Rebranding Migration

How migrations will help us to tell the reality in another way and viceversa
RULES FOR A NEW STORYTELLING

3 RULES

Avoid reactive messages

Avoid the “we” vs “they”

Construct over emotions and not over data

4 CONSIDERATIONS

SUBSTITUTIVE SPEECH

LOCAL APPROACH

SUBCONSCIOUS PERCEPTION

COCA-COLA EFFECT
NATURALIZATION of migration

Migration is a natural phenomenon.

History of humanity is a story of migration.

Using academic fields like: biology, history, anthropology, etc.
FUTURE

It is very difficult to change the individual perception of the past or the present. But we can change the vision of the future.

Using family and future generations, history, psychology, (you rather quit smoking for your children than for a future lung cancer).

“You don’t know which skin tone your grandchild is going to have” (Or in what side of the wall they will born).
MIGRATION’S CULTURAL WEALTH

The richest and most significant pleasures and social treasures come from migration as a cultural wealth: food, music, arts, sciences and ways of living.

More over, everything we eat, think or live with is a result of migration. And that make us wealthy.

Spanish “tortilla” is the result of three ingredients that come from different parts of the world.
THANK YOU FOR YOUR ATTENTION
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