

Communication products

Type of product	Examples	Advantages
Written	<ul style="list-style-type: none"> - Good practice fact sheets, experience fact sheets, information factsheets and case studies - Policy briefs and concept notes - Press releases and articles - Newsletters, brochures and leaflets - Guides and manuals 	<ul style="list-style-type: none"> ✓ Can be stored and retrieved as needed ✓ Can be highlighted and annotated ✓ No need for electricity, computer or Internet ✓ Easy to show and share
Visual	<ul style="list-style-type: none"> - Infographics - Posters - Cartoons - Comic Books - Photo novellas - Image boxes 	<ul style="list-style-type: none"> ✓ Same product can be used for multiple languages ✓ Quickly convey a message ✓ Useful when you only have people's attention for a short time ✓ Suited to illiterate audience
Audio	<ul style="list-style-type: none"> - Scripted monologue - Interviews - Mini drama - Documentary 	<ul style="list-style-type: none"> ✓ People often prefer to listen than read ✓ People can listen while doing another activity ✓ The most effective medium for rural areas remains radio ✓ Suited to illiterate audience
Video	<ul style="list-style-type: none"> - Training videos - Participatory videos - Documentary videos - Documentary 	<ul style="list-style-type: none"> ✓ Capture people's stories in a context ✓ Replicate real word scenarios better than text, visual or just audio ✓ Usually engaging ✓ Suited to illiterate audience
Web	<ul style="list-style-type: none"> - Multimedia web products - E-learning products 	<ul style="list-style-type: none"> ✓ Adapted for an audience using the Internet ✓ Possibility to share written, visual, audio and video products ✓ Easy to gather all materials in one place, and easy to share ✓ Large reach at low cost ✓ Interactive