

# Rebranding Migration

How migrations will help us to tell the reality in another way and viceversa



**porCausa**  
research, journalism & migration

# RULES FOR A **NEW** STORYTELLING

## 3 RULES

Avoid reactive messages

Avoid the “*we*” vs “*they*”

Construct over emotions and not over  
data

## 4 CONSIDERATIONS

SUBSTITUTIVE SPEECH

LOCAL APPROACH

SUBCONSCIOUS PERCEPTION

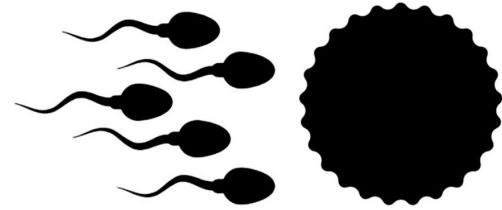
COCA-COLA EFFECT

# NATURALIZATION of migration

Migration is a **natural** phenomenon.

History of humanity is a story of migration.

Using academic fields like: biology,  
history, anthropology, etc.



**Life Begins with  
Migration.**

# FUTURE

It is very difficult to change the individual perception of the past or the present. But we can **change the vision of the future.**

Using family and future generations, history, psychology, (you rather quit smoking for your children than for a future lung cancer).

**“You don’t know which skin tone your grandchild is going to have”** (Or in what side of the wall they will born).

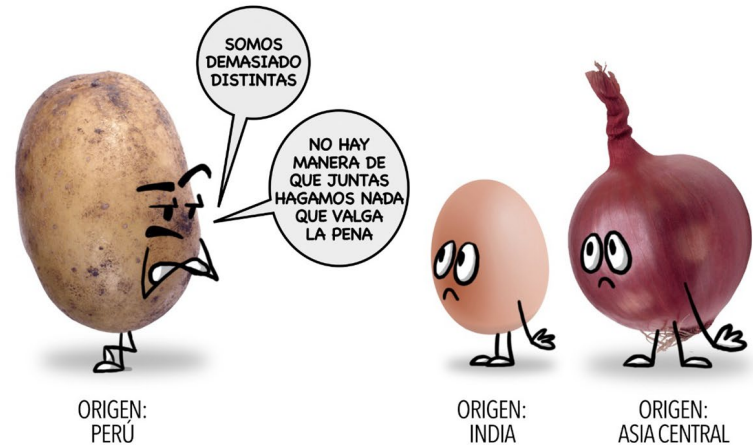


# MIGRATION'S CULTURAL WEALTH

The richest and most significant pleasures and social treasures come from migration as a cultural wealth: food, music, arts, sciences and ways of living.

More over **everything we eat, think or live with is a result of migration. And that make us wealthy.**

**Spanish “tortilla” is the result of three ingredients that come from different parts of the world.**



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