



Intervention

Tagging: launching meaningful buzzwords

Change Phase

AWARENESS / INTEREST / TRIAL

Description

For example, by making the parallel between chimps and humans on an instinct level, one can introduce the word grooming, which stands for the importance of connection (regular chitchat) between people. The idea is that everyone will be saying “We have to groom him,” so in this way, you’re spreading a meaningful behaviour by just introducing one word.