

Consumer psychology, effectiveness and using media



Alliance of
Independent
Agencies

®



Thoughts on Vanessa's feedback ?



What does success look like?

Name recognition and ***improved understanding of eating disorders (tackling the myths of eating disorders)***

Increased accessing of Beat services

Income raised through the partnership

Remember Barriers (module 2)

What is the main barrier for people seeking help/treatment?
Recognizing you have an eating disorder and believing that help is both necessary and possible are major barriers.

How can you flip this barrier

Method: barriers

- All goals are pursued in a context.
- Think of these as **barriers**
- Mental judo-use the barrier to sharpen up or even redefine the role for communications



What sorts of barriers?

External

- Competition-how heavy and nature of
- ***Consumer-such as entrenched behaviours/beliefs***
- Environment- media interest and regulation
- Brand-such as how you are positioned in people's minds

Internal

- Resources- such as spend/infrastructure/innovation
- Culture- such as management beliefs

Women and barriers to exercise

Not being fit enough Showing their body Being seen in Lycra It's too far away
It's too expensive Not knowing the rules Having a red face Being sweaty
Wearing sports clothing Being the worst one there Not appearing feminine
Not being competitive enough I can't get there Bringing the wrong equipment
Family should be more important Not being good enough Holding back the group
Changing in front of others Wearing tight clothing Studying should take priority
Need childcare Time with friends should be more important Exercise isn't cool
Being the only new person Wearing the wrong clothing/kit Not looking 'made up'
Housework takes priority Developing too many muscles Being 'too' good
Body parts wobbling when exercising Being seen as too competitive Looking silly

Unifying barrier

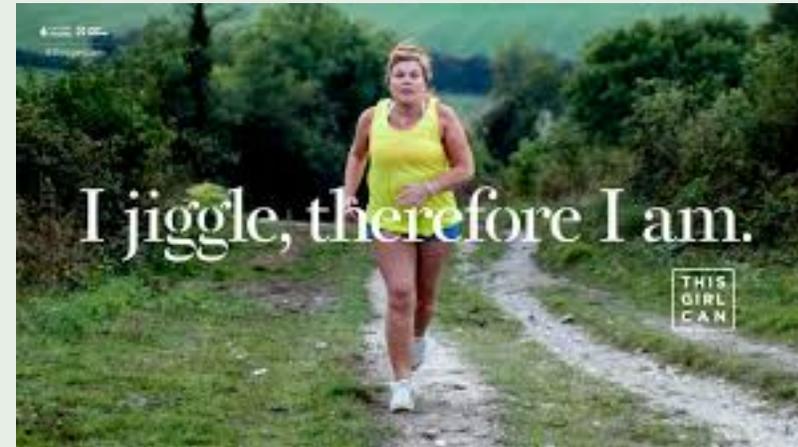
“ The fear of judgement.
Fear was stopping women from
exercising”

Source: APG grand prix 2017

This girl can

Role for coms:

Liberate women from the self judgements that hold them back.



Brand/product truths



Audience

Who/what motivates
Where to engage (media)

Context

Today

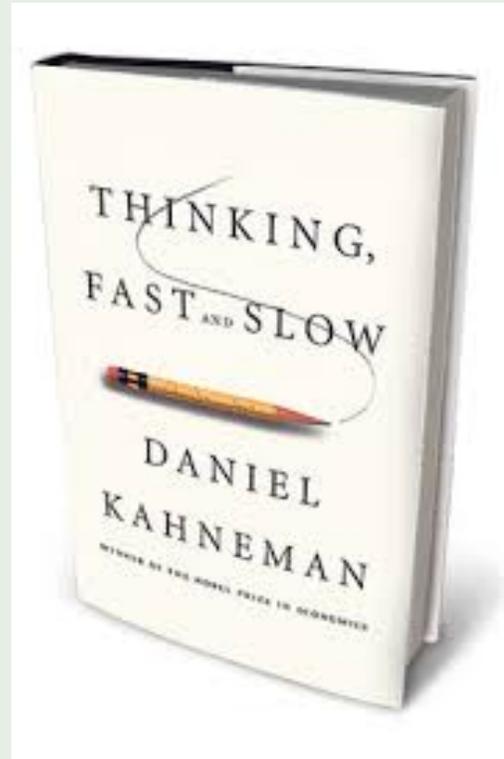
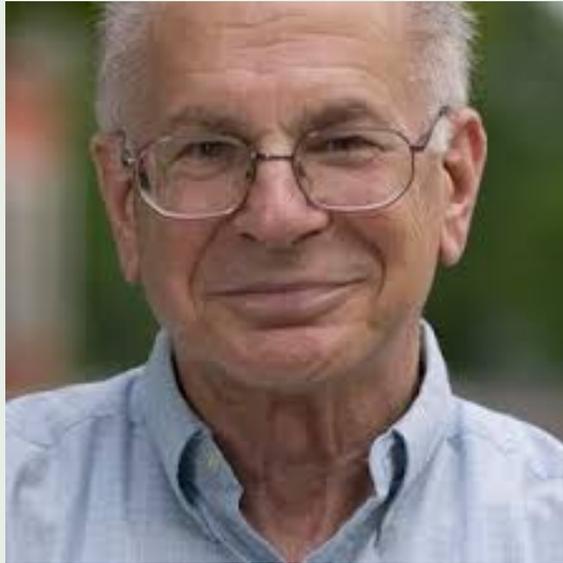
Part 1: Fundamentals of behaviour science

- Your brain: how it works
- Implications for effectiveness
- **Breakout**

Part 2: Planning tools and techniques for your brief

- Targeting: the importance of definition
- Psychographic: qualitative method
- Behavioural: receptivity model and tool
- **Breakout**

Science of how we make choices



Behaviour science explains:-

How we process information

How we make decisions

What influences our choices

Affects our beliefs about effectiveness

(and therefore our choice of media)

Emotional v. Rational

Quick v. Considered

Conscious v. Unconscious

Not as rational as we like to think we are



Our self image:

- Rational
- Analyse information and the numerous incentives
- Act in ways that reflect our best interests.

Our fast/instinctive brain

- Often inconsistent
- Use mental shortcuts to save time and energy
- Heavily influenced by context

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

It tastes of ?



Decoded by Phil Barden P32

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

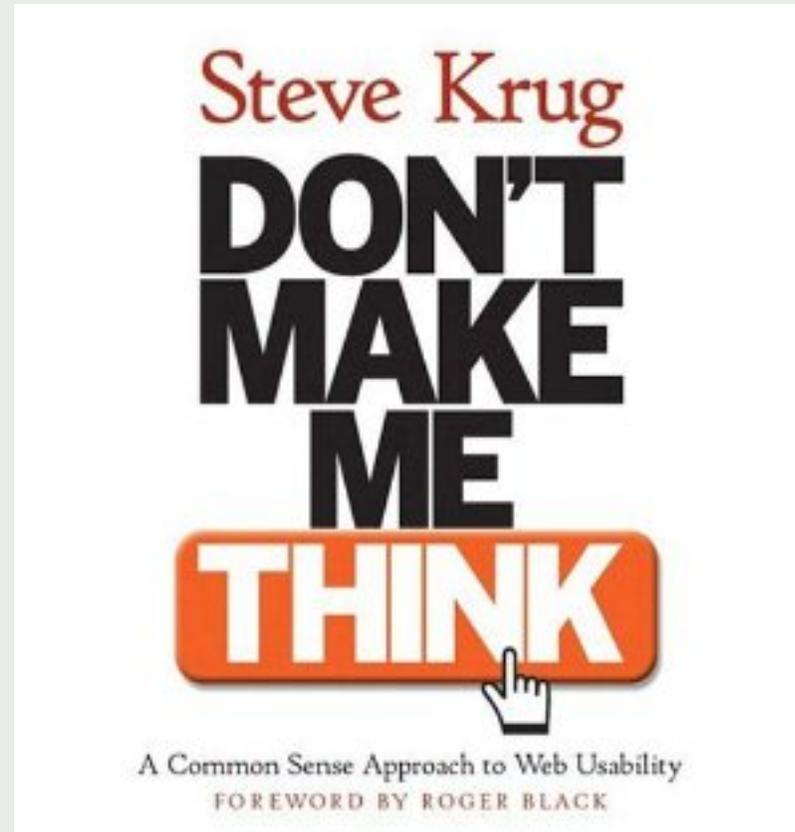
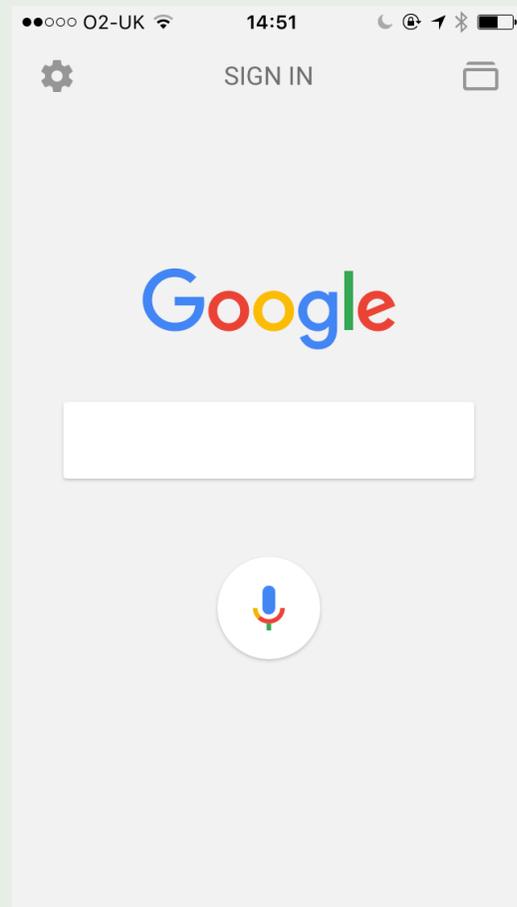


Key ideas so far

- System 1 is our first fast way of processing information
- Through all the senses – especially visual. (hence visual symbols)
- 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:-

NB –
mobile/app
design forces
simplicity



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



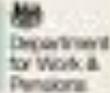
When you pay into your workplace pension, your boss pays in too.

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.

*Jim,
Tlg*

 Department for Work & Pensions

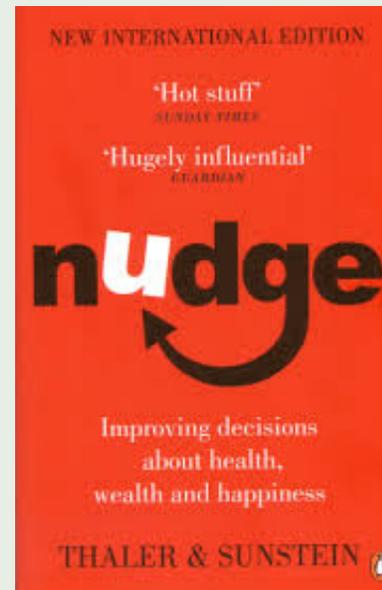
Other examples of default options ?

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 can 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)

“The medium is the message”- Marshall McLuhan



Other ways of creating perceptions of popularity?



Visual signaling and social proof



“Go with the flow of human nature”

- Easy to mind (fame)
- Feels good (easy)
- Instantly recognisable (familiar/fluency)

System1

Unlocking Profitable Growth



Research: Ewing Wood

Breakout : go with the flow

Thinking about BEAT

- How could you visually signal BEAT (instantly recognizable)
- How could you make it easy for (an audience) to contact BEAT



**But what if you need change?
What if the fact that we are
autopilot is the problem?**

Disrupt to shake people out of autopilot



Barbie disrupts pre-conceptions

Talked about ad: “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

Breakouts:

“Go with the flow”

Thinking about BEAT

- How could you visually signal BEAT (instantly recognizable)
- How could you make it easy for (an audience) to contact BEAT

“Disrupt”

Thinking about BEAT

- how could get BEAT noticed
- how could you get people to stop, think and interact





Part 2: tools and models

1. Targeting: tight/precise definition unlocks ideas
2. Psychographic: qualitative method
3. Behavioral :receptivity model and tool

Precise definition helps you to create impact



**Motivate HR directors
in big companies
to give staff an hour off
work to give blood**

2 weeks to save a life

You work for Amnesty International

Safiya Hussein is to be put to death in two weeks time.

How can you raise awareness, get signatures onto a petition and apply pressure?

Who do you want to talk to?

Targeting a precise audience

-200 journalists



What if you know *where* your audience is

Abandoned teddies in Copenhagen





**Street children are
kidnapped every single day.**

unicef 
Help us help them

Two ways to profile your audience

Psychographic:

Who are they and what motivates them ?

Behavioural:

When and where are you audience open to communication/behavioral nudges

Profiling: go deeper than bland demographics

- 25-45
- C1, C2
- Busy Housewives



Beware of bland generalisations

Huggies Mom

Is busy and works part time, juggling the roles of mother and wife and worker. She needs a disposable nappy that is completely reliable and excellent value.



Huggies “REAL MOMS” : Unlike Pampers’ “Super-Mom”, our mom is one who embraces the imperfection of life with her baby.

She understands that perfection is not the goal. In fact, it's often a recipe for disappointment.

She treasures daily interaction and is driven by the frequent (and usually unpredictable) magic moments as opposed to being obsessed with developmental milestones.

Qualitative method: 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?

Let's meet three “C1,C2 busy housewives”



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

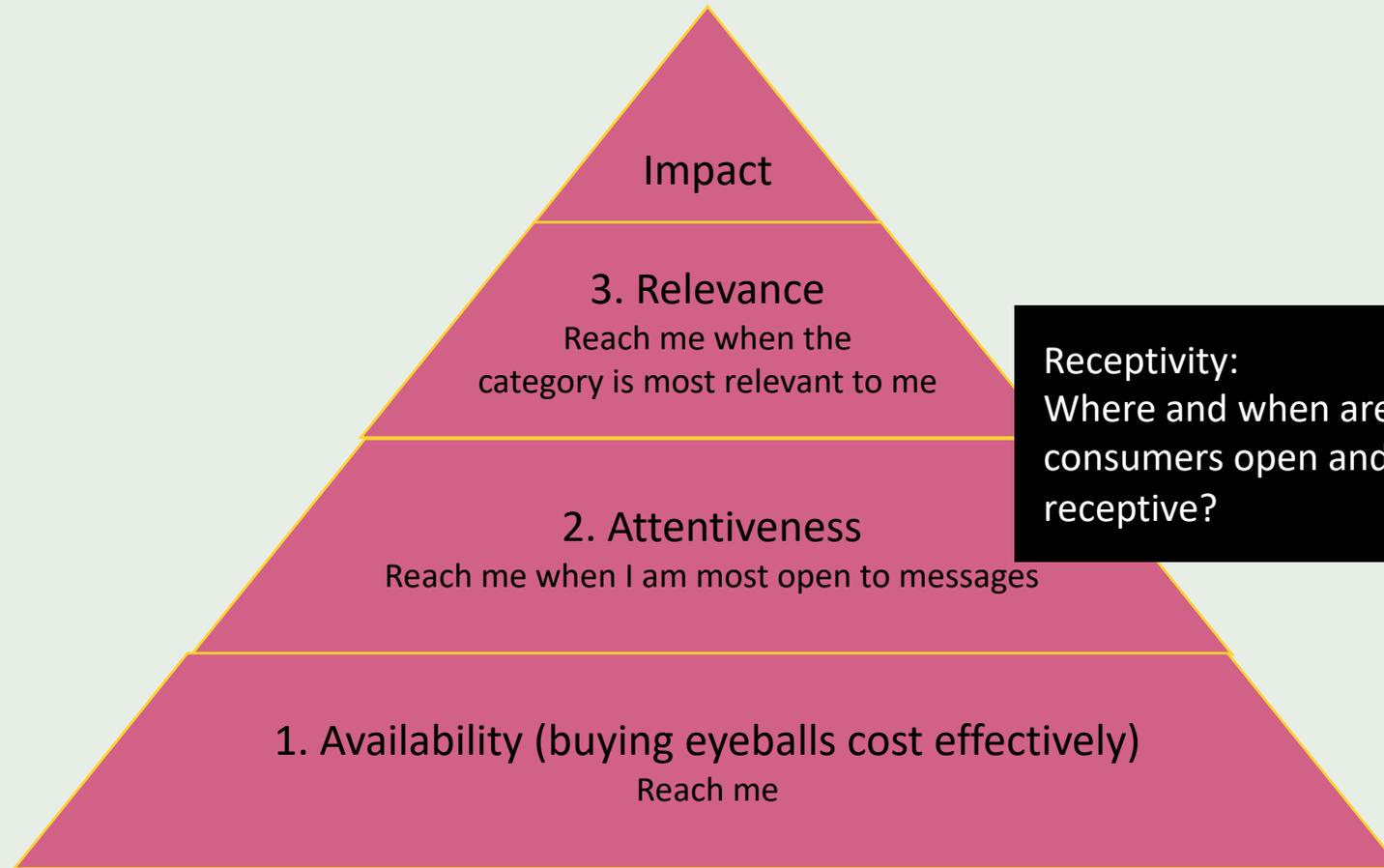
“Behavioural targeting”

Communicate when our audience

- 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?

“Moments that matter”

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

Regular moments: things we do as part of our routines

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

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?

Jargon alert !

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

What are these in this next film ?

Regular moments (or routines)

Data signals *and* human observation

People are creatures of habit (shopping/travelling)

Tend to habitually move through the same spaces

What was the moment of receptivity

**THE SEX LOTTERY
CHANGED
MY LIFE!**

Chlamydia

If you have sex without using a condom, you're playing a dangerous game. Because you could end up with any one of 25 different sexually transmitted infections (STIs).

Chlamydia is one of the most common, and unfortunately one of the most serious, STIs. It's easy to treat if caught in time, but often has no symptoms, and if untreated can actually make you infertile.

It's not just full sex that can land you with an STI. You can catch one from other kinds of contact - like with your mouth or from anal sex. And it's not just one night stands that put you at risk. Even people in a steady relationship can, and do, catch STIs.

In fact, an amazing one in nine people has had an STI. So the only way to make sure the Sex Lottery doesn't change your life is to use a condom. That way you can get on with the real fun.

"Thanks to the Sex Lottery, I'm infertile!"
- Sue K. Hill

DON'T PLAY THE SEX LOTTERY. USE A CONDOM. **NHS**

Worried you've picked up something? Visit www.playingsafely.co.uk or call, free and confidentially, 0800 547 123.

Idea:

Turn a moment of over-confidence into a moment of vulnerability.

Where did this ad appear?

Regular moment of pain



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♪

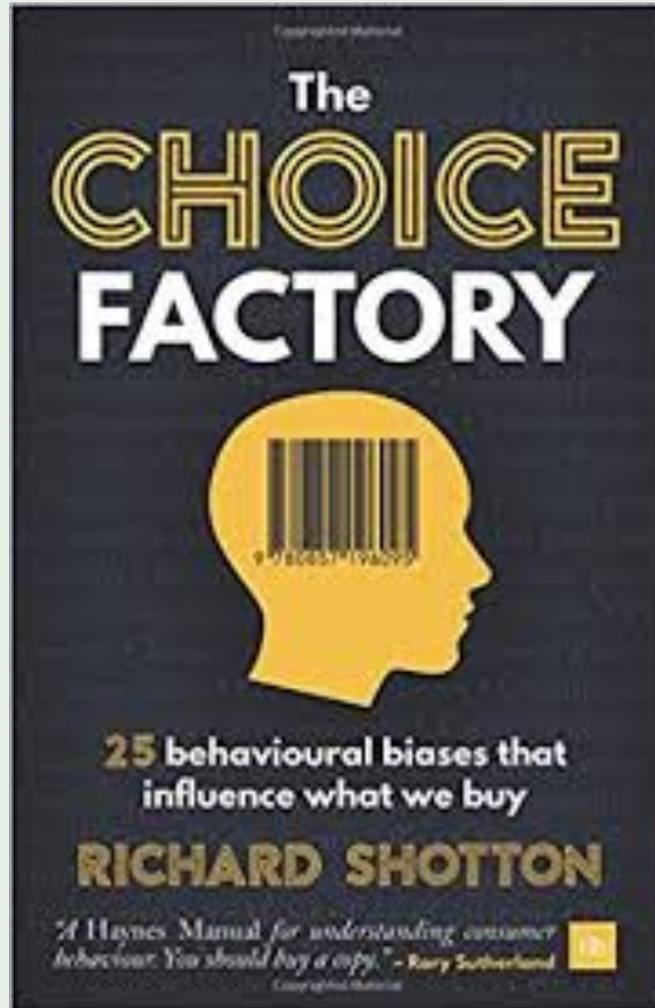


Moments that matter: google tool

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

When are we open to change ?



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 affect 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

D.I.V.O.R.C.E: big life change

🔍 recovering from d|

🔍 recovering from d - Google Search

🔍 recovering from **depression**

🔍 recovering from **divorce**

🔍 recovering from **doms**

🔍 recovering from **domestic abuse**



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.

Map moments: generate ideas

Micro/Regular/Life Change

What ideas/services would be

a) Useful ?

b) Pleasurable ?

c) Inspiring?

Think about regular moments and big life changes

Moments that matter: google tool

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Breakout option 1

What are the moments of life change for BEAT ?

Moments of transition ?

Moments when identity is challenged and changed ?

Top tip – chat GPT/ client research

Breakout option 2

What is the main barrier for people seeking help/treatment?

Recognizing you have an eating disorder and believing that help is both necessary and possible are major barriers.

Firstly ask why then..

How can you flip this barrier

Method: barriers

- All goals are pursued in a context.
- Think of these as **barriers**
- Mental judo-use the barrier to sharpen up or even redefine the role for communications



Models and Tools today

Two system brain: not as rational as we like to think/effectiveness implications

Going with the flow: first to mind and easy to access and use

Disruption: talking points, new news, different audience, new message, new context to shake us out of autopilot

Precise targeting: for impact and to unlock creativity

Ehrenburg's insight: healthy brands target new customers (mostly)

Qualitative method: open questions to uncover deeper motivation

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

Our next date is 5 Feb

Tips on how to prep your presentation



Foundation of marketing effectiveness: penetration v loyalty question

Who should you target?

Existing loyal/heavy buyers

Or

Occasional Buyers

Or

Non Buyers

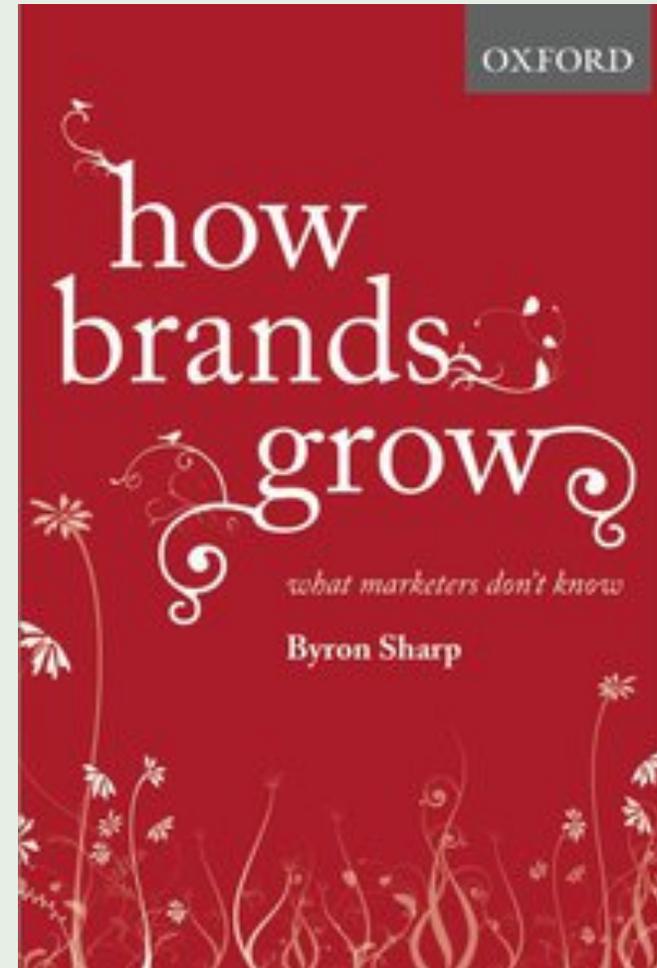
The loyal buyer myth exploded



Key text, Key text !!!

“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>



Penetration, not loyalty

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

- To grow it must get more users/new users
- Avoid strategies that fail to reach non-buyers or light buyers of the brand
- Most sales potential lies with these customers

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