
Sticky Message of the Month – April 2009

“The end of the decline isn’t the beginning of the recovery,” said David Resler of Nomura Securities Inc. “It’s like a boxing match. Even if you win the fight, it’s not going to feel as good when you get out of the ring as when you went in.”

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?

David Resler of Nomura Securities, Inc from a story on Yahoo Finance

What made it sticky?

It is set-up well, it is concise and – perhaps most importantly - it has such a strong visual element. You do not have to be a boxer or even an ardent fan of boxing to really “get” the analogy between the state the economy is currently in and the state of a victorious boxer just after the fight.

Have you read or created a quote that qualifies as the “Sticky Message of the Month?” Let us know. Send to stickymessage@commcoreconsulting.com