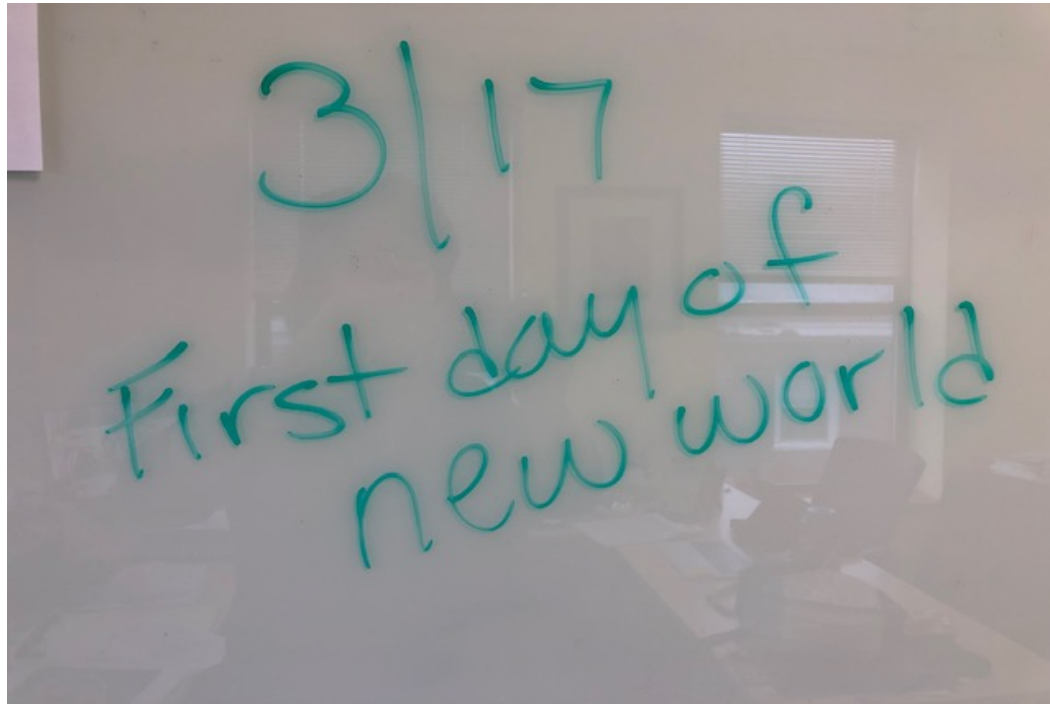


# Understanding Communications:

Messages That Connect During COVID Times

Keeping it simple: a little  
housekeeping.

It's been 118 days since...



# It's been 118 days since...

In the ensuing weeks, my team and I at Words@Work built tv ads, digital ad campaigns, customer testimonial videos, social media campaigns, and page after page of COVID protocol copy. And we tracked the results...

The average person has seen  
1,180,000 marketing messages.

Marketing focuses on creating emotional response.

Marketing strives to move you  
to action.

# What happens when these messages hit your brain?

Under normal conditions:



# What happens when these messages hit your brain?

Under COVID conditions:

# So this is the science part...

## Triune Brain Theory

Lizard Brain	Mammal Brain	Human Brain
Brain stem & cerebellum	Limbic System	Neocortex
Fight or flight	Emotions, memories, habits	Language, abstract thought, imagination, consciousness
Autopilot	Decisions	Reasons, rationalizes



The Triune Brain in Evolution, Paul MacLean, 1960

Say hi to your Reptile Brain.



danger! danger! lizard brain has no time for facts



Focused on survival. Fight, flight or freeze. Sex. Food. Events may trigger memories of emotional events and our deepest fears.

# When the Reptile is in charge:

Complex concepts are too much.

Reacting is the natural response.

Listening is difficult.

# When the Reptile is in charge:

44 mins · 🌐

Our Visitor's Center is OPEN for guests traveling to Moosehead Lake!  
Please note our policies below ↓

📍 The Visitor's Center is located at 480 Moosehead Lake Rd, Greenville, ME!

🕒 Our hours are Mon-Sat 10 - 6, and Sunday 12 - 4

☎ To call us - (207) 695-2702


📷 by Crystal L Stimpson


- ✓ Please wear a cloth face covering unless medically unable to do so
- ✓ Please use hand sanitizer stationed outside the door before entering the building
- ✓ Please follow the green directional arrows on the floor indicating the path to take through the Center
- ✓ Please exit through the rear door of the building
- ✓ Please maintain six feet distance between you and other visitors
- ✓ Only two visitors at a time inside the building unless you are a family of more than two visiting together
- ✓ Only one group of visitors at a time in the Fire Tower
- ✓ Please visit the porta-potty as our restrooms are closed
- ✓ Please carry any trash away with you as there is no trash service available

We look forward to helping you explore Moosehead Lake!



# When the Reptile is in charge:

 3 June at 10:16 · 🌐

We are excited to announce that  is officially OPEN for Dine-In (or maybe it should be called “Dine-Out”) for the 2020 season! Although things are a little different than they have been in the past, we are so excited to have our large outdoor deck space open again! We have had to “re-invent the wheel” a bit to make sure things stay safe for all of our customers and staff and more changes will be coming as we navigate these new times, but with socially distanced tables, dedicated entrance/exit lines to maximize customer spacing, new staff members focused exclusively on cleaning, and ALMOST as much sanitizer as lobster we hope that customers will feel safe to come on down!

Two things that haven’t changed:

1. Our happiness at being able to see all of our new and regular guests coming back! (Even if our smiles are now hidden behind facemasks)
2. LIVE MUSIC every evening! Yesterday was a 🎵 for solidarity and tonight (5:30-8:30pm) we welcome back Ryan Halliburton & [The Still](#), a band with one of the longest tenures on our stage



(P.S. HAPPY BIRTHDAY BILL!)

 295

25 comments 12 shares

- **Wordy/TMI**
- **Eye Tracking**
- **Flow of Info**
- **Action to take?**

# When the Reptile is in charge:



It's time! We are officially OPEN for Dine-In-Outside for the 2020 Season! Our reinvented outdoor deck space will feature:

1. Socially distanced tables.
2. Dedicated entrance/exit lines
3. Maximized customer spacing and comfort
4. Sanitizing superstars on staff

\*Please note: more changes may be coming as we navigate the first few weeks, so check back for updates before you visit!

We are thrilled to feature LIVE MUSIC EVERY EVENING (as always), and even though our smiles are hidden behind our face masks, we are so excited to see all of our regulars and welcome new friends.



(P.S. Happy Birthday, Bill!)

- **Spacing/Eye tracking**
  - **Disclaimer**
  - **CTA**
  - **Personality**
  - **Directions**
- (Look up/down)**



# When the Reptile is in charge:



# When the Reptile is in charge:



**Service Restoration Phase 1-** On Monday, June 15th, the Amtrak Downeaster will begin operating trains [680 and 685](#) to provide commuting options for essential workers and those who are traveling for essential purposes.

**Please note the following related to Phase 1:**

- [Amtrak](#) has implemented new cleaning and disinfecting protocols nationwide.
- Station facilities will not be open; passengers should go directly to the outdoor platform to wait for their train.
- Café service will not be available in Phase 1, however complimentary water will be available upon request.
- Advance reservations are required.

It is expected that Downeaster service will increase throughout the summer months, but no date has been set for subsequent phases.

Thank you for your patience and cooperation while we resume service.

- **Important information first**
- **Bulleted list**
- **Expectations/**
- **Disclaimers**

# When the Reptile is in charge:

Thank you for your patience and cooperation while we resume service.



## Face Coverings

Crews and passengers will be required to wear a face covering while boarding and moving about the train.

[Learn More](#)



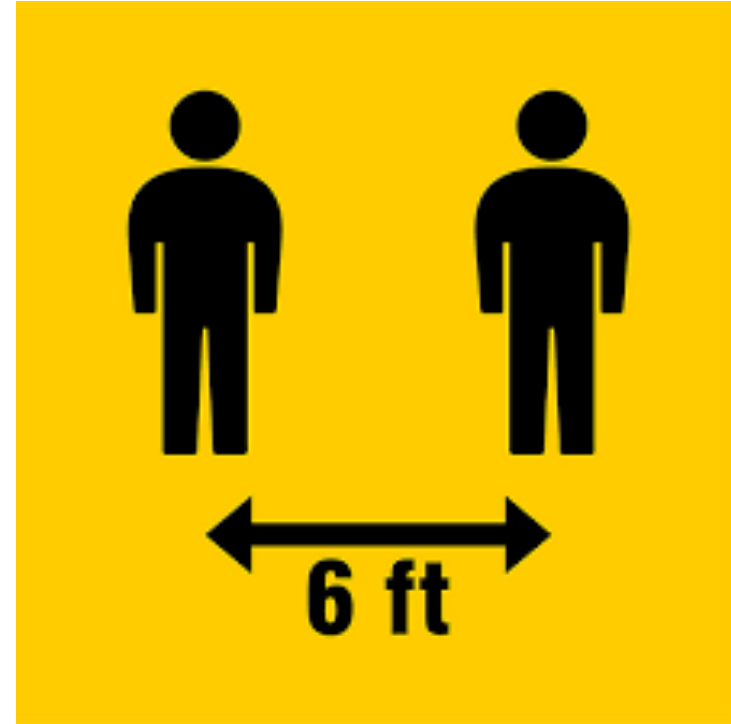
## Physical Distancing

Signage has been installed/ Downeaster ticket sales are limited to 50% to allow for physical distancing while traveling.

[Learn More](#)

- **Use pictures to communicate expectations**
- **Options to learn more**
- **Expectations/**
- **Disclaimers**

When the Reptile is in charge:



# Thank You

Paula@wordsatwork.us 207.797.0147

