



KNOW YOUR COMMUNITY

- Define the local community you are going to focus on
- What are their main characteristics? (age, gender, social behaviour)
- What are their interests and involvement in the neighborhood?
- Where are they spending their time in the suburb?
- How are they spending their time in the suburb?
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REACH YOUR COMMUNITY

- Where are they spending their time digitally?
- What is the preferred channel/platform/social?
- What is the common language/ code of communication?
- What is the most consumed format of content?
- Who are the most active people/networkers in the community?
- How can you connect with them to propose your activities?
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STORYTELLING

- Video Storytelling
- Visual Storytelling
- Transmedia Storytelling
- Timeline Storytelling
- Story Mapping
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GAMIFICATION

- Role-playing
- Contests
- Challenges
- Scavenger Hunts
- Interactive Cinemas
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