Crafting Attention-Grabbing, “Sticky” Messages

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Plenary Session

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“Good” Messaging?

Television Advertising: “Mariana”
A Theory of Information Processing & Memory
Atkinson & Shiffrin’s Stage Theory*

Perception

1. Incoming Information
2. Sensory Register
3. Short Term “Working” Memory

$f$(Signal strength, pertinence)
Attention Getting/Holding Tactics

- Puzzles
- Humor
- Warmth
- Cool
  - Details
- Sex
- Fear
- Music
A Theory of Information Processing & Memory

Atkinson & Shiffrin’s Stage Theory*

- **Incoming Information**
- **Sensory Register**
- **Short Term “Working” Memory**
- **Long Term Memory**

**Perception**
- **Encoding & Elaboration**

**Storage**
- \( f(\text{Rehearsal, integrability}) \)
- \( f(\text{Embeddedness, retrieval cue}) \)

**Retrieval**
- \( f(\text{Signal strength, pertinence}) \)

**Affective Response**
Communication & Memory Application

McDonald’s Rumor

• In late 70’s McDonald’s began facing rumor that it was using red worm meat in its hamburgers
  – Sales down by approximately 30% in some markets
  – Average expenditure per visit relatively constant
  – Shift in sales mix
  – Number of visits down sharply
  – Marketing research reveals rumor as likely cause of the problem

How would you respond?
A Theory of Information Processing & Memory

Atkinson & Shiffrin’s Stage Theory*

Incoming Information

Sensory Register

Short Term “Working” Memory

Perception

Encoding & Elaboration

Storage

f(Rehearsal, integrability)

f(Signal strength, pertinence)

Retrieval

Long Term Memory

f(Embeddedness, retrieval cue)

Affective Response
Crafting Sticky Messages

• Sticky = Understandable, memorable, and effective in changing thoughts or behavior
  – Insights from *Made to Stick*
  
  **S – U – C – C – E – S – s**
  – Simple, Unexpected, Concrete, Credible, Emotional Stories

*Source: Made to Stick, Chip & Dan Heath*
Crafting Sticky Messages

• Simple: As simple as possible, and not one bit simpler

Herb Kelleher, Marketing Manager Tracy, and the Chicken Caesar Salad

*Source: Made to Stick, Chip & Dan Heath
Crafting Sticky Messages

• Unexpected: Convey a surprise

Tire Returns at Nordstrom

*Source: Made to Stick, Chip & Dan Heath*
Crafting Sticky Messages

• Concrete: Make it tangible

The Nature Conservancy, 40% of California at Risk, and the Mount Hamilton Wilderness

*Source: Made to Stick, Chip & Dan Heath
Crafting Sticky Messages

- Credible: Add details, add relevance

Art Silverman (Center for Science in the Public Interest), Popcorn, and Saturated Fat

*Source: Made to Stick, Chip & Dan Heath*
Crafting Sticky Messages

• Emotional

Roadside Litter in Texas

*Source: *Made to Stick*, Chip & Dan Heath
Crafting Sticky Messages

• Stories

Counting the Passes, Red Worms at McDonald’s

*Source: Made to Stick, Chip & Dan Heath
Crafting “Sticky” Messages

Key Learnings

• Seen ≠ heard, heard ≠ understood, understood ≠ believed, believed ≠ remembered
• Use signal strength, pertinence, rehearsal, integrability, embeddedness, retrieval cues to create sticky messages
• Think about S-U-C-C-E-Ss
  – Simple, Unexpected, Concrete, Credible, Emotional Stories
Questions, comments?
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