

# Starting with strength

The Power of Positive Storytelling in DRTV 

# Hello, I'm Ella!

Let's talk TV....

# What you can expect from this session

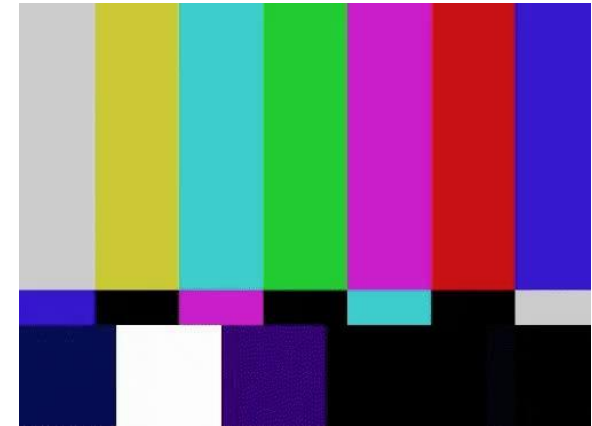
- How to structure a positive-first narrative for DRTV, that still drives response
- Explore practical ways to build tension and motivate action when your story starts from strength and success rather than crisis.
- Lessons from testing and implementation: what worked, what surprised us, and what's next

**Does your DRTV strategy feel more like A or B?**

A



B



# The opportunity

- Why invest in TV?
- Why invest in DRTV?
- Opportunity to build a TV strategy, to test and learn about audience behaviours and trends

# The challenge

Traditional DRTV storytelling in the charity sector often starts with a stark need, focusing on urgent problems to drive immediate action

We identified the need for a strong DRTV ad which felt authentically 'Christian Aid', staying true to our core values of anti-racism and decolonisation and our dedication to authentic, empowering storytelling

Other aspects of our brief:

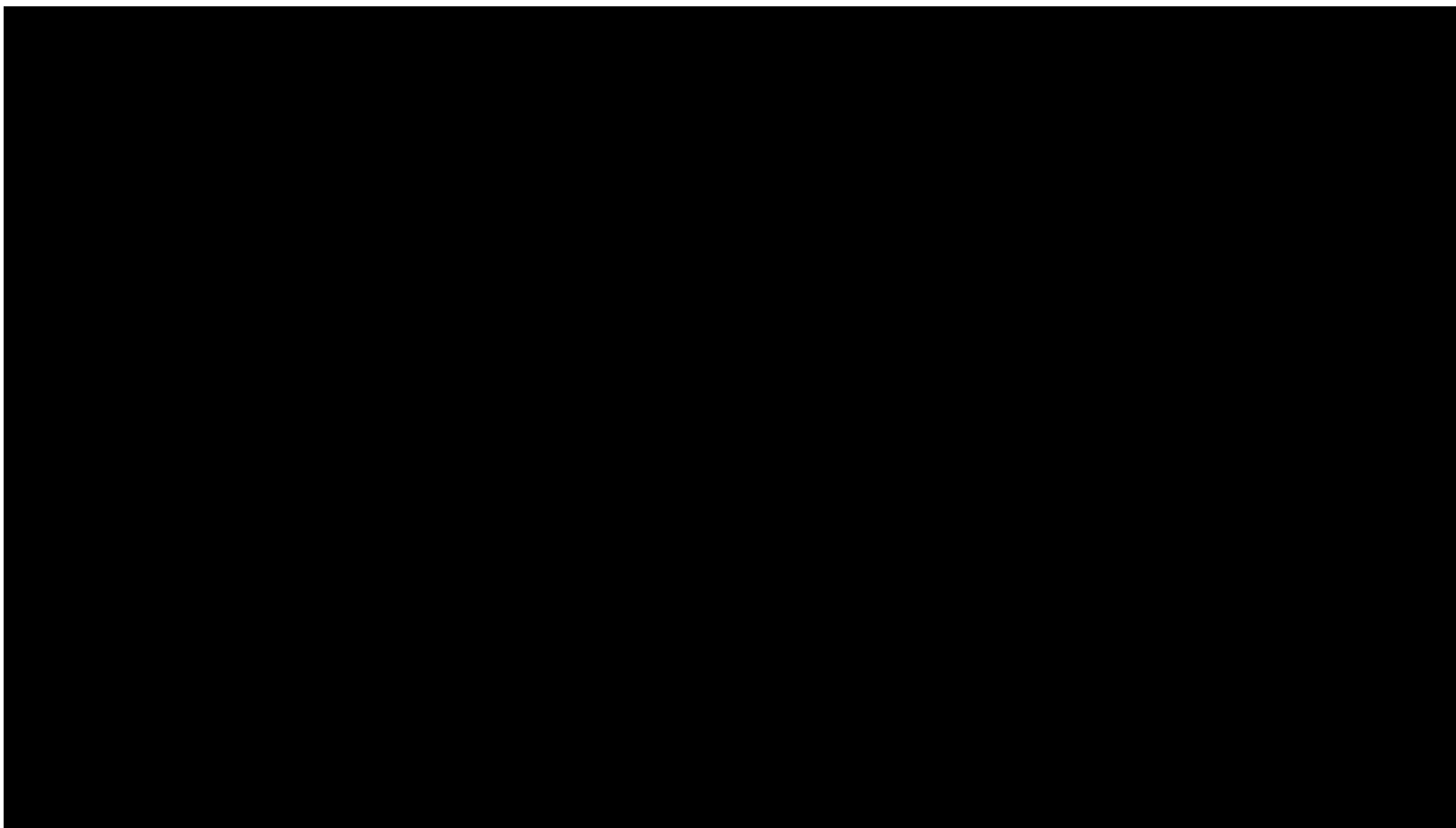
- Longer shelf life (3 years)
- Can be flexed to work across the year
- Key part of our RG acquisition strategy.

Key takeaway: The need to develop an ad which drives immediate response whilst aligning with organisational values

# A solution

- Positive first narrative- Urgency comes from overarching narrative of decline and then increase in extreme poverty in recent years. Celebrating progress but not shying away from the reality
- Nostalgia as a powerful driver for giving- through imagery and music
- Focus on dignity, hope and shared humanity - avoiding stereotypes
- Fundraising/ storytelling guidelines can become a source of creativity and innovation rather than restriction.
- Really knowing your audiences and pulling the right levers for them

Key takeaway: You can still build a sense of urgency and emotion when you start from a more hopeful angle.







**The solution:  
collective efforts  
and personal belief**



**The hinge point:  
from progress to  
decline**



**The need:  
collective efforts  
and personal belief!**

# The creative process

- Working in agile sprints- Seeing the edit come to life step by step, a true collaboration between agency and client
- Live time testing during the creative development process and being led by these insights during editing sprints
- Getting the right people in the room, stakeholder engagement and senior support kept us moving at speed and ensured we had an ad we can all be proud of
- Testing two scripts (head vs heart)

# Key learnings

- Figuring out your mechanisms takes time: Online response vs SMS
- It's not just about one burst of TV!
- A new approach requires some bravery, breaking free of what's come before

# What's next?

- Christmas DRTV. Look out for it over the festive season!
- Test an inbound call mechanism vs a 'go online' only CTA
- TV & digital: test the impact of a more integrated approach

# Reflection points

- What resonates with your own challenges?
- What's one thing you'd like to remember from this session and share with your team?
- How might you apply the 'starting with strength' approach to your IG creative?

**The first TV ad cost just \$9 to make and was only 10 seconds long!**



**Thank you!**







- Bullet point one
  - Second level



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Title here



Photo  
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Quote/  
statement







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caption  
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caption  
here

A range of icons that can  
be used for infographics  
or adding more interest to  
text-based pages





Advocacy



Baby changing



Bible



Blanket



Calendar event



Phone



Hygiene kits



Church collection



Campaign action



Church



Circle



Clothing



Cogs



Collecting money



Domestic abuse



Food



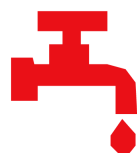
Financial literacy



Donate



Download



Drinking water



Education



Envelopes



Euro



Children's activity



Fuel



First aid



Cash and vouchers



Speech bubble



Search



Via post



Shelter



Shopping basket



Sign up/email



Online



People



Water



Toilet



Take action



Text to donate



Clock/timer



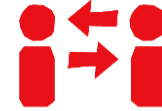
Tools



Hygiene



Location



Psychology and social support



Medical assistance



Idea/thought



Legal support



Wheelchair access



Livelihoods



Places



Refreshment



Prayer



Pushchair access



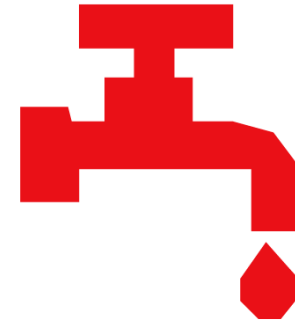
Resources



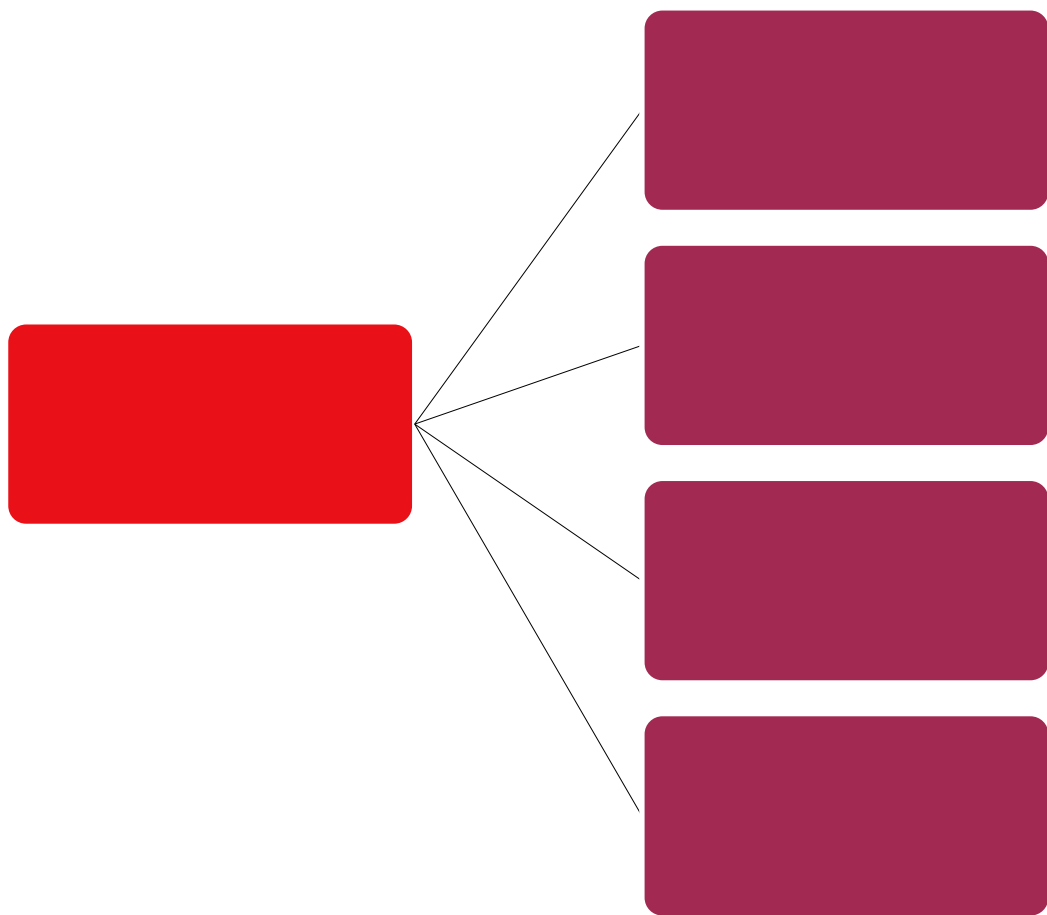
Sample layout  
with text

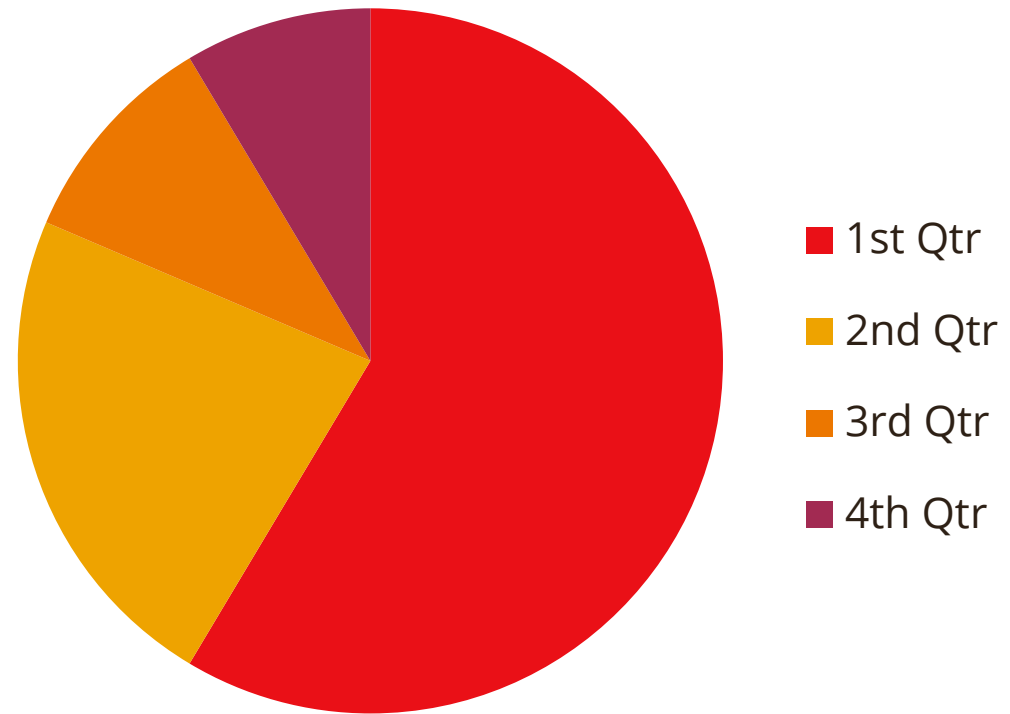


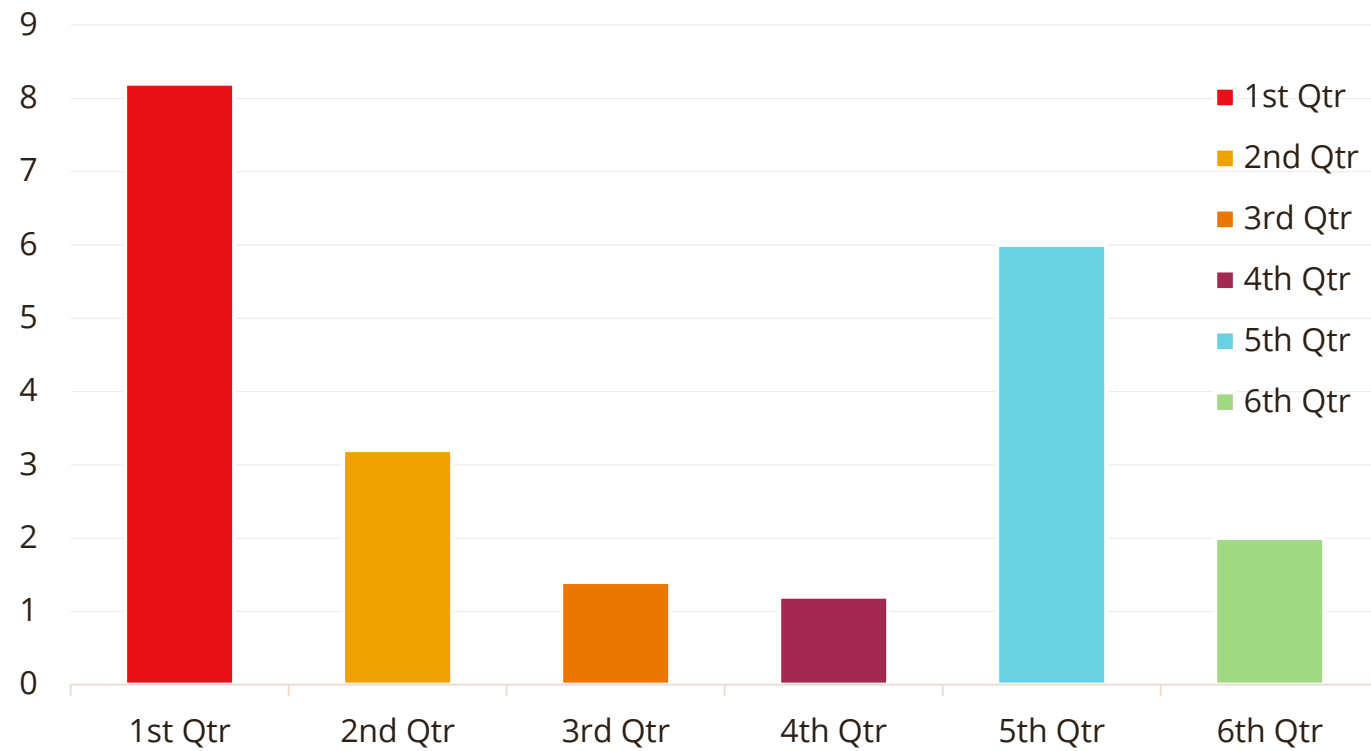
Sample layout  
with text



Sample layout  
with text









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Christian Aid is a member of

**actalliance**

