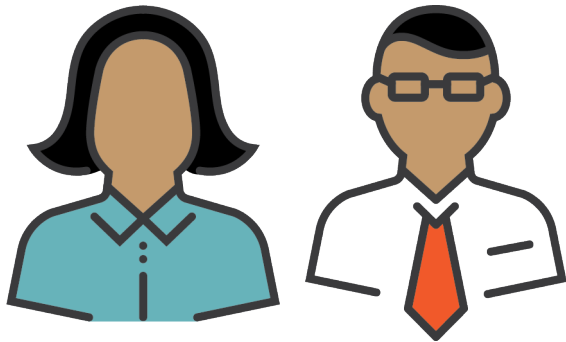
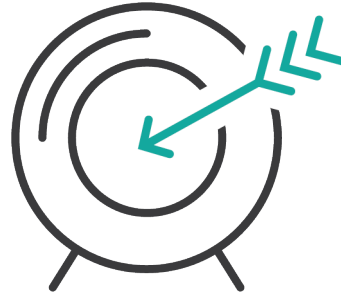


**Pathos**

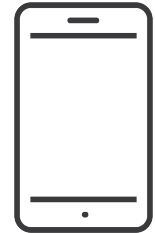
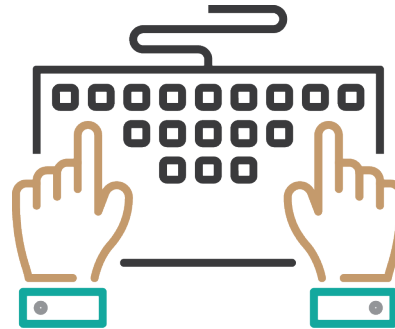
Uses Emotion

**Modes of Persuasion**

# Get to know your audience.



Decide who your target is:  
Grandparents, Parents,  
Teenagers, Children



Understand behaviors, methods of  
communication, and habits

# Elements of Effective Messaging

-  **Be Positive.**
-  **Be Concise.**
-  **Be Relevant.**
-  **Be Compelling.**
-  **Use Values.**

# Message Triangle

**Challenge** (*What it is*)

**Solution** (*What it means*)



**Action** (*What to do*)

# Healthier Snack Options

## **Challenge** (*What it is*)

State the Challenge

- Talking Point
- Talking Point

## **Solution** (*What it means*)

Provide a solution

- Talking Point
- Talking Point



## **Action** (*What to do*)

Provide an action

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