



KHACHKAR STUDIOS
EMPOWERING GOOD NEWS

**INFINITE SROI MEMO: EVIDENCE-BASED COMMUNICATIONS NOTE “BRING A FRIEND.
BRING A FAMILY MEMBER”**

Date: July 2026

Research across marketing, public health, and behavioral science consistently finds that effective communications are most successful when they conclude with a clear, specific, and consistent call to action. Studies by the Heath brothers (Made to Stick), Robert Cialdini (Influence), the Behavioural Insights Team, and Nielsen’s advertising research all emphasize that repetition of a single, memorable behavioral request significantly improves recall, comprehension, and the likelihood of action. For this reason, Khachkar Studios recommends that the closing invitation remain identical across all outreach channels—bulletins, sermons, social media, videos, radio, outdoor advertising, websites, and printed materials. The closing words are not simply a slogan; they are the campaign’s primary behavioral-change mechanism. Consistently ending every communication with “Bring a friend. Bring a family member.” reinforces the desired behavior week after week, increases message retention, and builds a simple habit that members can easily remember and act upon.