Put People, Not Message, At Center

Prioritize people’s needs, motivations and identities, not just messages we want to deliver. Integrate behavioral psychology for large-scale cultural change planning, understand audiences don’t fit into “one-size-fits-all muumuu” in development of cultural tactics and strategies, and support cultural experiences that allow people to engage, interact and play.

Tapping into the cultural pulse

Connect to cultural trends, pop culture narratives and audience listening. Inform campaign strategy and long-term cultural change strategy. Understand how audiences are responding and reacting to pop cultural narratives and trends. Over time, track long-term influence on culture and cultural conversations.

Transporting Our Stories

Choose cultural path to move stories & values. Running Errands: integrating repeatable, scalable, diverse cultural tactics into campaigns to win campaigns. Road Trips: Engaging in cultural campaign whose end destination is the large-scale cultural and narrative change.

Building Networks with Creatives

Foster working partnerships with creatives in our communities - geographical or ideological - and in pop culture. Appreciate the role of culture in movements. Respect and pay creatives and bring them into strategy development spaces. Translate our stories/outreach into language that works for them, “not advocacy speak.”

The Culture Change Triad Model

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