

**WEAPONIZED
NARRATIVES
LOOK A LOT LIKE
MARKETING
gone rogue.**

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Narratives and power

Internalized narratives
influence how we interpret
the **meaning** of things.

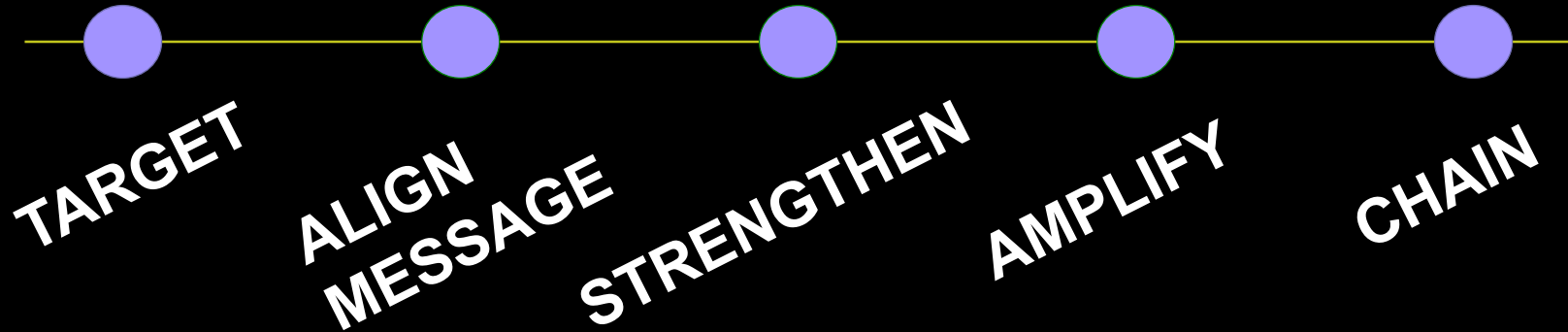
Narratives and power

**Narratives break
through noise and
apathy.**

Digital marketers have learned two ways to wield narrative power

1. **Narrative** construction
2. **Digital** persuasion

**Mobilizing narrative: GRU
information ops look just
like digital marketing.**



DIFFERING VS CLASHING NARRATIVES

Toxic narratives are deliberately based on false or misleading information.

MARKETING EXPERIENCE CAN HELP INFORM METHODS

1. Identify and blog **toxic campaigns**
2. Inoculate **population**
3. Create alternate, **legitimate narratives.**