**Warning: Ads Form Good Habits**

Val Curtis’s hand-washing campaign began in 2003 in Ghana. Last year, surveys conducted by her team showed that soap use there had increased significantly.

**FEBREEZE — the perfumed air freshener — is one of the most successful campaigns of a lifetime.** Its story is told in interviews with people who are convinced that the company led them to spray Febreze and other Febreze-like products, from under their desks to under the couch, in the bathroom and in the living room. The story of how Febreze was created is also told in interviews with people who are convinced that the company led them to spray Febreze and other Febreze-like products, from under their desks to under the couch, in the bathroom and in the living room.

**The perfect cue, they eventually found, was the act of cleaning.** Almost half of its people were accustomed to cleaning their hands with soap after every meal, and that habit was strongly associated with the use of soap in general. The habit-forming advertisements that taught viewers to feel a habit while on vacation, when they were away from home or in a place or time that they had never visited before, were more than twice as successful as the ones that showed people cleaning in their regular environments.

Dr. Berning said. “We positioned it as the icing that makes a room smell better. It’s the finishing touch to a meal. We taught people how to replace the couch with a wooden one.”

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