

Today's Speakers



Jesse Itzkowitz, Ph.D.

VP and Behavioral Scientist
Ipsos Behavioral Science Center



Namika Sagara, Ph.D.

President and Behavioral Scientist
Ipsos Behavioral Science Center

Advertising in Digital Era



How can I deliver messages that my audience wants to view?

How can I deliver messages that speak to my consumers?

How can we retain consumers' attention to our advertisement?

Transcending the Marketplace

AUTHENTICITY



Consumer Persuasion Knowledge



TECHNOLOGY

How Uber Deceives the Authorities Worldwide

By MIKE ISAAC MARCH 3, 2017

EUROPE

Horse Meat in Food Stirs a Furor in the British Isles

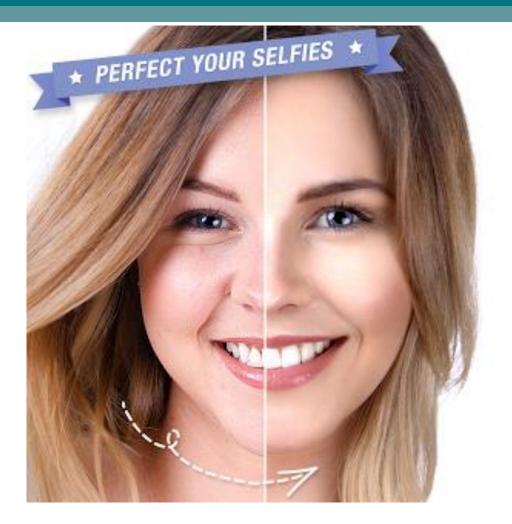
By STEPHEN CASTLE and DOUGLAS DALBY FEB. 8, 2013



Perceptions of Deception



The Post-Modern Consumer





Authenticity and Brand Meaning



TOMS

One for One

Two Types of Authenticity

Authenticity

Real, Original, Unique, Meaningful, Essential, True

Concrete

- Is your brand or product the original?
 Are you the pioneer?
- Have your ingredients, components, or process remained unchanged over time?

Show Continuity of Product and Process
Show Link to the Past Directly

Abstract

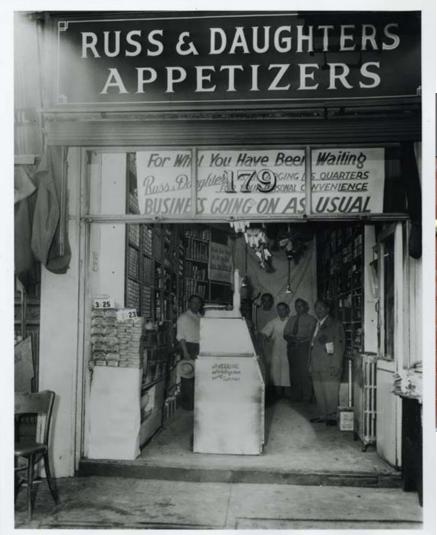
- Does your brand have a meaning?
- Has this meaning gone unchanged?
- Can this meaning extend beyond the transactional?

Show Your Advocacy
Stay True to Advocacy





History vs. Now





History vs. Now

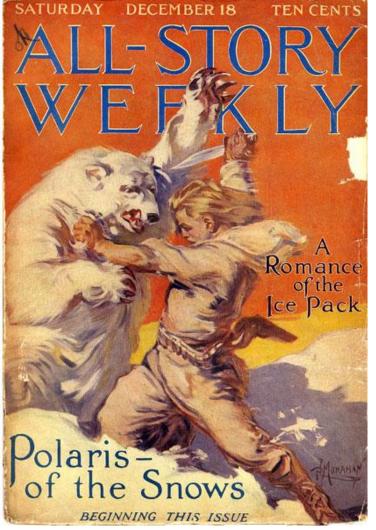


Referencing The Past



Referencing The Past





Referencing The Past









Displaying Brand Mission



Displaying Brand Mission

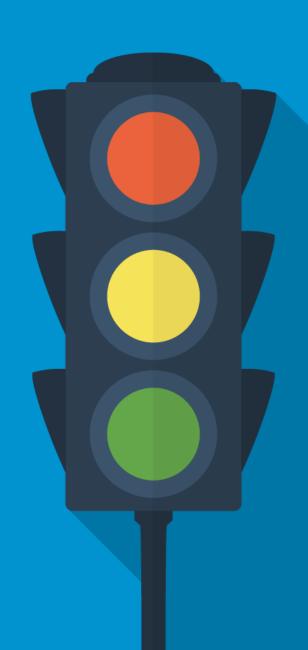


Displaying Brand Mission

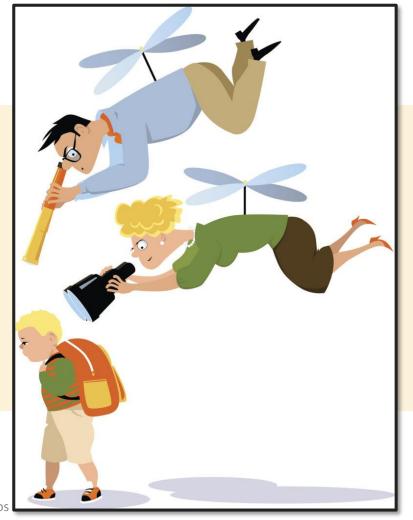


MATCHING CONSUMER MOTIVATIONS
TO EMOTIONAL APPEALS

REGULATORY FOCUS



Two Ways of Viewing the World





Source 1: Customer Orientations

Chronic States:

We all have a natural disposition to either be prevention or promotion focused.

Promotion

- How often have you accomplished things that got you "psyched" to work even harder?
- Do you often do well at different things that you try?

DV: Never or seldom to Very often

Prevention

- Growing up, would you ever "cross the line" by doing things that your parents would not tolerate?
- Did you get on your parents' nerves often when you were growing up?

DV: Never or seldom to Very often



Products Are Often Framed: Promotion vs. Prevention

Promotion

Prevention



Porenti — June—4 color ad full page
True Confessions—July—4 color ad full page
Molion Pictrue—July—4 color ad full page
and as a 2 color 1/5 page ad in the Sandray, May 19th Vacation Supplement of the New York Sunday News, Chicago

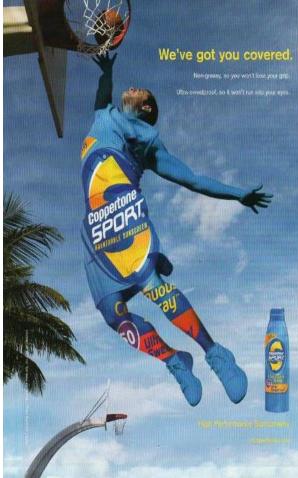
Sunday Tribune, Philadelphia Sunday Inquirer. Total combined circulation is over 8,700,000.







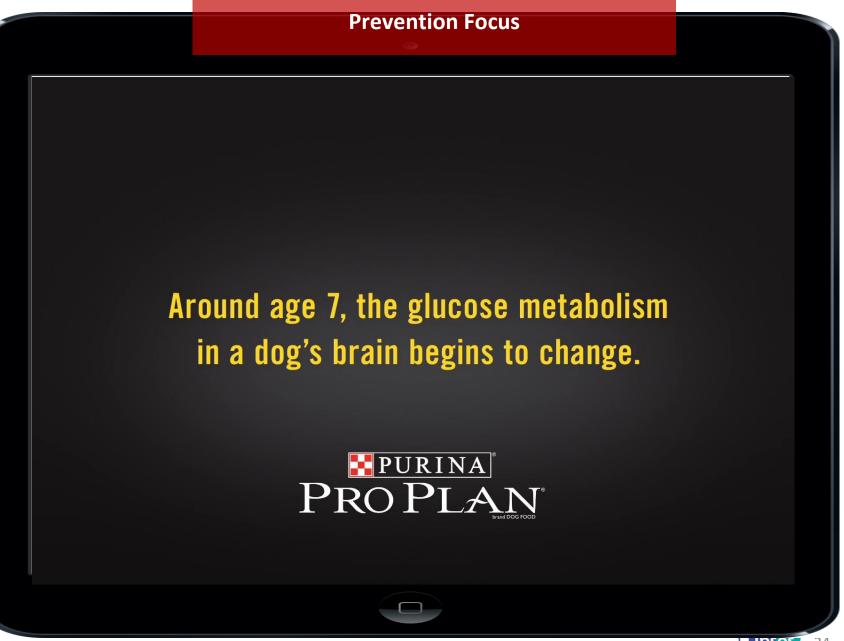




Source 2: Product Benefits

Product Benefit: Different product benefits is more suited promotion vs. prevention focus.

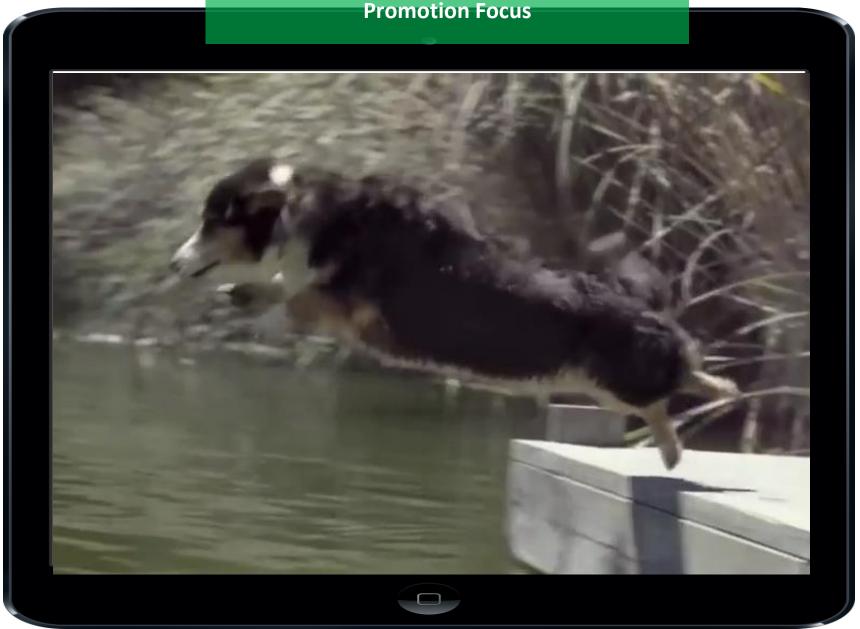
Does your product serve as an additional advantage or avoid negative outcomes?



Source 2: Product Benefits

Product Benefit: Different product benefits is more suited promotion vs. prevention focus.

Does your product serve as an additional advantage or avoid negative outcomes?



Source 3: Contexts

Induced States:

We can directly or indirectly put consumers into promotion or prevention mindsets

Claims Based Approaches APPROACH MINDSET (seeking positives-Promotion):

"People who eat a balanced diet . . . can experience greater confidence and optimism, which in turn makes them more appealing to others as well as successful in their endeavors."

AVOID MINDSET (preventing negatives-Prevention):

"The vitamins and minerals found in fruits and vegetables are known to play a protective role, and help to repair already damaged tissues. . . "

Priming





Motivational Matching Boosts Behaviors



BENEFITS MESSAGE

(matched to promotion):

"If you eat the right amount of fruits and vegetables daily, you can experience an overall sense of feeling good about yourself."

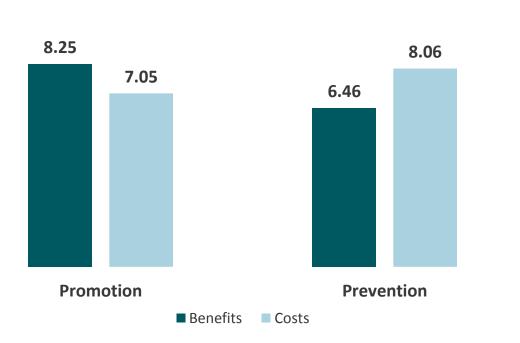


COSTS MESSAGE

(matched to prevention):

"If you do not eat the right amount of fruits and vegetables, you cannot actively help keep yourself safe from illness and facilitate overall good health."

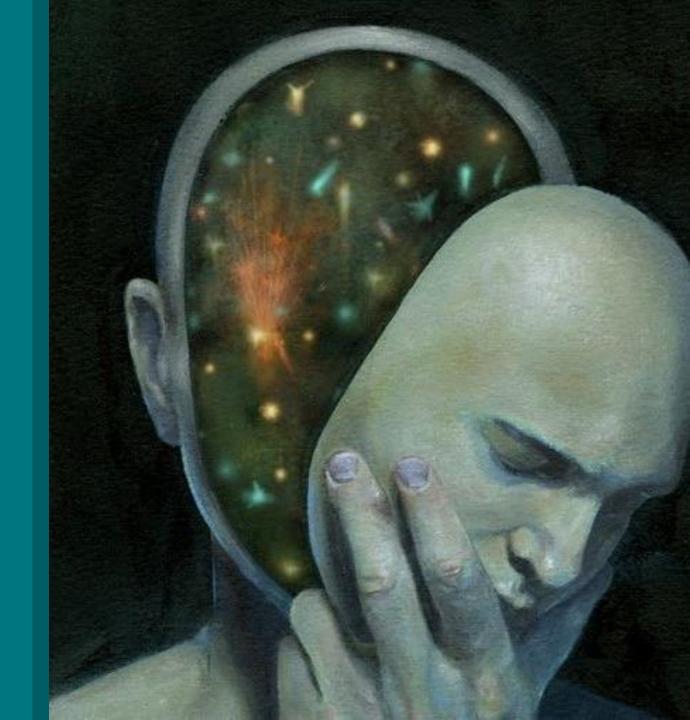
Mean Number of Fruit and Vegetable Servings



Spiegel, Grant-Pillow, & Higgins (2004)

People who received a matching message ate 20% more fruits and veggies over the following week than those who received mismatched messages.

SYSTEM 1 VS. SYSTEM 2 PROCESSING



Two Operating Systems for The Brain

SYSTEM 1

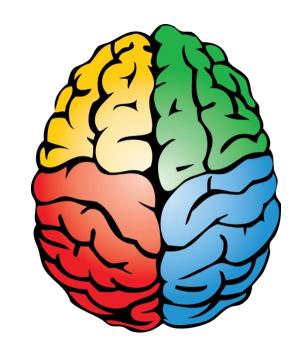
Automatic

Rapid

Efficient

Nonconscious

High Capacity



SYSTEM 2

Controlled

Analytical

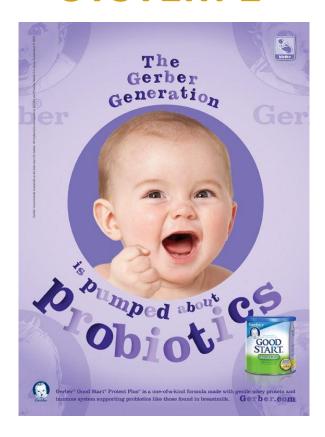
Deliberate

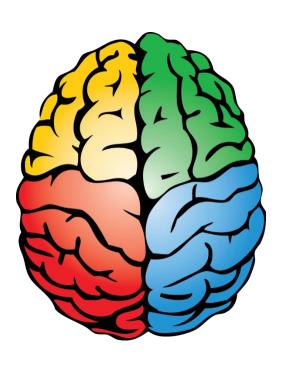
Conscious

Limited Capacity

Two Operating Systems for The Brain

SYSTEM 1



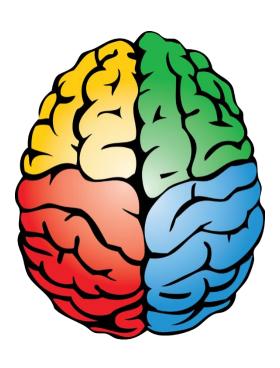




Two Operating Systems for The Brain

SYSTEM 1



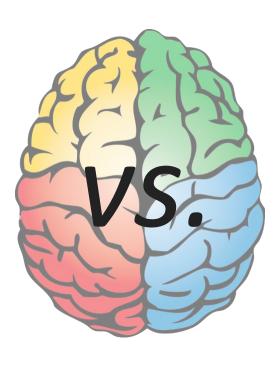




Which is better?

SYSTEM 1





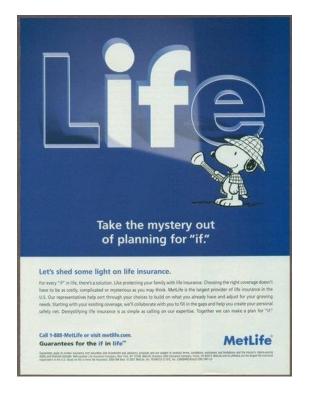


Factor 1: Product Category

SYSTEM 1

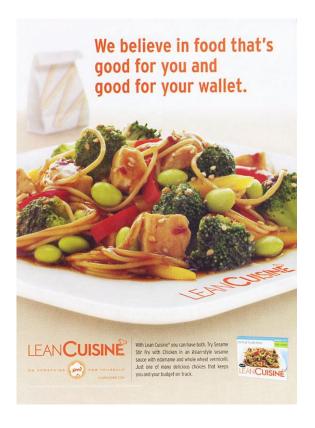






Factor 2: Product Lifecycle

SYSTEM 1

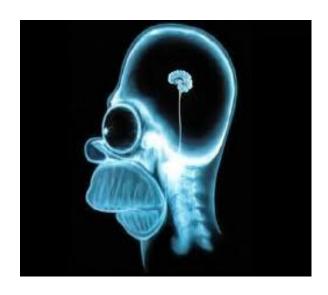


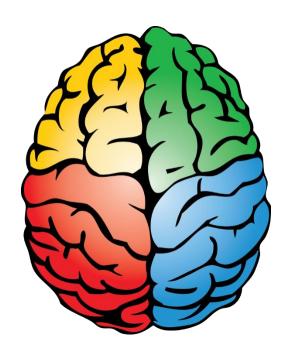




Factor 3: Customer Orientations

SYSTEM 1







Factor 3: Customer Orientations

Behavioral Profiling

- I prefer complex to simple problems
- I like the responsibility of handling a situation that requires a lot of thinking
- I really enjoy a task that involves coming up with new solutions to problems.

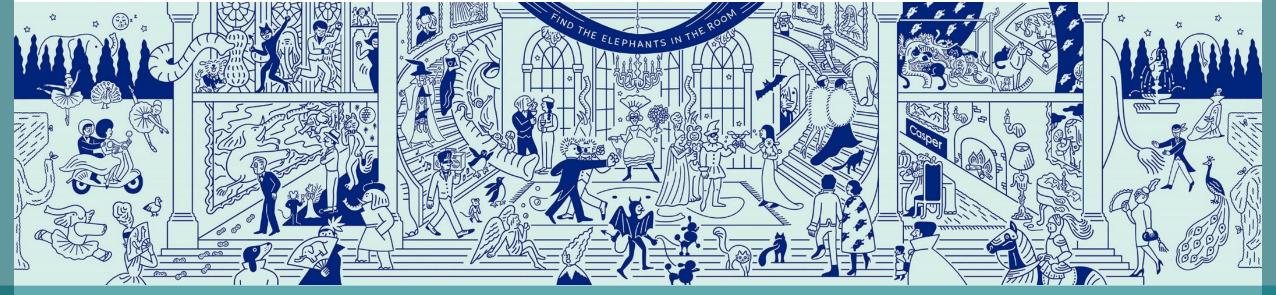
DV: Extremely uncharacteristic to Extremely characteristic *Cacioppo, John T.; Petty, Richard E.* (1982)



Factor 4: Contexts

SYSTEM 1





Three key BeSci Principles

1 Authenticity

2 Regulatory Focus

3 System 1 & System 2





