CIA
Some Emerging Principles

May 25\textsuperscript{th} 2006
Some Rough “Buckets”

- Means of Delivery
- Message
- Messengers
- Targets
- Notes on “Interpersonal” effects and “target experience
1. Means of Delivery

- Broadcast: One message to many
  - “top down”
- Network: One to one
  - “bottom-up”
  - “brokering” – connected otherwise disconnected networks
THE ULTIMATE HUSTLER
PRESENTS:

8:00 K.FLAY
8:30 607
9:00 EPIPHANY
9:30 SUGA CITY

WITH SPECIAL GUEST DJ RAYMUNDO OF KZSU'S "THE DRUM"

05.10.06 COHO STANFORD
A P&G “Buzz Mom”

“We are just moms doing what all mothers have been doing for years-- helping our friends by offering our opinions on the products we try and passing along coupons we're not going to use to help others save.”
“Brokering” or “Connecting” Otherwise Detached Networks
2. Message

• Concrete and Simple

• Emotional
  – Defiant or affirming?

• Story
Concrete and Simple?

Reengineering the customer experience…

Building a new paradigm in public transportation…
Concrete and Simple

No graffiti
But it is Back
Emotional

George Bush Uses Internet Explorer

for a better web experience getfirefox.com
Emotional
Defiant Emotions
“They hate us, but can’t ignore us”
Affirming Emotions:
“I wanna be like Mike”
Story

“Correlation is Not Causation”

Herb and Southwest

– Should your CEO start drinking a quart each day?
Messengers

• Authentic

• Social similarity – people like my favorite person, me

• Experts – people who know more

• Hero’s – people I aspire to be
Authentic

• Does messenger seem real or fake?
No thanks.
Social Similarity

• Who buys Mary Kay Cosmetics?
• Who Buys Amway products?
• Who bought the tickets?
Who Won?

• A CIA’er!
Experts

Bald and flat tires, bad brakes, no lights… Accidents waiting to happen!

Checking bikes and a personalized message causes discussion and action
Experts

Oh, hi mom- Is something wrong? I’m surfing... calm down, the computer is NOT broken...
Heroes

• People we follow because we want to be like them…
“Targets”

- Believers -- yes
- Susceptible -- yes
- Indifferent -- no
- People who hate you and your message
iCon
Steve Jobs
The Greatest Second Act in the History of Business

JEFFREY S. YOUNG
WILLIAM L. SIMON
Interpersonal Moves

• Reciprocity – the old give and take

• Emotional Contagion – emotions, especially negative ones, spread like wildfire.

– $394 for rent-cops at hip-hop
A Theory?

• Nah… but some elements of one…