

MESSAGING THAT MOVES



COUNTERPOINT MESSAGING
2022

LESSONS LEARNED

- **Research informs ballot language**
- **Top Mistake: Re-Running Another Campaign**
- **Coalition building v. Campaigning Communicating**
 - **Decision making structure**
 - **One person responsible daily**
 - **Campaigns are NOT democracies**

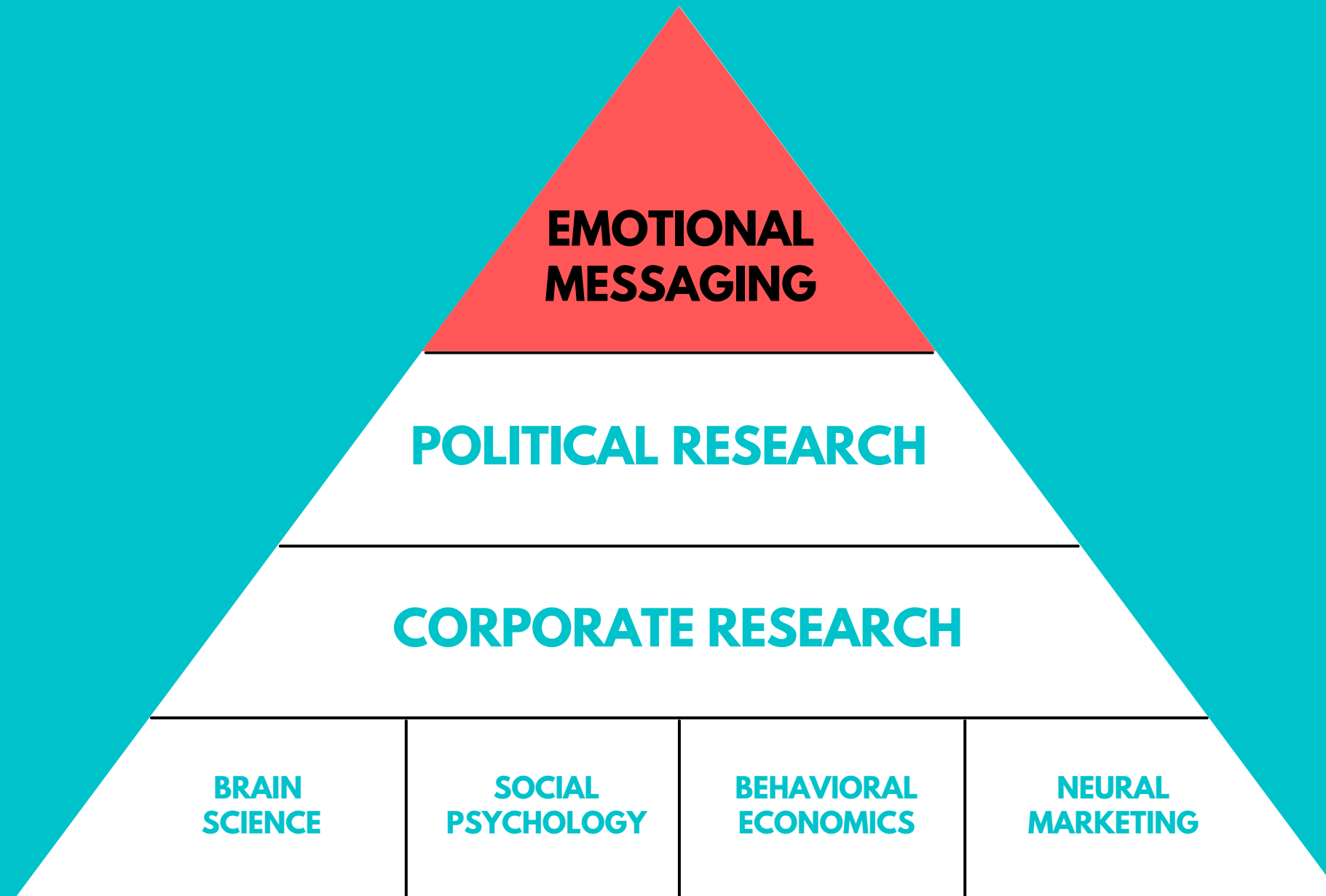
STRATEGIC X FACTORS

- **What is the same and different from initiatives in your city or model initiatives?**
- **Messengers (political v. not political)**
- **“No” campaign effectiveness**
- **Non-white voters**
- **Timing**

STRATEGIC X FACTORS

- **“Pre-Suasion” = Education/Awareness**
- **Raising Stakes of “Problem” before “selling” the solution**
- **Difference between transparency and messaging**
- **Right Mix of Communications**
- **(TV, field, digital, mail, social, text)**

THE SOLUTION IS GROUNDED IN SCIENCE



COUNTERPOINT MESSAGING

Visual + Memorable + Credible.

“Fear of Loss” is one of the most powerful emotions in brain impacting consumer or voter behavior

Cognitive research:
Negative recalled 3-1 over positive information

Humans are Hypocritical

- **Want cake + eat it too**
- **Want long-term thinking, no patience for it.**

Transit Dichotomy

Delayed gratification

+

**Some hope for immediate relief
from gridlock**

QUESTIONS?



CounterPoint
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