

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.**

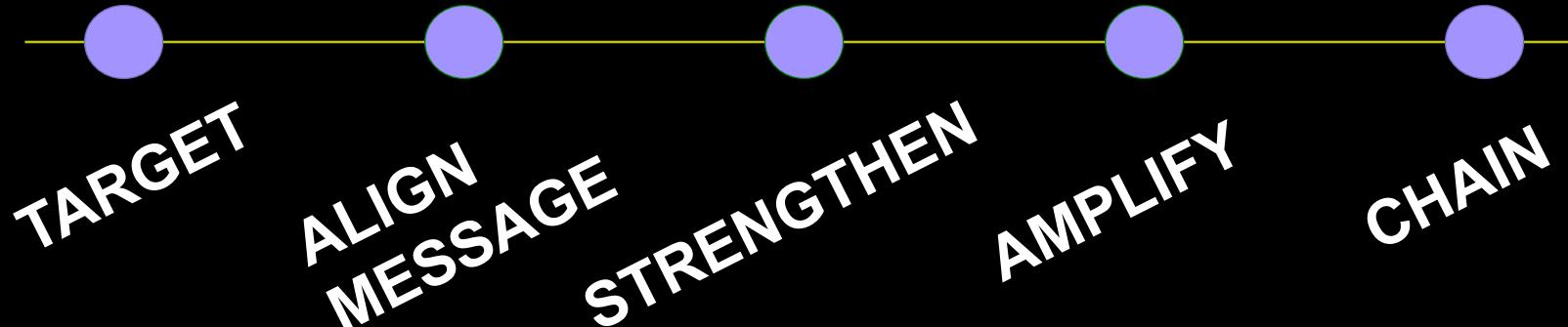
Narratives and power

**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.