The world of behavioural science can occasionally seem abstract and theoretical. But most of us started out in this area because we’re interested in human beings. So I’d like to tell you a story about Nadia. Nadia is a 27-year-old woman who lives here in Chicago. Maybe you walked past her on the way here this morning.

Nadia’s daily life includes thousands of decisions. She wakes up and some mornings she has a tea, sometimes coffee, sometimes nothing. Sometimes she eats breakfast at home, sometimes at the donut shop. Today, Nadia has a job interview and there are some important choices to make.

You have likely heard about two of the systems in the brain that Nadia uses to make those decisions.

She uses system 1 continuously: the automatic system that tells her not to cross the road against a red light, or makes her want coffee when she feels tired.

Sometimes, she relies on system 2, the calculation system. Today she is using that to work out her monthly budget and the minimum salary she needs to ask for in the job interview.

But systems 1 and 2 don’t paint a complete picture. A mind composed only of automatic, unthinking reactions and spreadsheet-like calculations is more like a robot than a human being. If you only looked at systems 1 and 2, Nadia would seem...well, rather two dimensional.

There is a third dimension to Nadia’s brain and to her decision making.

As she gets ready on the morning of the interview, Nadia chooses the perfect outfit – based on what she imagines the rest of the office might be wearing and what will help her feel comfortable and confident. As she drinks a final coffee before entering the employer’s building, she starts to imagine the job she may be doing next week. What will her colleagues be like? Which clients might she work on? Will the office be comfortable?

System 1 can’t answer these questions because it can only learn from past experiences, and this is a place she has never worked before. System 2 can only tell her the facts, not the feelings. She needs to use a part of the brain that has only been identified in recent neuroscience research: System 3.

System 3 is the human imagination. In System 3, we think about the future and speculate about what it will be like. We work through different scenarios and choose the best option. We feel what life is like for other people and take that into account in our own decisions. We replay past experiences, interpret and learn from them.

System 3 allows consumers to make decisions about new products: they imagine how those products might feel in use, and decide whether to buy them. It allows them to make decisions on intangible products: digital goods, or experiences. It helps them imagine the difference a brand can make: they use system 3 to weigh up the emotional associations of brand against price and features. And like Nadia, they use it to make important decisions like which job to apply for, mentally rehearse presentations or conversations, and plan their future lives.

You are using System 3 right now, to imagine Nadia and her experience of today. Try using it also to imagine the insights industry of the future. How can we read the consumer’s mind and see how they imagine their own lives? The next generation of nonconscious research needs to go beyond the simple associations of system 1, and the self-reports of system 2. It needs to uncover the richness, enjoyment and empathy that consumers gain from engaging System 3.

This is already happening: tools like implicit driver analysis and scenario simulation have allowed many companies to discover new things about their customers. In one case, an Irrational Agency client achieved a 200% revenue increase (going from $10m to $30m of sales) within five months of acting on their System 3 research.

Nadia walks into the job interview with all the confidence, creativity and empathy that System 3 has given her. Of course, she gets the job.

Now it’s time for Nadia to reward her System 3 – by letting it plan the celebration dinner!
Are you ready to learn how to better understand, measure, and predict consumer behavior? You’re in the right place.

IIeX Behavior is designed to keep your business one step ahead of the curve by implementing the most cutting-edge technologies and tools in the insights arena. Get ready for two days of networking, collaboration, and learning from industry thought leaders.

Please note that Track One’s speaking sessions are located in the 2nd floor auditorium, and our interactive workshop track is located in the 10th floor Landmark room.

Download our mobile app
To access the most accurate, up-to-the-minute version of the agenda and to connect with other attendees, download the Bizzabo app for OSX or Android. Verify your registration email (or create a new account with your registration email), and select IIex Behavior 2018 to access the event information. The code to join the Community is iiex.

Get connected via wifi
The wifi network is VenueSix10 and the password is southloop!!

Need help?
If you have questions on-site, please stop by the registration desk and we’ll be happy to help! If you have any questions following the event, just email us at iiexevents@greenbook.org, and we’ll get back to you ASAP.

Tweet about the event
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Speaker presentation deck PDFs will be uploaded to our event website next week. We’ll send an email to you once they’re available!
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AGENDA: DAY ONE

WELCOME: REGISTRATION & COFFEE

7:45AM-8:45AM
Check in at registration, then fuel up with some light breakfast snacks & green smoothies before sessions begin.

TRACK 1

Plenary Session
Chaired by Will Leach & Priscilla McKinney / 2nd floor auditorium

8:45AM-9:00AM
Opening Remarks
Will Leach (TriggerPoint) & Priscilla McKinney (Little Bird Marketing)

9:00AM-9:20AM
Why Motivation Matters, And Why More Isn't Enough
Heather Patrick, Ph.D (Carrot Inc)

9:20AM-9:40AM
Insights with Impact: Revealing Key Learnings from the Automation of Behavioral Science
Aaron Reid, Ph.D (Sentient Decision Science) & Jason Chebib (Smirnoff Brand, Diageo)

9:40AM-10:00AM
Startup Spotlight: How Tyson Utilized Adrich Usage Labels to Drive Consumer Knowledge and Engagement
Adhithi Aji (adrich.io) & Stephen Mathews (Tyson Innovation Labs)

10:00AM-10:20AM
Can Behavioral Design be Used to Sell a Book About Behavioral Design?
Will Leach (TriggerPoint)

Announcement About Market Research Foundation Board

MORNING BREAK: BOOK SIGNING, NETWORKING & EXHIBITION

10:20AM-10:40AM
Grab some snacks, network with your fellow insights pros, and get a signed copy of Will Leach's new book, Marketing to Mindstates!
AGENDA: DAY ONE

TRACK 1
Thinking Differently About Thinking
Chair by Jocelyn Simon / 2nd floor auditorium

10:40AM-11:00AM
Less is More or Less is Less? Short Form Ads Present Opportunities and Limitations
Emily Bockino (ESPN) & Duane Varan, Ph.D (MediaScience)

11:00AM-11:20AM
System 3: The Missing Dimension of Consumer Insight
Leigh Caldwell (Irrational Agency)

11:20AM-11:40AM
The Brain Science of Haptic Feedback: Optimizing Digital Experiences
Diana Lucaci (True Impact) & Sanya Attari (Immersion)

11:40AM-12:00PM
Virtual Testing, Real Behavior: The Future of Shopper Research
Jonathan Asher (Explorer Research)

12:00PM-12:40PM
Panel: Challenges & Imperatives of Applying Behavioral Science for Profitable Growth
Moderated by Brent Snider (System1 Research) with panelists David Burgos (Kraft Heinz), Lauren Kemp (McDonald’s) & Jason Chebib (Diageo)

TRACK 2
Workshops
Chair by Joe Jordan / 10th floor Landmark room

10:40AM-11:20AM
Workshop: 3 Key Elements to Deliver Creative That Drives Long-Term Profitable Growth and How to Apply Them to Your Brand
Rodolphe Jounot (System1 Research)
In this workshop, Rodolphe will reveal what creatives that deliver long-term profitable growth all have in common and what it takes to develop such great creatives.

11:20AM-12:00PM
Workshop: Leveraging Human Truth to Increase Your Digital Marketing Success
Daryl Travis (Brandtrust)
Learn how social and behavioral science can inform and transform the User Experience, Customer Experience, and the Human Experience of any brand.

12:00PM-12:40PM
Workshop: “Amp Up” Your Implicit System 1 Insights with the Affect Misattribution Procedure
Paul Conner (Emotive Analytics) & Keith Payne, Ph.D (University of North Carolina)
Learn about the scientific foundations of the AMP, the meaning & use of implicit, System 1 research results, and how to leverage them in your marketing strategies and executions.

LUNCH: NETWORKING & EXHIBITION

12:40PM-1:40PM
Time for lunch! Fuel up for the second half of IIeX Behavior!
AGENDA: DAY ONE

**TRACK 1**

**Case(s) Closed**
*Chaired by Alex Hunt / 2nd floor auditorium*

1:40PM-2:00PM
A Candy Crush Case Study: Measuring the Emotional Connection to Premium Mobile Advertising
Jonathan Stringfield, Ph.D (Activision Blizzard) & Brendan Murray, Ph.D (iMotions)

2:00PM-2:20PM
Are You the Master of Your Domain? How Response Time Predicts True Legacy of Your Brand
Rafał Ohme, Ph.D (NEUROHM)

2:20PM-2:40PM
Not Your Grandma’s Tissue: Neuroscience Helps Kimberly-Clark Innovate on an Iconic Brand
Kathryn Grater (Kimberly-Clark Corporation) & Sarah Yu, Ph.D (Nielsen Consumer Neuroscience)

2:40PM-3:00PM
How Mutual of Omaha Deconstructed & Refined Their Investment Messaging
Richard Thau (Engagious)

3:00PM-3:20PM
Burning Down the House: Going Back to the Scientific Method for Better Insights
Michelle Niedziela, Ph.D (HCD Research)

3:20PM-3:40PM
Fit or Fad? Behavioral Science Informs Pepsi on Product Development
Rachel Katz (PepsiCo) & Namika Sagara, Ph.D (Ipsos)

**TRACK 2**

**Workshops**
*Chaired by Jim Ochu / 10th floor Landmark room*

1:40PM-2:20PM
Workshop: MINDSPACE – A Framework to Move from Strategy to Execution
Rajwant Sandhu (Fresh Squeezed Ideas)
*In this workshop, we will explore MINDSPACE’s application outside of the government context – specifically how this approach can help marketers ensure that the executions they develop are grounded in some fundamental truths about the way people think and behave.*

2:20PM-3:00PM
Workshop: Designing Your First Nudge
Jenic Mantashian (BVA Nudge Unit)
*In our interactive workshop, we will provide you with a framework rooted in Behavioral Economics that will empower you to design your very own ‘nudges.’*

3:00PM-3:40PM
Workshop: Why Emotional, Attention-Seeking Computers Are the Future of Marketing
Tina Gaffney (Realeyes)
*Not all video views are created equal. Join Tina Gaffeny as she shows how teaching computers to be able to read our emotions and tell if people are actually paying attention or not can save marketers a lot of time, money, and stress.*
AGENDA: DAY ONE

AFTERNOON BREAK: BOOK SIGNING, NETWORKING & EXHIBITION

3:40PM-4:00PM
Grab some cookies and milk and get a signed copy of Will Leach's new book, Marketing to Mindstates!

TRACK 1

Hot Seat: Brands & Clients
Chaired by Sarah Hecht / 2nd floor auditorium

4:00PM-4:20PM
The Art and Science of Consumer Understanding
Keith Johnson (GutCheck) & Allen Bevans (Google)

4:20PM-5:00PM
Panel: The Business Impact of Behavioral Science
Moderated by Stephen Springfield (Sentient Decision Science) with panelists Brian Laverty (Turner), Jason Chebib (Smirnoff Brand, Diageo) & Kevin Perlmutter (Man Made Music)

5:00PM-5:20PM
Client Interview: Pulling It All Together & Influencing Corporate Stakeholder Choice
La Sridhar (MillerCoors) & Alex Hunt (PRS IN VIVO)

5:20PM-5:30PM
Closing Remarks
Will Leach (TriggerPoint) & Priscilla McKinney (Little Bird Marketing)

TRACK 2

Workshops
Chaired by Joe Jordan / 10th floor Landmark room

4:00PM-4:40PM
Workshop: Debunking Digital Behavioral Data to Understand the Online Consumer
Gil Oliveira & Jay Steffey (Netquest)
In this workshop, participants will learn how to work with and request online consumer behavioral data. Attendees will work together to develop their own project methodology request and get a chance to see how much more simple and effective clickstream data can be for their research objectives with the proper approach.

4:40PM-5:20PM
Workshop: Video Made Easy – Tools to Identify Actual Behavior and Bring Consumers to Life
Amanda Pizarek (Watch Me Think)
Please bring your personal laptop. We will demonstrate the power of qualitative video to capture actual consumer behavior while demonstrating the Search, Edit, Share platform. This platform demo will enable users to identify actual behavior through search tools, collaborate with clipping tools, and create playlists that turn into highlight reels.

NETWORKING RECEPTION: SYSTEM1 & SIP HOSTED BY SYSTEM1 RESEARCH

5:30PM-6:30PM
Join us for live music featuring the band Future Thieves, refreshments, and networking!
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AGENDA: DAY TWO

WELCOME: REGISTRATION & COFFEE

8:00AM-8:50AM
Check in at registration, then fuel up with some light breakfast snacks & green smoothies before sessions begin.

PLENARY SESSION

Top Line, Bottom Line & Between the Lines
Chair by Jim Ochu / 2nd floor auditorium

8:50AM-9:00AM
Opening Remarks
Will Leach (TriggerPoint) & Priscilla McKinney (Little Bird Marketing)

9:00AM-9:20AM
The Business of Behavior: A Roadmap for Launching Your Team
Steve Wendel (Morningstar)

9:20AM-9:40AM
A Breath of Fresh Air: Use Behavioral Economics to Revitalize Research and Improve Bottomline Results
Anders Bengtsson (Protobrand)

9:40AM-10:00AM
Half of Ad Spend is Wasted: Learnings From The (Other) Half That Actually Drives Brand Growth
Gabriel Aleixo (System1 Research)

MORNING BREAK: NETWORKING & EXHIBIT SHOWCASE

10:00AM-10:20AM
Refresh with snacks, meet other insights experts, and check out new innovations in behavioral science!
AGENDA: DAY TWO

PLENARY SESSION

Adapting to Your Environment
Chair by Will Leach & Priscilla McKinney / 2nd floor auditorium

10:20AM-10:40AM
The Classic Underdog Story: How Can a Water Filter Company Compete Against the Might of Bottle Water?
Jason Martuscello (BEESY), Elys Roberts (BEESY) & Matthew Willcox (The Business of Choice)

10:40AM-11:00AM
Why the Consumers You Covet Don’t Feel Your Brand is Transparent
Hunter Thurman (Thriveplan) & Nicole Bojic (InVision Communications)

11:00AM-11:20AM
Using the Internet of Things to Solve Real-World Mysteries
Sarah Snudden (Keurig Dr Pepper) & Meaghan Hildreth (Keurig Dr Pepper)

11:20AM-11:40AM
Client Interview: Overcoming Barriers to Behavioral Science Adoption Within Corporate Organizations
Alex Hunt (PRS IN VIVO) & Terrae Schroeder (Kellogg’s)

11:40AM-11:50AM
Closing Remarks
Will Leach (TriggerPoint) & Priscilla McKinney (Little Bird Marketing)

JOIN US AGAIN AT ANOTHER GREENBOOK EVENT!

Thanks for being a part of IleX Behavior! We hope to see you at another GreenBook event soon. Here's what's coming up on our event schedule:

IleX Asia Pacific
November 28-29, 2018 in Bangkok
iix-ap.insightinnovation.org

IleX Europe
February 18-19, 2019 in Amsterdam
iix-eu.insightinnovation.org

IleX North America
April 23-25, 2019 in Austin
iix-na.insightinnovation.org

IleX Health
2019 Q2 in Philadelphia
iixhealth.insightinnovation.org
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