
Sticky Message of the Month – August 2010

"It was so humid here today, you could steam broccoli by hanging it out the kitchen window."

What's a "Sticky Message?"

A "sticky message" is a statement that easily stands out in a speech or is a key quote in a news article. It's the one the reporter instantly says: "That's going to make it in my piece." It's one that is easily remembered by the reader, viewer or listener.

What made this month's sticky message?

A comment in a newspaper article on the excessive heat and humidity blanketing a good part of the central and eastern United States.

What made it sticky?

This statement is visual and memorable on more than one level: First, steamed broccoli is a powerful metaphor for wilting and shrinking under intense heat, which is exactly what millions of Americans have been feeling like. Secondly, the expression of hanging broccoli out a kitchen window to steam it conjures up an image of there being no relief outdoors from a hot kitchen, another collective experience for millions of heat-struck Americans. Anyone affected by the heat can relate to so colorful a statement, which is why it's "sticky."

Have you read or created a quote that qualifies as the "Sticky Message of the Month?"

Let us know. Send to stickymessage@commcoreconsulting.com