

Consumer psychology, effectiveness and using media



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Today

Part 1: Fundamentals of behaviour science

- Your brain: how it works
- Implications for marketing effectiveness
- The power of emotion in communication

Part 2: Principles of effectiveness

- Target new customers or existing customers ?
- Disruption –how to change the image of a well known brand
- Receptivity –how to affect behavior ?

Behaviour science explains....

How we process information

How we make decisions

What influences our choices

Underpins our beliefs about effectiveness

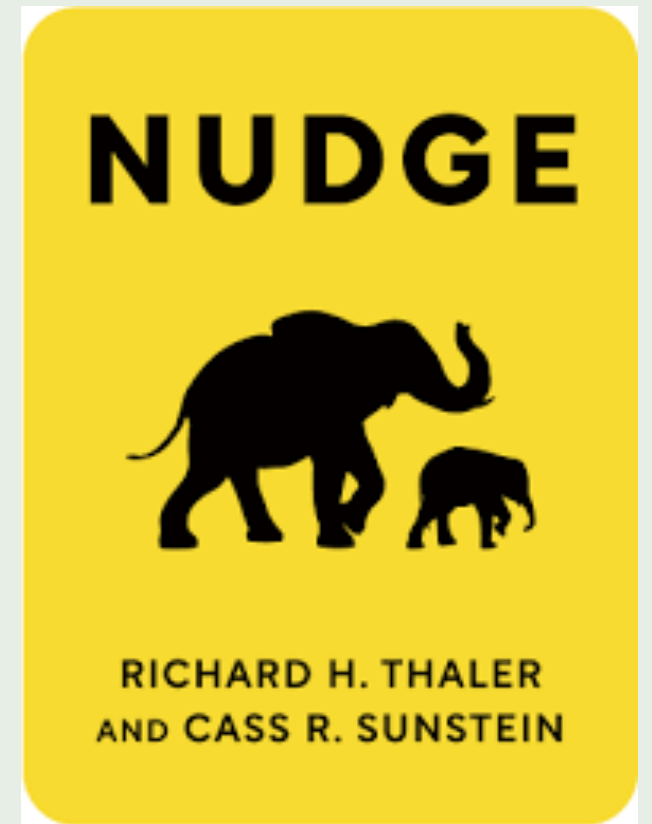
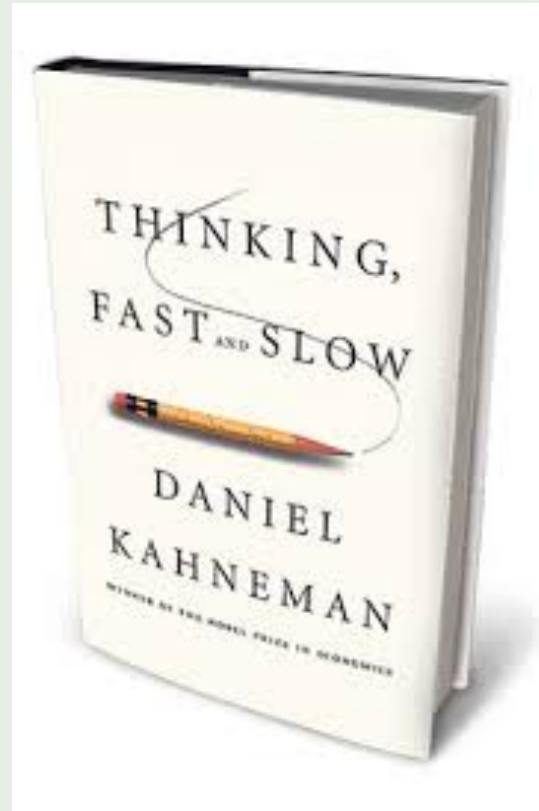
(and therefore our choice of media)

Emotional v. Rational

Quick v. Considered

Conscious v. Unconscious

Science of how we make choices



Two system brain

System 1:

Adaptive unconscious

- Unware of it
- Effortless
- Fast

Autopilot

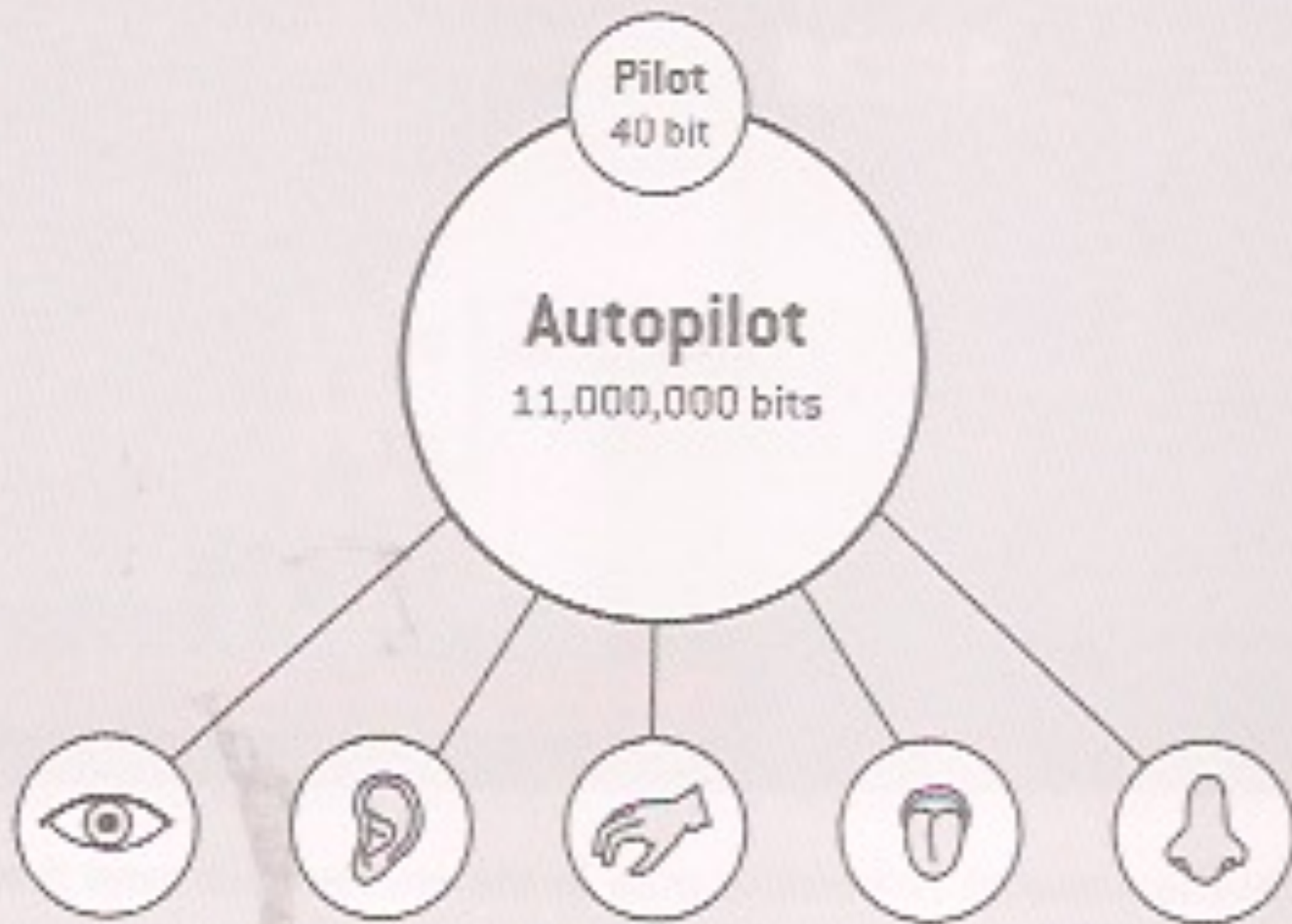
Two system brain

System 2:

Conscious thought

- Controlled Effortful
- Deductive Slow
- Self-aware
- Tiring /demands energy

Pilot



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Source: Decoded by Phil Barden

Read out the colour of the word

(Stroop test)

BLUE

GREEN

YELLOW

PINK

RED

ORANGE

GREY

BLACK

PURPLE

TAN

WHITE

BROWN

System 1: automatically decodes faces





Social interactions vital for survival
Brains evolved to give this high priority.



System 1 is adaptive/can be “coded”

Learned associations between ideas:

- The capital of France is...
- $2+2=?$
- Reading in your native language
- Understands nuances of social situations.

“Knowledge is stored in memory and accessed without intention and without effort”

System 1 is an alert system

Something not quite right:-
Kicks it up to system 2
for examination



System 1 evolved to help us survive



System 2 thinking

- Requires paying attention
- We cannot multitask in system 2
- We miss other things – for example danger



System 2 thinking examples

- Maintain a faster walking speed than is natural for you.
- Park in a narrow space (for most people except garage attendants).
- Compare two washing machines for overall value.
- Fill out a tax form.
- Check the validity of a complex logical argument.

Source: Thinking fast and slow

System 2 is tiring



Parole boards

- Spend entire days reviewing applications
- Cases presented in random order, and the judges spend little time on each one
- An average of 6 minutes.

35% of requests are approved on average

Proportion **spikes after each meal**, when about **65% of requests** are granted.

During the two hours or so until the judges' next feeding, the approval rate drops steadily, to **about zero just before the meal**.

Source: Thinking fast and slow



It makes sense to be Homer



To survive
To preserve energy

We are lazy

- A “law of least effort” applies to cognitive and physical exertion.
- Several ways of achieving the same goal? People will gravitate to the least demanding
- Such using as a mental short cut or “heuristic” (rule of thumb)

Which is the right answer ?

Adolf Hitler was born in 1892.

Adolf Hitler was born in 1887

Source: thinking fast and slow

Ease (lack of cognitive effort) engenders trust

- Both are false (Hitler was born in 1889),
- But the first is more likely to be believed.



“Easy is a sign that things are going well:
no threats, no major news,
no need to redirect attention or mobilize effort.
Strained indicates that a problem exists.”

Source: thinking fast and slow



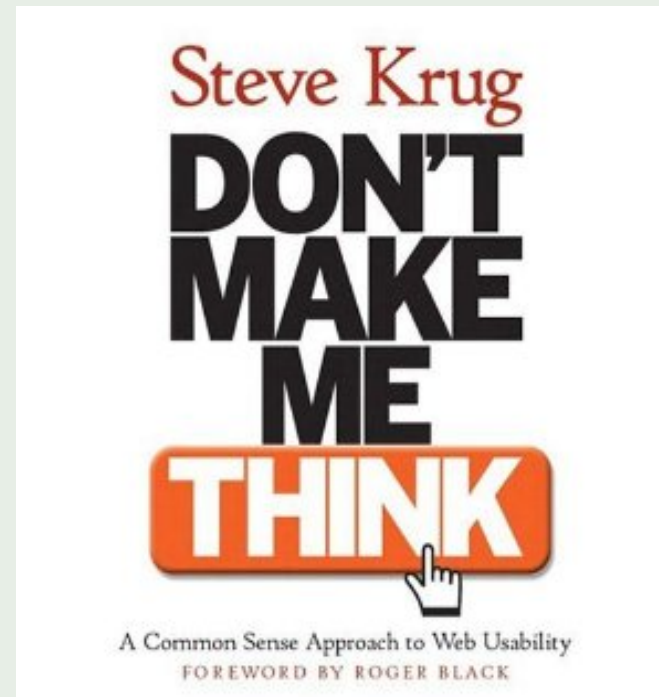
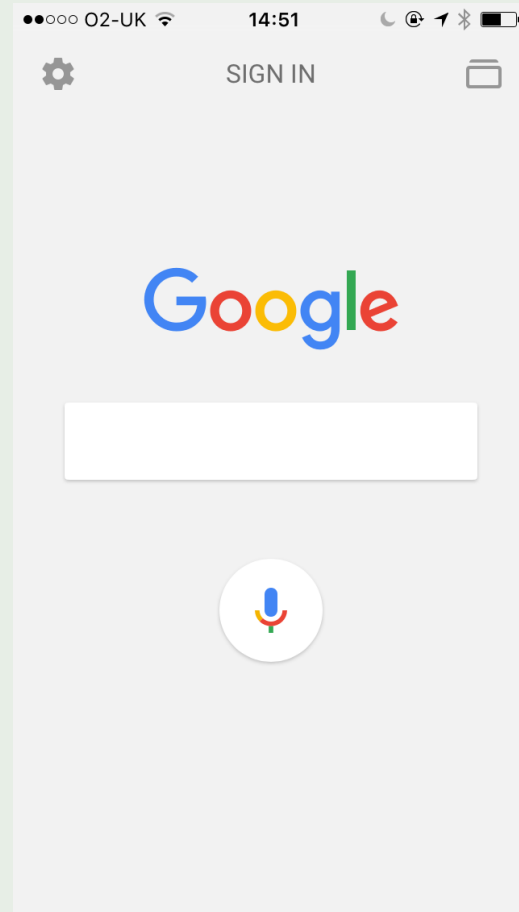
Key ideas so far

- System 1 is our first fast way of processing information
- Through all the senses
- Acts as a alert system and is attuned to context
- We are naturally lazy (to preserve energy)
- Gravitate towards the least demanding course
- Trust information more that is easy to process

Some implications for effectiveness:-

“Make it easy”-Richard Thaler

NB –
mobile/app
design forces
simplicity



Don't even think about it: it's automatic



When you pay into your workplace pension, your boss pays in too.

Starting with larger companies, bosses across the UK now have to offer their workers a workplace pension. It means millions of working people are being enrolled. And better still, when you pay in, your boss pays in too. You'll also get some tax relief from the Government. You don't have to do anything right now, just look out for a letter from your employer that tells you more.

For more information visit gov.uk/workplacepensions

Workplace pensions. We're all in.

*Simon
TLC*

 HM
Department
for Work &
Pensions

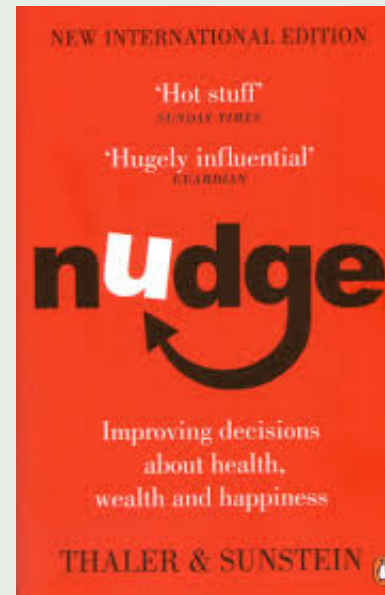
Other examples of default options ?

Inertia or “default options”

Ringtone you use on your mobile
Automatic renewals (subscriptions/Insurance)
Automatic enrolment
Sign up through Facebook

*There is implicit endorsement
from the default setter*

-Nudge by Thaler and Sunstein



Consumers prefer the familiar

Familiarity means a sense of “prior knowledge”
(don’t have to think hard about the choice)

Mental shortcut that preserves energy.

Discerning/Individualistic choices require effort

Explains the difference between claimed
and real behavior

***Insight tip – look at the gap between claimed
and real behaviour***



Social proof: we copy people like us

Don't have time/energy to analyse every decision
Outsource risk to the crowd

We make “good enough” decisions
If we get stuck with too much choice- “can't decide”- we use social proof as
push us over the line

Messages/ads create perceived popularity

“Back by popular demand”

“The worlds’ favourite airline

“Only three rooms left at this price”

“Buy now whilst stocks last”

(Social proof X Scarcity)

Other ways of creating perceptions of popularity?

Visual signaling and social proof



‘The medium is the message’- Marshall McLuhan

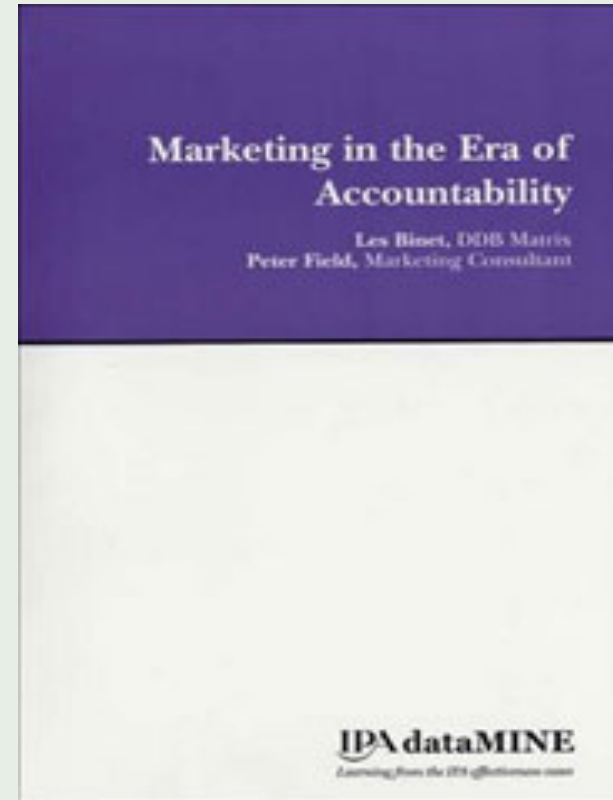


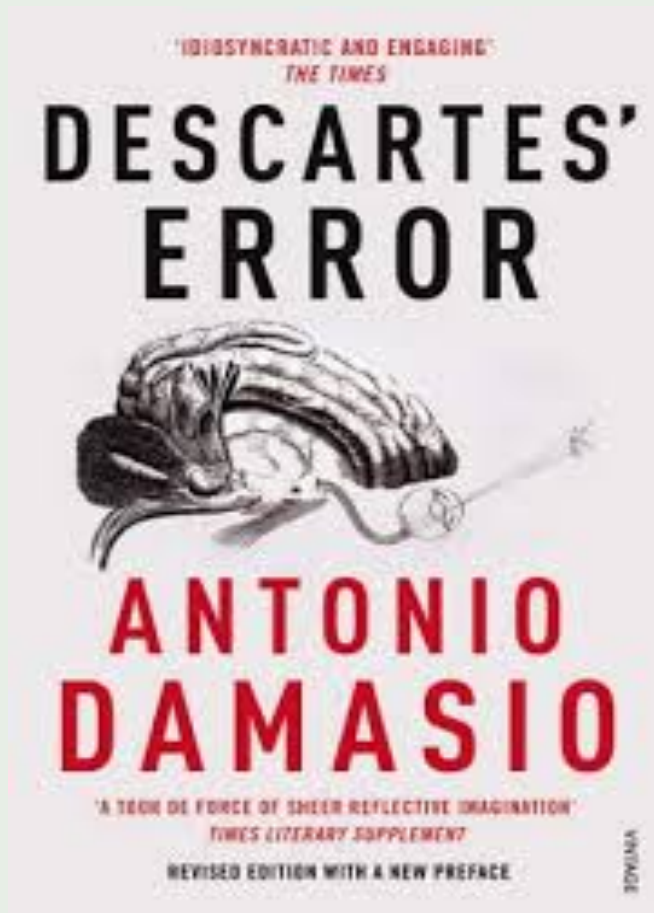
The power of emotion in communication

“Emotional campaigns outperform rational campaigns on almost every single attitudinal dimension”

“Put emotions at the core of your campaign. Don’t just bolt on emotions to a rational proposition”

Source: Marketing in the Era of Accountability. IPA 2007



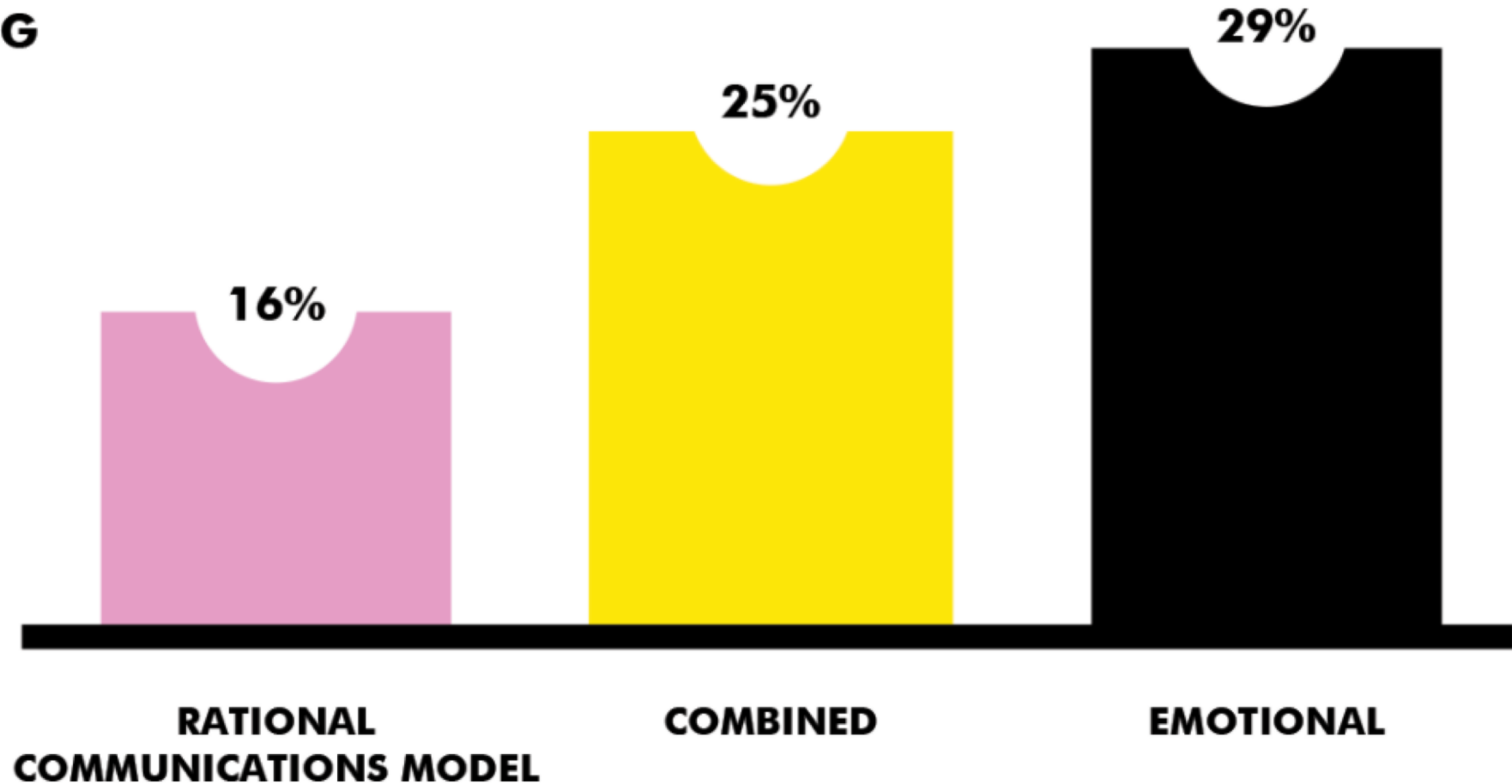


*We are not thinking
machines that feel.*

*We are feeling
machines that think*

EMOTIONAL CAMPAIGNS ARE MORE PROFITABLE

**% REPORTING
VERY LARGE
PROFIT
GROWTH**



Emotion makes integrated campaigns effective

- Emotionally primed people believe the best of a brand.
- View *all* messages through rose tinted spectacles.
- Respond more to product/offers ie rational messages

The long and the short of it

Emotionally led integration model

System 1: Emotional priming on TV



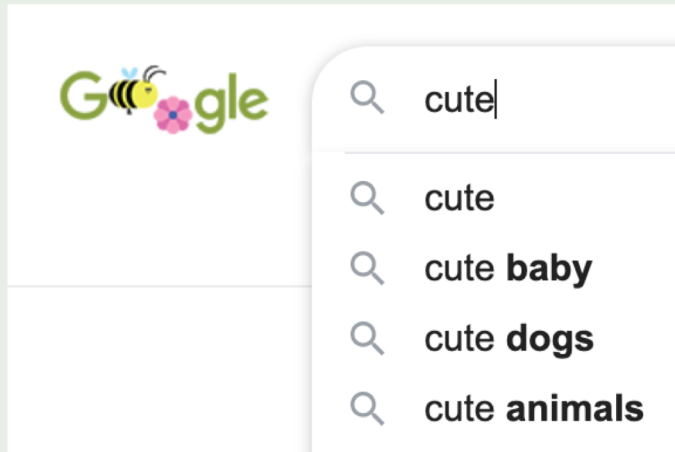
System 2 : Facts, Products, RTB



System 2 : practical information



Enduring power of “cute” images



When adults see infant faces it stimulates nurturing behavior

Daniel Kahnemann



Emotion effects behavior

- Proven to be (in general) more effective in advertising
- Emotional storytelling makes integrated campaigns work
- We find “cute” irresistible
- Cute can modify bad behavior good

Lets look at the ad that started it all

**Summary of on your
portal**
**Will take 10 minutes to
read**



How to uncover an emotional hook: ask open questions

- When I say XXXX what comes to mind?
- How does it make you feel ?
- What is the very best of it ?
- What is the very worst of it?
- If you could describe the ideal XXX what would it be?
- When and where does it really matter ?
- What are your memories of XXX?
- How did you feel when using XXX ?
- After using XXX?

Directed questions v Open questions

afro hair

afro hair - Google Search

afro hair **salon**

afro hair **shop**

afro hair**dressers**

afro hair **shop near me**

afro hair**style**

afro hair **products**

afro hair **types**

“Tell me about being a young girl with your hair”



You can get creative with open questions:
“Draw your own logo” V “introduce yourself”

I am...

“Overweight, depressed about my weight, happily married, organised, glad to have kids, good with practical things. Unhappy about the cold weather, sorry my father died, sorry we haven’t had a holiday abroad, glad when summer comes

Beverly, 35 married with 2 kids taking a break from work

I am...

“Artistic, fun, a mum, intelligent, miserable sometimes, extremely busy, usually in state of chaos, talkative, outrageous if pushed”

Alice 35 with young kids working part time

I am...

“Out going, reasonably happy and contented, in good health, now slim,
happy in my work, going away next week, golf widow”

Valerie 45 kids left home

“Psychographic targeting” identify shared mindset & attitudes

- **Wild** -outrageous rebellious sexy
- **Free woman-independent**, happy, in control
- **On top**-debunking expectation
- **Joyful**-fun and naughty
- **Strong woman**- coping and juggling
- **Pampered** -romantic indulgent relaxed
- **Maternal**-family loving and caring
- **Concerned**-committed, public spirited

**Where else does your consumer audience
reveal itself ?**

Childline had “conversation transcripts”

Disappointment
Outsider Misunderstood
different
left Lonely Lost Ashamed
Weird Unloved Isolated
Not-liked Ignored
Don't-belong
Worthless Judged Unwanted Unpopular
Invisible undeserving

“Call data” captured thousands of “personal fables.”

We found that adolescents suffer from a cognitive development hiccup called “the personal fable” . It means they feel they are unlike anyone else who has ever walked the earth, and *their problems are unique*.

Every one believing they were the only weirdo who didn’t fit in.

The real insight is that ***everybody feels like they don’t fit in.***

Good questions for Young Minds

Not too many

(At this stage don't get obsessed with v practical questions)

Thinks about what will help you better understand

- what good looks like for the client
- the task
- the audience(s)
- the service

Breakout: a few to get you started

Service

“Open questioning” - possible to learn more about how you help people to ask the right questions

Audiences

Any deeper research into what triggers a mental health crisis you can share?

What success looks like

What have been your most successful partnerships marketing campaigns ?

Any no nos?

Can you share an example of a pitch presentation to a corporate partner



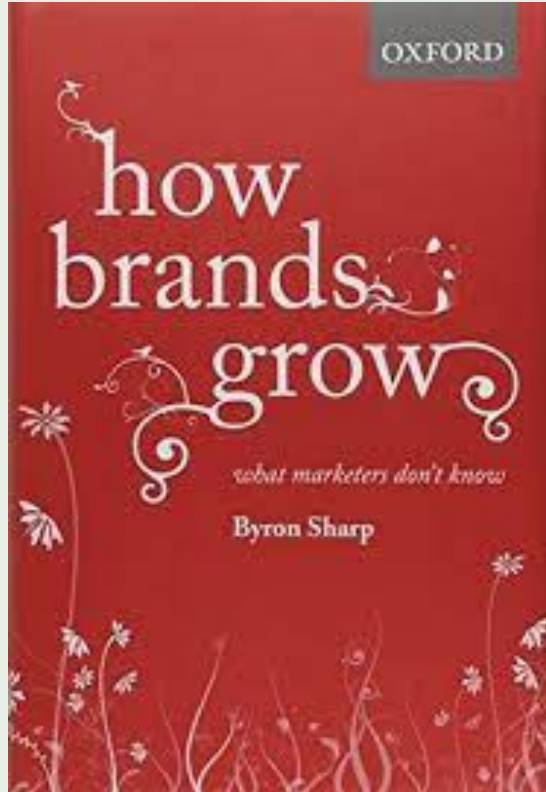


***Have a break,
have a KitKat®.***

Part 2: Principles of effectiveness

1. Target new customers or existing customers ?
2. Disruption –how to change the image of a well known brand
3. Receptivity –how to affect behavior ?

Target new customers or existing customers ?



Key marketing science texts-
see the more detailed briefing on your portal

Who should you target?

Existing loyal/heavy buyers (promotions/database)

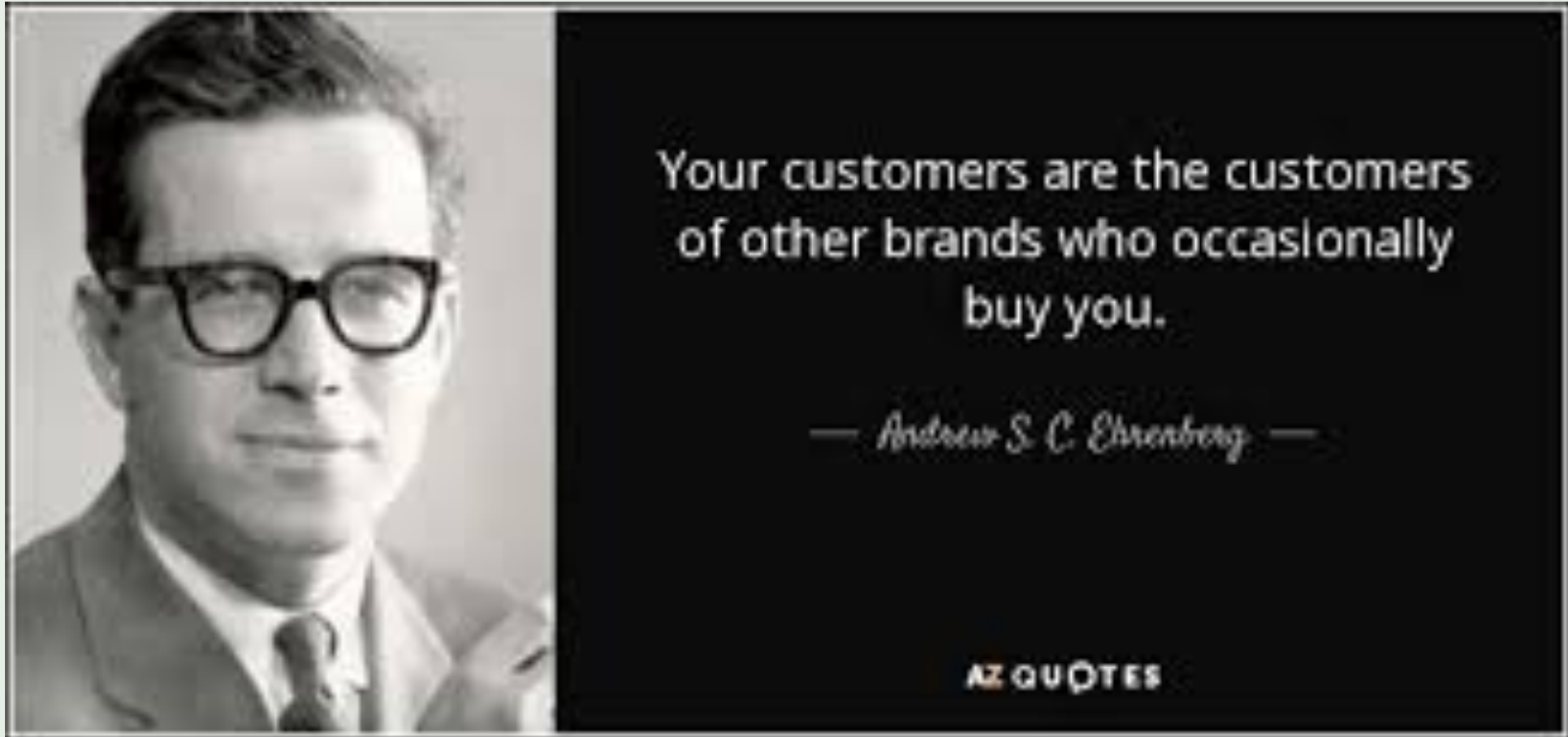
Or

Occasional Buyers

Or

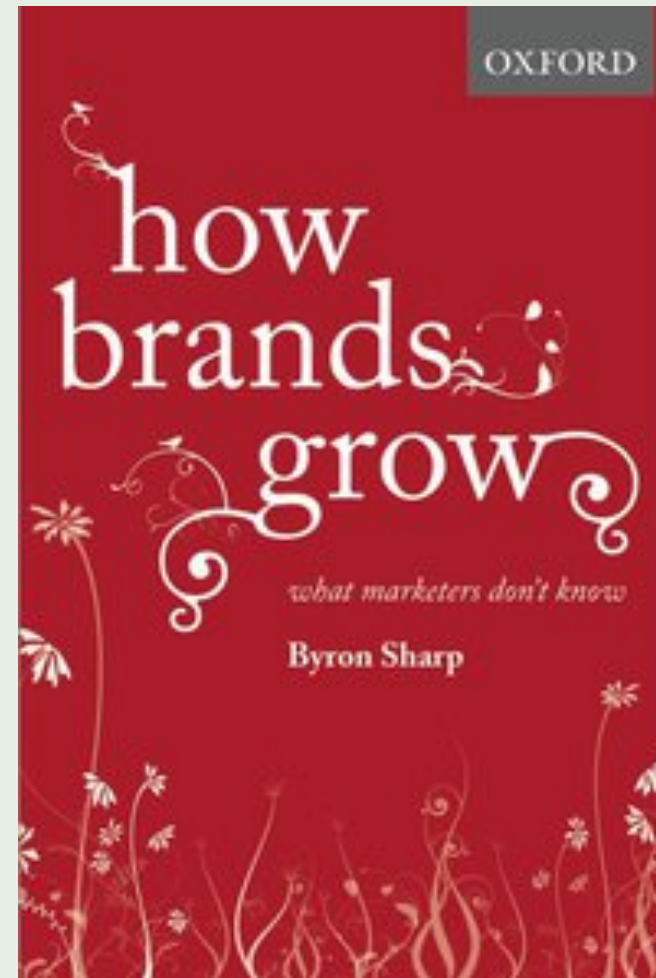
Non Buyers

The loyal buyer myth exploded



“Successful brands tend to increase their mental and physical availability to all customers”

<https://www.slideshare.net/zanaida/how-brands-grow-a-summary-of-byron-sharps-book>



New customer penetration, not loyalty

A brand's share is determined by the number of customers it has.

- Most brands have less than 5% market share
- Most sales potential lies with customers of other brands
- To grow your brand must get more new users
- Avoid strategies that fail to reach non-buyers or light buyers of the brand

(Existing buyers can't -longer term-be persuaded to buy more)

Top tip – brand news (exp' big new news) key tool in winning new customers
(as well as winning back repertoire buyers)

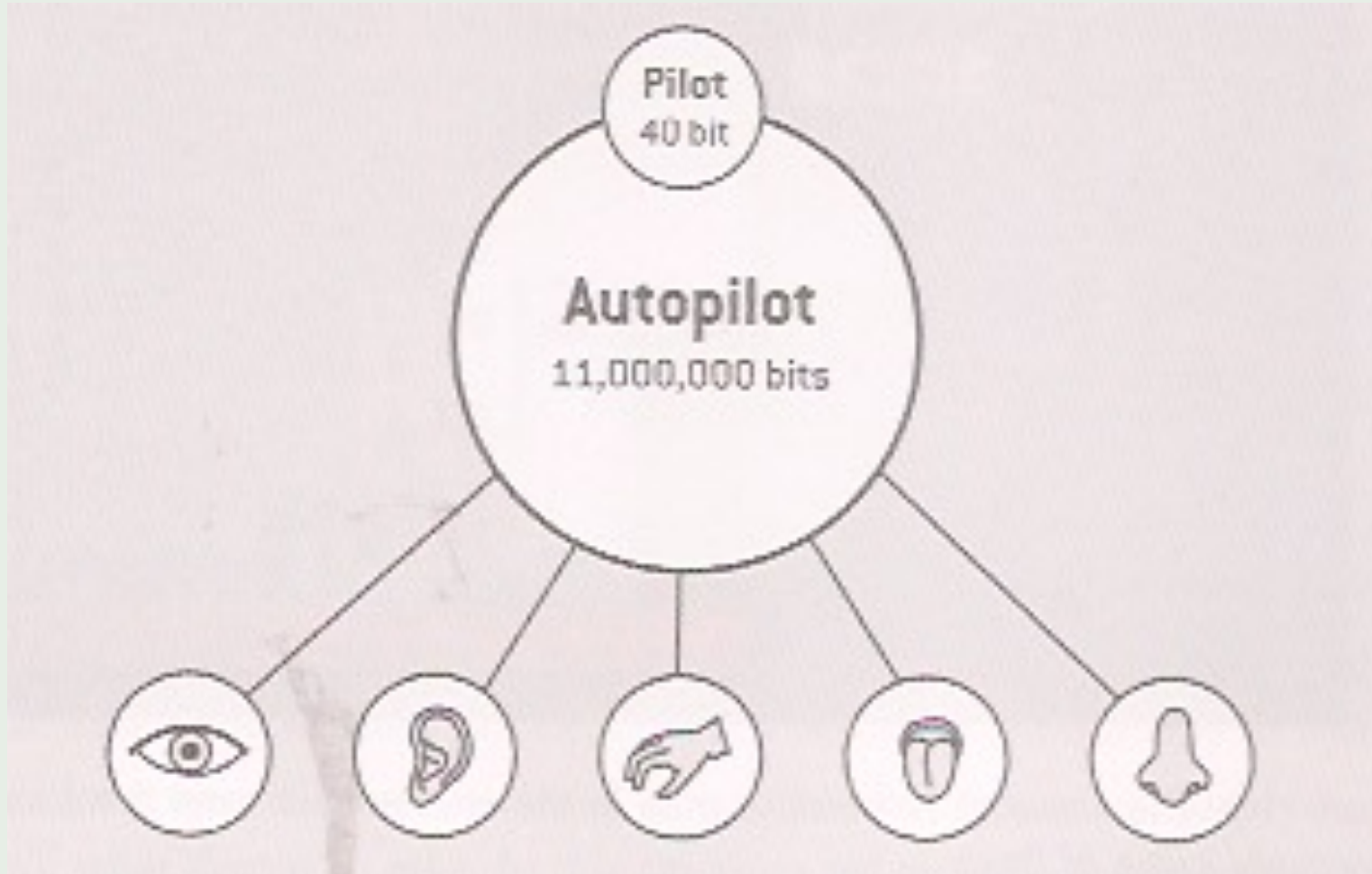


See a longer briefing on your portal
Only about 20 slides!

Part 2: Principles of effectiveness

1. Target new customers or existing customers ?
2. ***Disruption –how to change the image of a well known brand***
3. Receptivity –how to affect behavior ?

The problem with our autopilot brains:



We don't re-examine “the familiar”



Barbie is a ***familiar*** brand.

People ***don't challenge their preconceptions***-unless provoked

Disrupt to shake people out of autopilot



Effectiveness idea: “symbol of re-evaluation”

New news which they treated as big news:

Launched three new body shapes - Tall, Curvy and Petite - to sit alongside the original shape. Launching with a cover story on Time Magazine



Effectiveness idea: get seen in a new context

“We launched during a major Sunday night NFL game and invited dads to share their own stories of playing with Barbie with their little girls.”



Barbies change strategies

Problem: Barbie perceptions stuck in its “pink princess” past.

Barrier: people have a settled view of such a famous brand

Disrupt and enagage

Exciting brand vision: “girls can be anything they want to be”

New news: three new Barbies that *were treated as big news*

New and surprising target audience: dads and daughters

New media context: launched in an American football game

New and fresh message: dads fantasy play with daughters

Source: APG Grand Prix 2017

08/10/2022



Others ways of challenging our preconceptions?

Clue: some relationships are comfortable (“a natural fit” but others change us

Changing codes in luxury branding

Traditional luxury

Status

Superior craftsmanship

Design

New Luxury

Creativity, adventure, curiosity and wellbeing, were defining the best luxury experiences

Research showed just how *playful* luxury brands were becoming.

Source: Study by Audi

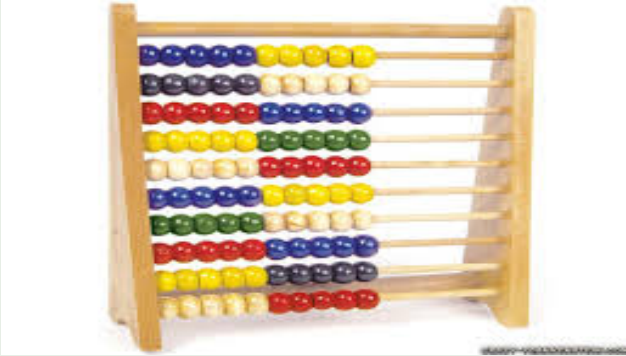
Partnership to change a brand image



Yayoi Kusama & Louis Vuitton in Selfridges

Lego's image problem was:

Educational toy



In an interactive electronic age



Seemed dated by contrast with the exciting novel interactive electronic toys

New context: part of entertainment world



“Lego reframed its competitive context -as part of the entertainment world through partnerships with entertainment franchises giving the brand both new news and a stimulus to product innovation”
HBR case



For your chosen partner brand
Is Young Minds “a natural fit” and/or will partnership
with it help it to be seen in a different light
And if so how

(Cadbury and Age UK v Starbucks and trans rights)

Part 2: Principles of effectiveness

1. Target new customers or existing customers ?
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- 3. *Receptivity –how to affect behavior ?***

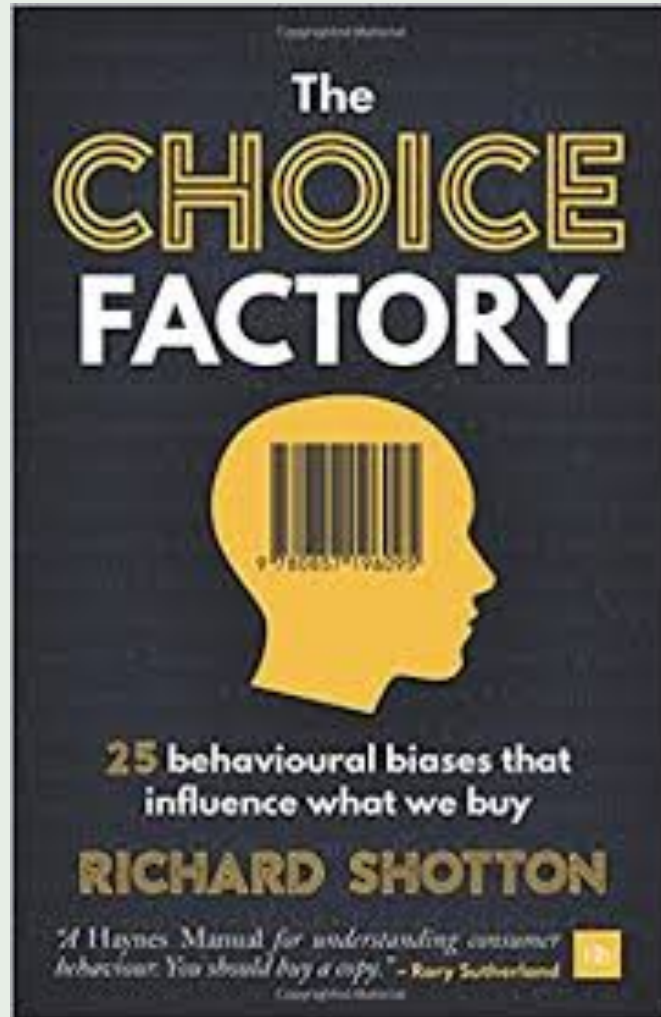
Mood affects receptivity to ads

When people are feeling upbeat, they are:-

-
- 30% more likely to engage with native video
- 28% more likely to engage with content marketing
- 21% more likely to engage with direct marketing

Source: Yahoo gathered more than 18,000 mood data points during a week-long study of consumers in the US and the UK using a specially developed smartphone app (2017)

Life events affect receptivity



Habits are hard to break (autopilot)
Identify moments when “the grip of habits is loosened”

a wealth of targeting data:-

Facebook tells you when people move or break up/ people Google more during big life changes



Life events and openness to change

Study:

effect of “a big life” event on brand switching across 10 product categories
(sample 2370. Big life event= new job, going to university, marriage, baby, divorce)

No big life event:

on average 8 % had switched brands

Big life event :

on average 21% had switched brands

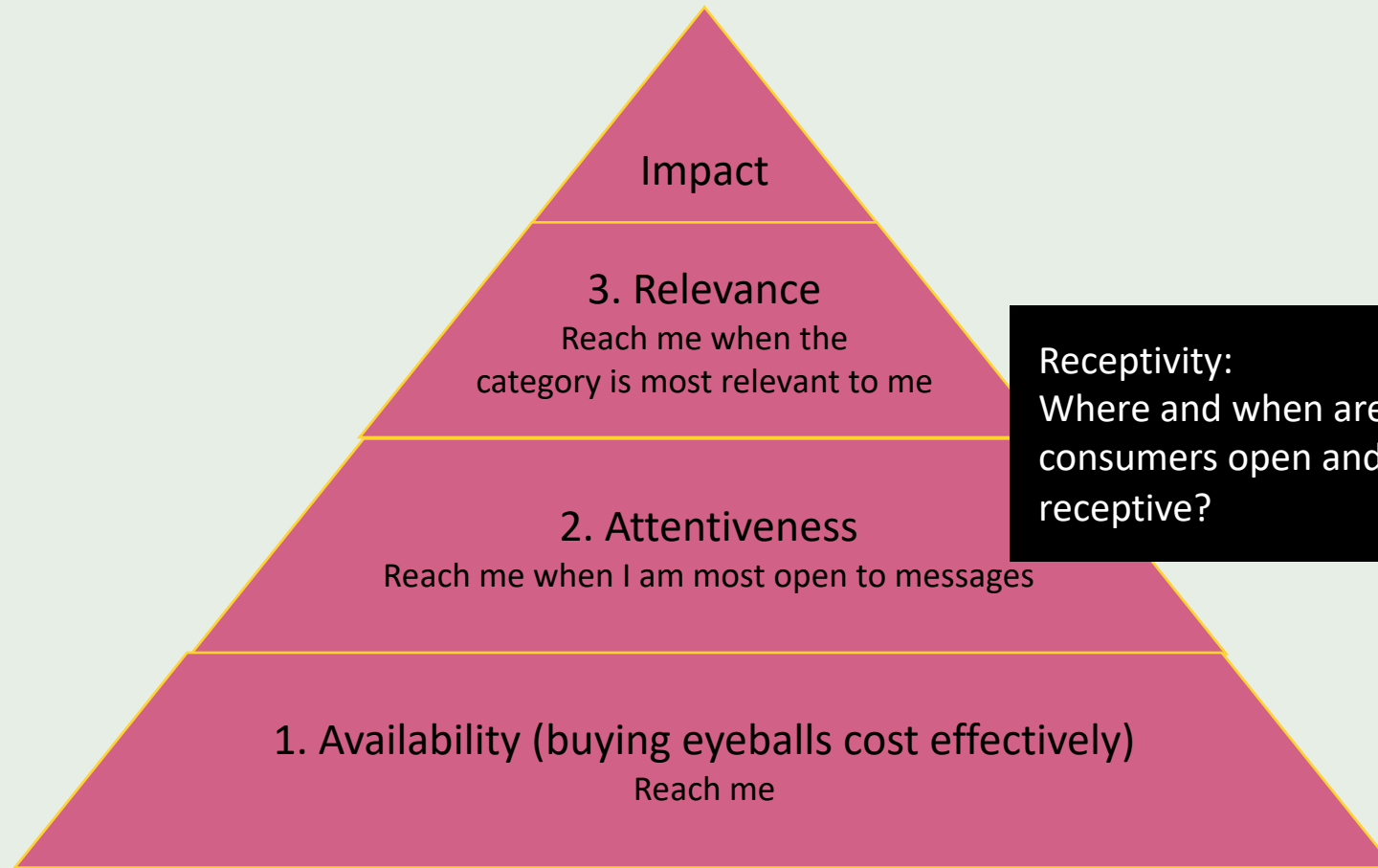
source: The Choice Factory- Richard Shotton

More effective to communicate when our audience(s)
is/are

- Open to communication

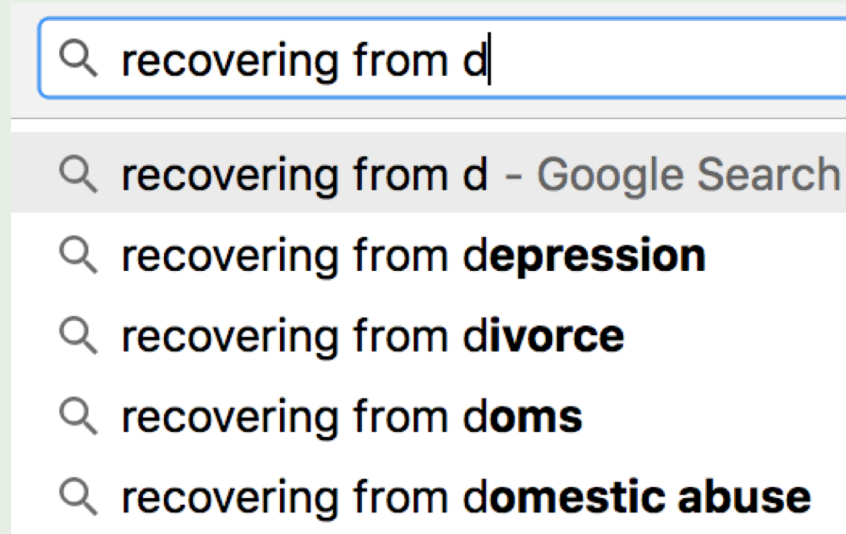
- Right time, right place, right frame of mind

P&G define this as receptivity



Receptivity:
Where and when are
consumers open and
receptive?

Information hunger at moments of life change



Top tip - at moments of big life change people google

Men are 18 % more likely to have an affair when their age ended in a nine

They are also more likely to run a marathon





Why do P&G invest so much in the bounty baby bag?

Other categories like this?

Freedom fighters get homesick at Christmas



Columbian government & F.A.R.C.

Movement sensors made the tree light up when people approached-

Trees in nine rebel-held zones to spread the message that Christmas is a good time to abandon armed struggle.

More than 2,000 guerrillas demobilised under a scheme that gives them amnesty and help to return to civilian life.

Target moments of life change

Big life changes (having a baby) or big life experiences (going to university)

Use the web for knowledge/information hungry

Also more likely to switch brands and try brands and start new behaviours.

A good question for Young Minds

What are the triggers that cause a) parents and b) young people to get in touch with your services?

What are the key life events eg

- going to a new school
- being bullied at school
- Exams/bad mark in exams
- Moving to a new area
- Divorce of parents
- Parent losing job
- Parents short of money

“Moments that matter”

Map the moments of *receptivity* in the lives of the audience

Moments of life change: such as the seasons, big moments in the year or life changes

Micro moments: things we do every day often revealed by search

Regular moments: things we do as part of our routines

Source: Google



Micro moments

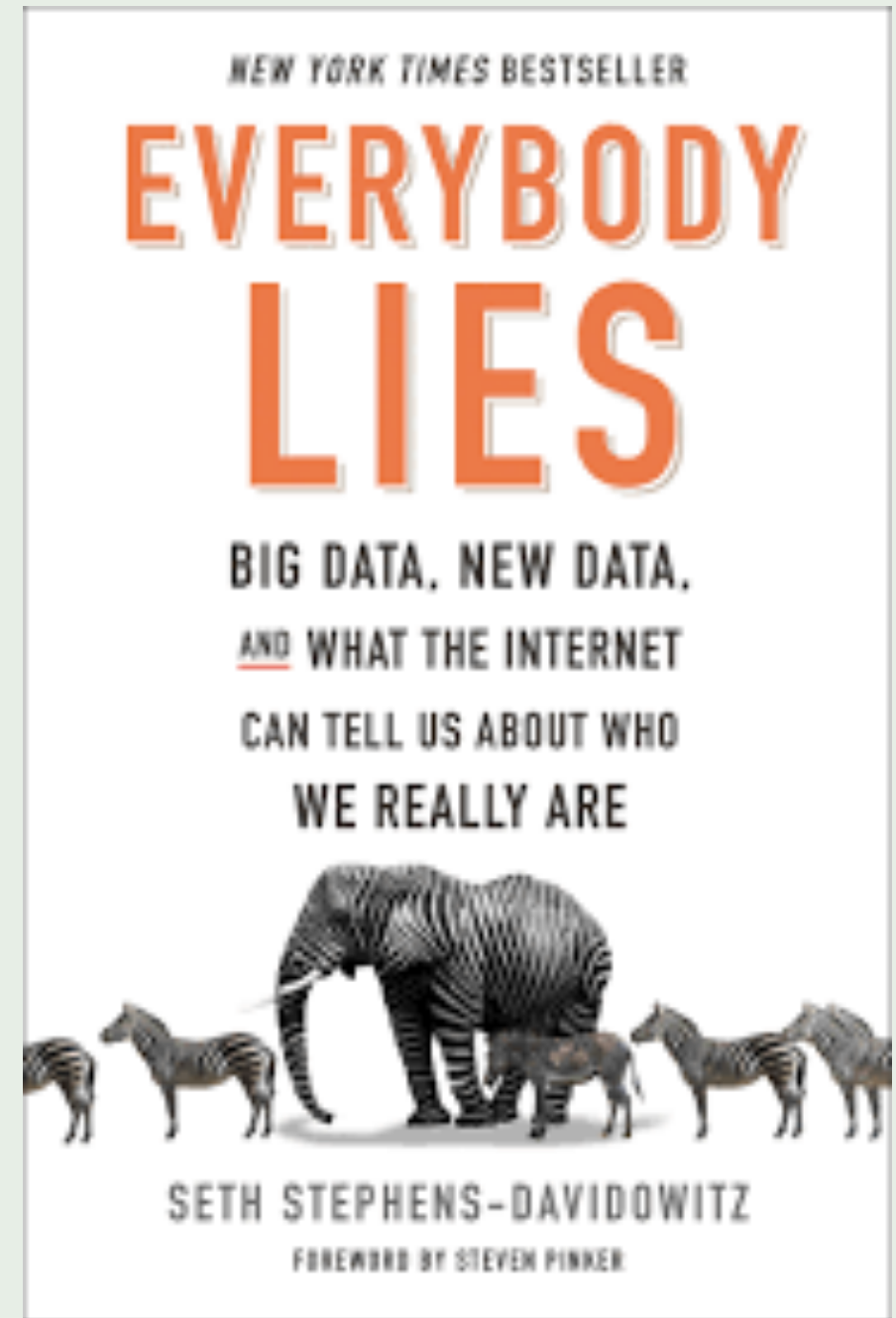
Things we search for daily, hourly, locally – where they are right now

Prompted by a sudden need for something or information

Analysis of search behavior useful (and increasing so)

What platform/what time of day/what questions/where/what device?

“Users” send off “signals of intent”
all the time through their
use of different platforms.



Regular moments (or routines)

Data signals *and* human observation

People are creatures of habit (shopping/travelling)

Tend to habitually move through the same spaces

Regular moment of irritation



Regular moment of danger: a death trap

Grooves were cut into the road so that at a steady 40kmph the tires created a musical tune
- which encouraged safer, slower driving.



安全運転を楽しもう♪

MELODY ROAD

Enjoy the
Safety Drive♪



時速40Kmで
よく聞こえます♪

The End point

Melody hears well,
running by 40km/h ♪



Daily need for festival goers- make sure your mobile doesn't die



Moments that matter: google tool

Map the moments of receptivity in the lives of the audience

- 1) **Micro moments:** things we do every day often revealed by search
- 2) **Regular moments/routines:** things we do regularly or routinely
- 3) **Moments of life change:** such as the seasons, big moments in the year or life changes

Preparation: walk in the customers' shoes

How do people choose, buy and use this category/brand?

- use online (search, video, social media)
- what are their routines?
- when and where can you (politely) interrupt?
- what are the highs and lows?
- how do they use the product/service
- service experiences ?

Breakout

Think about your chosen partner brand

When and where does this brand interact/meet the Young Mind
“customer” audiences

- a) Parents and /or
- b) Young people

Map moments: generate ideas

What happens in the moment

What would be

Useful/inspiring in these moments

Tip Think about regular moments and big life changes

Models and tools today

Two system brain: going with the flow of what is easy and familiar. Individualism is skin deep-we mostly copy PLU

John Lewis System 1 and 2 model: emotional predisposition to buy through storytelling

Qualitative method: open questions to uncover deeper motivation & emotional hooks

Ehrenburg's insight: healthy brands target new customers (mostly) as popularized by Bryon Sharp

Disruption and engagement model: new news, big news, different audience, new message, new context to shake us out of autopilot

Moments that matter: reaching your audience when they are most open

Next Time: “Laddering”

The most useful creativity tool you will ever learn

(NB – don’t forget to check out key texts on your portal)