



**NCPG**  
National Council on Problem Gambling

# **IYKYK: Audience Segmentation and the Power of Resonant Messaging**

**Julia Brunson**  
Communications Manager  
NCPG





McDonald's · Follow

5d · 🌐

This Christmas season, treat yourself going to McDonald's for holiday happiness! 🥞 😊

# HOTCAKES



\*Reference images.

## Which one of these is a real McDonalds Ad?

# \$2



NEW LOOSE CHANGE MENU



The Rules

# Interactive Activity: Resonant Messaging

**01**

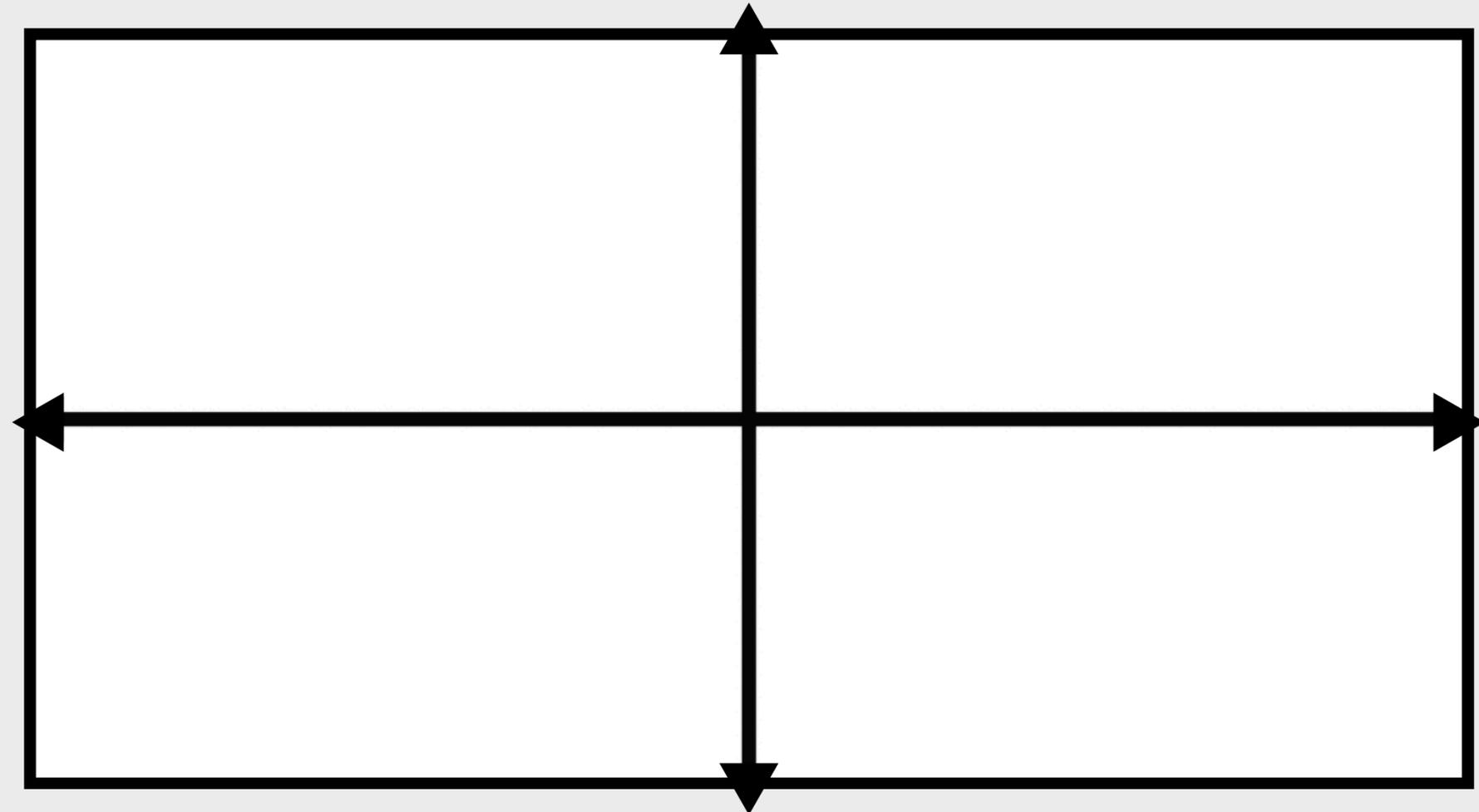
The Grid

**02**

Your Take

**03**

If You Know, You Know



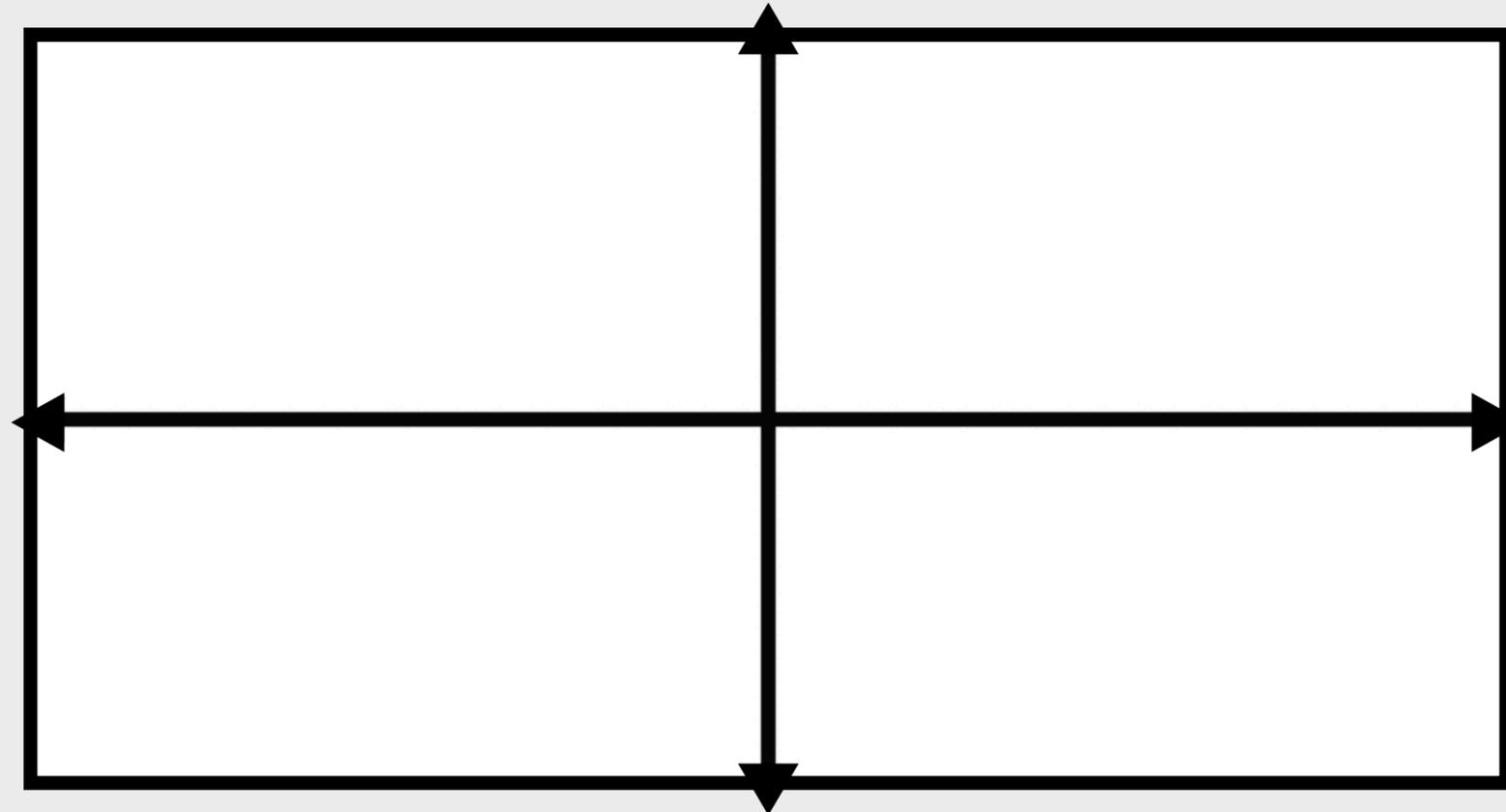
# The Grid

Encourages  
Action

Doesn't  
Resonate  
(Not For Me)

Resonates  
(For Me)

Doesn't  
Encourage Action

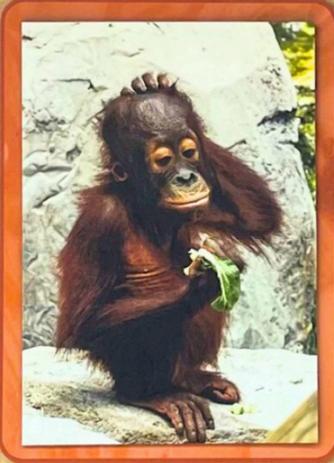


# Example: You Can Help Orangutans

**You Can Help Orangutans Through Social Media.**

Sharing photos or videos of people with primates can give the false impression that they make good pets, or that they can be domesticated.

Buying and selling primates as pets is bad for them, bad for people, and is illegal.



 ...

Before you share that cute photo or video, ask yourself – does this depict a **MISLEADING PERCEPTION OF PRIMATES?**

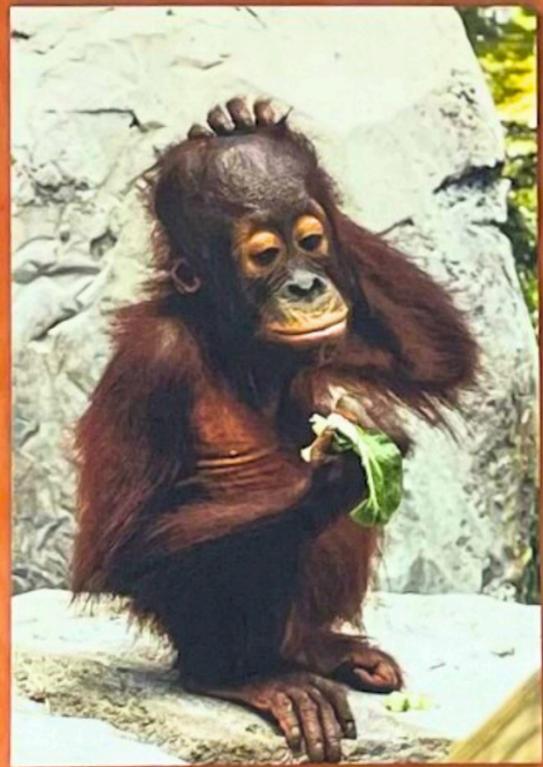
**If so, DON'T SHARE IT.** 

MacBook Pro

# You Can Help Orangutans Through Social Media.

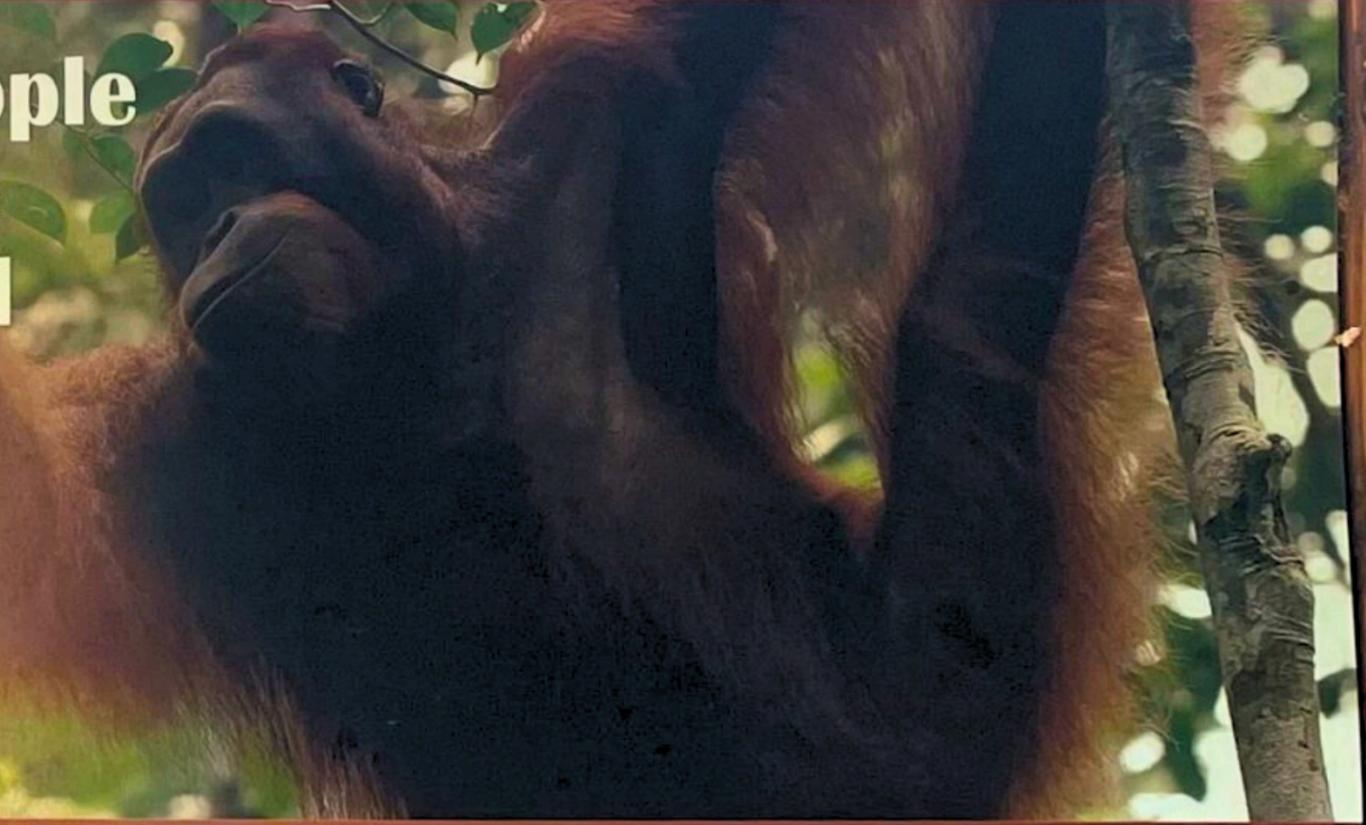
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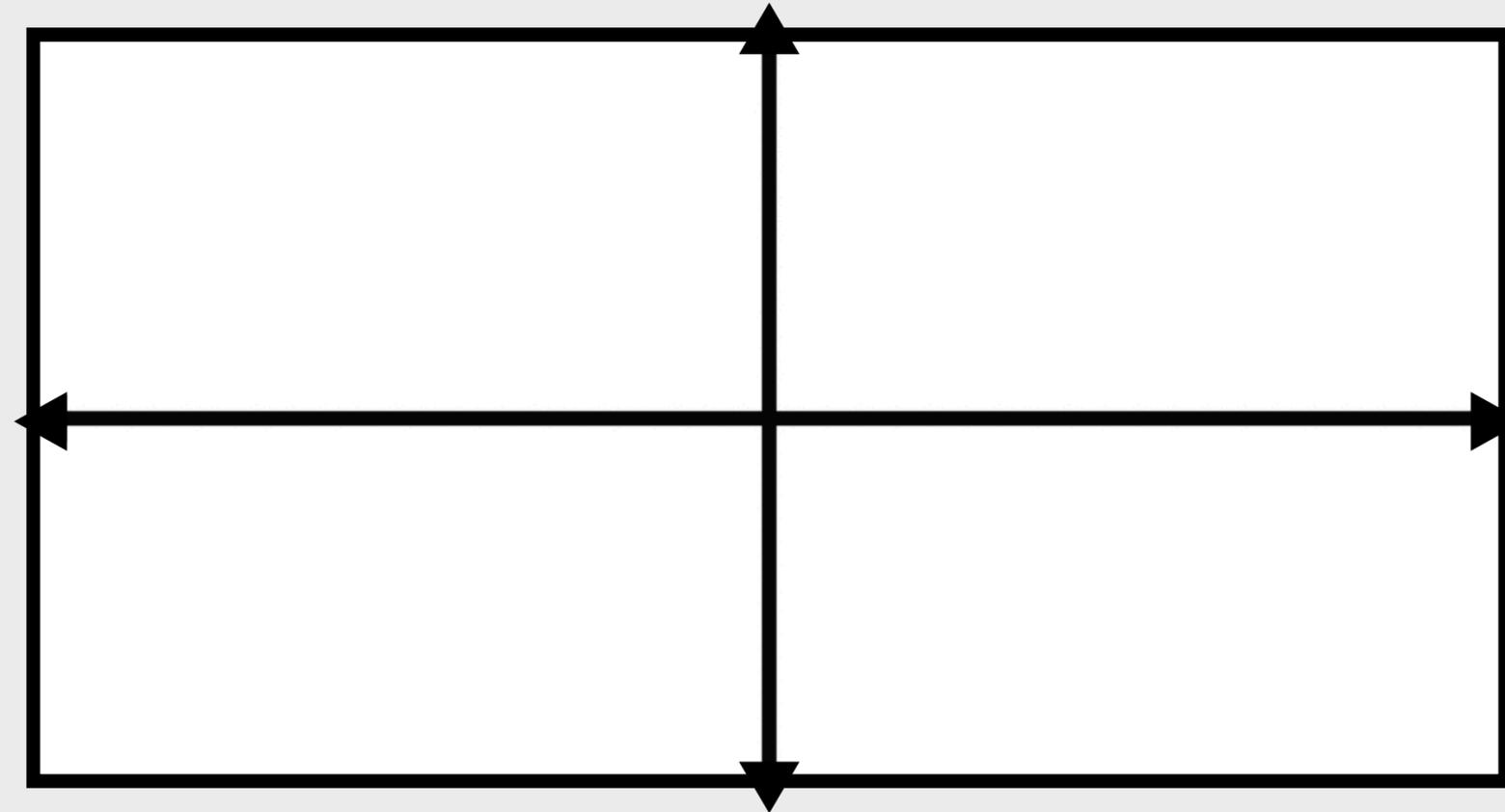
**If so, DON'T SHARE IT.** 



Screen

**Encourages  
Action**

**Doesn't  
Resonate  
(Not For Me)**



**Resonates  
(For Me)**

**Doesn't  
Encourage Action**

**You wouldn't steal a car,  
you wouldn't steal a handbag,  
you wouldn't steal a television,  
you wouldn't steal a movie.**

Downloading pirated films is stealing,  
stealing is against the law,

**PIRACY IT'S A CRIME**

[DOWNLOAD](#)



# NFL WOMEN'S APPAREL FIT FOR YOU

FASHION. FITNESS. FOOTBALL. NFL WOMEN'S APPAREL FOR YOU HAS IT ALL.  
GET THE FASHION, FITNESS TIPS, AND CHECK OUT NFL EVENTS.  
**SELECT STYLE BELOW**





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# SUPER BOWL LIX

*Champions*

NFL Profs  
**VISA**



A Fanatics Experience

Game changing > clout chasing.



 YouTube Music

New album from **21 Savage** is here.

007186

Commercial  
**LEASE**  
& OFFICE  
708-3330

**Goodwill**

State Farm



Lead  
#LIKEAGIRL

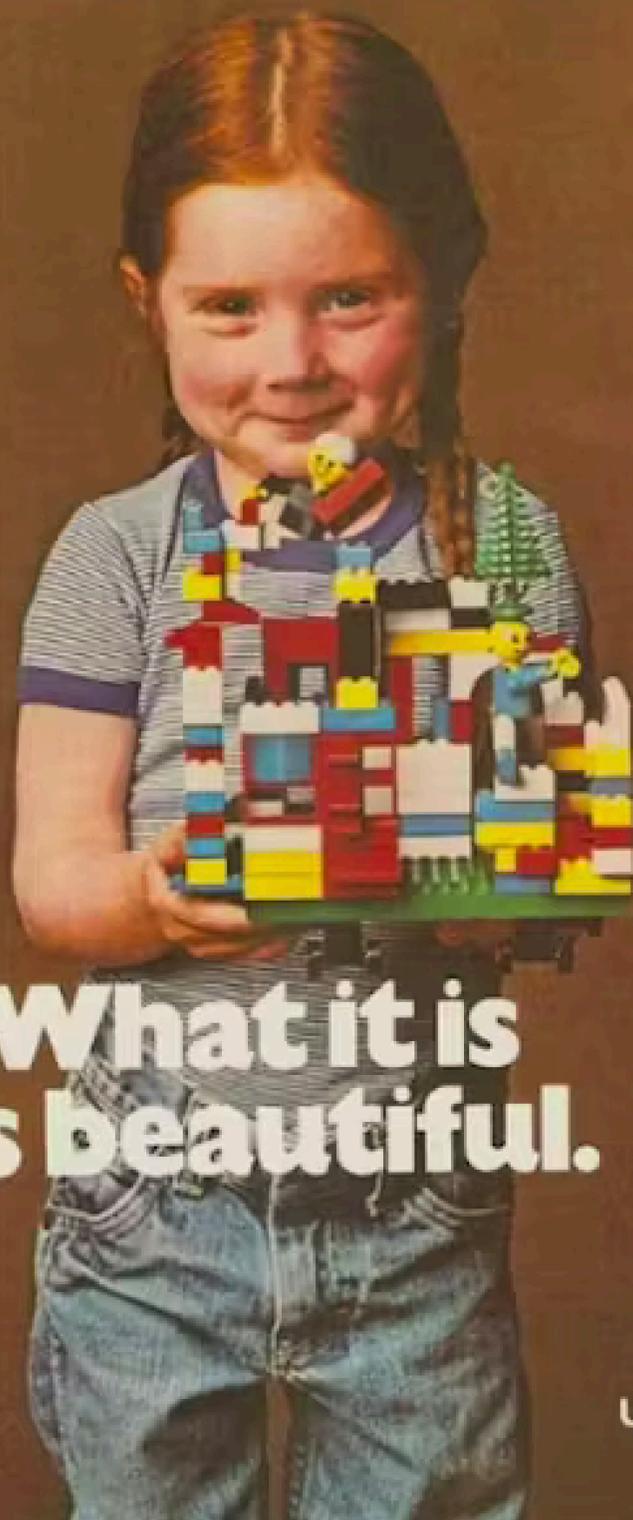


Throw  
#LIKEAGIRL



Swing  
#LIKEAGIRL

Rewrite the Rules.  
always



**What it is  
is beautiful.**

Have you ever seen anything like it? Not just what she's made, but how proud it's made her. It's a look you'll see whenever children build something all by themselves. No matter what they've created.

Universal Building Sets



**What it is  
is original.**

They're not just playing with LEGO® bricks, they're showing their creativity. Fast forward a few years and they'll be running the world. We are joining forces with UN Women, rebuilding the LEGO Group

# Thank You!

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