IIeX Behaviour 2018

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System1 Research
Are you ready to learn how to better understand, measure, and predict consumer behavior? You’re in the right place.

After three years in Chicago, we’re excited to bring IIeX Behaviour to London for the first time. Whether you’re an expert or just beginning to dabble in this space, today is designed to keep your business ahead of the curve in this area of insights. Get ready for a full day of networking, collaboration, and learning.

Thanks for being part of this inaugural event!

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, login or create an account with your registration email, and select IIeX Behaviour 2018 to access the event information. The access code to join the IIeX community is iiex.

GET CONNECTED VIA WI-FI
The network name is “IIeX” and the password is “System1”.

NEED HELP?
If you have questions on-site, or need any help, please stop by the registration desk. You can also email us at iiexevents@greenbook.org, and we’ll get back to you ASAP.

TWITTER
Join the conversation online using the conference hashtag: #iiex – you can also follow us at @GreenBook for updates!

DOWNLOADING PRESENTATIONS
All presentation PDFs will be uploaded to our event website within the next couple weeks. We’ll send an email to all attendees once they’re available.
Behavioral science is exactly what it sounds like – the scientific study of behavior. And like all sciences, it is rooted in the scientific method. Yet with its rapid uptake in the marketing world, there are many versions and understandings of what the field is. The biggest challenge is an understanding of the discipline as a set of ‘quick-fix tools’ that are easy to sell and quick to execute in a research initiative. Buzz words like implicit, subconscious, nudges, and randomized controlled trials dominate the vernacular of behavioral science in industry, and while these individual components are important, applied piecemeal they lose their value. We need to bring the science back to behavioral science and understand that without the rigor of the scientific method, we risk missing a big part of the picture in understanding consumer behavior, and ultimately lead our clients astray.

Let’s explain using a real example. An electric utility company in the United States wanted to reduce energy consumption by implementing a nudge initiative with 35,000 customers. To leverage the power of the social influence bias, consumers were told that they were less energy efficient than their average neighbor. The execution worked well for liberal consumers who were nudged in the desired direction. However, conservative customers actually increased their energy consumption. The problem? The nudges were selected from a menu, and the executions weren’t based on tailored insights. The electric utility company didn’t have a deep enough understanding of their consumers to know what would work and for whom.

Unlike in industry, in the academic world researchers have a rich, multi-level understanding of their areas of study. Academics eat, sleep, and breathe a very specific section of understanding and collaborate with others everyday who do the same, allowing them to generate useful hypotheses that they then test. As market researchers we often have only several weeks to bring our clients through insights all the way to strategy and execution. The challenge therefore becomes applying the mantra of rigor that the scientific method is rooted in, to our clients’ challenges. But how? We must adapt the scientific method for application to industry, and the first step is becoming fast experts in our clients’ challenge. This can be done by using a multi-disciplinary and multi-method approach to gaining insights. So that in addition to understanding the drivers of behavior, we are gaining an understanding of the cultural forces that impact those drivers. The best way to do this is to combine the academic disciplines of behavioral science and cultural anthropology to achieve a multi-disciplinary lens from which to view client challenges. Secondly, by using multiple methods we can leverage the principle of converging evidence to ensure that the insights will lead the client to the solutions that will best serve them and their consumers.

By putting the science back into behavioral science, we ensure that all the value the discipline has to offer is harnessed. In the long-term this will serve to ensure that the application of behavioral science to marketing is not just a short-lived fad, but a powerful approach for commercial impact.

This integrated multi-method approach is the best way to understand and change human behavior, in all of its complexities. We will be exploring this topic in more detail during our talk “Keep It Simple Complicated, Stupid: A Holistic Approach to Unrealized Brand Potential.”
REGISTRATION & WELCOME COFFEE
*David Lean Room (1st floor)*

**8:00AM-8:45AM**
Registration & Welcome Coffee
Join us for coffee, tea, and some light breakfast snacks while connecting with other thought leaders in the industry

MODULE 1: THE PROFITABILITY OF BESCI
*Princess Anne Theatre (2nd floor)*
*Chaired by Alex Hunt*

**8:45AM-9:00AM**
Opening Remarks
Alex Hunt *(Systemi Group)*

**9:00AM-9:20AM**
Behavioral Science Predicting & Auditing Profitable Growth
Orlando Wood *(Systemi Research)*

**9:20AM-9:40AM**
Bringing Emotional Engagement to a Rational Category, Business and Leadership Team
Cheryl Calverley *(AA)*

**9:40AM-10:20AM**
Client Panel: Applications of Behavioural Insights – 4 Leading Practitioners Discuss the Real Issues
Moderated by Mark Earls *(HERD)* with panelists Caroline Hayter *(Acacia Avenue)*, Rod Connors *(Systemi Agency)*, Cris Balanzo *(Walnut Unlimited)* & Julie Doleman *(Experian)*

NETWORKING BREAK & INNOVATION SHOWCASE
*David Lean Room (1st floor)*

**10:20AM-10:40AM**
Networking Break & Innovation Showcase
Take some time to refresh with light snacks, check out exhibits, and network with other attendees.

MODULE 2: NEW MINDSETS & EVOLUTIONS
*Princess Anne Theatre (2nd floor)*
*Chaired by Horace McDonald*

**10:40AM-11:00AM**
Introducing System 3
Leigh Caldwell *(Irrational Agency)*
In graduate school I read "The Unbearable Automaticity of Being." That changed my thinking about how the mind works. In the article, they reveal evidence of how the mind forms associations automatically, and how the automatic activation of associations can lead directly to behavior without conscious control.

Five years later, Strack and Deutsch published "Reflective and Impulsive Determinants of Social Behavior." A dual process theory of cognitive processing, better known today as System 1 and System 2.

System 1 processing refers to the automatic rise and activation of associations in the non-conscious mind. Stimuli automatically activate emotional associations in your mind. That is one of the functions of emotion. It is a memory cementing mechanism.

Automating a behavioral response allows us to navigate our world more efficiently. Imagine if you had to "think" about what to do when you saw a snake slithering toward your feet.

**- Automaticity Enables Empathy**

We’re going to make the following argument: Automaticity in the human mind give rise to Sentience. Sentience is the foundation for human empathy. Automaticity enables empathy.

The automation of market research processes frees up our insights resources for higher level thinking. It frees us up to engage in deeper processing of data and deriving meaning. It enables us to have greater empathy for the consumer and for our clients.

**- Automation of Behavioral Science**

Fortunately, this is already happening in our industry. The global scaling of eye-tracking methods has seen the production of incredible technology. Algorithms for detecting emotional expression in the face have led to globally scaled Facial Coding technology. Implicit research technology has taken implicit association testing out of the lab and into mobile devices. Allowing us to measure human automaticity anywhere.

**- A Lasting Impact**

We’re putting forth the argument that cool measures, the automation of individual behavioral science techniques, is not enough. We need to turn these techniques into systematic research approaches that use sound scientific theory.

When you look at the advanced research approaches over the last 10-20 years that not only broke through but that had staying power, you’ll see that they have sound theory as their basis. TNS Needstate analysis is founded in a fundamental theory of how human connections are made. The measures within it could use updating, but the theory has staying power. FaceTrace from BrainJuicer had a significant impact on shifting attention to the measurement of emotion.

What if we didn’t have to choose between good theory and cool measures? Could we combine them? Could we produce products that were automated, provided deep accurate insight, and had staying power in the industry? We argue that we can.

**- Let’s Do This Together**

Together we can elevate our industry to new heights. Let’s demand more from partners, validated methods, deeper insights and faster delivery. If we can automate behavioral science, we have the power to increase empathy for the human condition.
MODULE 2: BEHAVIORAL SCIENCE & NEW MINDSETS
Princess Anne Theatre (2nd floor)
Chaired by Horace McDonald

11:00AM-11:20AM
Using NLP & Machine Learning to Scale Qualitative Research
Gary Ellis (Remesh)

11:20AM-11:40AM
Gain a Competitive Edge with Automated Behavioral Science
Dr. Aaron Reid (Sentient Decision Science)

11:40AM-12:00PM
Getting Inside the Insights: System 1 and 2 Don’t Work In Isolation. What Does It Mean For Research?
Dmitry Gaiduk (CoolTool)

12:00PM-12:20PM
The Way You Touch the Screen Reveals New Insights: The Next Generation of Mobile Surveys
Rafal Ohme, Ph.D (NeuroHM)

LUNCH BREAK & INNOVATION SHOWCASE
David Lean Room (1st floor)

12:20PM-1:20PM
Lunch Break & Innovation Showcase
Refuel for the second half of our day.

MODULE 3: BRAND POTENTIAL & GROWTH
Princess Anne Theatre (2nd floor)
Chaired by Elina Halonen

1:20PM-1:40PM
From Gathering to Growth: Behaviour Change by Design
Scott Young (PRS IN VIVO) & Will Leach (TriggerPoint)

1:40PM-2:00PM
Why Did the Chicken Cross the Road? ApplyingBehavioural Science to Step Change KFC Brand Tracking
Laura Parker (Former Yum! Brands)

2:00PM-2:20PM
Keep it Simple Complicated, Stupid: A Holistic Behavioral Science Approach to Unlocking Brand Potential
Rajwant Sandhu (Fresh Squeezed Ideas)

2:20PM-2:40PM
Becoming Behavioral Designers: How Behavioral Research Empowers Insights to Design for the Non-Conscious
Will Leach (TriggerPoint)
“Everybody lies. All the time. We’ve always known it. It’s about time we took more initiative to address it directly.” – wrote Tony Costella, Director Central CMI, Global Commerce, Heineken at the end of his IIeX Big Ideas series post.

I couldn’t agree more.

We know very well about System 1 and System 2 and how important emotions are in the decision making process. We are aware that people’s declarations can be misleading and that even merging a couple of traditional data sources is often not enough to overcome this issue. Yet, merely a half of the researchers (according to GRIT 2017 Q3-Q4 Report) are trying to avoid this bias by implementing non-conscious measures which are more suitable in the detection of lip service.

Why only half?

Are those measures too hard to implement? Are they too expensive or too complex? I assume non-conscious measures evoke some kind of fear that they demand more effort to be fully understood and implemented.

However, this can be easily solved. We can select from a vast array of non-conscious measures. Surely, some of them can be really complex and expensive, like fMRI, but others – like response time surveys - are quick, cheap and relatively easy to master. We do not need to use very sophisticated tools, if we just want to understand what the crucial brand values are. There is no need to use a sledgehammer to crack a nut.

All we need to do is to ask ourselves – do I think that respondents’ answers might be biased? Will I receive better insights and a more complete story, if I can say something about the emotions of my respondents? Will it be beneficial, if I know whether the answers were given with conviction or hesitation?

Then maybe it is worth looking for a non-standard research solution.

For instance, if you are exploring new ideas with qualitative or ethnography, implicit metrics can help you evaluate the findings or even better – when performed in real time, latency measures can navigate the whole process, allowing you to immediately focus on those aspects that are crucial from emotional point of view.

When you are running surveys, implicit measure will reveal which answers are more reliable and are more likely to be transformed into actual consumer behavior.

Nevertheless, we need to remember that non-conscious measures are not the ultimate answer. Not always will we find ‘the wow effect’, as some researchers might think. Those measures, as an additional source of insights, allow us to better understand consumers’ biases in order to create deeper, more credible recommendations. They provide a more complete picture and identify the ‘lies’, even if those lies are unintentional or simply are an effect of lack of understanding of how we make our own decisions.

What is my advice? Explore but do not expect that you will find answers to all your questions. Be open minded. Talk with experts, with clients, with your team and find out how much non-conscious measures can give you.
AGENDA

MODULE 3: BRAND POTENTIAL & GROWTH
Princess Anne Theatre (2nd floor)
Chaired by Elina Halonen

2:40PM-3:00PM
Panel: First Steps in Behavioural Science Adoption
Moderated by Will Leach (TriggerPoint) with panelists Dr. Rupert Gill (HM Revenue & Customs) & Matthew Downer (British Red Cross)

NETWORKING BREAK & INNOVATION SHOWCASE
David Lean Room (1st floor)

3:00PM-3:20PM
Networking Break & Innovation Showcase
Enjoy a cup of coffee or tea while you continue to talk shop and meet new connections.

MODULE 4: EFFECTIVE CREATIVE GUIDANCE
Princess Anne Theatre (2nd floor)
Chaired by Alex Hunt

3:20PM-3:40PM
Designing Technology to Support Decisions in Finance
Wendy Jephson (Nasdaq)

3:40PM-4:00PM
Financial Fitness: The Story of a Customer Built and Data Driven Money Coach
Yvan Goupil (Clydesdale Bank)

4:00PM-4:20PM
Client Interview: Behavioral Science & Advertising Effectiveness
John Kearon (Systemi Group) & Jon Evans (Lucozade Ribena Suntory UK)

4:20PM-5:00PM
Client Panel: The Future of Behavioural Insights
Moderated by Cris Balanzo (Walnut Unlimited) with panelists Jemma Ahmed (Etsy), David Torres (Nestle Purina), Anders Erlandson (Ericsson), Antoinette Nicolle (Walgreens Boots Alliance) & Manjeet Kumari-lal (Highways England)

5:00PM-5:10PM
Closing Remarks
Alex Hunt (Systemi Group)

5:10PM-6:15PM
Systemi Research Sip & Send-off
Join us for a champagne farewell and talk shop with new friends as the event winds down.
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