

# next tuesday afternoon

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"Moving people is not magic," says Isabelle Albanese, developer of the 4C's of Truth in Communication, "it's all a matter of thinking through and developing an effective communications strategy." Here's a quick guide to help you "grade" your communications, whether it's through the media, a marketing campaign product design or branding.

**Comprehension** – Does the audience get the message, the main idea, the point? What does the message instantly communicate? Can the audience play the message back? This confirms that they "get it" and the first C is working.

**Connection** – Making a connection with a communicated idea or message means not only that the audience "gets it," but that it resonates with them, has meaning and significance for them, and usually triggers an irrational or emotional response – frustration, excitement, anger, passion, joy, happiness, sadness, etc.

**Credibility** – The audience needs to believe who is saying it (the brand or messenger's voice), what is being said, and how it is being said. Otherwise, any connection begins to break down immediately. Credibility is the critical C, because the audience may completely understand a communicator's message and even connect with it on an emotional level, then promptly turn around and say that coming from this particular source – company, candidate, supervisor, whatever - they aren't buying it.

**Contagiousness** – In communications, contagiousness is a good thing. You want your audience to "catch the message," run with it and spread it around. To be contagious, a message has to be memorable, energetic, new and different. It should also evoke a vivid emotional response, have "talk" potential, motivate the target to do something, and elicit a demonstrable reaction. The key, she says, is to remember who your audience is, how they are likely to see, hear and/or understand your message and in what venue will best suit the messaging.

As I've always said, you can spend all the money in the world on media, printing and the Web, but it doesn't make much difference if the message isn't there.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at [OneAlliance.com](http://OneAlliance.com) and I'll be back next Tuesday afternoon.

**Lisa Davis**

**859.225.2684**

**Lisa@OneAlliance.com**

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