

It's hard to get messages
to stick.

Complications:
Persist.
Change behavior.

You only use
10% of your brain

Bathtub full of ice.

Urban Legends don't have:
•Advertising budgets

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•Advertising budgets
•Websites

Urban Legends don't have:

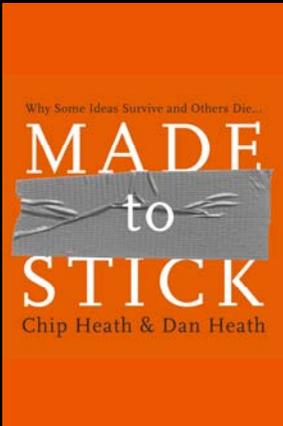
- Advertising budgets
- Websites
- Point of purchase mat'ls

Urban Legends don't have:

- Advertising budgets
- Websites
- Point of purchase mat'ls
- PR assistance

JFK, 1961.

Urban legends
History lessons
Corporate strategies
Marketing campaigns
Public health messages



Why Some Ideas Survive and Others Die...
MADE
to
STICK
Chip Heath & Dan Heath

Simple
Unexpected
Concrete
Credible
Emotional
Stories

A man
on the moon
within the decade.

Simple
Unexpected
Concrete
Credible
Emotional
Stories

Concrete

Simple Unexpected **Concrete** Credible
Emotional Stories

Urban legends are concrete:
Kidneys, bathtub of ice.

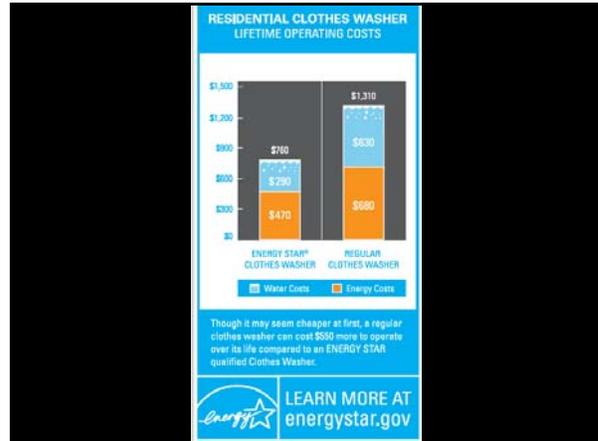
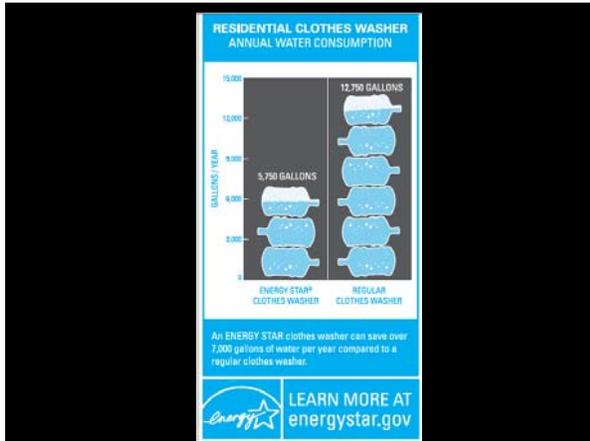
Simple Unexpected **Concrete** Credible
Emotional Stories

Professional language
isn't.

Simple Unexpected **Concrete** Credible
Emotional Stories

Biodiversity, ecosystem,
climate change,
sustainability,
altered fire regimes,
environmental flows,
conservation easements.

Simple Unexpected **Concrete** Credible
Emotional Stories



Center for Science
in the Public Interest.

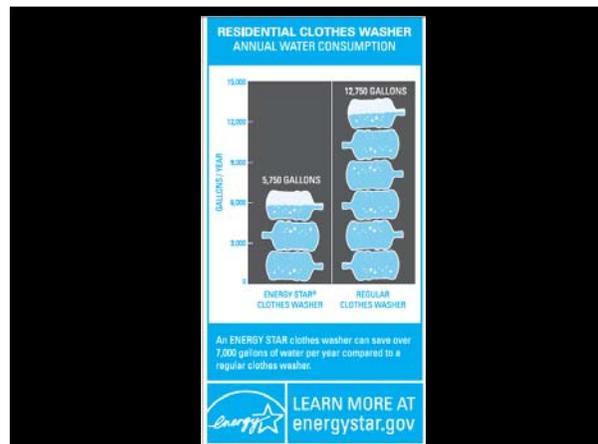
Simple Unexpected **Concrete** Credible
Emotional Stories

37 grams!

Simple Unexpected **Concrete** Credible
Emotional Stories

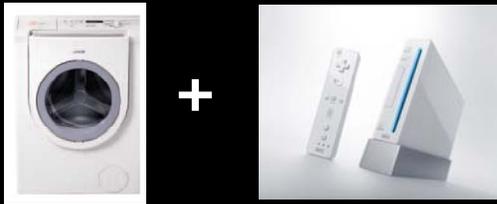
How would ENERGY STAR
translate
37 grams?

Simple Unexpected **Concrete** Credible
Emotional Stories



One medium popcorn =
bacon & egg breakfast,
burger & fries for lunch,
steak & potato dinner
(with all the trimmings)

Simple Unexpected **Concrete** Credible
Emotional Stories



CFL
"One-quarter the energy"

Simple Unexpected **Concrete** Credible
Emotional Stories

7 years in-between changes!

Simple Unexpected **Concrete** Credible
Emotional Stories

Newborn,
First grade,
High School...

Simple Unexpected **Concrete** Credible
Emotional Stories

Your role:
Let them see the
difference.

Simple Unexpected **Concrete** Credible
Emotional Stories

Emotional

Simple Unexpected Concrete Credible
Emotional Stories

Emotional = Get people
to care.

Simple Unexpected Concrete Credible
Emotional Stories

Roadside litter in Texas.

Simple Unexpected Concrete Credible
Emotional Stories

18 to 30-year-old,
Truck-driving males.

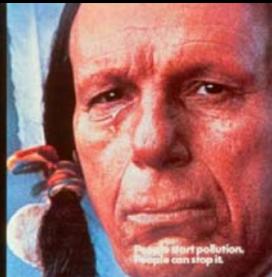
Simple Unexpected Concrete Credible
Emotional Stories



Simple Unexpected Concrete Credible
Emotional Stories

**GET INVOLVED
NOW.
POLLUTION
HURTS
ALL OF US.**

You can help by becoming an environmentally conscious driver.
Keep America Beautiful, Inc.
22 Park Avenue, New York, New York 10018
A Division of the Environmental & Energy Council of America



People don't pollute.
People can stop it.

Simple Unexpected Concrete Credible
Emotional Stories

ENERGY STAR?

Simple Unexpected Concrete Credible
Emotional Stories

Yearly savings from
deposits... \$4.65!

Simple Unexpected Concrete Credible
Emotional Stories

Fines for roadside litter:
\$500

Simple Unexpected Concrete Credible
Emotional Stories

Don't mess with Texas.

Simple Unexpected Concrete Credible

Emotional Stories

Consequence v. Identity.

Simple Unexpected Concrete Credible

Emotional Stories

Your role:
Find the right identity.

Simple Unexpected Concrete Credible

Emotional Stories

This isn't rocket science...

So why don't we see more
brilliantly designed ideas?

The Curse of Knowledge.

Simple *Complexity, nuance*

Concrete *Abstraction*

Emotion *Why is obvious*

It's hard to create
messages that stick.

So next time, overcome the
curse of knowledge.
Think:

Simple
Unexpected
Concrete
Credible
Emotional
Stories