

Crafting Attention-Grabbing, “Sticky” Messages

UNICON 2008 – Team Development Conference
Plenary Session

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December 5, 2008

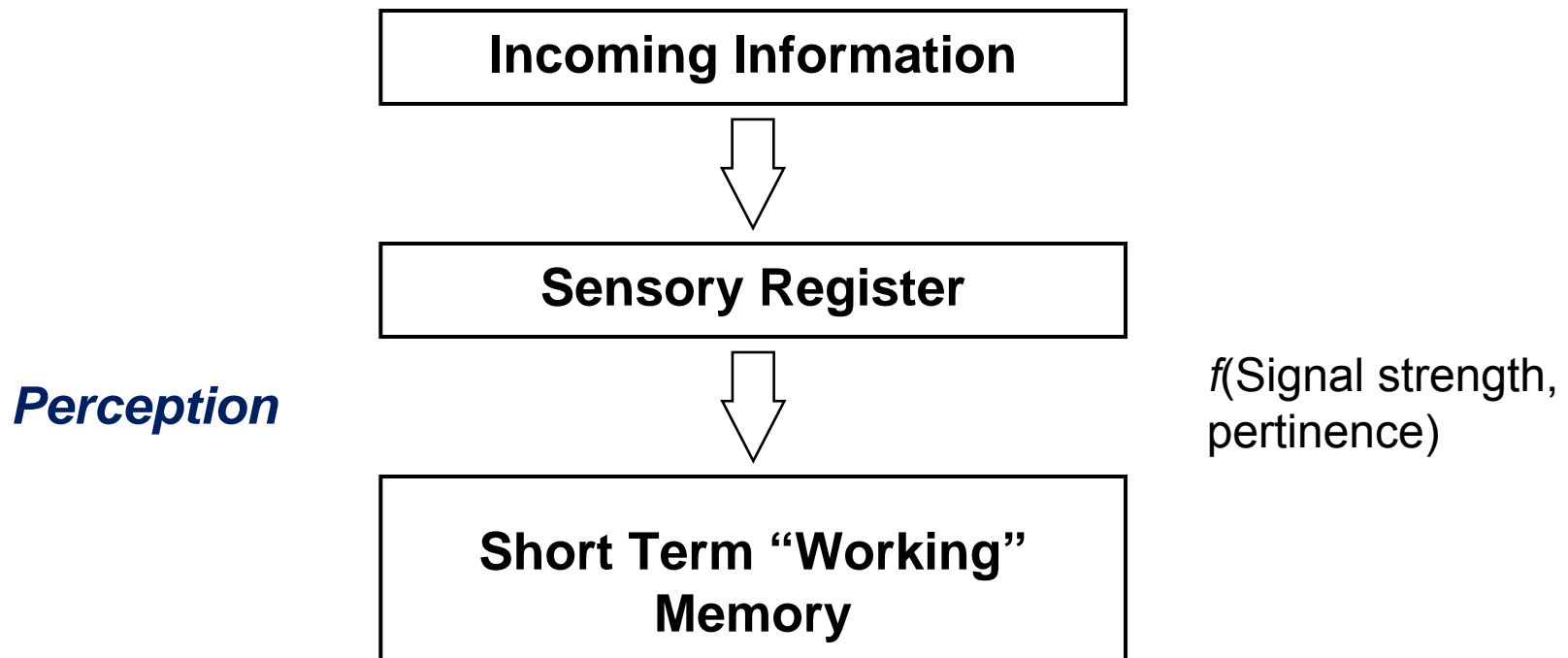


“Good” Messaging?

Television Advertising: “Mariana”

A Theory of Information Processing & Memory

*Atkinson & Shiffrin's Stage Theory**

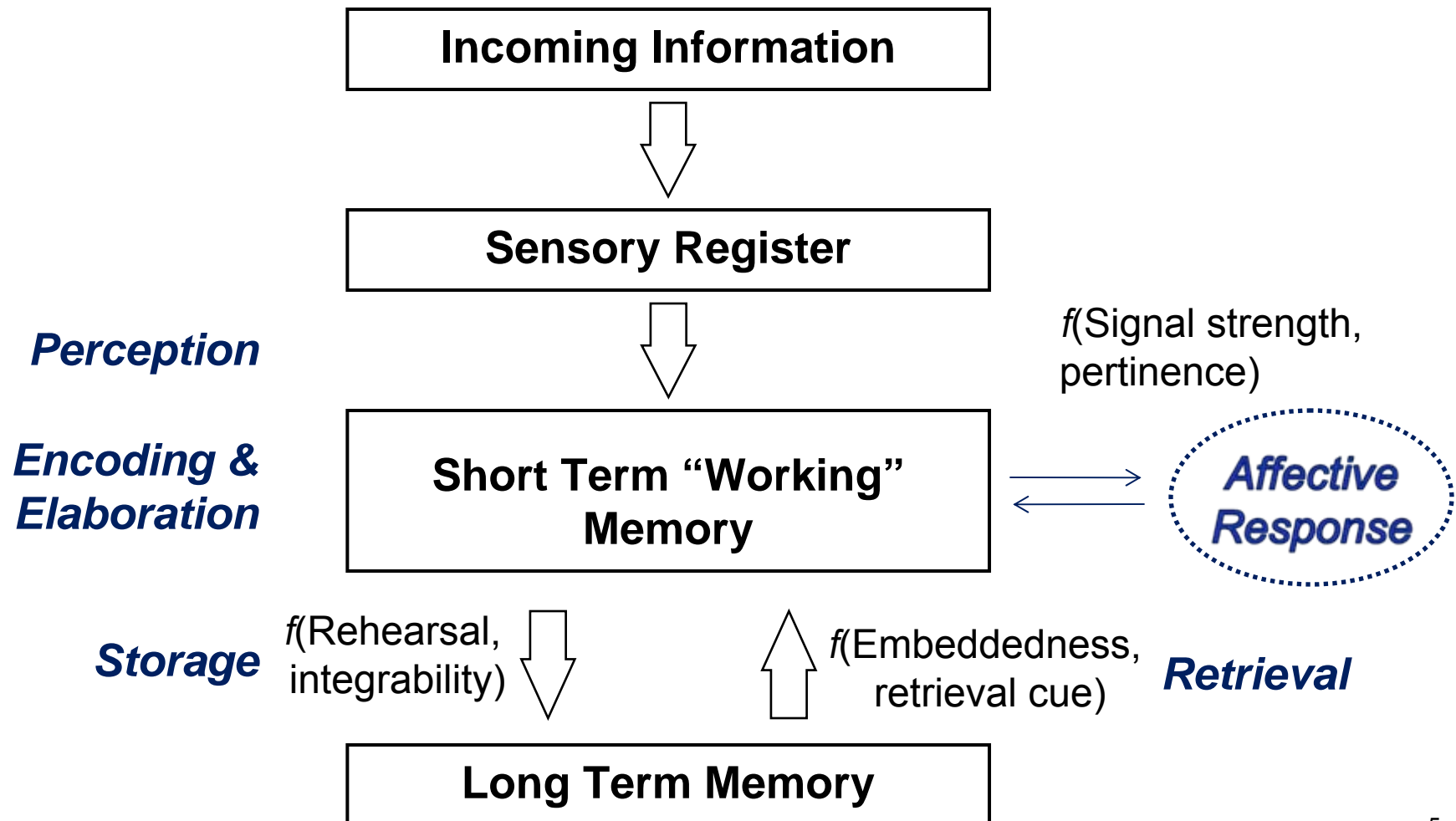


Attention Getting/Holding Tactics

- Puzzles
- Humor
- Warmth
- Cool
 - Details
- Sex
- Fear
- Music

A Theory of Information Processing & Memory

*Atkinson & Shiffrin's Stage Theory**



Communication & Memory Application

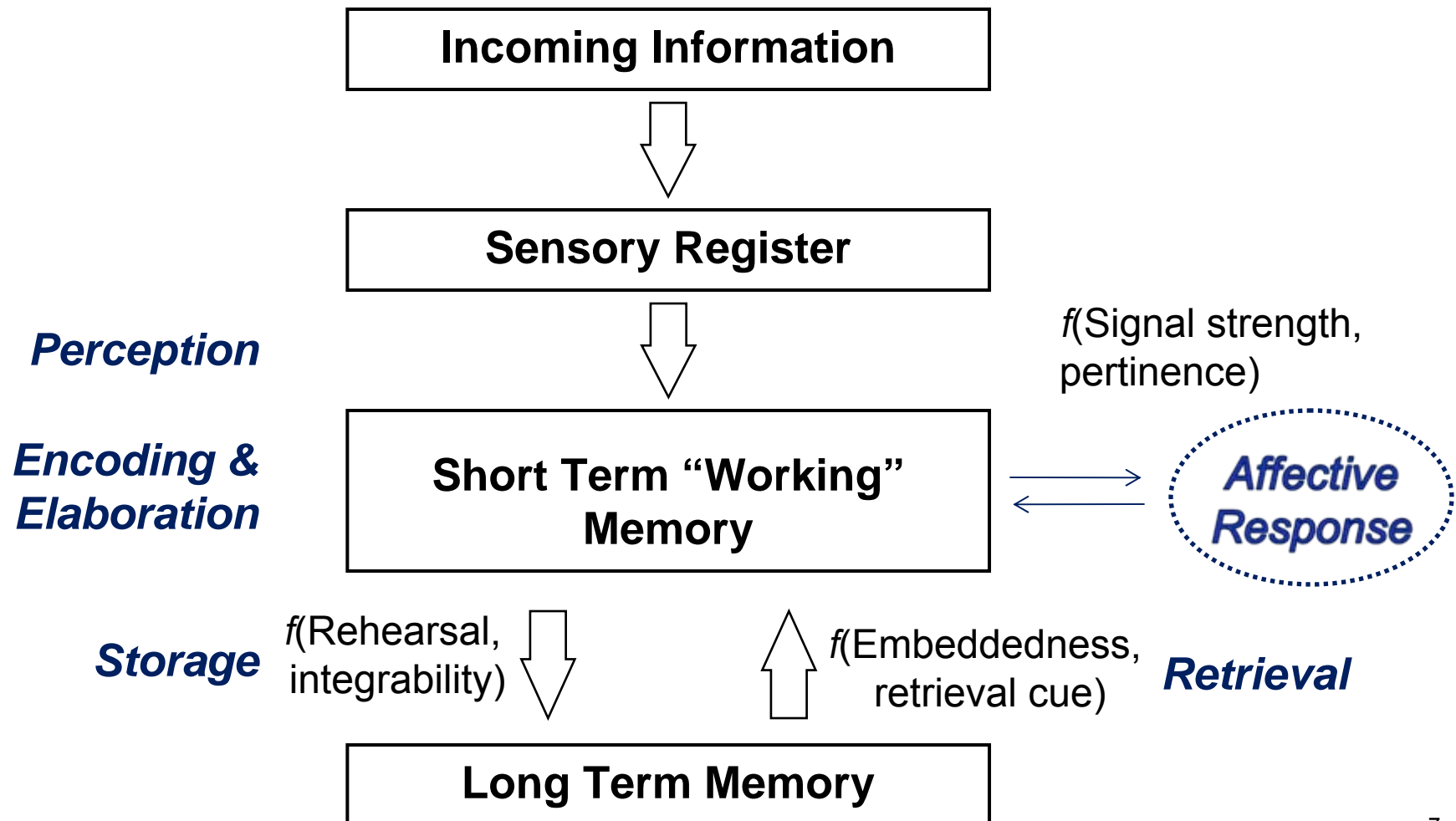
McDonald's Rumor

- 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

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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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