Behavioral science turns the classical marketing model on its head

Prepared for IIEX Behavioral Marketing Forum, November 2015
Existing marketing model
We think much less than we think we think
What the behavioral sciences has taught us
System 1 brand building model

Fame

Feeling

Fluency
Nothing in life is as important as when you are thinking about it

Daniel Kahneman  |  Nobel Prize Winner
Make us famous for our love of the internet in a way that makes more people like our brand
Press frenzy makes “Pony” famous

Fleetwood Mac track reaches #14 in national radio chart
“Pony” business success

Significantly increased top of mind awareness of Three, improving category rank from #5 to #4.

Minimized negative brand perceptions – top barrier for Three consideration – with significant improvement on “straight-forward”, “kind”, “friendly” and “creative”.

Maximized WOM – top category consideration driver.
The essential difference between emotion and reason is that emotion leads to action while reason leads to conclusions.

Donald B Calne | Neurologist
“Emma” business success

After 10 days and without having yet run purchased media, the creative had been viewed 25m times, tweeted every three minutes and the product temporarily ran out of stock.

One year after campaign launch sales had doubled in France and LeTrefle had aired spot in 6 different markets.

Never say it is not possible to do emotional advertising in my ‘rational category’!
Over time, brands build memory structures; most are very simple, such as associations with colour, pack shapes and fonts. These are vital because they make the brand and its advertising easily recognisable.

Professor Byron Sharp
Investigate and understand your distinct asset toolbox
And carefully consider how to research
Any Questions?
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