Message House
How people receive information

70% visual
18% aural
12% verbal
What’s a message?

Messages are the things you have to tell people to change their opinion, feelings or behaviour
Messages are emotional and rational

**Rational messages** use facts to persuade
- they talk to the head

**Emotional messages** use feelings to motivate
- they talk to the heart

A combination is ideal
The message house

- **KEY MESSAGE**
- **CORE MESSAGE**
- **CORE MESSAGE**
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**EVIDENCE, PROOF OR SUPPORT**
Your key message

The single thing you want your primary target audience to remember

If they left remembering one thing, what would it be?

What action should they take?
Core messages

- Three or four supporting messages that substantiate the key message
- Add depth, but not detail
- Pithy and memorable
The foundations

**Details** - which prove your core messages or elaborate on them

**Data** - information or statistics

**Stories** - anecdotal evidence or personal experiences that bring your messages to life

**Case studies** - or best practice examples
How to write your message house

1. Start with your core messages
   - they should answer basic questions
   - depth not detail
   - pithy and memorable

2. Your key message should bring your core messages together
   - pithy and memorable

3. Finally, work on the foundations
   - this bit takes the time

KEY MESSAGE

What is it?
What’s the solution?
Why is it needed?
Why is it a problem?
What’s the context?
Why is it different?
What makes this unique?
Infant formula is as safe today as it was before the threat was made

The safety and well-being of consumers is our number one priority

As always, parents and caregivers should check packaging for signs of tampering

If you’ve got something that could help the investigation – contact the Police

EVIDENCE, PROOF OR SUPPORT
All messages should be

**Compelling** - they should encourage action

**Differentiating** - exclusive to your organisation

**Relevant** - it should have purpose to the audience

**Strike the right tone of voice** - tailor it for the audience

**Credible** - the audience can believe the message

**Defendable** – what you are saying is true

**Durable** - the message will last
[Alternative method of presenting Message House.]

[NAME OF TOPIC] - Key Messages

Overarching messages

1. Key message
2. Core message one
3. Core message two
4. Core message three

Detailed talking points

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The Emotional Tail Wags the Rational Dog

Daniel Kahneman - Psychologist