Seven Truths to Break the Cycle of Underperforming Marketing Investments
Traditional research elicits rationalizations not motivations.
1. Future projections are not reliable
2. Memories are skewed
3. Change is hard
4. Choices are based on relative not absolute evaluations
5. Context matters
6. We want to fit in.
7. We are not good at valuation.
Behavioral Science Principles for Research

- Predictive Markets
- Implicit Association Task
- Video or Photo Assignment
- Attribute Elicitation Task