Adoption Barriers for Unconscious Measurement

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November 15, 2016
Inside the mind of the consumer

I don't see our brand of pickle relish anywhere.

Inconceivable, this is a "brand loyalist."

My husband, my kids, family, career, friends, me, travel, sunsets, home.
Conscious mind 10%
- Will power
- Long term memory
- Logical thinking
- Critical thinking

Subconscious mind 90%
- Beliefs
- Emotions
- Habits
- Values
- Protective reactions
- Long term memory
- Imagination
- Intuition
AWW HELL NO!
Barriers of Adoption

- Complexity
- Culture
- Cost
Complexity

- Black Box
- Business-related Metrics
- Not Flexible
- Proof of Concept
- Silos
Culture

- Lack of Awareness
- Resistance to New
- Current Processes
  - Thinking on Insights
- Comfort
Cost

- Tight Budgets
- Multiple Stakeholders
- Spend with ROI
Action Steps for the Industry

- Common Science
- Simple Metrics
- Business Impact
- Holistic view to measurement
- Bridge path to old, and future