

The Anxiety Antidote

Reassurance
Personal story from you - relatability Business story - Someone like me had this problem and this is how they overcame it Universal -your reflection on an experience
FOMO
Invoke empathy 'I am blind and it is springtime'
Power of Now
Universal – topical issue that makes change vital Public (uncoerced) declaration of small step

The Apathy Antidote

Social proof/social norms
Authority - can you identify an influence/influencer?
Positioning – signal status
Frederick the Great and the potato Twitter hashtag and canteen
Positioning – loss aversion/scarcity
Fear of loss a greater motivator than desire for gain '78% of customers doing (desired behaviour) achieved (biggest ambition/goal)'

The Overwhelm Antidote

Concept linking
Just like (simple concept), our idea is Metaphor Snow White = bacterial persistence Football team to explain the poll
Social proof/social norms
Carrot and stick – please do this. Here are the consequences for the people you represent if not. Energy usage in North London
Paradox of choice
Influencing attitude → reassurance/inspiration Influencing behavior → clear call to action