

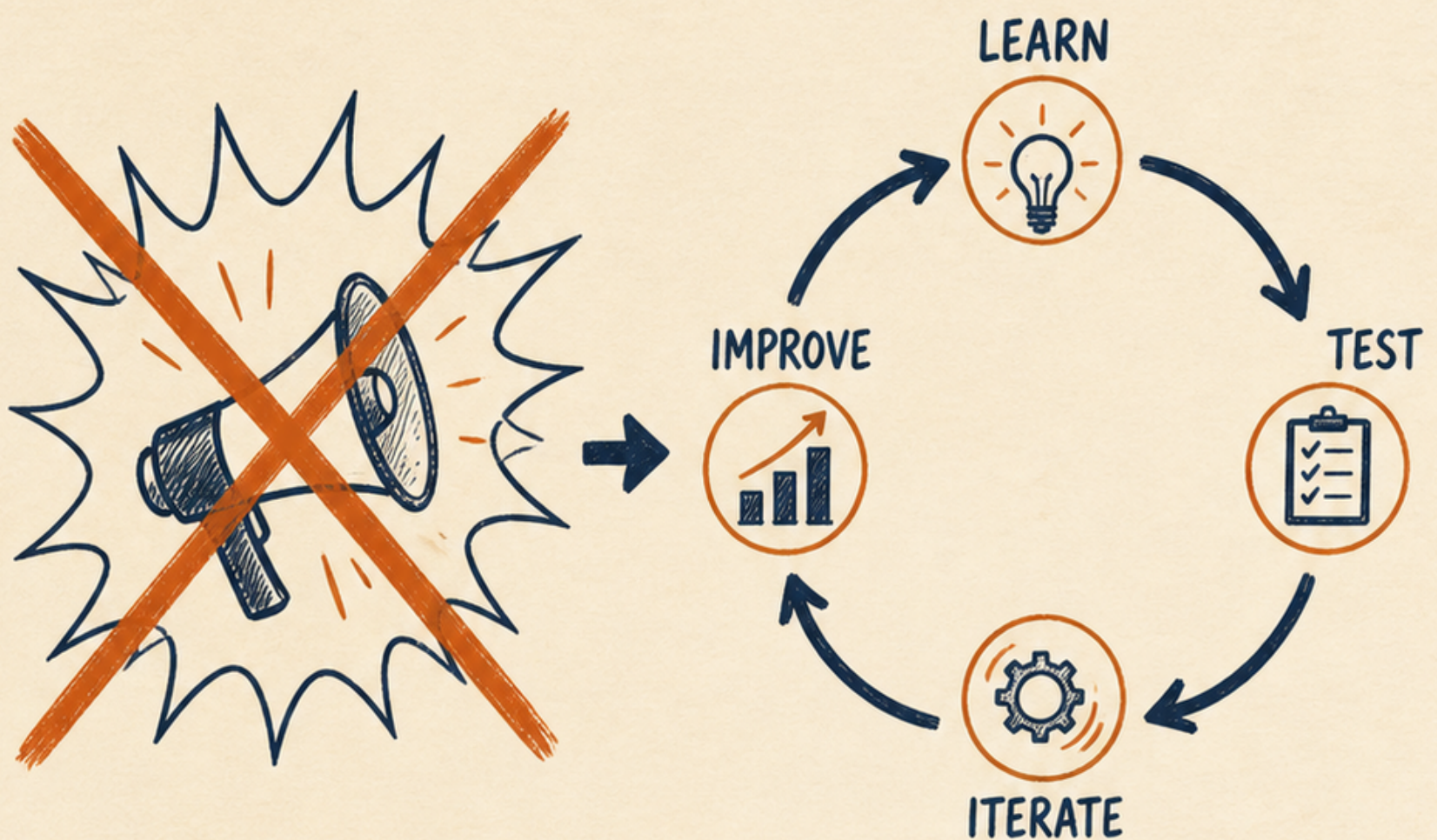
THE DEMAND CREATION LOOP

Demand grows when learning improves the next message.



DEMAND IS NOT A SINGLE CAMPAIGN.

It is a system of repeated learning.



BUILD THE LOOP



1



PROBLEM — make it visible

2



EDUCATION — explain the change

3



TRUST — reduce uncertainty

4



ACTION — enable a next step

5



LEARNING — capture the response



FIND THE WEAK LINK



No **problem** → no relevance

No **education** → no understanding

No **trust** → no movement

No **action** → no progress

No **learning** → no improvement



CREATE DEMAND. CAPTURE EVIDENCE. IMPROVE THE LOOP.

Find the weakest link
in your demand loop.

≡ **MAP THE LOOP** ≡

