

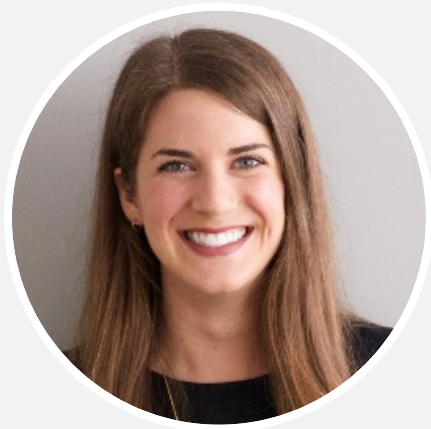
Through the Lens of Behavioral Science:

10 Golden Rules of Engagement

January 24, 2018



Today's Presenters



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In the Next Half Hour...

- ONLINE RESEARCH COMMUNITIES TODAY

- OUR IPSOS APPROACH

- HOW BEHAVIORAL SCIENCE FITS IN

- 10 GOLDEN RULES OF ENGAGEMENT

- GOLDEN RULES THROUGH THE LENS OF BSCI

- KEY TAKEAWAYS

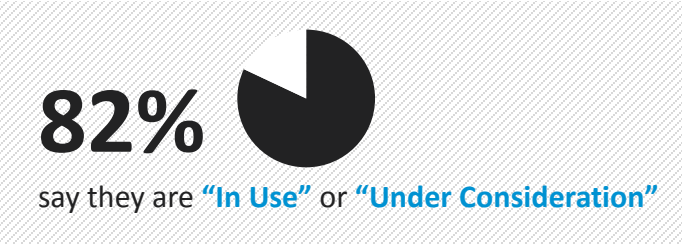
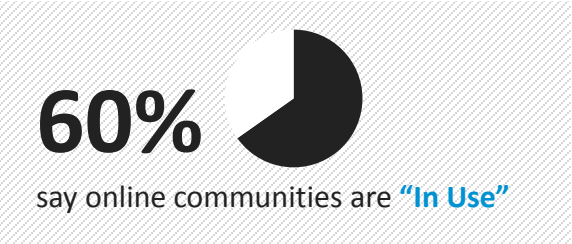
ONLINE COMMUNITIES TODAY

Communities Have Gone Mainstream

LEAD THE PACK IN TERMS OF METHOD ADOPTION (GRIT Q3-Q4 2017)

Rank	Labels	In use	Under Consideration	Interest
1	Online Communities	60%	22%	82%
2	Text Analytics	46%	30%	76%
3	Mobile First Surveys	50%	24%	74%
4	Social Media Analytics	43%	28%	72%
5	Big Data Analytics	38%	32%	70%

COME IN MANY SHAPES AND SIZES	
DIY	FULL SERVICE
SHORT TERM	LONG TERM
SMALLER	LARGER
QUALITATIVE	QUANTITATIVE
CONSUMER	B2B

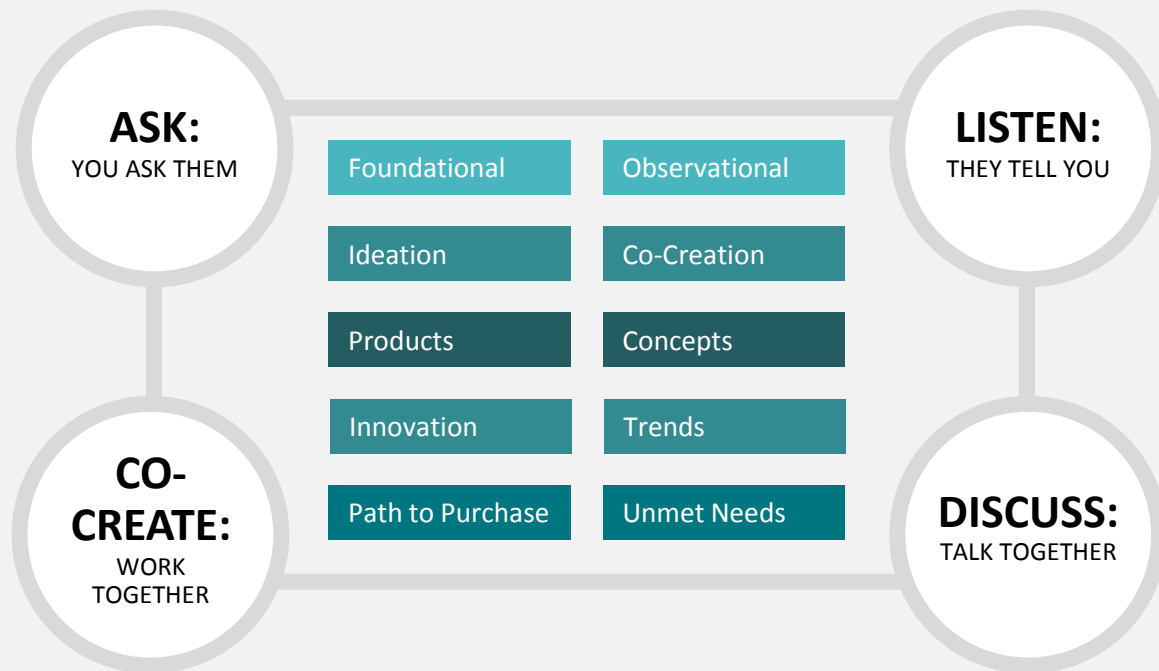




Online communities are about people...

People interacting, ideating and collaborating

From Engagement to Insights...



10 Golden Rules of Engagement

1



DEMONSTRATE &
DELIVER VALUE

2



BUILD
RELATIONSHIPS

3



BE
TRANSPARENT

4



INVOLVE THE
BRAND

5



SHOW
IMPACT

6



RECOGNIZE &
REWARD

7



WRITE ENGAGING
CONTENT

8



COMMUNICATE
REGULARLY

9



REFRESH THE
MEMBER BASE

10



MODERATE
CLOSELY

Behavioral Science Overview

Behavioral science allows us to better understand the contextual, nonconscious, and, often hidden, drivers of behavior.

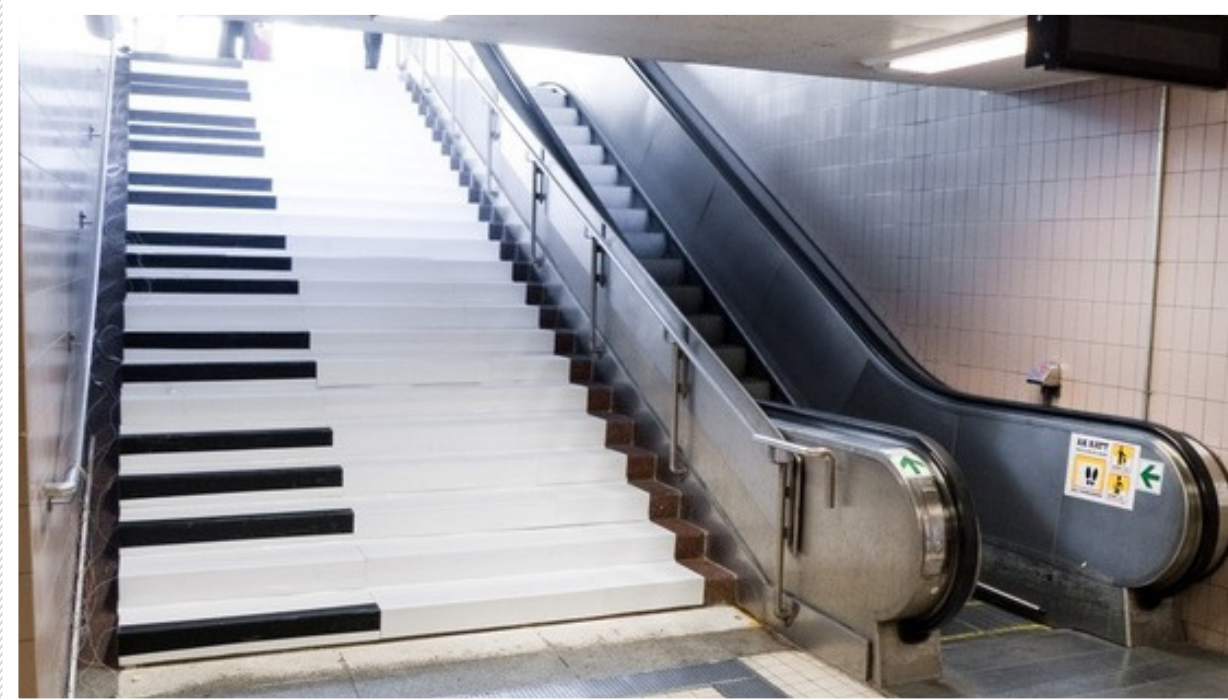
This knowledge allows us to craft communities that encourage active involvement and engagement



We Don't Always Act Rationally




Behavioral Science Can Change Behavior



10 GOLDEN RULES OF ENGAGEMENT


Rules 2 & 3

1




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MODERATE
CLOSELY

Build Relationships & Be Transparent

HOW WE DO IT

- Personalize the experience
- Foster a 2-way conversation
- Encourage authenticity & transparency



WHY IT WORKS

- **Reciprocity:** Members will want to mirror the involvement community partners.
- Show empathy & respect for the members
- **Authenticity:** There exists a “reason” for communication beyond profit.
- Engage in “real talk” (Wendy twitter feuds)
- Encourage uncensored feedback (allowing participants to say what they want to say)





Members' Role in a Moderator's Wedding Day

IDEA EXCHANGE



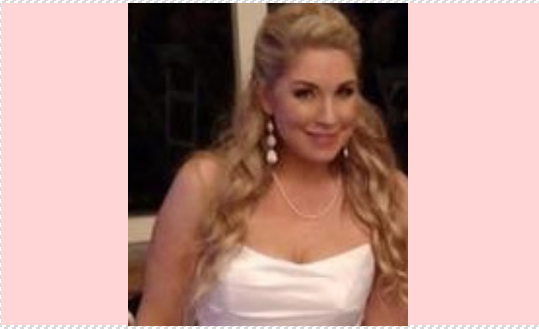
Share your favorite long-lasting lipstick.

CONTEST

 <p>Anastasia Beverly Hills ADMIN Kristy 02-09-2017 09:19 AM (41 Views)</p> <p>45</p>	 <p>Too Faced/ Sephora/ Urban Decay Combo ADMIN Kristy 02-09-2017 09:18 AM (26 Views)</p> <p>34</p>	 <p>Stila ADMIN Kristy 02-09-2017 09:15 AM (29 Views)</p> <p>22</p>	 <p>Burt's bee Lip shimmer ADMIN Samfasi 02-09-2017 04:26 PM (28 Views)</p> <p>22</p>
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Vote for your favorite submission.

RESULTS



See it on Kristy's wedding day!

10 GOLDEN RULES OF ENGAGEMENT

Rules 7 & 8

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RULES 7 & 8

Share Engaging Content & Communicate Regularly

HOW WE DID IT

ENGAGING
PLATFORM

ENGAGING
CONTENT

COMMUNICATION
CADENCE

Why It Works

WE LIVE IN A SYSTEM 1 WORLD

- System 1 Content is Visceral: Motion, Sound, Visual, Emotional
- System 2 Content is Factual and Cold: Text and Numbers
- UX is Essential– the more they like the platform (e.g. the platform “AS” content), the greater overall engagement will be (activities, landing pages, ease of posting, etc.)



RULES 7 & 8

Why It Works



WE'RE CREATURES OF HABIT

- Availability Bias: The more often we hear things, the more we remember them, making it more likely for us to perform the behavior.
- Right place, right time – you are more likely to respond to something that fits within your HABITUAL routine (e.g. you're expecting to hear from the community, you're likely to participate)

BRINGING TO LIFE RULES 7 & 8

Content that Members *Want* to Engage in

Survey Landing Page:



YOU YES, YOU!

COULD BE THE PERSON WE'VE BEEN LOOKING FOR!

Before we know for sure, we invite you to complete a survey about your interests, shopping habits and favorite products.

Once we understand how you approach all things beauty, you may qualify for an exclusive research opportunity with **THE BEAUTY HAVENS**. The Beauty Havens is an online research community, managed by Ipsos, one of North America's leading market research companies.

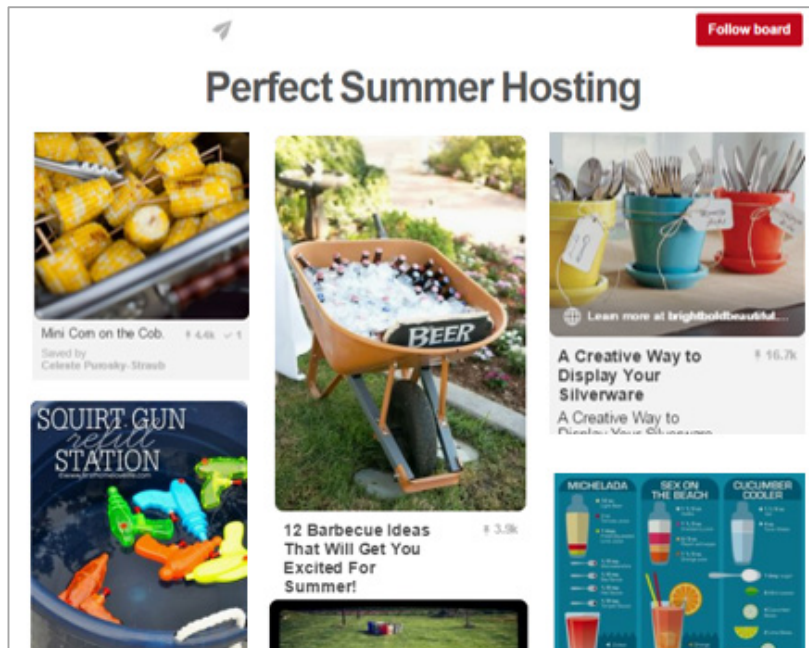
THE COMMUNITY: You'll get to chat about your favorite products, exchange tips and tricks, discuss the latest trends, and even help influence new advertisements before they hit the market. As a member, your voice will be heard by some of the biggest names out there.

YOUR PARTICIPATION: We're asking members to log in and participate at least once every two weeks to stay active in the community. We have a limited amount of space available in The Beauty Havens community, so we'd love to get you started now!

GETTING STARTED: We know it's a lot to ask, but we'll need about 20 minutes of your time (long, but trust us, it'll be worth it!). This lengthy survey up front guarantees we talk about what you find relevant on the community! For example, we don't want to spend days asking you about your PM skincare routine if you don't have one. (And, you could potentially receive products and other fabulous goodies.)

If interested, click "Continue."

Pinterest as Research:



Follow board

Perfect Summer Hosting

Mini Corn on the Cob # 4.4k

Saved by Celeste Putrosky-Straub

SQUIRT GUN refill STATION

12 Barbecue Ideas That Will Get You Excited For Summer! # 3.3k

A Creative Way to Display Your Silverware # 16.7k

Learn more at [brightandbeautiful...](#)

MICHELADA # 1.2k

SEX ON THE BEACH # 1.2k

CUCUMBER COOLER # 1.2k

10 GOLDEN RULES OF ENGAGEMENT

Rules 5 & 6

1



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MODERATE
CLOSELY

Show Impact, Recognition & Rewards

HOW WE DID IT

LEAD WITH INTRINSIC REWARDS

- Member value proposition

SHARE IMPACT:

- Before the activity
- Close the loop

SOCIAL REWARDS

- Likes & comments
- Moderation

Why It Works

Letting members know the immediate impact of their investments in the community deepens the sense of purpose and pride our members have in their participation.

- IKEA Effect: We include our own invested labor (time & energy) into our community evaluations. The more we invest, the more we like it.
- Rewards Encourage Habitual Behavior: When we get positive feedback or when we're rewarded for participation, the drive to engage deepens in intensity



Why It Works



Social belonging and social status: one of our most basic motivations is to belong. Active recognition reaffirms this belonging. Further, special rewards for “good behavior” make members engagement tangible to them. They know that they are “moving up” in the community.

- Participatory feedback – badges (gamified/competitive)
- Social feedback – comments from the moderator/brand (welcome video from clients)
- Although much of these efforts lead to stronger investment, members are more critical than brand “cheerleaders”.

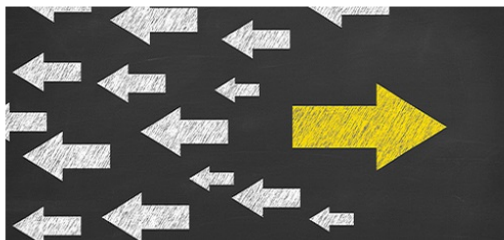
BRINGING TO LIFE RULES 5 & 6

Communicating Respondent Impact



See How You've Made a Difference

by **ECOM** Jacqueline on 06-29-2017 12:55 PM



You've been a great help letting us know how you'd like to see
turned your feedback into change!

improve. Check out how Giant/Martin's has

Price Tags

- You told us how we should refine our new price tags – we took your comments into consideration and now they're in-store! Take a look the next time you shop.

Flash Sales

- Many of you expressed a desire for future flash sales to be themed. (So, for example, all of the household items would be featured on the same day.) You're in luck! Future flash sales will focus on themed products each day.

Easter Lookbook

- You were a fan of the Easter lookbook, so we're happy to announce that lookbooks are continuing for summer and the holiday season! Keep your eyes peeled.

Radio Listening

- We recently asked which radio stations you typically listen to. We heard you.
in the stations you listen to. So, stay tuned. 😊

will now be more involved

Thanks again for all your input!

I have enjoyed participating.

The community and moderators have been great. I also like learning about the store's newest initiatives and seeing the things we discuss happen in our local stores!

– Shannan

Awesome! Love
hearing this!

– Erin

It is really good to know, and see, that what we contribute is really making a difference for all of us. Thank YOU for letting us have a say!

– Steven

Thank you for the opportunity to voice our views. It's nice to know we are actually heard.

– Mary

KEY TAKEAWAYS

We Must Learn to Evolve Respondent Engagement

In a world full of more information than we know what to do with, we all fight for each other's attention.

To help your respondents tune in, here are a few techniques you can incorporate today:

Making Communities Concrete: Bridging the Gap Between Virtual and Real

CONDUCT AUTHENTIC RESEARCH

MAKE IT REAL

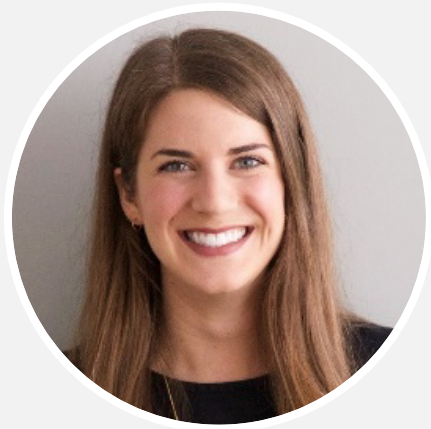
ROOT CONTENT IN SYSTEM 1

MAKE IT VIVID

SHOW RESPONDENTS IMPACT

MAKE IT COLLABORATIVE

Thank You



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