15 JUNE 2021

ACE

communication
workshop 2/3
STRUCTURE

1. Positioning
2. Goals
3. Activations
STRUCTURE

1. Positioning
   • Participant presentations
   • What is positioning?
   • Workshop:
     - Defining attributes
     - Writing the positioning statement

2. Goals

3. Activations
1. Positioning

2. Goals
   - Refine your positioning statement
   - Segment your audiences into clear categories
   - Define specific goals you want to reach with each audience category
   - List the obstacles keeping you from reaching these goals
   - List the resources available to you

3. Actions
Studio Safar provides graphic design and art direction services to forward thinking Arab companies and organizations in a collaborative and experimental environment with an engaging and confident voice, helping them feel heard and communicate with clarity and uniqueness.
Goals
Let’s segment our goals based on our audiences
AUDIENCE
To know:

To feel:

To do:

What do we want them to know?

To know:

To feel:

To do:

What do we want them to feel?

To know:

To feel:

To do:

What do we want them to do?

To know:

To feel:

To do:
Goals:

Short term (Year 1):

Long term (Year 5):
Obstacles:

•
Resources:

•
A communication strategy is a plan of action deploying a set of tools.
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A communication strategy’s basic components:
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**TONE OF VOICE**
- text
- hashtag
- slogans
- name
- typography
- logomark
- pictogram

**VISUAL LANGUAGE**
- color scheme
- photograph
- map
- illustration
- graphic element
- infographic
- online
- offline

**TIMELINE**
- when?

**CHANNELS**
- where?
- online
  - email
  - website
  - social media:
    - facebook
    - tiktok
    - youtube
  - press ad
  - brochure
  - poster
  - television (tv)
  - advertisements (product placement)
A communication strategy’s basic components:
Some examples
1. Unique

employing unusual format, material, or production technique
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employing unusual format, material, or production technique
2. Engaging: delivering more than basic information
2. Engaging:

delivering more than basic information
2. Engaging:

delivering more than basic information
2. Engaging:

delivering more than basic information
3. Beautifully crafted:

both the writing and the visual content to be exquisite
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1. Review of ideas of activations

2. Presentation about communication language

3. Workshop:
   - Drafting the message
   - Setting the tone of voice and visual language
   - Deployment and platforms
   - Timeline

4. Tools of assessment
THANK YOU