

## Designing Effective Pro-Social Campaigns

Rain Barrel promotes good causes. We work with clients to make their pro-social campaigns stand out and inspire transformation.

- Rain Barrel supported **Turner Broadcasting's Cartoon Network** for six years, designing transmedia campaigns on issues including bullying, the environment, the Zika pandemic, girls' empowerment and healthy lifestyles that reached 60 million households throughout Latin America and the Caribbean. The bullying and cyberbullying prevention campaign garnered over 1.5 million pledges to end bullying. We brokered the network's partnerships with the NGOs World Vision and Plan International, UNICEF and the Pan-American Health Organization.
- Rain Barrel has partnered with PCI Media Impact, a leading edutainment producer, to support **World Vision International's** forthcoming three-year campaign: *It takes a world of kindness to end violence against children*. The campaign draws on brain science and psychology to promote positive alternatives to violence by establishing safe spaces for children in seven settings: homes, schools, communities, institutions including places of worship, workplaces, online and emergency settings such as camps for refugees or internationally displaced persons.
- Rain Barrel has worked with governments and UN agencies to design national strategies that include pro-social campaigns, using multiple media channels and community engagement to end child marriage (Zambia), violence and unnecessary family separation (Cambodia), among others.

Each advocacy campaign we design is based on behavioral research and insights into social norms in specific cultural and socio-economic contexts. We understand that change does not happen by bombarding the public with messages and images, no matter how compelling they may be. Advocacy gains traction when messages become stories, and those stories are transmitted across multiple media channels, clearly articulating the voices of communities and positive role models.

Even where the topic is dark, such as violence against children or the spread of disease, we have found that gain- and solution-framing inspires hope and action far more than focusing on problems or inducing fear. Often, humor and spotlighting of champions and using examples of positive deviance go a long way to generate light and warmth in campaigns that would otherwise numb compassion-fatigued audiences.

## What Rain Barrel can do for you

We draw on our 55+ Associates to build expert teams to work with your organization to design effective pro-social campaigns on worthy causes. We can help you conceptualize and frame short- and long-term campaigns that effectively engage with target audiences ranging from individuals to communities and policymakers. Our writers, Entertainment-Education creatives and videographers will work with you to develop compelling communication materials across multiple platforms.

We never use one-size-fits-all approaches; we work with you to meet the specific needs of your organization and audiences. We are friendly, flexible and competitively priced.

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