

Stages of Communication – Message Review and Analysis

<p>ATTENTION <i>Goal is to make them stop, and say “ what is this?”</i></p> <p>Messages should grab their attention by being unexpected and pointing out a gap in their knowledge. Break existing message patterns, be different.</p> <p>Which of your project messages fit in this stage?</p> <ol style="list-style-type: none">1.2.3.	<p>AWARENESS <i>Goal is to help the unaware. Create awareness of need.</i></p> <p>Messages should invoke curiosity, pose questions, simple and helpful. Here you can begin filling the gap in their knowledge and make them aware of the need.</p> <p>Which of your project messages fit in this stage?</p> <ol style="list-style-type: none">1.2.3.
<p>UNDERSTANDING <i>Goal is to inspire those who are interested. Create some level of understanding about the issue.</i></p> <p>Messages should be emotional, and inspirational. Use stories.</p> <p>Which of your project messages fit in this stage?</p> <ol style="list-style-type: none">1.2.3.	<p>ACTION <i>Goal is to reassure their intent to engage. Make it easy for them to take action.</i></p> <p>Messages should be reassuring, concrete and include calls-to-action.</p> <p>Which of your project messages fit in this stage?</p> <ol style="list-style-type: none">1.2.3.



We are leaders in marketing and communication for outdoor health. Our expertise promotes awareness and action related to the connection between the environment and health.