

Persuasive Videos that Demonstrate the Seven Steps

Step 1: Plan for Success

Title	Source	Notes	Target Audience
How to Make a Blockbuster Movie Trailer	https://youtu.be/KAOdjqyG37A (duration 2:30)	This hilarious video reveals the standard structure behind many blockbuster movie trailers. It shows how trailers are designed to tempt and persuade you to see the film.	Upper Primary and Secondary
The One Gift Santa Can't Deliver – International Red Cross	https://youtu.be/jcvONHDUwww (duration 1:40)	Follows the story graph, starting with action, Santa walking in a war zone. Builds tension, shows you a child longing for her family at Christmas. Finishes with a call to action.	Secondary Warning: images of a war zone.
Always Like A Girl	https://youtu.be/XjJQbJWYDTs (duration: 3:18)	The message in this video is planned carefully to persuade you to change your assumptions. Ask students if it would work as well if it was delivered in a different order.	Upper Primary and Secondary

Step 2: Sizzling Starts

Title	Source	Notes	Target Audience
Queen of the Desert – AAMI Roadside Assist	https://youtu.be/mBZ9gYqPCsU (duration 0:30)	Starts with action as two elaborate drag queens in a convertible are singing a song when all of a sudden, their car breaks down.	Primary and Secondary

Step 2: Sizzling Starts

Title	Source	Notes	Target Audience
Karate Camilla – AAMI Life Insurance	https://youtu.be/ZrorZ4tins0 (duration 0:30)	Starts with sound and action, Camilla does karate.	Primary and Secondary
The Power of Kindness – Red Cross UK	https://youtu.be/bB_5lCyljdw (duration 1:00)	Starts with a sound. A man sits silently in a room and we hear the door opening.	Primary and Secondary
Compare the Meerkat – Sergei And I Find Baby Oleg Meerpup On Doorstep	https://youtu.be/75VpOGcotlU?list=RDQMOhVs78Jqzf8 (duration 0:40)	Starts with the sound of a thunder storm, followed by action as the meerkat opens the door.	Primary and Secondary
Eat Them To Defeat Them	https://youtu.be/nZ9Ouwpcm8 (duration 1:00)	Starts with joke horror / zombie movie sounds and action. Uses the pastiche of horror movie clichés to build suspense and engage the viewer.	Primary and Secondary

Step 3: Tightening Tension

Title	Source	Notes	Target Audience
Nolan's Cheese	https://youtu.be/-L6UWk6-Hg8 (duration 1:28)	Tension builds slowly as the mouse sniffs the cheese on a mousetrap while a happy song plays. Scenes are long and slow to build emotional engagement.	Secondary Warning – mouse looks hurt
Nolan's Nuts	https://vimeo.com/21071280 (duration 1:30)	Uses your emotional triggers. You empathise with the squirrel and think he is done for. You don't think he is going to recover.	Secondary Warning – squirrel looks hurt

Step 3: Tightening Tension

Title	Source	Notes	Target Audience
Onze helden zijn terug! (Our Heroes are Back!)	https://youtu.be/a6W2ZMpsxhg (duration 1:25)	The famous Rijksmuseum in Amsterdam announces the reopening of its galleries. A normal day in a shopping mall is interrupted by increasingly exciting action ending with a famous painting, The Night Watch.	Primary and Secondary
Worksafe Australia	https://youtu.be/5T8ksfjfcBE (duration 1:32)	Tension is built up in little glances and moments between the Mother and daughter. The advert persuades the viewer that safety at work is important for your family.	Primary and Secondary
Eat Them To Defeat Them	https://youtu.be/nZ9Ouwpcm8 (duration 1:00)	'Eat Your Greens' is a tough message to sell but this video goes all-out with mock horror film effects, building up tension to make the children the heroes. 'Peas, you're going down!'	Primary and Secondary
Best Football Advertisements World Cup 2018	https://youtu.be/pBDfWindq4w (duration 4:31)	Watch the first advert. When the music stops at 0:30 the tension builds in the silence between the two footballers.	Primary and Secondary
All that We Share – Connected (Denmark TV2)	https://youtu.be/UQ15cqP-K80 (duration 4:23)	The pauses in the dialogue build tension as you wonder how the next people will be connected. Also uses contrast and tight editing to build emotional engagement.	Primary and Secondary

Step 4: Dynamic Dialogue

Title	Source	Notes	Target Audience
Woop Woop – AAMI Roadside Assist	https://youtu.be/KFD6iiavcrk (duration 0:29)	Dialogue makes the scene dynamic and funny. Clever use of language: 'We are in the middle of Woop Woop, right by Ship Creek. Boy: 'Did Dad say sh...?'	Upper Primary and Secondary Warning: Implied language
Rhonda series of TV ads for AAMI Insurance	https://youtu.be/DLOT_zFaHwU (duration 3:22)	Rhonda's dialogue helps make her more relatable. She delivers the ad message in her dialogue as a part of the 'story'.	Primary and Secondary
Sponsor A Child Like Sonia With World Vision	https://youtu.be/LYNTWBaNqm8 (duration 2:37)	The voice of Sonia helps build a connection with her and develop relatability.	Primary and Secondary
Who's There TV Commercial 2011 – Worksafe	https://safetyatworkblog.com/2011/01/02/worksafe-tries-new-twist-on-ohs-ads/ (duration 1:32)	All of the story and persuasive emotion is told through dialogue and expression.	Secondary Warning – Death in the family

Step 5: Show, Don't Tell

Title	Source	Notes	Target Audience
The Power Of Words	https://youtu.be/Hzgzim5m7oU (duration 1:47)	We see the reaction on people's faces and in their actions when the woman changes the words on the beggar's sign from telling the facts to showing how he feels.	Primary and Secondary
What I Wish Teachers Knew About Dyslexia	https://youtu.be/303uulbfR3I (duration 8:44)	Walk a mile in their shoes. Shows lots of people with dyslexia who are creative, engaged and gifted in many fields.	Upper Primary and Secondary

Step 5: Show, Don't Tell

Title	Source	Notes	Target Audience
Giap's Story – The Fred Hollows Foundation	https://www.hollows.org/au/what-we-do/our-stories/giap-s-story (duration: 1:19)	One is powerful. Follows the life of one boy in an iconic photo – 25 years later he is a teacher with a family of his own.	Upper Primary and Secondary
Life Vest Inside – Kindness Boomerang – “One Day”	https://youtu.be/nwAYpLVyeFU (duration 5:44)	Walk a mile in their shoes in this wordless story with a chain reaction of kindness.	Primary and Secondary
Dog Falls Asleep After Realising She's Being Rescued – Howl of a Dog	https://youtu.be/sKSr-KH4pTg (duration 1:35)	One is powerful. Doesn't tell you but shows why animals need your help through one moment with one dog.	Upper Primary and Secondary Warning: images of a dog that has been neglected.
Stars – The RSPCA Christmas Advert 2017	https://youtu.be/UQEQo3oUu1w (duration 1:35)	One is powerful. A wordless story of one toy dog and the acts of kindness of the RSPCA. Shows you about real animals that need your help.	Primary and Secondary
Sponsor a Child Like Sonia with World Vision	https://youtu.be/LYNTWBanqm8 (duration 2:37)	The story of one child (Sonia) is more powerful than the story of huge numbers of children needing help.	Primary and Secondary
All that We Share (Denmark TV2)	https://youtu.be/jD8tjhVO1Tc (duration 3:00)	Shows you that people share more than they think, and engages the emotions through laughter and tears.	Secondary Warning: Mature themes mentioned – please preview

Step 7: Endings with Impact

Title	Source	Notes	Target Audience
The Force – Volkswagen TV advert	https://www.youtube.com/watch?v=6HugFW8rLZ8 (duration 1:03)	A funny and clever ending shows off the car's remote features.	Primary and Secondary
St George Charity TV advert	https://youtu.be/_m3cgjWoj4 (duration 0:59)	The advert ends with a question and then a call to action.	Primary and Secondary
British Red Cross TV advert	https://www.youtube.com/watch?v=2roAHJ6SDLs (duration 1:03)	Call to action: 'a donation from you today could help buy essential food and clean drinking water... With your help we can help'	Upper Primary and Secondary
Find Your Greatness (Nike London 2012 Olympic adverts)	Collection of videos at: http://theinspirationroom.com/daily/2012/nike-find-your-greatness/ (duration 1:00 and 0:16 each)	Each video ends on a sound, and each video shows one person making a huge effort at their sport or skill.	Primary and Secondary
FUTURECRAFT - Loop Made to Be Remade (Adidas)	https://youtu.be/Ru5RoOPQTI (duration 1:00)	An advert about recycling contains hundreds of images of circles - and ends on a compelling image of a circle and a strong sound.	Upper Primary and Secondary
Just Do It Nike Motivational adverts	https://youtu.be/qF0kptffE8w (duration of compilation 12:36 / each ad 1:00).	Watch a selection of these adverts – find one that ends on a sound, one that ends on humour, and one that has a circular reference to the beginning. The call to action is always Just Do It.	Primary and Secondary