

## The Power of Fun 有趣才是王道

When most companies **release** a new product or service, they try to **persuade** people to buy it with **catchy slogans** and **flashy ad campaigns**. But when it came time for [Volkswagen](#) to launch their latest **innovation**, they decided to take a different **route**.

当大多数公司推出新的商品或服务，他们试图用朗朗上口的口号和绚丽耀眼的广告活动说服人们购买产品。但是，当福斯汽车发表其最新的创新产品时，他们决定采取不同的路线。

The company decided to sponsor a competition called the [Fun Theory](#) based on the **premise** that the best way to make people change their ways is to turn the decision-making process into a game. In this contest, people were encouraged to submit their own video with ideas for making everyday life a little more fun. To get users to take the stairs, **in lieu of** using the [escalator](#), one person suggested turning each step into a piano key. So anytime someone stepped on one of the black and white steps, it produced a musical tone. As a result, the number of people who used the stairs increased by 66%. In another case, a speed camera **lottery** was created as an **incentive** to get people to stop driving over the speed limit. Everyone caught driving under the speed limit was **eligible** for the prize, and the **experiment** resulted in a 22% reduction in speed at the **intersection** where camera was operating.

在基于改变人们行为最好的方式就是把他们的决策过程变成游戏的前提下，福斯汽车决定发起一项名为「趣味理论」的比赛。这场竞赛鼓励人们提交自己让日常生活多了几分乐趣的概念影片。为了让使用者走楼梯而不使用电扶梯，有人就建议把每一阶楼梯变成钢琴的琴键。所以任何时候，只要有人踏上黑白键的楼梯就会产生乐音。结果，使用楼梯的人数增加 66%。在另一例子中，测速照相机乐透被创造出来以作为让人们停止超速的诱因。每位被照到未超速的驾驶人即有资格得到奖金，而这项实验的结果是，在有乐透测速照相机拍摄的路口，车速降低了 22%。

All in all, Fun Theory competition has been a major success. It has **spawned** more than 700 [user-generated](#) videos. Many of these short films became popular, and the campaign has earned the company over 20 million YouTube views. With its creative campaign, Volkswagen has suggested that if you want people to make changes for the better, all you really need is fun.

总而言之，「趣味理论」的竞赛已经是个大成功。它催生了 700 多支使用者自制的影片。其中有许多短片变得受到欢迎，而且这项活动已经让该公司有超过 2,000 万人次的 YouTube 点阅率。凭借其富创造性的活动，福斯汽车表示，如果希望人们为了更好而做出改变，真正需要的就只是乐趣。

— by Jamie Blackler

### Vocabulary

**release** [rɪˈliːs] v. 发行；发表

**persuade** [pəˈswed] v. 说服，劝服

**catchy** [ˈkætʃɪ] adj. 动听而易记的

**slogan** [ˈslogən] n. 口号

**flashy** [ˈflæʃɪ] adj. (因昂贵巨大等)显眼的

**campaign** [kæmˈpeɪn] n. 活动

**route**: [ru:t] n. (商品推销员的)推销路线 a means of reaching a goal

**premise** [ˈpremɪs] n. 假设; 前提

**escalator** [ˈeskəˌleɪtə] n. 电扶梯

**incentive** [ɪnˈsentɪv] n. 鼓励; 动机

**eligible** [ˈelɪdʒəbəl] adj. 合格的

**spawn** [spɔ:n] v. 造成, 酿成

**user-generated** 使用者自我产生的

## Idiom

**in lieu of** [lu] **of**: 取代某事(物) instead of