
Sticky Message of the Month – February 2010

"We get it: We're Al-Qaeda, and nobody wants to be seen with us."

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?

An anonymous bank lobbyist was quoted in *Time* magazine (February 8, 2010 issue) while speaking to critical congressmen at the capital regarding financial reforms. This was most certainly an *unintended* sticky message. The image it immediately portrays is a banking industry comprised of predators, even terrorists who are increasingly becoming ostracized by the average American.

What made it sticky?

This statement is alarming and vivid. It is concise and arresting. It plays to the darkest of current perceptions of the banking industry and strikes a chord. This is a good example of how a presumably unplanned, excited utterance can turn into a repeatable (tweet-able) statement that makes matters worse for the speaker and the industry he represents.

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

Let us know. Send to stickymessage@commcoreconsulting.com