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INDEPENDENT RESEARCH / COMMUNICATION STRATEGY

Why important messages fall short

What should organizations change to make communication more relevant, credible and clear?

155 **VISUALS ANALYZED**

Audience targeting · Trust signals · Visual meaning

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01 / THE COMMUNICATION CHALLENGE

One message. Many different needs.

When information is urgent and the audience is broad, how do you decide what to say, to whom and in what form?

THE RESEARCH CONTEXT

Public-health communication in North Macedonia during the COVID-19 pandemic in 2020.

113

Minister of Health's Facebook communication

42

UNICEF Macedonia Facebook communication

March–December 2020: visuals were collected, coded and analyzed to identify strategic priorities. Coverage differed by institution.

02 / THE RESEARCH APPROACH

A structured audit of communication.

18 CODING VARIABLES
Five practical lenses

Audience & context	Target group · Event association Local visual elements	**Who is this for?**
Trust & identity	Authorship · Brand elements Source information	**Who is speaking, and on what basis?**
Message	Purpose · Series · Outcome framing Visual–verbal balance · Image–text relationship	**What should the audience understand?**
Visual language	Technique · Composition Sign types · Stylistic devices	**Do words and images work together?**
Representation	Human figures · Visual representations Social and cultural groups	**Who is visible, and who is missing?**

02 / THE ANALYSIS IN PRACTICE

Look beyond the image.



AUDIENCE
Parents and children.

CONTEXT
Day 15 of a learning-at-home series.

IDENTITY
UNICEF logo and consistent blue branding.

WHAT THE ANALYSIS REVEALS

One visual. Several strategic choices.

Assess audience, context, identity and intended action together—not appearance alone.

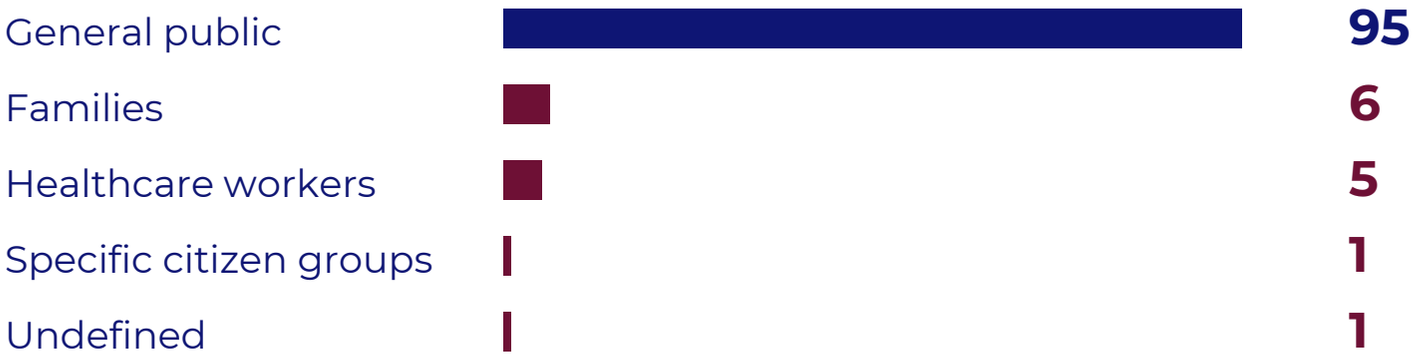
03 / FINDING → AUDIENCE STRATEGY

Segment before you communicate.

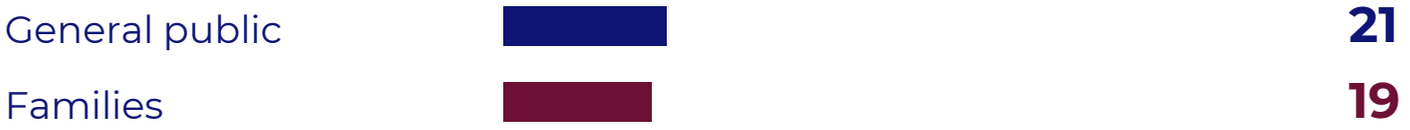
A broad audience still contains different needs. Build the message around those differences.

TARGETING IN THE ANALYZED VISUALS

MINISTRY COMMUNICATION



UNICEF



04 / FINDING → CREDIBILITY

Make the evidence easy to find.

Visuals displaying source information

0%

MINISTRY

≈7%

UNICEF

Source attribution within the visual itself; percentages as reported in the thesis. These are not trust scores.

WHAT TO DO

Show who is speaking and why to believe them.

Use consistent visual identity and accessible supporting sources.

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05 / FINDING → RELEVANCE

Repeat the message. Refresh the context.

Most material was not linked to specific events or situations. Recurring information had room to become more relevant to everyday life.

KEEP CONSISTENT

The core message
The evidence
The intended action

ADAPT

The situation
The example
The audience need

Plan message variations around real moments in the audience's life or decision process.

Avoid repeating the same execution until it loses relevance.

06 / FINDING → REPRESENTATION

Design for people beyond the default.

Specific groups were rarely visible in Ministry visuals. UNICEF more often showed children and young people.

01	**Who is represented?**
02	**Who needs the message but is absent?**
03	**Whose context could change its meaning?**

DEPENDING ON THE AUDIENCE

Older adults · People with disabilities · Rural communities
Language minorities · Caregivers · Different household types

WHAT TO DO

Review representation before publishing.

Consider age, culture, language, ability and situation.

07 / FINDING → VISUAL CLARITY

Make words and images work together.

≈88%



Complementary image–text relationships in both samples, as reported in the thesis.

Give each visual one clear communication job. Then test what people actually understand.

08 / WHAT ORGANIZATIONS SHOULD DO

Turn the findings into better decisions.

01 **Define the audience.**

Name the need, context and intended action.

02 **Make credibility visible.**

Specify identity, authorship and supporting evidence.

03 **Plan for relevance.**

Adapt recurring messages to changing situations.

04 **Test interpretation.**

Check clarity, representation and the next step.

Content analysis identifies priorities. Audience research can test whether the changes work.

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TAKE THE MEASURE / INDEPENDENT CONSULTING

Thank you.
Let’s work together.

Have complex information that needs turning into a clear decision?

Research & diagnose

Understand the market, audience, communication or problem.

Decide what comes next

Turn findings into priorities, strategy and action.

Communicate it convincingly

Build case studies, reports and presentations around the evidence.

Message me on LinkedIn

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