

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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•Websites

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- 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.

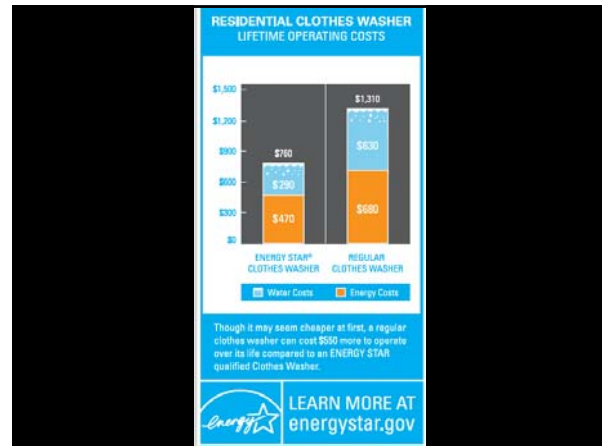
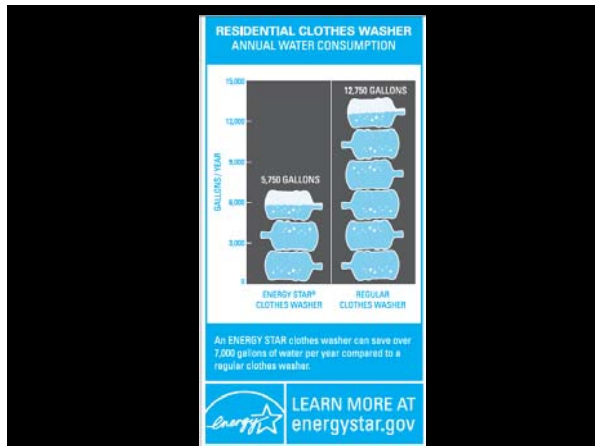
Simple Unexpected **Concrete** Credible
Emotional Stories

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.

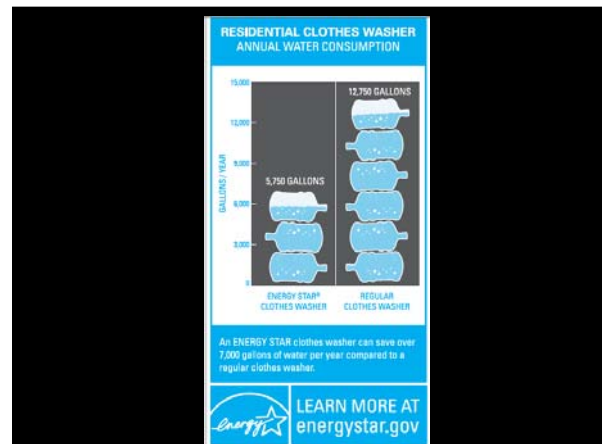
Simple Unexpected **Concrete** Credible
Emotional Stories

37 grams!

Simple Unexpected **Concrete** Credible
Emotional Stories

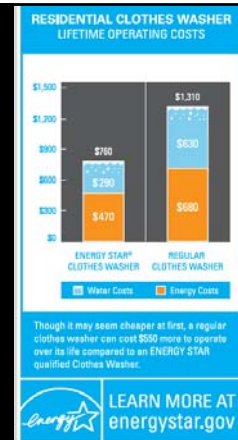
How would ENERGY STAR
translate
37 grams?

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



Simple Unexpected Concrete Credible
Emotional Stories

ENERGY STAR?

Simple Unexpected Concrete Credible
Emotional Stories

Yearly savings from
deposits... \$4.65!

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Emotional Stories

Fines for roadside litter:
\$500

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Emotional Stories

Don't mess with Texas.

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Emotional Stories

Consequence v. Identity.

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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