

Resonance

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Ringing True with your Audience

Resonance is:

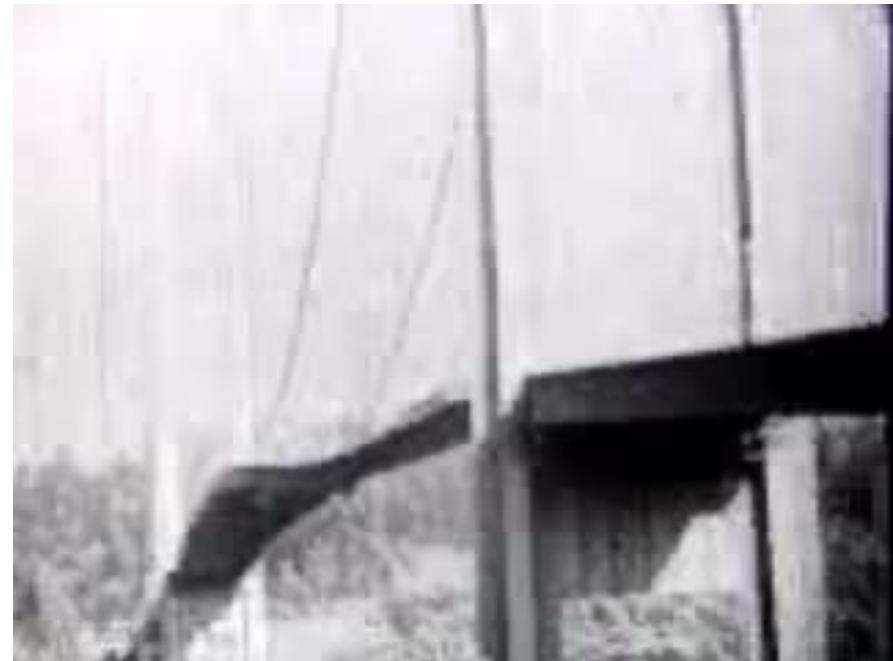
- **Acoustics.** Intensification and prolongation of sound, especially of a musical tone, produced by sympathetic vibration.
- Richness or significance, especially in evoking an association or strong emotion.
- **Physics.** The increase in amplitude of oscillation of an electric or mechanical system exposed to a periodic force whose frequency is equal or very close to the natural undamped frequency of the system.

- Heritage Dictionary



Resonance & Bridges

- The most famous example of resonance was the Tacoma Narrows Bridge in Washington State (also called Galloping Gertie).
- In 1940, just months after its completion, winds in the Tacoma Narrows matched the bridge's resonant frequency and caused the suspension bridge to sway uncontrollably. Within hours, the bridge collapsed.



<http://science.howstuffworks.com/question603.htm>

Autistic Basketball Boy Scores

The story was so resonantly popular, CBS Evening news ran the same piece a second time the next night.

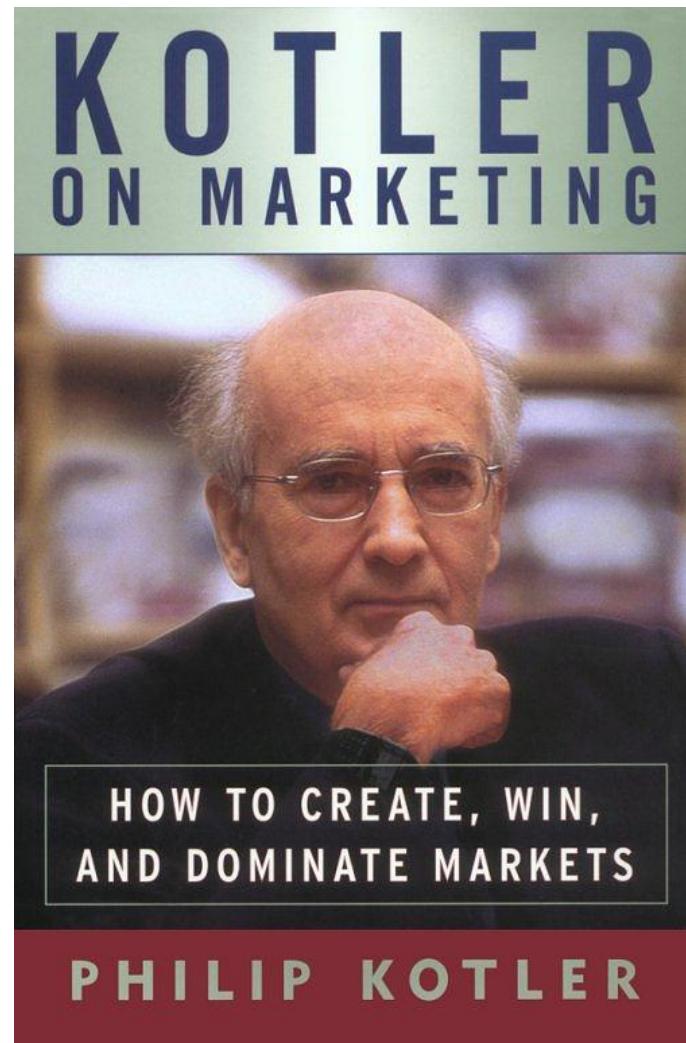


CBS Evening News
2/24/06 2:45

Know Your People

“If you nail positioning and targeting, the rest falls into place.”

– Philip Kotler



Demographics and Target Audience



- Gender
- Age
- Income
- Education
- Location
- Marital Status
- Culture
- Demographic Labels

Transculturally Resonant Themes & Images

- Babies & Children
- Pets & Animals
- Sports
- Love, Marriage,
Relationship Conflicts
- Self-image
- The Birth-Life-Death
Cycle
- Water

