



THE POWER OF REPETITION, REPETITION, REPETITION, REPETITION, REPETITION

Complete the following phrase: 'Have a break, have a ...'. And what Magic Mirror on the wall, who is the.... ? Okay, another one, just sing along: 'So tell me what you want, what...'. I am quite sure that you got all three of them right. All three of them are great creative finds, but there is another reason why you knew exactly what I referred to.

It's about the power of repetition. Because hearing and seeing something repeatedly, not only helps you to recognise something, but research has even shown that your appreciation for it increases. This is even more true for repeating images. This phenomenon is called the mere exposure effect.

The effect is well-known. The more you hear something, the more familiar it becomes. The more familiar you are with something, the more you like it. Resisting is futile, we are all susceptible to repetition.

How does legal design apply this phenomenon? By always using the same visualisations already presented for a specific case. The parties involved have already familiarised themselves with the image(s) that they have seen before. This familiarity ensures that information is processed faster and that the connotations of the image

are activated. Using the same image also enables you to benefit from the power of repetition. And, I repeat once more: the more familiar you are with something, the more difficult it becomes for you to disagree with it. It stands to reason that we say 'You only love what you know'.

So if you are ever faced with the choice of creating a new legal design or using an existing one, please do choose the latter. Not only does it ensure a faster processing of information, but it also activates the information already stored, resulting in a more positive attitude towards the message.

So, is this clear or do I have to explain it again?

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— Author: S. van Hecke

P.S.: This effect also applies to people, so if you want to get that promotion, be sure to cooperate with your manager a lot. Because the more often they see you, the more likely he or she will be to think of you when thinking about who to promote. Although no rights can be derived from this.