

marketing  
agencies  
action  
group.  
**Diploma**

**Consumer psychology,  
effectiveness and using  
media**

*With Julian Saunders*

**WAAAG**



# Last time: brands

**Hierarchy of ideas** (uncover ideas in creative work)

**Brand stories** (uncover core truths, values and ideas in the history)

**Planets and Moons** (Associative memory to build a brand picture and identify core values)

**Visual collage** (Hive mind to identify values and visual assets)

# Charity campaign ideas

(with a health focus)

Six of the best

- what can we learn ?
- what questions does it raise ?

# Very Googlable topic

best charity campaigns 2019



## 2019's best charity digital campaigns (so far) | Charity Digital ...

<https://www.charitydigitalnews.co.uk> › Older Posts › Digital Fundraising ▼

25 Jun 2019 - Going digital for **charities** means adding firepower to fundraising reach. **Charity** digital **campaigns** can be done even on a shoestring budget ...

## Charities/Not-for-profit Marketing | Marketing Week

<https://www.marketingweek.com> › charities-not-for-profit ▼

Marketing Week **Top** 100: The **top** **charity** and public sector marketers ... Prostate Cancer UK celebrates men with 'stripped back' **campaign** that aims to raise ...

## Charities Advertising, Marketing Campaigns and Videos

<https://www.campaignlive.co.uk> › sector › government-non-profit › charities ▼

A collection of the **best** **Charities** creative work, such as advertising, marketing **campaigns** and videos. ... March 21, **2019**. Mother London for Samaritans.

## Campaigns for Good Awards 2019: all the winners | Third Sector

<https://www.thirdsector.co.uk> › communications › article ▼

12 Jul 2019 - The **Campaigns** for **Good** Awards, which debuted in 2018, are open to agencies, brands, public sector organisations, **charities** and NGOs.

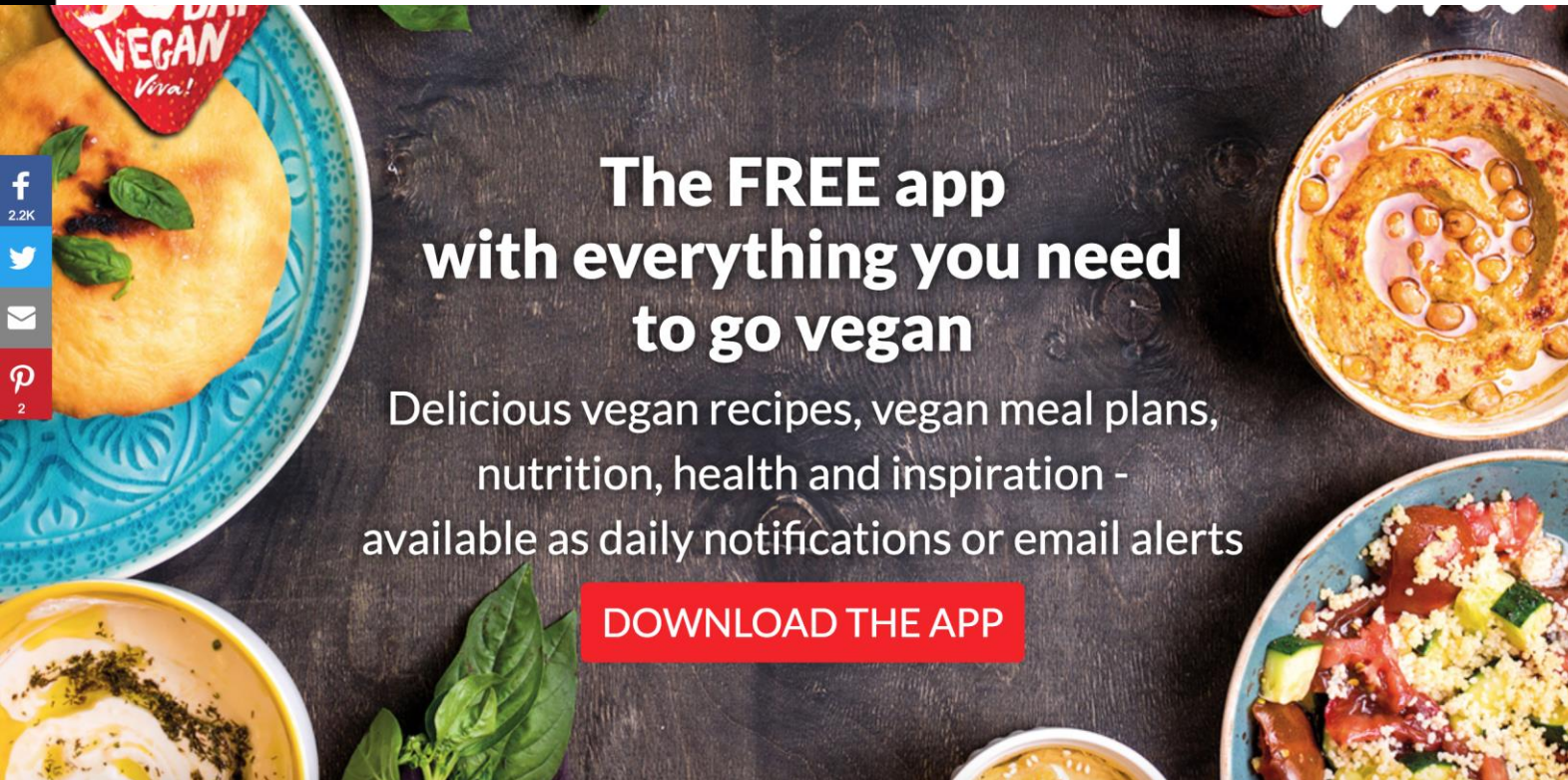
## Best Charity Marketing Campaigns - 18 Of Our Top Picks

<https://microstartups.org> › best-charity-marketing-campaigns ▼

We look at 18 of the **best** **charity** marketing **campaigns** out there. ... repeated yearly since the **campaign's** inception, with plans for the **2019** run already in place.



# Veganism



**The FREE app  
with everything you need  
to go vegan**

Delicious vegan recipes, vegan meal plans,  
nutrition, health and inspiration -  
available as daily notifications or email alerts

**DOWNLOAD THE APP**

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Latest Episode

October 2019: Viva! Vegan Podcast

October 2019: Viva! Vegan Podcast



# Mental health – free advice

## [CALM/The Mix: #GramFam insta'zine](#)



Reaching out to stressed out students, [mental health charity CALM](#) and [The Mix](#) partnered with Instagram to launch #GramFam, [the digital magazine](#) featuring celebrities promoting mental health.

Instagram

[Log In](#) [Sign Up](#)



calmzone [Follow](#)

498 posts 92.6k followers 508 following

CALM

Suicide is the UK's biggest killer of men under 45. Our free & confidential helpline & webchat are open 5pm-12am. We don't offer support on Instagram.  
[bit.ly/CALMWSPD2019](https://bit.ly/CALMWSPD2019)



Lost Hour...



Clobber



ArtCollecti...



#LFWM x ...



Mundial Cup



#GramFa...



Murdock B...



# Breast cancer: live demo'



This campaign, for the pharmaceutical company Roche in Hong Kong, sought to raise awareness of breast cancer and the importance of getting checked, using an unusual source: cupcakes.

Working with the cupcake chain store Sift, a deliciously "Instagrammable", breast-shaped cake was created, but with a twist. The "cUUpcake" – the double 'U' alluding to breasts – looked perfect on the outside, but inside contained an unexpected toffee lump, representing the unexpected danger of cancer.

At every location the cupcakes were distributed, educational leaflets were shared and nurses were on hand to coach women on conducting self-breast checks.





Winner: ITV2 Blood Squad – 23red, ITV2 and NHSBT



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With 81 per cent of 18 to 24-year-olds having never given blood, NHS Blood and Transplant wanted a national campaign to tackle the barriers that stop young people donating.

Working with ITV2, the answer was the ITV2 Blood Squad. It saw five members of the ITV2 *Love Island* cast encourage each other to give blood, and debunked common myths associated with it.

TV adverts ran on ITV2 on air and digital channels during October 2018, capitalising on Halloween as a hook to take the fear out of blood donation in a light-hearted way.

# Award winner

**Third  
Sector**

## Best Environmental Cause Campaign

*Winner: The Long Swim – thinkBeyond Talent for the Lewis Pugh Foundation*



Lewis Pugh last year became the first person to swim 530km from Land's End to Dover, across 49 days, wearing nothing but Speedos.

The collaboration involved the Lewis Pugh Foundation, thinkBeyond Talent, Frank PR, Surfers Against Sewage, FXTM, Sky and Speedo, the official partner, whose support was in line with its wider 90th birthday celebrations.

Media partner Sky provided daily coverage, and a programme of events was delivered, including an official launch in Westminster attended by politicians and media, a speech at the Surfer's Against Sewage Ocean Plastics Solutions Day and a photo call with Prince Charles, five public beach cleans in association with Surfers Against Sewage and Speedo, and the public and media joining Pugh on individual legs.

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# Themes (can be turned into questions/discussion points)

Personal – offering a personal plan of action/utility

In “their” media/devices

Easily accessible for free /offering free knowledge

Quick impact – immediate response

Physical (real world)- publicly witnessed live demo

Partnership – between charities on a common cause ( think Bupa)

Filmable “stunt” that gets shared across media/ via an official media partner

Celebrity for borrowed interested/guaranteed popular media coverage

# Questions

Mass media (biased to millennials) v highly targeted (to millennials)

Appetite for/experience of partnership with other charities/businesses/government ?

Appetite for experience of working with high profile people in the media?



# Today

## **Part 1: Fundamentals of brain science**

- Your brain: how it works
- Implications for effectiveness

## **Part 2: Planning tools and techniques**

- Existing v new consumers
- Category specific dynamics
- Personas
- Moments that matter

# First: the fundamentals of our brains

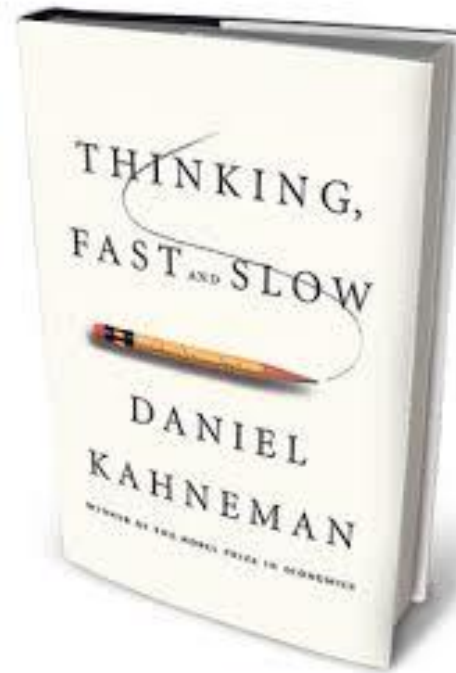
- How do we process information?
- How do we make decisions?
- What influences choice?

# Affects 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

- Uncontrolled
- Effortless
- Emotional
- Fast

**Autopilot**

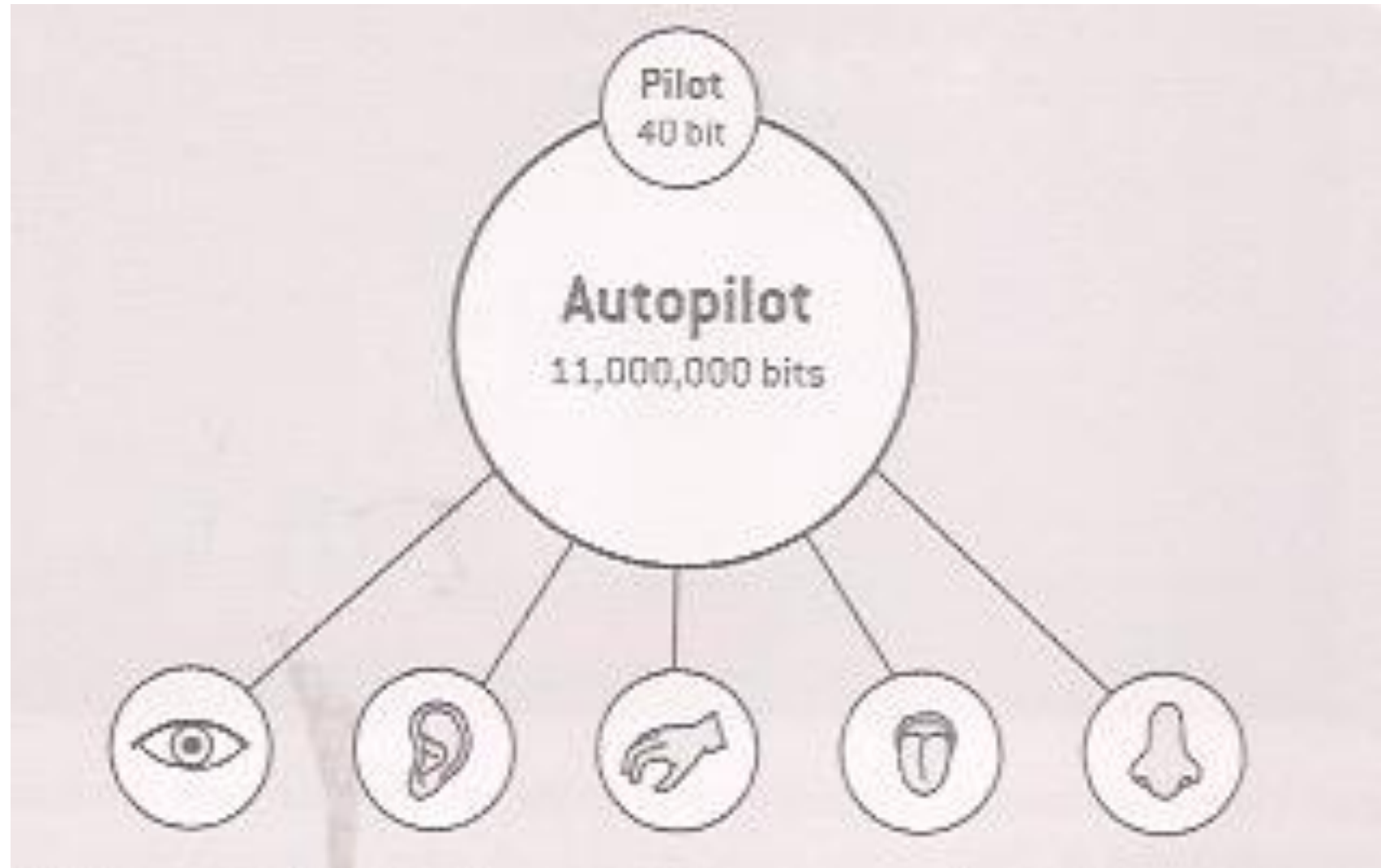
# Two system brain

## System 2:

### Conscious thought

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

**Pilot**



# 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

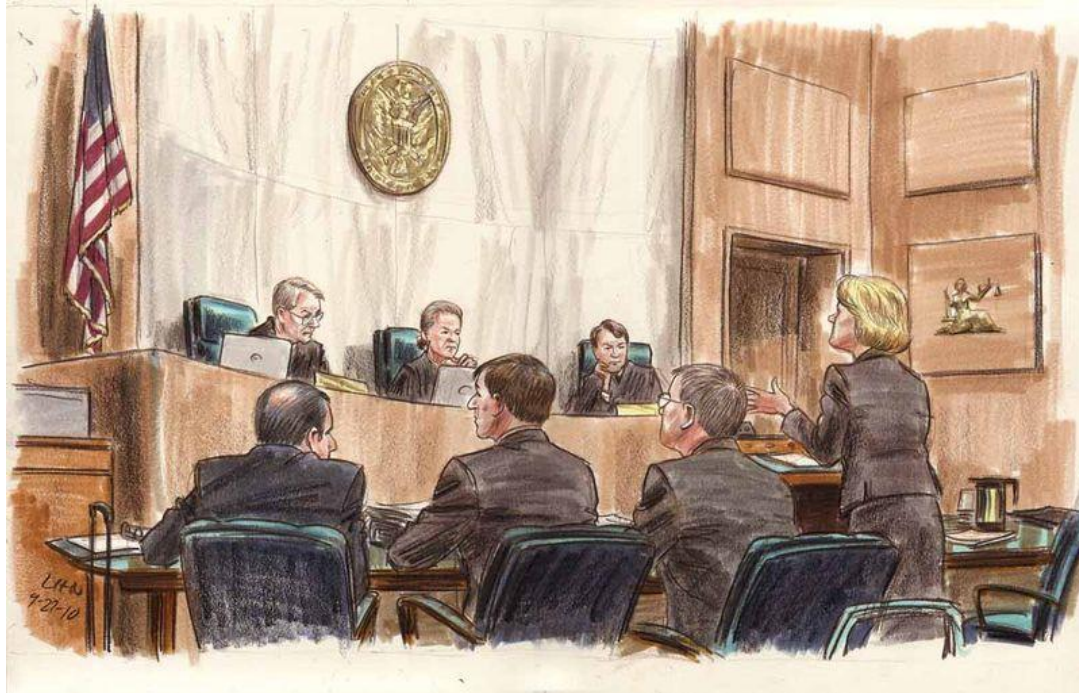
- Requires paying attention
- We cannot multitask in system 2
- We miss other things – for example danger



# 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.

# 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*

# 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.”





# Key ideas so far

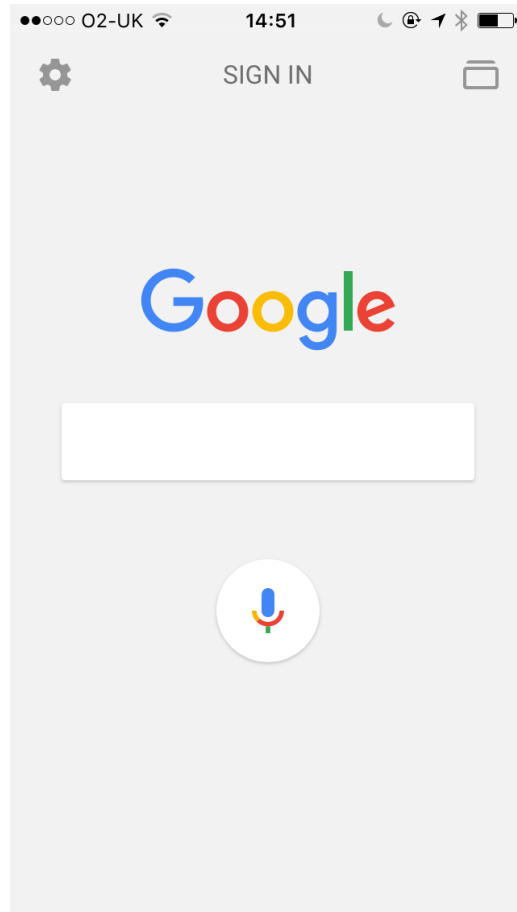
- System 1 is our first fast way of processing information
- Through all the senses
- Acts as a alert system
- We are naturally lazy (to preserve energy)
- Gravitate towards the least demanding course
- Trust information more that is easy to process

# Breakout

What are implications of  
this for effective marketing/communication

Give an example

# Easy=more trust and use



# Top tip: design for mobile first

We act as though people are going to pore over each web page, reading our finely crafted text

What they actually do is glance at each new page, scan some of the text, and click on the first link that catches their interest or vaguely resembles the thing they're looking for.

Source: Don't make me think

# 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](http://gov.uk/workplacepensions)

**Workplace pensions. We're all in.**

*Simon  
TLC*

 HM  
Department  
for Work &  
Pensions



# 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”

# Consumers prefer the familiar

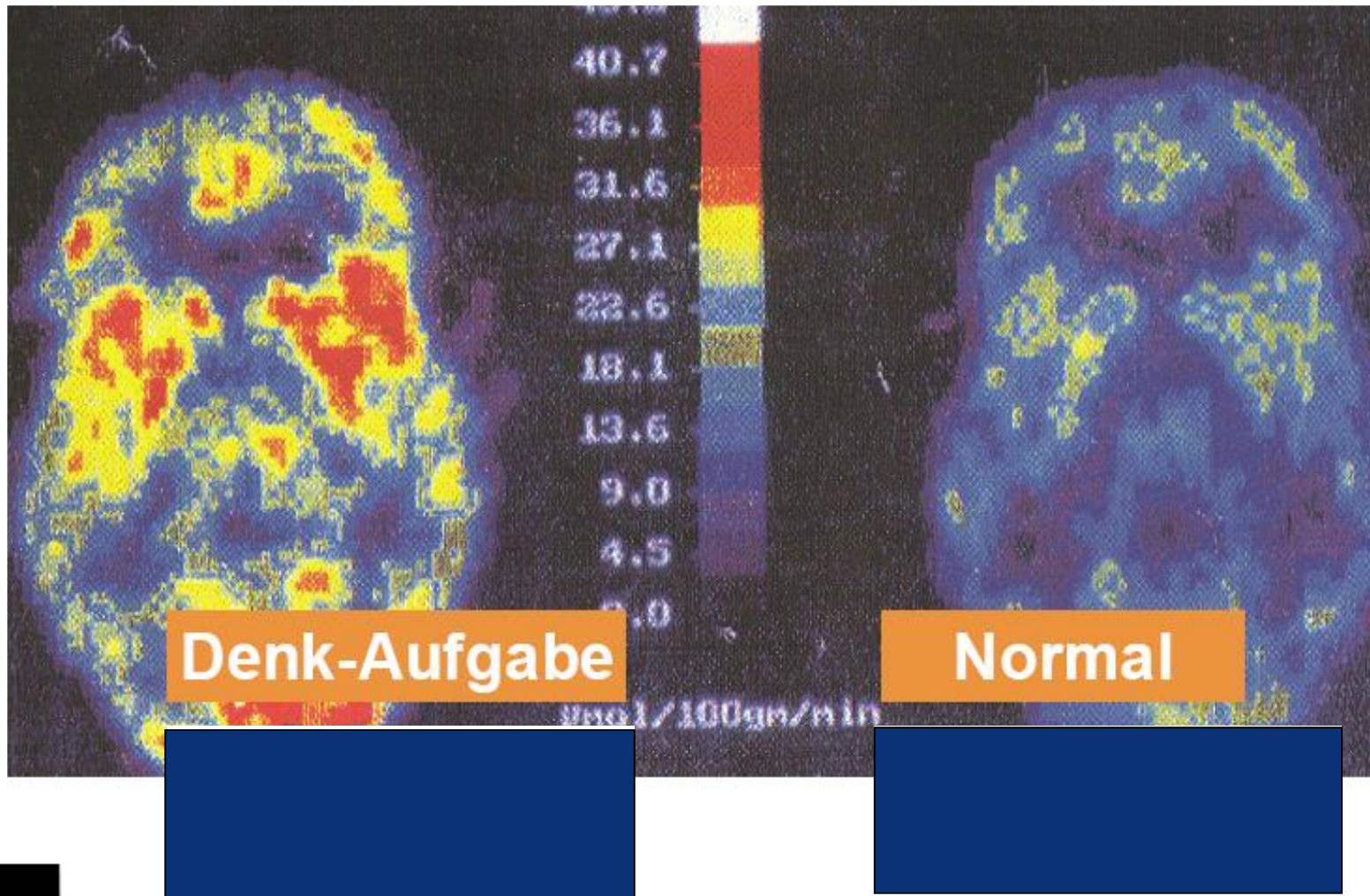
Familiarity means a sense of “prior knowledge”  
(don't have to think hard about the choice)

Mental shortcut that preserves energy.

Discerning/Individualistic choices require effort

Explains the difference between claimed  
and real behaviour





# You have to disrupt to get noticed

People are on auto-pilot most of the time (especially if they know or are familiar with your brand or campaign/habitual buyers of other brands)

Do something disruptive and stand out to trigger re-appraisal





# Priming:

Affecting behaviour through the sub-conscious



# Florida experiment

Participants (age 18-22) were asked to fashion a sentence using different words on **an elderly theme** v a control group

- **Florida,**
- **Forgetful**
- **Bald,**
- **Grey**
- **Wrinkle**

Then, participants were sent out to do another experiment in an office down the hall.

# The experiment

“That short walk was what the experiment was about.

Researchers unobtrusively measured the time it took people to get from one end of the corridor to the other.

Those who had fashioned a sentence from words with an elderly theme walked down the hallway significantly more slowly than the others.”

Source: Thinking fast and slow

# Can I make to more honest?



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# The experiment

Office workers paid for drinks through an "honesty box."

Suggested prices posted by the box

One day a banner poster was displayed just above the price list, with no warning or explanation.

For a period of ten weeks a new image was presented each week, **either flowers or eyes** that appeared to be looking directly at the observer.

Participants contributed **almost three times as much** in “eye weeks” as they did in “flower weeks.”

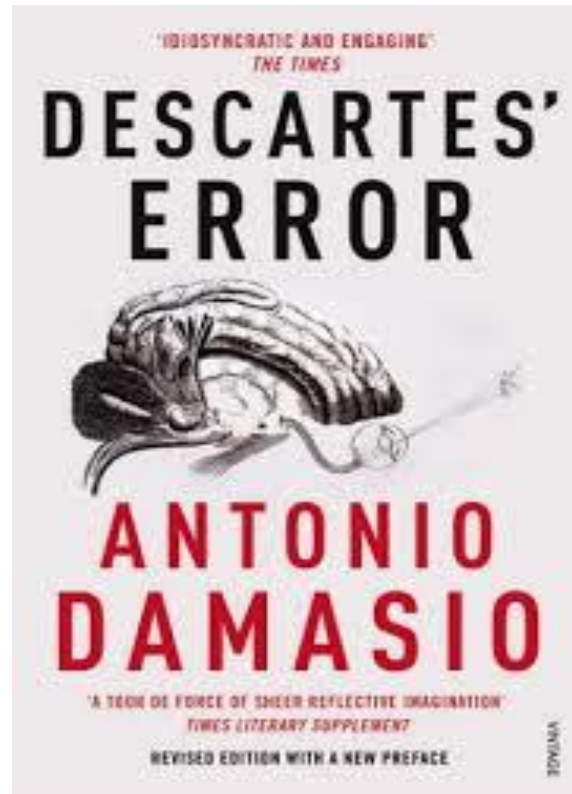


# Tax office uses priming





# In a nutshell:-



*We are not  
thinking machines  
that feel.*

*We are feeling  
machines that  
think*

# Breakout : priming

We can be sub-consciously primed through words, images, smells, sound, touch

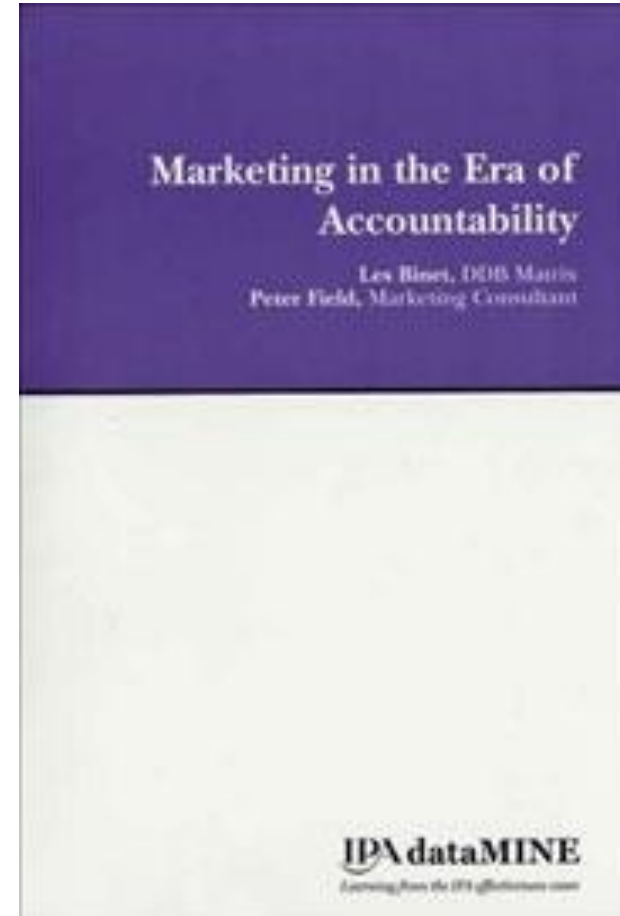
Give two examples of priming being used in marketing communications

# Emotion and ROI

“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



# Priming makes integration work

Primed people want to believe the best of a brand.

View all messaging through rose tinted spectacles.

Primed consumers respond more to product/offers

# Priming predisposes purchase

System 1: emotional priming on TV



System 2 : Facts, Products, RTB



# Facts are tools to post- rationalise instinctive preference

People reach an instinctive preference quickly (Sy1)

Then post rationalize using facts (Sy2)

Implications:

1. You need just enough fact but not too much
2. Use different media for emotional priming and facts



Customers need a rational excuse to justify their emotional decisions.  
So always include one

David Ogilvy



# Messenger as important as message



# Poly-sensual brand building



# The law of social proof

If other people like me do it is probably OK



# The towels experiment



# Signs were tested in hotel rooms

(matched samples)

One asked people to recycle their towels to save the environment.

Second said that most guests at the hotel recycled their towels at least once during their stay.

Third sign said that most previous occupants of the room had reused towels at some point during their stay.

Source: Cialdini & Goldstein



# Social proof signals can be subtle

One asked people to recycle their towels to save the environment. 35 %

Second said that most guests at the hotel recycled their towels at least once during their stay. 44 %

Third sign said that most previous occupants of the room had reused towels at some point during their stay. 49 %

# **Social proof: one of our most powerful “heuristics”**

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

# Break out

Come up with two examples of social proof in action in communications

# 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)

# Visual signaling and social proof





# Big media signalling



“Seeing a brand up big on posters is a form of public affirmation that it is popular and widely used”



Market Leader 2007

We copy “environmental clues”  
about what others have done or are doing



# Part 1 Key ideas

How humans process information underpins effectiveness thinking

- Fast
- Lazy
- Instinctive
- Post-rationalising
- Energy preserving through mental short cuts

We think hard when we have to

“On autopilot” has big implications for how to affect behaviour and attitudes

Use autopilot- make it a default option

Challenge autopilot: disrupt expectations

# Implications for this debate

Communications will become more and more efficient and personalized through data driven targeting

The much predicted demise of mass media (posters/broadcast) will never happen

# Part 2: tools and models

1. Penetration v loyalty
2. Category specific dynamics
3. Segmentation and pen portraits
4. Receptivity model and tool

# Big Question: penetration v loyalty

Who should you target?

Existing loyal/heavy buyers

Or

Occasional Buyers

Or

Non Buyers



# The loyal buyer myth exploded

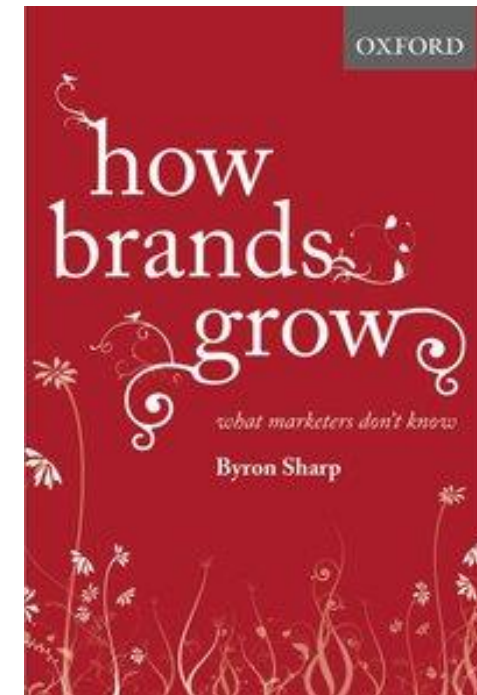


Shampoo brands	Market share (%)	Annual market penetration (%)	Purchase frequency (average)
Head & Shoulders	11	13	2.3
Pantene	9	11	2.3
Herbal Essences	5	8	1.8
L'Oreal Elvive	5	8	1.9
Dove	5	9	1.6
Sunsilk	5	8	1.7
Vosene	2	3	1.7
<b>Average</b>			<b>1.9</b>

## 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 users it has.

- To grow it must get more users.
- Avoid strategies that fail to reach non-buyers or light buyers of the brand
- Most sales potential lies with these customers
- Avoid going “off-air”
- Avoid narrow descriptions of audience – which are not who really buys the brand

# Category specific dynamics

Foundation coms planning questions:

- How do people choose and buy in **this** category?
- What causes or influences behavior?

# Dynamics of your category?

High ticket/high risk and reward (Car/Holiday)

Impulse (Sweets at the checkout/soft drink)

Distress (Dishwasher/Batteries)

Life stage (Nappies/beds)

Habitual loyalty (Newspaper/cigarettes/social media app)

Pleasure/reward (Fashion/Luxury goods)

Social (Alcoholic drinks/eating out)

*How and why do people get involved in supporting a charity?*





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

Other categories like this?

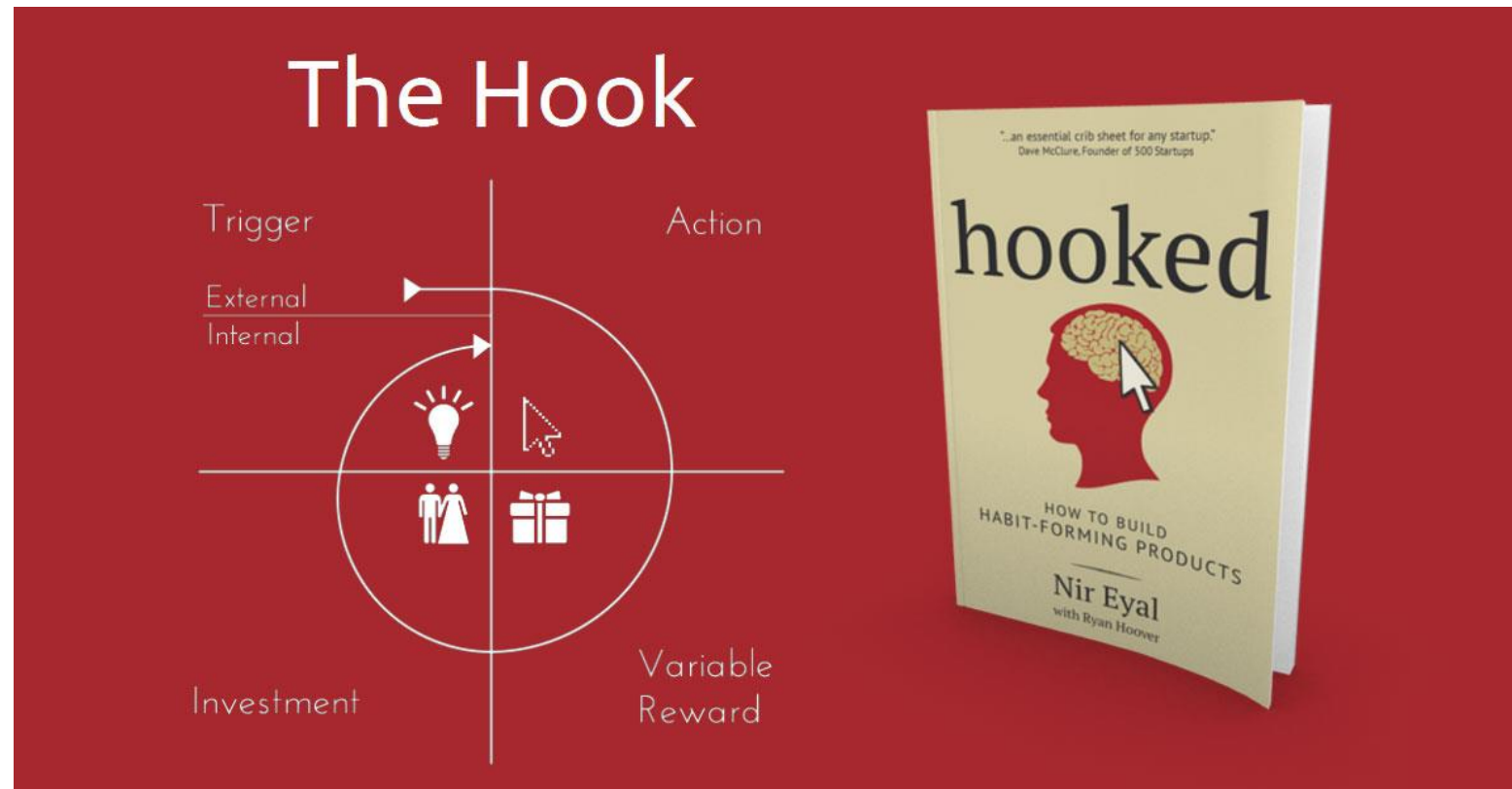
# What are the usage dynamics of social apps ?



- **Facebook**  
Michele O'Neill added a new photo  
It's been a busy few weeks, thanks for... Facebook Michele O message was sent to julians@joinedupcompany.com. If you d
- **Facebook**  
Roderick White updated his status  
In a world where oodles of data require... Facebook Roderick others reacted to this. Open Facebook This message was ser
- **Facebook**  
Glyn Harper updated his status  
I'm setting up a mailing list for a... Facebook Glyn Harper upc this. Open Facebook This message was sent to julians@joine
- **Facebook**  
Jackie Hughes also commented on Patrick Collister's video.  
Jackie Hughes wrote: "Congratulations." - Reply to this email video. Jackie HughesOctober 22 at 10:03am Congratulations
- **Facebook**  
Janet Bush updated her status  
My life is complete. The Stig growled... Facebook Janet Bush this. Open Facebook This message was sent to julians@joine
- **Facebook**  
Marylou Andrew added a new photo  
It's that day when you feel really... Facebook Marylou Andrew was sent to julians@joinedupcompany.com. If you don't want



# Habit forming triggers and rewards



# Pen portraits & creative target

**Segment** is a definition of market size (**media target**)  
using measures such as total number, demographic, location,  
spending power

**Pen portrait** is a living and breathing exemplar  
Portray a difficult or demanding customer (**creative target**)

## Think & Feel

What really counts  
Major preoccupations  
Worries and aspirations

## See?

Environment  
Friends  
What the market offers

Stable and content

## Hear?

What friends say  
What bosses say  
What influencers say

## Say & Do?

Attitude in public  
Appearance  
Behaviour toward others

## Pain:

Fears/Frustrations/Obstacles

## Gain:

signs of success

Think & Feel  
What really counts  
Major preoccupations  
Worries and aspirations

Hear?  
What friends say  
What bosses say  
What influencers say

See?  
Environment  
Friends  
What the market offers

Struggling to  
stabalize

Say & Do?  
Attitude in public  
Appearance  
Behaviour toward others

Pain  
Fears/Frustrations/Obstacles

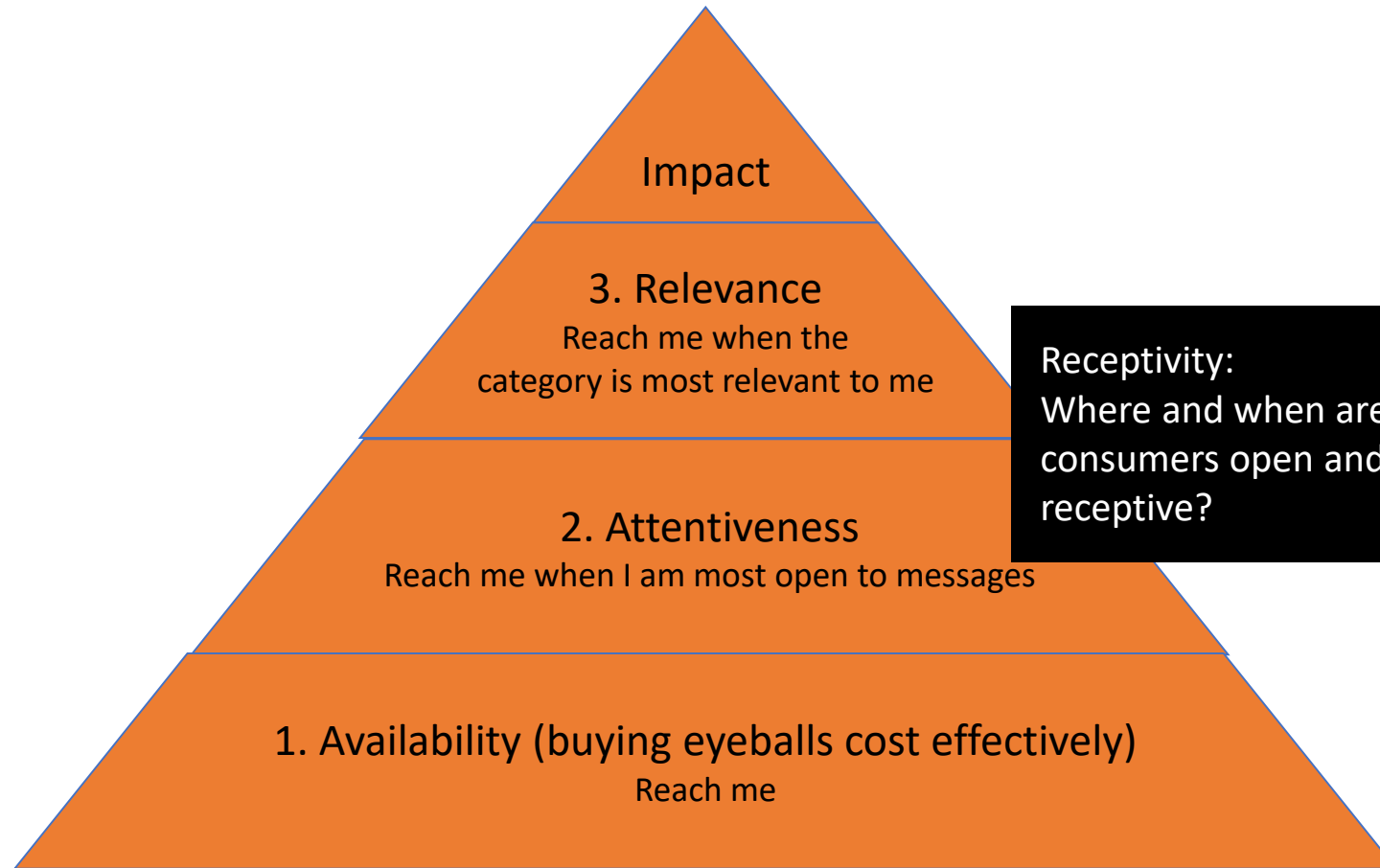
Gain:  
signs of success



# Receptivity model and tool

When and where is  
our audience receptive for communication ?

# P&G define receptivity



# 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 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)

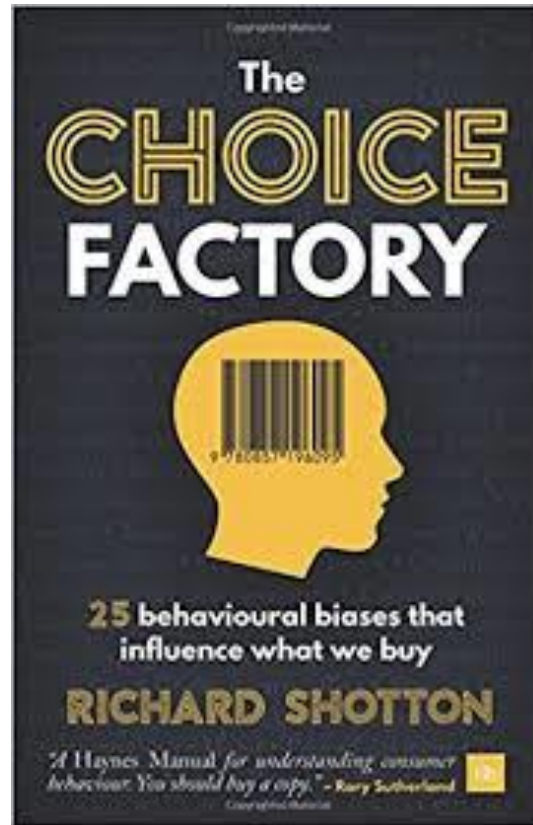
No big life event:

on average 8 % had switched brands

Big life event :

on average 21% had switched brands

# Target times of change



Much behavior is “autopilot”

Habits are hard to break

*Identify moments when the grip of habits is loosened*

These moments are easier to find because of a wealth of targeting data

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

# Data signals & insight into receptivity

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

“Users confess what they are really interested in at the privacy of their own key boards” (when Googling)



# Search and receptivity

(MICRO MOMENT)

World Animal Protection:

- 60 % of leisure travels start with a search

W.A.P. bought 400 keywords in 6 languages. Examples:

- Generic searches- “Where can I ride an elephant” “Elephant trek”
- Region specific - “Elephant riding in Thailand/Bali/Sri Lanka”
- Top of Page 1 on search - “authenticelephantrides.com”

# Moment of danger: a death trap

(REGULAR MOMENT)

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 ♪





# Regular moment of pain



# Moment of dire need for festival goers



# Receptivity in place + time of year

(MOMENT OF CHANGE)



## **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.



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

Q recovering from d|

Q recovering from d - Google Search

Q recovering from **depression**

Q recovering from **divorce**

Q recovering from **doms**

Q recovering from **domestic abuse**



Top tip - at moments of big life change people google

# 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: things we do as part of our routines
- 3) Moments of change: such as the seasons, big moments in the year or life changes

# Map moments: generate ideas

# Storyboard the moment

# What happens in the moment

## What ideas/services would be

a) Useful ?

b) Pleasurable ?

## c) Inspiring?



# What questions do you have for the client?

# Pull together your questions

1. Service/innovations/campaigns
2. Brand
3. Market trends and competition
4. Supporters
5. Ambitions
6. Appetite for risk

# Finally:



# Foundations of effectiveness

From: thinking about channels first

- Advertising
- Direct Response
- Adwords
- Facebook ads
- Experiential
- Content
- Customer databases

To: thinking about people first

- Impactful
- Relevant
- Timely
- Inspiring
- Engaging
- Useful
- Valued

And what the brand is trying to achieve ?

Instinct/emotional first  
Post-rationalise our instincts  
Lazy: don't like to think hard  
Creatures of habit  
Copy others  
Need to be given a good shake to notice new stuff  
Unless it is something we aspire to or desire

