



Seeing is Believing: The Science of Successful Visual Communications

Behavior, Energy and Climate Conference

Sacramento Nov. 18 – 20, 2013



The visual revolution







The Three Principles of Visual Communication



I. People are visual first, verbal second



2. People's decisions and actions are based more on emotional reactions than rational thought



Decisions are made in the brain's emotional region



3. Visuals are the most effective communications vehicles for evoking emotion and getting people to act

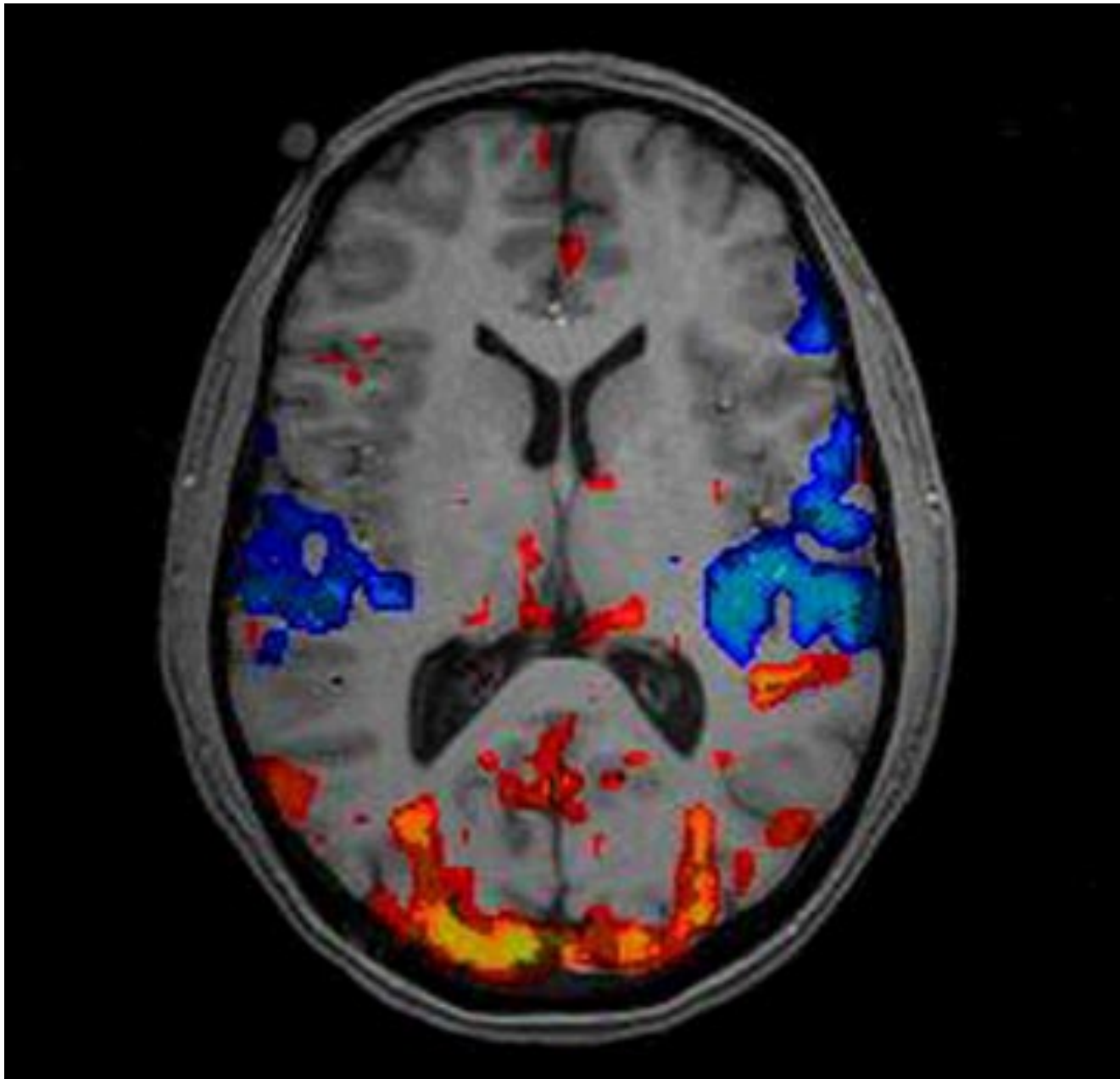


Make them *feel*,
not think

Who says saving energy isn't sexy?

403 Horsepower. 100 mpg. No inhibitions.







“real people”

“happy”

“saving money”

“Feasible for a regular family.”
– Ahley (Wisc., R)

“Living modestly but were able to afford solar panels.” -- Megan (Ohio)

“Energy responsibility at a local level. Hometown smart.” -- Gail (Missouri, R)



Authentic photos hold your attention



People and emotion











Attention-grabbing photos



Provoke a question



Real people, real stories



“I can imagine how hard keeping house would be with that coal dust settling on everything. I wonder how healthy it could be also. Most people can't afford to move.”

– Martha (Indiana, R)



Make people laugh



What works for energy efficiency?







1,331



SUCCESS!



James Balog/Extreme Ice Survey

Be a clean air superhero



Join the fight
our common
dirty coal.
all gotta be

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Get the Report

Seeing is Believing, Resource Media's new best practices guide on visual storytelling, gives you the latest research and tools to address this communications blind spot.

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Thank you!

Find us at visualstorylab.org and www.resource-media.org/energyefficiency

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