COMMUNICATION CAMPAIGNS for CHANGE
Design is a Super power
COMMUNICATION DESIGN

A powerful tool for propelling change, for shifting mindsets from intention to action, for getting people fired up, for engaging latent constituencies, for facilitating and enriching experiences of our public lands.
Ten Tips for INSPIRING CHANGE through CREATIVE COMMUNICATION
1 / ANALYZE BEHAVIORS
What is the difference between Budweiser and most PSA campaigns?
A Rainbow
3 / CONSIDER THE TRIGGERS
**SPARK.** Lacks motivation. Designed in tandem w/ motivational element.

**FACILITATE.** High motivation, but lacks ability. Provide tools to make the behavior easier to do.

**SIGNAL.** Have motivation + ability, just need a prompt/nudge/alert.
Visit your neighborhood park

Rx:

Recommended Park Activities:

Visits Per Week:

Signature: ________________________________

* Side effects of frequent park visits may include happiness, laughter, and improved health and wellness.
FOCUSED.
SIMPLE.
1. Time
2. Money
3. Physical effort
4. Brain cycles
5. Social deviances

Which resource is **scarcest** for your audience?
STRIVE FOR **STICKINESS**
Compelling & Clear

Messaging
Zeitgeist
Fresh
Emotional
Attention Grabbing
Shareable
Clickable
RESEARCH RELATED CAMPAIGNS

“You tell his mom you only looked down for a second.”
5 / SHARE STORIES.
6 / HAVE FUN.
7 / IMPORTANCE OF THE MESSENGER.
Test messages. Solicit feedback. Consult with young folk.
Baby steps rather than big leaps

Rhythm of innovation today = fast and nimble.

Strive for tiny successes, one after another.

Test concepts.
Launch early.
Iterate quickly.

Scale outreach and/or content when you see success. Report out on those successes [“it’s working!!”]
BE SAFE!

TAP PARTNERS TO AMPLIFY YOUR MESSAGE.
KEEP TABS ON TECHNOLOGY.

Everyone's wired in.
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