



NARRATE framework

How we work at Palindrome





Overview

The NARRATE framework is our proprietary method designed to effectively manage and communicate narratives and counter-narratives in today's complex media landscape. It stands for Narrative Identification, Alternative Narrative Development, Rhetoric and Semantics Analysis, Reach and Engagement Strategy, Activity Monitoring, Testing and Evaluation, and Evolution and Refinement. This systematic approach focuses on understanding and shaping public discourse by identifying and addressing gaps in existing narratives. Combining qualitative and quantitative analysis for comprehensive insights, the framework ensures alignment with organizational values, enhances engagement through targeted strategies, and provides measurable results and actionable insights for continuous improvement.





Contrarian thinking

Contrarian thinking seamlessly integrates with the NARRATE Framework by encouraging a critical and questioning approach to the dominant narratives that shape public discourse. Within this framework, contrarian thinking is used to identify and challenge prevailing assumptions, allowing for the creation of innovative counter-narratives that resonate with audiences in unexpected ways. By questioning the status quo, refining the language used, and strategically advocating alternative viewpoints, contrarian thinking enhances the NARRATE Framework's ability to not only disrupt established narratives but also to influence and reshape public perception effectively. This ensures that our strategic communication efforts are bold, original, and impactful.

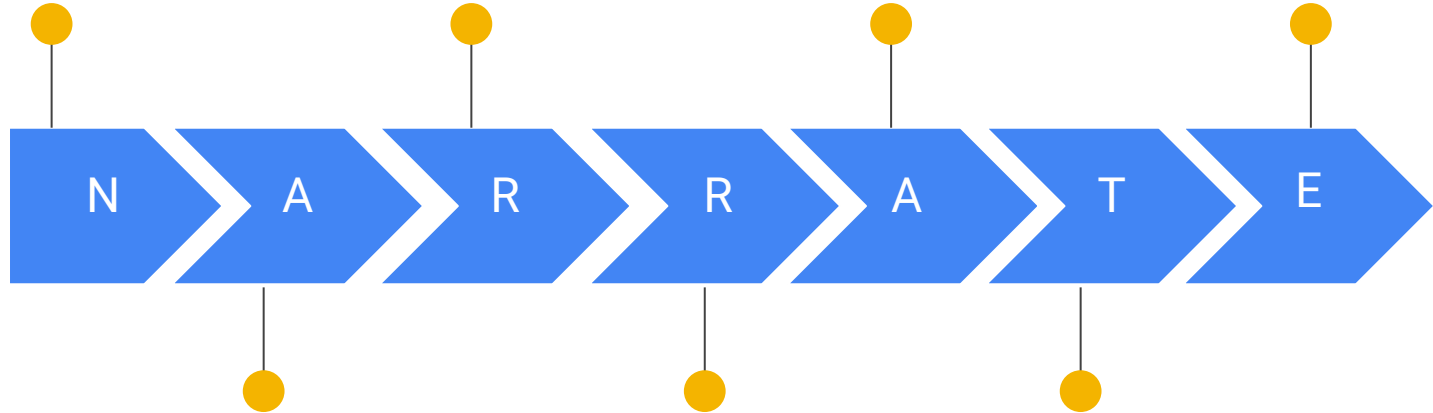


Narrative
Identification

Rhetoric and
Semantics
Analysis

Activity
Monitoring

Evolution and
Refinement



Alternative Narrative
Development

Reach and
Engagement
Strategy

Testing and
Evaluation



The NARRATE framework is our proprietary method designed to effectively manage and communicate narratives and counter-narratives in today's complex media landscape.



Narrative Identification

N

Begin by assessing the current landscape with a contrarian mindset. Challenge the prevailing narratives and explore the gaps or flaws in the mainstream discourse. Identify areas where popular beliefs may be misguided, outdated, or ripe for disruption. This contrarian approach ensures that your narrative strategy is not just reactive but proactively anticipates shifts in public opinion.





Narrative Identification

N

Objective: Identify the main narrative around an issue or topic

Actions:

- Conduct research to understand the prevailing narrative
- Use tools such as social listening, media analysis, and stakeholder interviews
- Document key themes, messages, and sentiments





Alternative Narrative Development

A

Scrutinize the dominant narrative from a contrarian perspective. Rather than accepting it at face value, deconstruct the underlying assumptions, biases, and motivations that drive it. This deep analysis will reveal the vulnerabilities and weak points in the current narrative, offering opportunities to introduce alternative viewpoints that challenge the status quo.





Alternative Narrative Development

A

Objective: Develop a counter-narrative or alternative narrative

Actions:

- Analyze gaps or biases in the main narrative
- Collaborate with stakeholders to formulate a compelling counter-narrative
- Ensure the counter-narrative aligns with your organization's values and objectives





Rhetoric and Semantics Analysis

R

Utilize contrarian thinking to craft a compelling counter-narrative. This narrative should not only oppose the dominant discourse but also offer a fresh, credible perspective that resonates with your target audience. The goal is to position the counter-narrative as a viable alternative, drawing on the weaknesses identified in the dominant narrative and the strengths of your unique viewpoint.





Rhetoric and Semantics Analysis

R

Objective: Identify key terms, phrases, and semantics that define both the main narrative and the counter-narrative

Actions:

- Perform a linguistic analysis of existing communications
- Create a lexicon of words and phrases for the counter-narrative
- Monitor language use to maintain consistency and effectiveness





Reach and Engagement Strategy

R

Pay close attention to the language and semantics of both the dominant and counter-narratives. Contrarian thinking can help identify terms, phrases, and concepts that are underutilized or misunderstood in the mainstream narrative. By carefully selecting and refining your language, you can effectively frame the counter-narrative in a way that challenges existing perceptions and appeals to critical thinkers.





Reach and Engagement Strategy

R

Objective: Develop strategies to disseminate the counter-narrative effectively

Actions:

- Identify target audiences and channels for communication
- Create a content calendar for strategic release
- Utilize various formats (articles, social media posts, press releases, etc.) to maximize reach





Activity Monitoring

A

When advocating for the counter-narrative, adopt a contrarian stance that boldly challenges the mainstream. Use data, case studies, and examples that support your alternative viewpoint while also highlighting the shortcomings of the dominant narrative. This approach will help to position your counter-narrative as not only credible but also as a thought-provoking alternative that invites further discussion and consideration.





Activity Monitoring

A

Objective: Monitor the implementation of the counter-narrative and its reception

Actions:

- Set up tracking mechanisms using analytics tools
- Monitor media coverage, social media engagement, and public sentiment
- Adjust strategies based on real-time feedback and performance metrics





Traction: Testing and Evaluation

T

Employ contrarian thinking in the evaluation process by questioning traditional metrics and looking for unconventional indicators of success. Instead of just measuring how well the counter-narrative is adopted, also assess how effectively it disrupts the dominant discourse and shifts public perception. This could include monitoring changes in language, sentiment, and the emergence of new conversations that align with your narrative.





Traction: Testing and Evaluation

T

Objective: Evaluate the effectiveness of the counter-narrative

Actions:

- Conduct surveys and focus groups to gather qualitative data
- Analyze engagement metrics and compare them to benchmarks
- Assess changes in public opinion and narrative dominance





Evolution and Refinement

E

Continuously apply a contrarian lens to the evolving narrative landscape. Stay alert to emerging trends, shifts in public opinion, and new challenges to your counter-narrative. By remaining adaptive and willing to challenge even your assumptions, you can ensure that your narrative strategy remains relevant and influential over time.





Evolution and Refinement

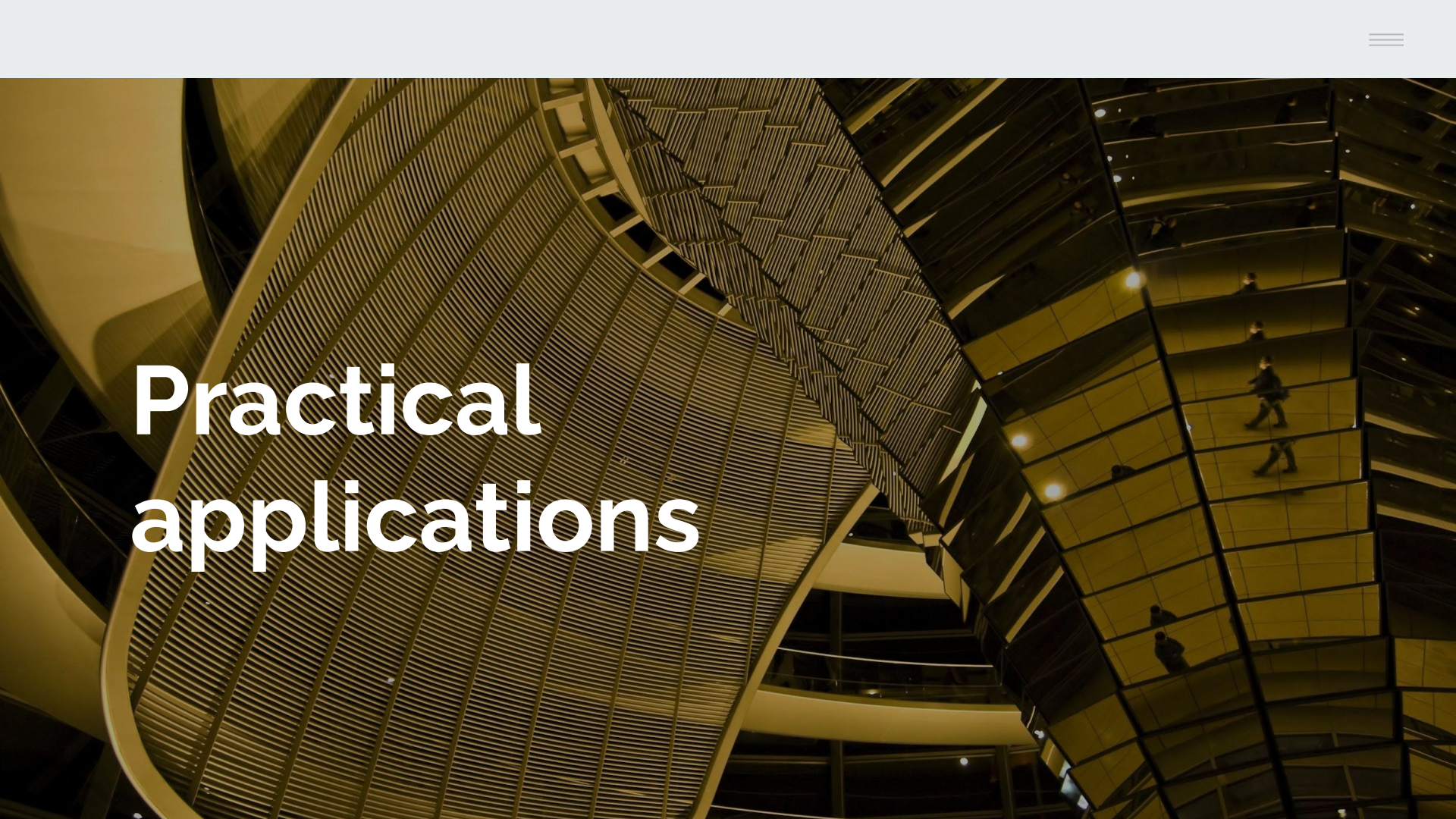
E

Objective: Continuously refine the counter-narrative based on evaluation results

Actions:

- Hold regular review meetings to discuss findings and improvements
- Update the lexicon and strategy as needed
- Iterate on messaging and distribution tactics to enhance impact





Practical applications



Narrative Identification:

Current narrative: "Cryptocurrencies are only used for illegal activities."

Key themes: Crime, regulation, risk, distrust.





Alternative Narrative Development:

Counter-narrative: "Cryptocurrencies are revolutionizing financial systems and enabling economic empowerment."

Key messages: Financial inclusion, innovation, transparency, decentralized finance.





Rhetoric and Semantics Analysis:

Main narrative keywords: "illegal," "risk," "unregulated."

Counter-narrative keywords: "empowerment,"
"innovation," "transparency," "inclusion."





Reach and Engagement Strategy:

Target audiences: Financial industry professionals, tech-savvy consumers, policymakers, general public.

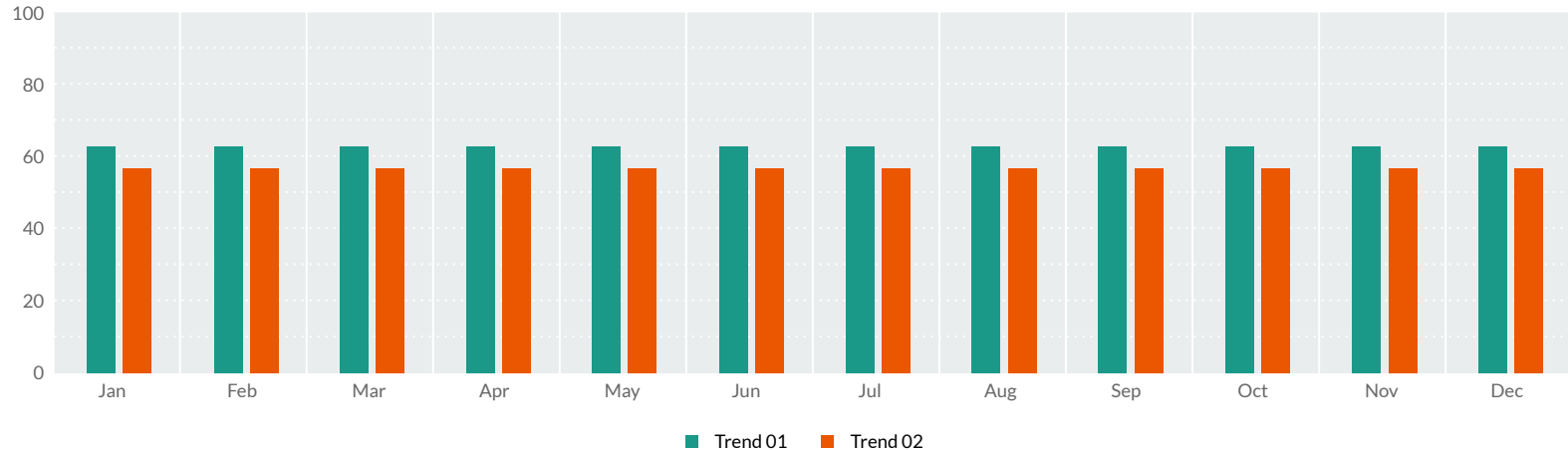
Channels: Financial blogs, LinkedIn articles, webinars, social media posts, press releases.





Activity Monitoring:

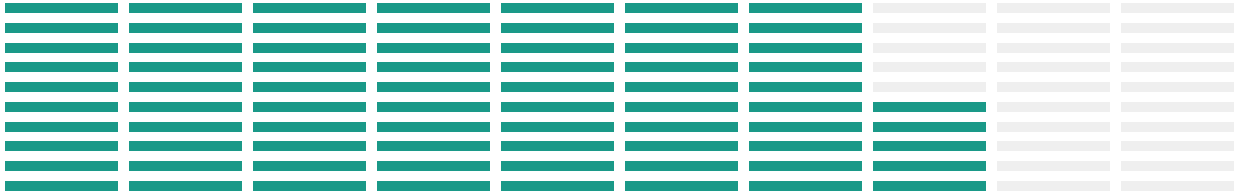
Track metrics: Social media engagement, article shares, public sentiment analysis, media coverage.



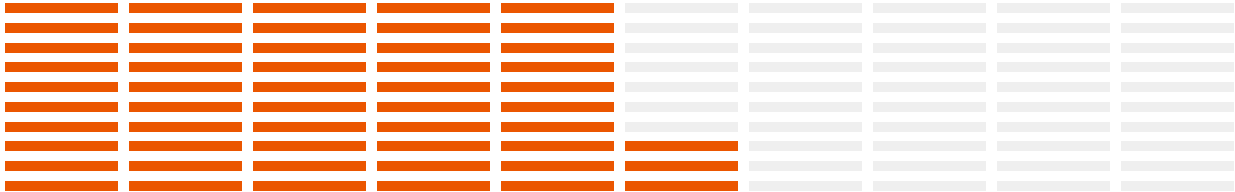
Traction: Testing and Evaluation:

Methods: Online surveys, focus group discussions, sentiment analysis, engagement metrics comparison.

Trend 01



Trend 02





Evolution and Refinement:

Review: Bi-monthly strategy meetings, continuous monitoring, iterative updates to messaging and tactics.





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Schedule a consultation or meeting with us. Thank you for considering Palindrome as your strategic communications partner.



Thank you.

