



Framing

Mini Guide

Mini Guide Series

This guide is part of Animal Think Tank's series on **persuasive communications** for animal freedom.

Each guide draws on the **latest research** in psychology, public opinion and movement strategy.

This edition is about framing:

how the words and images we choose don't just describe the world – they **shape** how people understand it, and whether they take action.

Helpful frames can help facts land and build empathy. **Unhelpful frames** can reinforce the very ideas we're trying to challenge.

This guide explores how to frame communications more persuasively – and how to use the **FRAMES checklist** to test every message before it goes out into the world.



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Framing Essentials

We're in a framing battle - whether we realise it or not



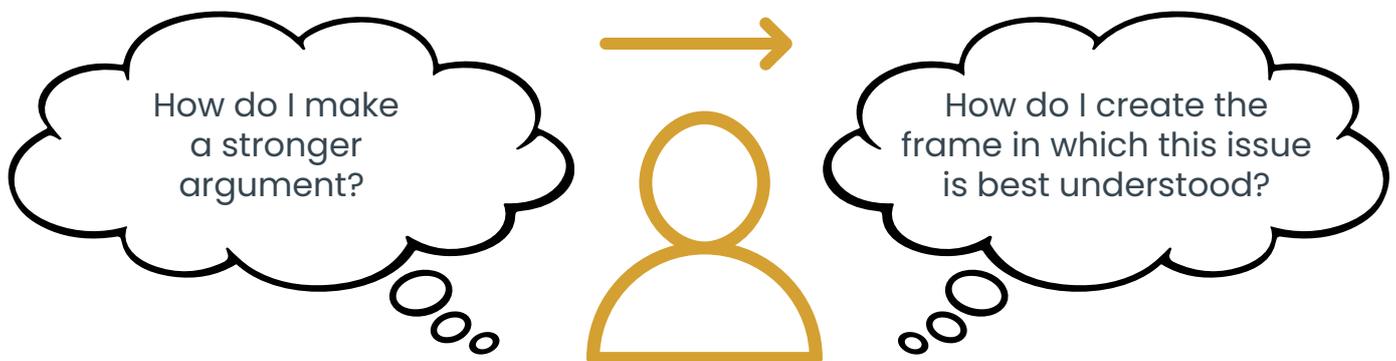
Animal exploitation industries invest heavily in their framing for a reason. "Happy eggs", "High welfare", "All natural", "Free-range", "Sustainable" . . .

These aren't accidental word choices. This is **strategic framing**, designed to make a system feel benign, necessary, even positive.

When we communicate without thinking strategically about our framing, we can unintentionally reinforce unhelpful or even harmful frames.

We can't win a framing battle without a framing strategy.

Understanding this shifts the question from:



Framing Essentials

How can we be strategic and intentional about framing?

Both industry and movement framing can become so embedded in our thinking that we're unaware: when we're reproducing them, the effect they have on different audiences, or how they might reinforce the status quo..

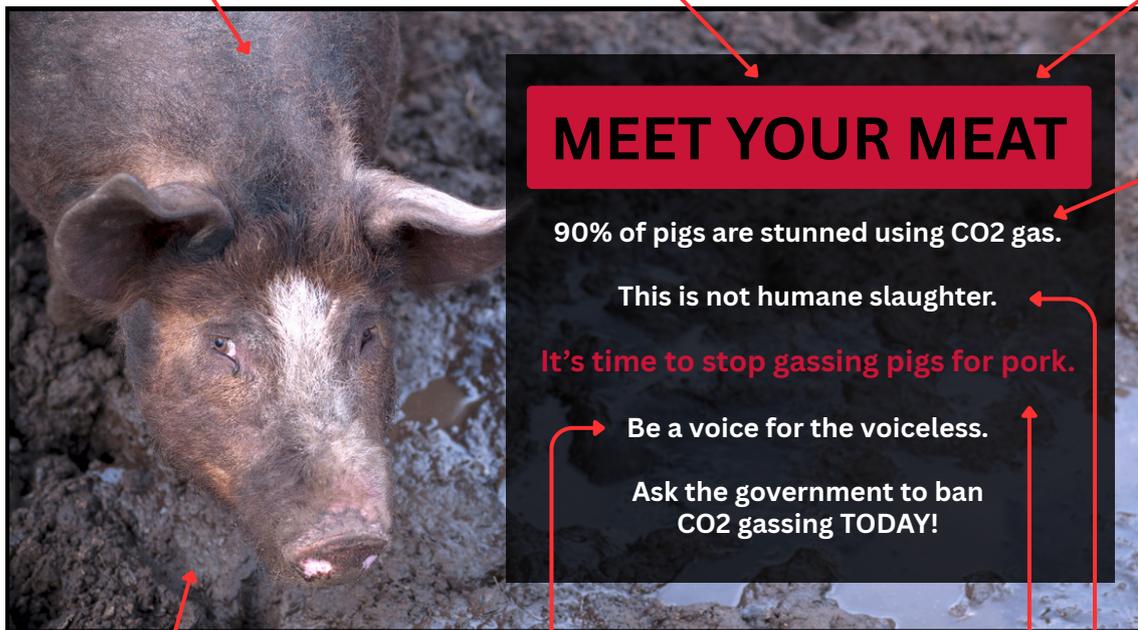
Framing isn't a finishing touch. It's the foundation of communications.

The same message, framed differently, can expand thinking – or limit it.

Risks reinforcing the harmful frame of pigs as 'dirty'.

Our public opinion research has found people find black and red off-putting. It's negatively associated with 'animal rights', and capital letters can be interpreted as 'shouting'.

Puns can be catchy, but this could reinforce an 'animals are food' frame as much as disrupt it. It could also seem accusatory to the audience.



'Stunned' is industry framing to soften the idea of killing. 'CO2' is a scientific frame that creates distance from what's happening, focusing on a 'method' rather than the experience of a 'gas chamber'. It asks: 'how should we kill pigs?' rather than 'should we?'.

High camera angle positions the audience 'above' the pig, 'looking down' at them. It could unintentionally reinforce the idea that farmed animals are 'inferior'.

'Be a voice for the voiceless' can frame animals as passive and inferior, dependent on humans as their 'saviours'. Animals do communicate their fear, pain, and will to live. The problem isn't that they can't speak, but the industry silences and ignores them.

Reinforces industry frame that slaughter can be ethical, as well as the idea that compassion is unique to humans.

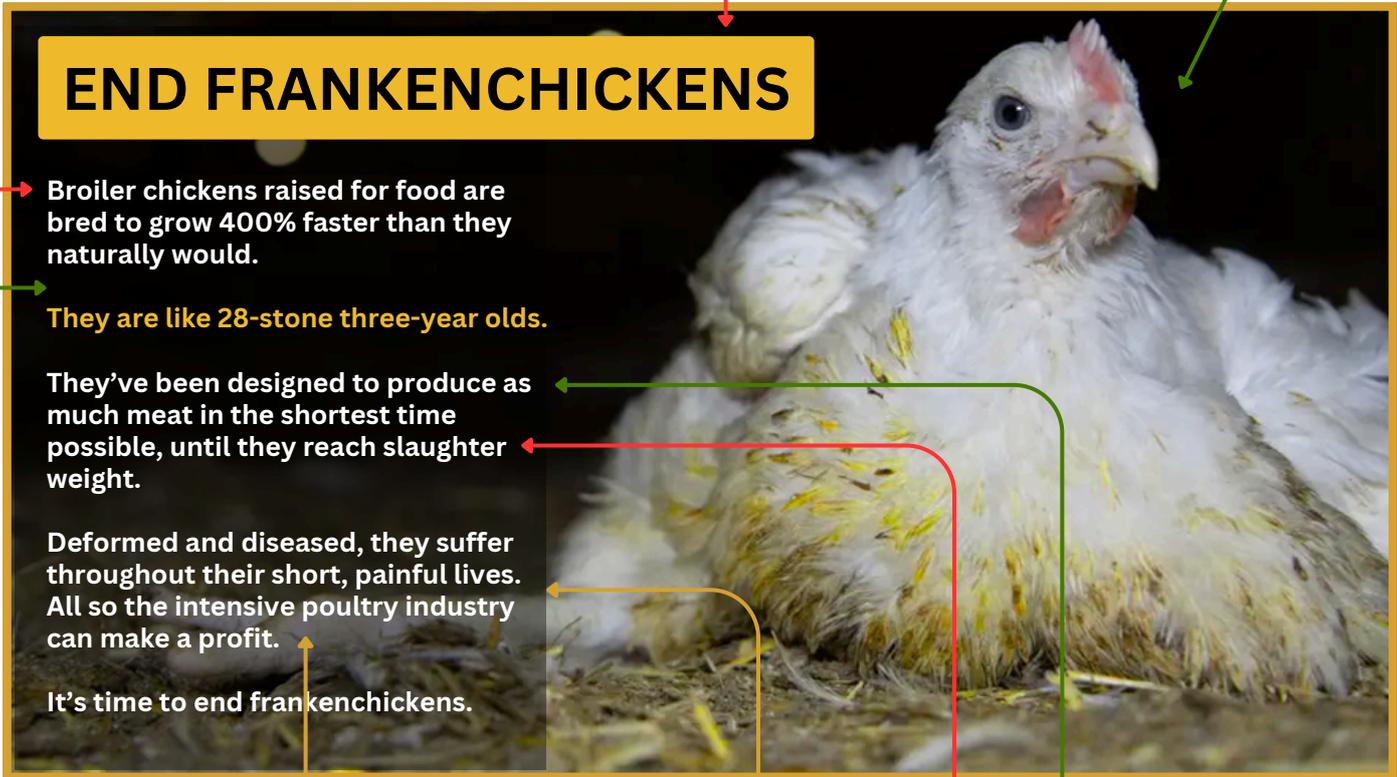
'Pigs for pork' – alliteration can be catchy, but this reinforces an 'animals are food' frame.

Framing Essentials

'Broiler chicken' reduces chickens to a cooking method. 'Raised for food' also reinforces a food frame, as well as industry framing that animals are 'well cared for' and 'belong' in farms.

'Frankenchicken' is a catchy phrase, but it activates a 'monster' frame. Chickens become 'grotesque' and this can provoke physical disgust more than moral outrage or compassion. Focusing on chickens as the 'monster' could also distract from the 'monstrosity' of the industry.

A level camera angle puts the audience eye-to-eye with the chicken, and it's their eye the audience is drawn to. Their expression might seem angry, which could cause emotional distance with the audience.



END FRANKENCHICKENS

Broiler chickens raised for food are bred to grow 400% faster than they naturally would.

They are like 28-stone three-year olds.

They've been designed to produce as much meat in the shortest time possible, until they reach slaughter weight.

Deformed and diseased, they suffer throughout their short, painful lives. All so the intensive poultry industry can make a profit.

It's time to end frankenchickens.

400% faster sounds shocking, but it's an abstract figure that is hard to make sense of or visualise. '28-stone three-year-olds' is a visually shocking metaphor that is likely to stick in audience's minds.

'Deformed and diseased' could imply the problem is chickens' bodies, rather than the system. But highlighting their pain and suffering helps centre their experience.

'Designed' can reveal that chickens have been manipulated to be this way.

Now the 'villain' is brought into the frame, and their motivation (profit). But 'poultry' reinforces an industry frame, reducing individuals to a product category.

'Produce as much meat' reinforces the harmful frame that farmed animals exist to become food products. 'Reach slaughter weight' also reinforces the idea that farmed animals' role is to be fattened up for 'meat'.

Framing Essentials

Humans process information through frames



A frame is a **mental structure** – a way of organising and interpreting information quickly.



The words, images and narratives we choose **activate mental frames** in our audiences – shaping how people see something, before they've even thought about it.



If we don't **define the frame on our terms**, the industry – or our audience's existing belief frames – will do it instead.



Framing through words

The words we choose **trigger associations** in people's minds. If we're not intentional about how we frame our communications, we could be **reinforcing industry frames** without even realising it.



Framing Essentials

Framing through words

Subtle shifts in language can conjure up different mental frames in audiences. But what could be persuasive for one audience further along in their journey might jar for another audience further back in theirs. For messages aimed at broader audiences, we want to use words that can create helpful frames that **subtly expand people's thinking** in a way that doesn't cause negative reactance.

Dairy cows

Cows **exist to produce** dairy

Cows **used** for **their milk**



Cows are **being used** for their milk

Cows **used** by the milk **industry**

Industry are **using** cows for milk



Tip: Ensure language doesn't replicate industry frames, which limits audiences' connection with animals and narrows their understanding of the issue.



Audience frame

Caring farmer raising newborn chicks by hand at his free-range farm

Communicator frame

Dying chicks liberated from a factory farm by concerned animal lover

“Frames are mental structures that shape the way we see the world.”

Don't Think of an Elephant! / George Lakoff

Framing Checklist

This guide covers **three essential steps** to help us frame our communications more strategically and intentionally:



Step 1: Know the landscape

Before you write anything:

- understand **who** you're talking to
- map the **harmful** narrative frames to avoid
- map the **helpful** narrative frames to reinforce
- define the **core** frame you want to communicate.



Step 2: Build your narrative framework

When crafting your communications:

- frame your issue through shared **values**
- name the **problem** as a violation of those values
- frame **solutions** as achievable
- paint a **vision** of a better future
- give your audience a meaningful **role** in making change happen.



Step 3: Review your draft

Read your copy with fresh eyes:

Does every word, phrase and image move your audience towards the core frame you want? Or are you unintentionally reinforcing unhelpful framing?

Framing Checklist

FRAMES is a **six-point checklist** to use against campaign communication plans and messaging:

F

FRAME THE ISSUE

Does it reinforce the values and vision you're promoting?

R

REFRAME THE OPPOSITION'S STORY

Does it change the story by reinforcing your core narrative frame rather than repeating the opposition's frame?

A

ACCESSIBLE TO THE AUDIENCE

Is it crafted with language, values and imagery that will resonate with this specific audience?

M

MEMORABLE

Is it sticky and spreadable? Does it use a symbol, slogan or metaphor that conveys the core narrative frame?

E

EMOTIONAL

Does it trigger an emotional response – hope, urgency, joy, outrage – rather than just presenting facts?

S

SIMPLE & SHORT

Does it get to the core narrative frame – i.e. is the single most important point – clearly and concisely?

Framework adapted from ***Center for Story-Based Strategy***

Step 1: Know the Landscape

Step 1: Know the landscape

Before writing about any issue, it's helpful to ask:

- 1** **Who** am I talking to – and what do they already **believe** about this issue? Where is there already **common ground** that I can build on, and where might there be **resistance**?
- 2** What **unhelpful frames** exist about this issue that I need to avoid triggering? And what unhelpful frames might need **challenging directly**?
- 3** What **helpful frames** do I want to reinforce and activate instead? And how can I best do that through the language and images I choose?
- 4** What is the **core frame** I want to leave the audience with – one that makes this issue feel real, urgent and worth acting on? And can it be articulated in a **single short message**?

In the sections that follow, we'll work through each of these questions in more detail. To make it concrete, we'll use the same example issue throughout: **factory farming**.



Framing For Audiences

Communications land differently depending on the audience

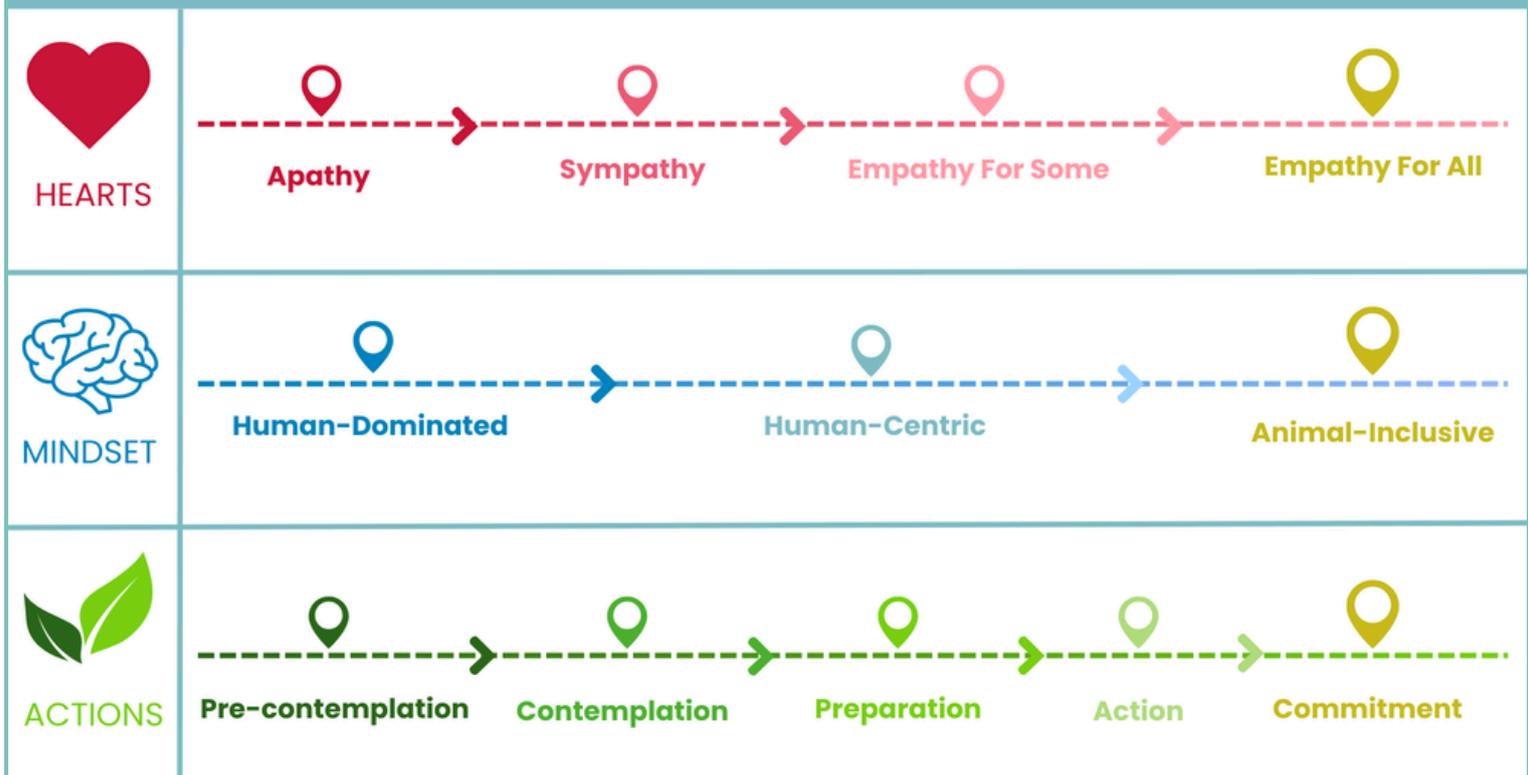
There's no single audience — people are at different stages in how they feel, think and act on different animal issues.

Some are already questioning humans' use of animals; others have barely considered it.

Our job isn't to communicate to everyone. It's to identify the people who are genuinely persuadable, understand where they are, and meet them there by tailoring our communications.

Audience Journeys

Everyone's at a different point in their journey, in terms of their empathy towards fellow animals (**hearts**), their attitudes and beliefs (**mindset**) and their behaviours (**actions**).



Cognitive dissonance can arise when people are at different points in their **empathy**, **mindset** or **action** journeys. Where they are in their journey affects which **communication strategies** will be most effective.

Framing for Audiences

Effective framing is about bridge-building

We can see where we want people to end up – but the bridge has to start from where they're standing. Bolder frames that resonate with people further along their journey can feel like a leap too far for those just starting out. Familiar frames, rooted in values an audience already holds, are more likely to connect. The goal isn't to dilute our message for audiences early in their journey – it's to make it land.

Persuasion is a journey

Changing how people feel, think and act rarely happens overnight; it's built through repeated exposure to narrative frames. This often starts with small shifts – noticing an inconsistency, feeling a tug of empathy, supporting a single reform or issue – that can build towards deeper engagement. Understanding where someone is on their journey can help us select frames that can expand their thinking, rather than push them away.

1

Who am I talking to?

Example audience profile:

People who eat animals but care about animal welfare, are reducing their consumption, and distrust corporate industries.

Already believes:



Tip: public opinion research is the best way to establish who your key audiences could be and what they believe about a particular issue.

2

What unhelpful frames exist about this issue?

Examples:

- **'High welfare' is the end goal** - farming and killing animals is OK as long as they are treated well/have had a decent life.
- **Family farms** - are the norm in our country, not factory farms.
- **'Feeding the world'** - factory farming isn't ideal, but it's a necessity to feed a growing population, and there's no realistic alternative.
- **'Farming of animals is regulated and improving'** - anything bad wouldn't be allowed; the government and welfare schemes make sure any welfare issues are quickly addressed.
- **'A few bad farms/workers'** - rather than a 'bad system'; harm is seen as the exception, rather than the norm.
- **'The real issue is waste, not production'** - number of animals who die on farms before reaching the slaughterhouse, or amount of 'meat' that's wasted is the real problem.
- **Consumer choice** - reframes responsibility from producers and policymakers to individual shoppers, which can limit systemic solutions.
- **'Rural livelihoods are under attack'** - attacking any type of farming is attacking farmers and their livelihoods.
- **'Eating animals is necessary'** - we can choose to eat a bit less, but we can't stop eating animals entirely.
- **'Certain animals are here to be farmed'** - and that's just the way things are.

3

What helpful frames might I want to activate?

Examples:

- **Animals are unique individuals** – with their own personalities, relationships and desires. They want to be free, to be with their families, to explore and play, and not to be harmed or killed.
- **Most people oppose factory farming** – but are supporting it without even realising because over 90% of farms are factory farms.
- **'Welfare-washing' is a business model** – factory farming uses clever marketing, like 'higher welfare' or 'free range', to protect sales rather than animals.
- **Cruelty is systemic** – factory farming is a harmful industry, and cruelty can't be eradicated from an industry that: takes babies from their mothers; confines animals indoors for most of (if not all) their lives; mutilates animals by cutting off body parts; and slaughters them.
- **Many farmers want to change** – either by moving to arable farming or away from intensive farming of animals. They need to be supported to do so. It's only the factory farming industry that is blocking real progress towards a better future.
- **Change is already happening** – many farmers are transitioning, institutions are shifting their menus, and millions of people are eating differently – not because they were told to, but because it reflects what they actually believe and value.
- **A better future** – [for audiences earlier in their journey] where animals aren't harmed and cruelty can't be hidden behind clever marketing. [for audiences further along their journey] where no animal is bred, confined or killed for profit.

4

What is my core frame?

A core narrative frame is more than a message – it's the **moral, values-based lens** through which you want your audience to see the issue. It shapes how they feel, not just what they think. Everything in your communications should be **rooted in this core narrative frame**.

A core frame:

- connects to **values** your audience already holds;
- makes the **problem feel real and urgent** – not abstract or distant;
- **opens a door to change and hope**, rather than making people feel helpless or implicated.

Not every core frame will do all of these equally. The right balance depends on your audience and where they are in their journey. The simplest test is: **does it move people in the right direction - or does it create pushback?**

If you can't express your core narrative frame in a sentence or two, it probably isn't clear enough yet.

Example core frame about factory farming:

"Most people oppose factory farming – but the industry has spent billions deceiving people into supporting it. As the truth comes out, so does our power to bring about real change."

This could work for an audience that already opposes factory farming and distrusts corporate power. It names the villain, removes individual blame, and gives the audience agency – not as consumers making better choices, but as people who can collectively create change.

Step 2: Build Your Narrative Framework

Step 2: Build your narrative framework

When creating your communications, it's helpful to think about:

- 1 What **shared value(s)** can I frame this issue through, and how can I communicate it via text and imagery?
- 2 How can I frame the **problem** as a **violation** of that shared value, so it feels relevant and relatable to my audience?
- 3 How can I frame the **solution(s)**, so it feels like change is **possible** and is already starting to happen?
- 4 What **vision** of a better future can I communicate, so change feels **desirable** and beneficial to many?
- 5 How can I make my **audience** feel like they are part of this issue, and what meaningful **action** can I invite them to take?

These five questions form the backbone of any strategically framed message. The following sections focus on **values**, **vision** and **audience identity** - three areas where small shifts in framing can make a real impact.



Framing Through Values



People make choices based on values more than facts.

Facts only land when they fit within frames people already hold.



When facts clash with frames, they are ignored or dismissed.

Therefore it's more persuasive to lead with **why** an issue matters, before presenting evidence or solutions. **Values can anchor understanding and motivate action.** Facts only stick when they reinforce values already activated.

Three examples that show values-based framing in action:

Marriage equality gained momentum when it shifted from "gay people should have the right to marry" to "everyone should have the freedom to marry the person they love".

The facts didn't change, only the frame did.

This frame connected with universal values of love, family, equality and freedom, rather than a marginalised group's entitlement to legal rights.



Framing Through Values



Smoking-related health messaging failed to persuade the majority of smokers to quit because it clashed with deeply held beliefs in **personal choice and agency**.

Behaviour really started shifting when advocates strategically reframed smoking as a public health issue affecting non-smokers – in particular, children. This core frame was more resistant to the frame of personal choice, highlighting the importance of **protecting children's health** – a shared value that was hard to argue against.

Drink-driving campaigns initially focused on **legal penalties and personal responsibility** – but failed to shift behaviour at scale. "Friends don't let friends drive drunk" shifted the frame from rule-breaking and punishment to **love, care and shared responsibility**. It wasn't about the law anymore – it was about protecting people we love.



Framing Through Vision

The scale and violence of what's happening to animals can pull us towards framing the issue entirely about suffering and the harm we want to end. That's crucial to communicate, but should it be the entire frame?

To move people beyond a **welfare frame** — *animals can be farmed and killed if they're treated well* — and towards a **freedom frame** — *animals should be free to live and thrive* — it's important to articulate what we're for, not just what we're against. Part of our role as communicators is to help people imagine a vision of a better future, and how it could benefit everyone.

Every time we communicate something that speaks to our vision, we're encouraging people to view an issue differently: to notice who other animals are, why they matter, and what animal freedom could look like.

Change only happens when enough people share the same vision.

And it begins with framing our messages intentionally — towards the future we're building, not only the harm we're exposing and trying to end.



Matilda escaped a farm to have her babies in woodland. The family now lives safe in sanctuary.

Framing Through Vision



Showing animals suffering is effective for people who already have empathy for other animals. For those who don't, framing them as 'victims' can provoke pity - a distancing emotion. If people are repeatedly exposed to images of suffering, it can alienate or desensitise them. Images of cruelty can reinforce a welfare mindset - i.e. the problem is the cruelty, rather than other animals are being farmed and denied their freedom.



Showing images that tell stories of other animals resisting their oppression, escaping, thriving in freedom can help shift people into a freedom mindset - i.e. encouraging them to recognise that other animals long for freedom and have similar desires to humans. Showing how they are when they're thriving can help build empathy - a much more connecting emotion.

How visual framing works

Victim framing focuses on suffering, despair and passivity.

Freedom framing highlights individuality, agency and joy.

Isolated framing (e.g. close-ups of flesh, injuries, cages) can shock - but may also alienate or desensitise, depending on the audience.

Individualised framing (e.g. personality, expression, escape, relationships) creates space for empathy, connection and shared experience.

Images don't need to be graphic to be powerful. Some of the most effective images suggest cruelty without showing it, or reveal tenderness where audiences might expect indifference.

Framing Through Identity



What the research shows:

Numerous studies have found that **framing asks via identity rather than action** can be much more effective.

One study asked adults:

Will you vote?

vs

Will you be a voter?



Response rates to register were around **56%** in the behaviour group



Response rates to register were nearly **90%** in the identity group

Another study found that in real elections, those exposed to “be a voter” messaging had dramatically higher turnout than “vote” messaging:

- 95.5% turnout in California for the identity group vs 81.8% in the behaviour group.
- 89.9% turnout in New Jersey for identity vs 79.0% behaviour.



Framing someone as a voter activates a **self-identity frame** - “I am the sort of person who does this” - which is much more motivating than a behaviour-focused frame.

Framing Through Identity



What the research shows:

Another study asked children:

Will you help?

vs

Will you be a helper?



Results: Children in the **identity** group picked up **29% more** items than children in the **behaviour** group.

- Identity framing encourages children to see helping as part of who they are: “I am a helper” – whereas action framing treats helping as a choice.
- The identity frame is more motivating: children behave in ways that reflect the identity they adopt.

What does this mean for our messaging?

Invite people to *be someone*, not just *do something*

- Identity-based prompts tap into how people see themselves – or how they want to be seen by others.
- Through words and images, we can try to reinforce the idea that: **‘people like you, who care about things like this, are already taking action’**.
- This subtle shift in framing could increase engagement significantly.

Step 3: Review Your Draft

Use the **FRAMES checklist** [page 11] as you review your message:



Framing Traps



Negating a frame still activates it

Saying 'animals are not meat' strengthens the mental link 'animals = meat' because audiences have to activate that frame in order to negate it.



Using industry frames strengthens that worldview

When we describe issues in industry terms – e.g. 'badger cull' – we make harm sound normal or necessary.



Activating a food frame can block empathy

Putting people in a food frame can activate extrinsic values (like taste, price, personal choice), which deactivates intrinsic values (like compassion, care, fairness). If you want to build empathy through a message, avoid activating the food frame.



Abstract frames weaken impact

Terms like 'welfare standards' or 'sentience' often fail to engage people's values or emotions.



Directive frames can trigger defensiveness

Frames that tell people what to do or think – e.g. 'go vegan' – often provoke resistance rather than reflection, as it threatens people's sense of agency and identity. Invite rather than instruct.



Reinforce frames that strengthen our worldview

Use simple frames that clearly highlight what is being done to other animals. Surface contradictions, encourage reflection, and connect the issue to something the audience already values.



Tip: If using industry framing is unavoidable, you can draw attention to it being a 'problematic term' by using quote marks.

Framing Traps



Real-world framing trap example:

What do you think when you hear the term 'tax relief'? It sounds like something positive, right? And tax itself sounds like something negative.

'TAX RELIEF'



TAX AS BURDEN



This frame casts those who **reduce** taxes as **HEROES** ...



... and those who **oppose** cutting taxes as **VILLAINS**.

When campaigners argue against tax relief using that framing, they're reinforcing the idea of tax as a burden. This is a **framing trap**, as repeating 'opposition' words activates that worldview.

Whereas if they frame the cutting of taxes on their terms - that it defunds public essentials - it helps audiences understand the issue in a different way:

'DEFUNDING ESSENTIALS'



TAX AS BENEFIT



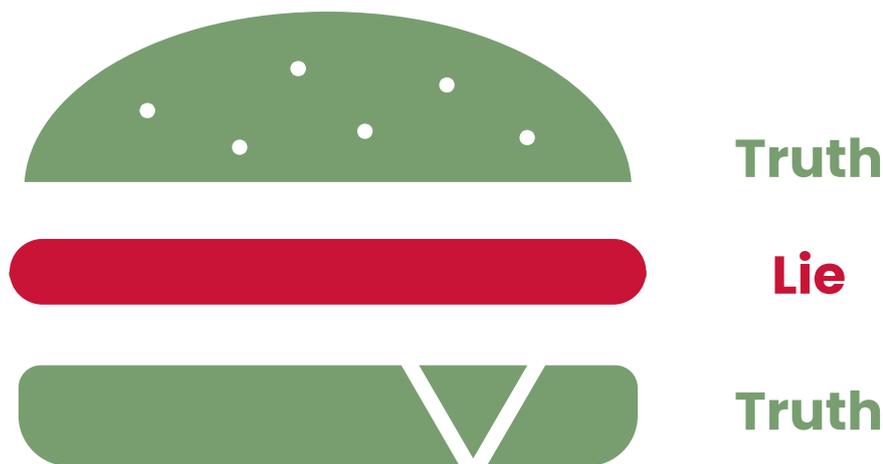
This frame casts those who **protect** taxes as **HEROES** ...



... and those who **cut** taxes as **VILLAINS**.

Challenging Harmful Frames

Sometimes opposition frames are so dominant they can't simply be ignored – they need to be directly addressed. The challenge is doing this without reinforcing them. There are two effective ways of doing this:



The Truth Sandwich

1. Open with your frame
2. Address their frame
3. Close with your frame

This ensures your framing is the **first and last thing the audience hears**.

Example of a 'Truth Sandwich' message:

Most of us love animals and hate the idea of them suffering. The industry falsely claims that factory farming is necessary to feed the nation, because they're worried about their profits. But a plant-rich food system could feed more people more sustainably. We need the government to support farmers who want to make that transition, but aren't able to do it alone.

Challenging Harmful Frames

Journey Stories

Another persuasive way to challenge a harmful frame is through trusted messengers sharing their own journey. Someone who once believed the opposition frame - and then changed their mind - is far more persuasive than someone who never believed it at all.

An effective journey story:

- Opens with shared values the audience already holds - talking about why they personally care about this issue
- Honestly names the narrative frame the messenger used to believe
- Describes what shifted their thinking through a personal experience
- Ends on a values-based reframe that feels authentic, not preachy.

Examples of persuasive journey stories from our movement:



Tip: You can't win an argument by fighting on the opposition's terms. Lead with your frame, address theirs briefly, and always return to yours.

Framing Through Language

1

Lead with positive frames

E.g. 'animals are someone not something' rather than a purely negative frame like 'animals are not products', which risks reinforcing an 'animals are products' frame.

2

Use inclusive language

- 'Our animal cousins' conveys a bigger *us*; 'non-human' is othering.
- Like humans, other animals 'talk' – they're not 'voiceless'.
- They're part of 'families' and 'communities', not just 'populations' or 'species'.

3

Connect with people's identities and create a 'bigger us'

E.g. use inclusive identities like 'caring people' or 'animal lovers', rather than divisive identities like 'vegans', 'meat-eaters' or 'activists'.

4

Avoid reinforcing industry frames

- Use 'chickens', 'cows' or 'animals who are farmed' rather than 'broiler chickens', 'beef cows' and 'livestock', which objectifies other animals.
- Use truthful terms like 'killing' and 'mutilating' instead of 'culling' and 'tail-docking', which obscures what's being done.

5

Use animal-first language

- 'Horses forced to race' rather than 'race horses', which implies they're doing what they were supposedly born to do.
- 'Animals confined in zoos' rather than 'zoo animals', which implies a zoo is where they belong.

6

Use active language

E.g. 'farming animals' not 'animal farming'; and 'testing on animals' rather than 'animal testing', to emphasise that something harmful is being done.

7

Use values-based language

E.g. freedom, kindness, fairness, dignity, truth more than abstract terms like 'rights' and 'justice', which are less likely to move or resonate with people early on in their journey.

Framing Through Images

© Isa Leshko



Emphasise individuality

Images that focus on one individual (rather than an anonymous mass) can emphasise their uniqueness. Where possible, choose images that show that fellow animals' feel a range of complex emotions, and how similar they are to humans.

Use level or low angles

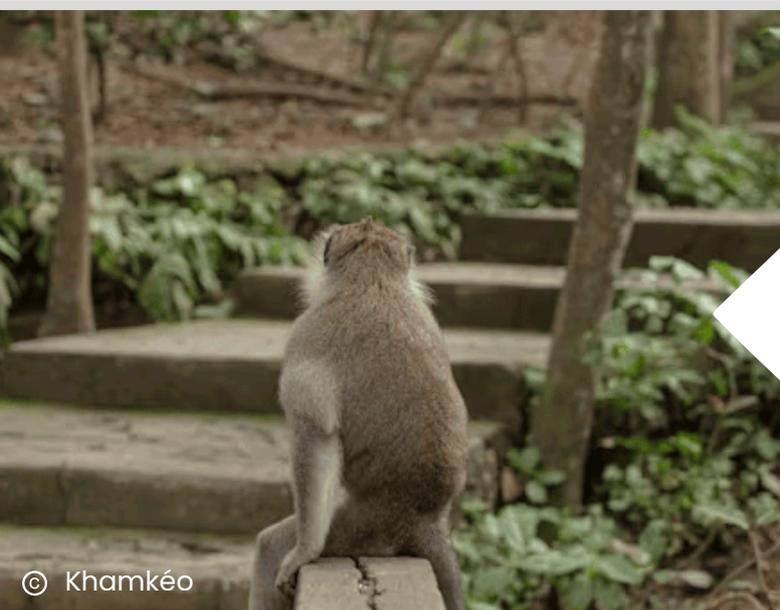
The angle of the camera can affect how an audience relates to another animal. Low angles make fellow animals look bigger, conveying a sense of stature and importance. Level angles position the audience on a level with them. Whereas high angles diminish the size of an individual.



© Transly Translation Agency

Offer another perspective

Encouraging the viewer to look directly into an animal's eyes can be visually arresting and emotionally powerful. Images taken from behind an animal, which invite the audience to look at them as well as at what they're gazing at, can create a shared viewing experience.



© Khamkéo

Framing Through Images

THE ANIMAL AGRICULTURE INDUSTRY WANTS US TO BELIEVE THIS IS WHAT FREE RANGE LOOKS LIKE



BUT THIS IS THE REALITY



SUPPORT A TRANSITION AWAY FROM FARMING ANIMALS

Use contrasting images to tell more of a story

Animal Think Tank tested the effect of single image messages compared to messages with two contrasting images. We found that contrasting images that told a coherent story were more persuasive. But contrasting images were only more effective in poster-size messages. Another study we ran with smaller online ads found contrasting images were too busy, and therefore less engaging to audiences.

'Nightmare' images showed the horrific reality of how other animals are confined, while 'dream' images either depicted how fellow animals should be living (our vision of animal freedom), or the fairytale fiction pushed by the industry.

Contrasting images can often tell more of a story than a single image can, and invite greater participation from the viewer.

Put humans in the frame

While we should always aim to centre other animals in our communications, it can sometimes be helpful to include humans in the frame. In message testing, we've found that images that featured humans with fellow animals did improve people's pro-animal attitudes. However, some people felt that images using human children were emotionally manipulative.



Framing Through Images

When choosing visuals, it's helpful to ask the following questions:

1

**What story does this image tell?
What story could two contrasting images tell?**

2

**What assumptions does this image
help reinforce or challenge?**

3

**What feelings is this image likely to
provoke in different audiences?**

4

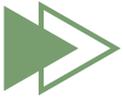
**What's missing from the frame? What do
I want to include and exclude?**

Images can:

- reinforce stereotypes – or help dismantle them;
- frame other animals as powerless 'others' – or as someone like 'us';
- narrow what feels possible – or open up new ways of seeing, thinking, feeling and acting.

Framing

— Key Takeaways —



Lead with values

Frame the issue through values the audience already holds, and frame the problem as a violation of those values, before introducing evidence or facts.



Adapt to audience journeys

Meet people at their current stage and frame messages in ways that resonate and can encourage the next step.



Frame the issue by balancing harm with hope

Show both the problem and the better future that animal freedom represents, so people feel urgency without despair.



Avoid reinforcing harmful frames

Reframe on our own terms; don't repeat industry terms or negate their language. If their frame needs addressing, use a 'truth sandwich' or journey story of a trusted messenger to challenge the frame.



Frame calls to action around identity more than behaviour

Invite people to live up to their values rather than simply asking them to act. Use social proof to highlight how people like them are taking action because they care.

Want to find out more about persuasive communications for animal freedom?



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