



Fueling growth with behavioral science

Transforming insights generation and go-to-market strategy

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SVP, Ipsos Behavioral Science Center

04-23-2019



Today's *Agenda*

01.

Why
behavioral
science?

02.

Transformative
changes

03.

Behavioral
advising

04.

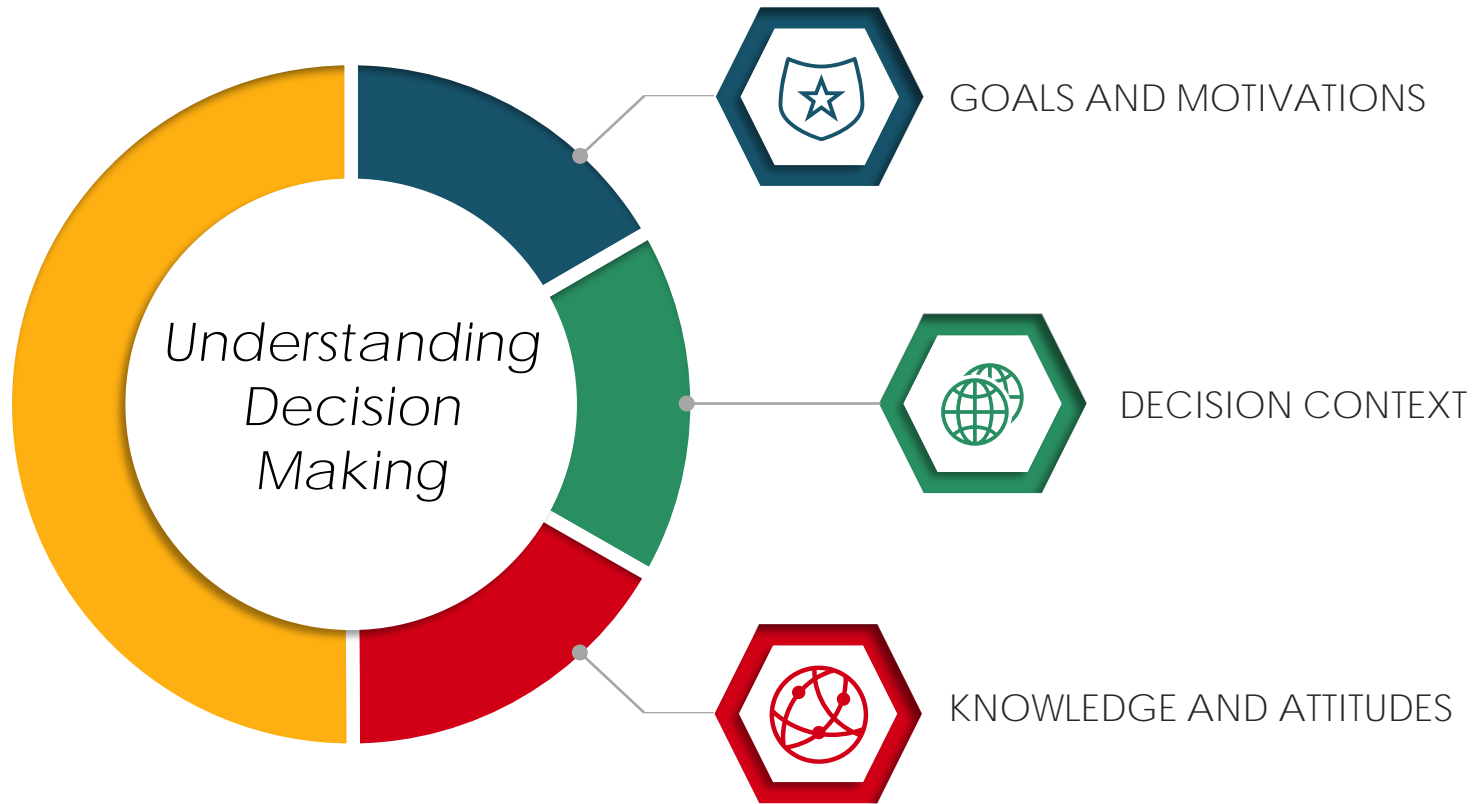
Behavioral
science the
Ipsos way

An aerial photograph of a city landscape. In the center, a multi-lane highway with a complex interchange system, including a large loop ramp, carries traffic. The surrounding area is a mix of urban development, including residential houses with colorful roofs, commercial buildings, and green spaces with trees showing autumn foliage. The scene is captured from a high angle, looking down on the city.

01

Why behavioral science?

Understanding and influencing behavior



24
HOUR

FITNESS

POINT LOU
HANDICAP
TO UPPER
LOCATED
24 HOUR

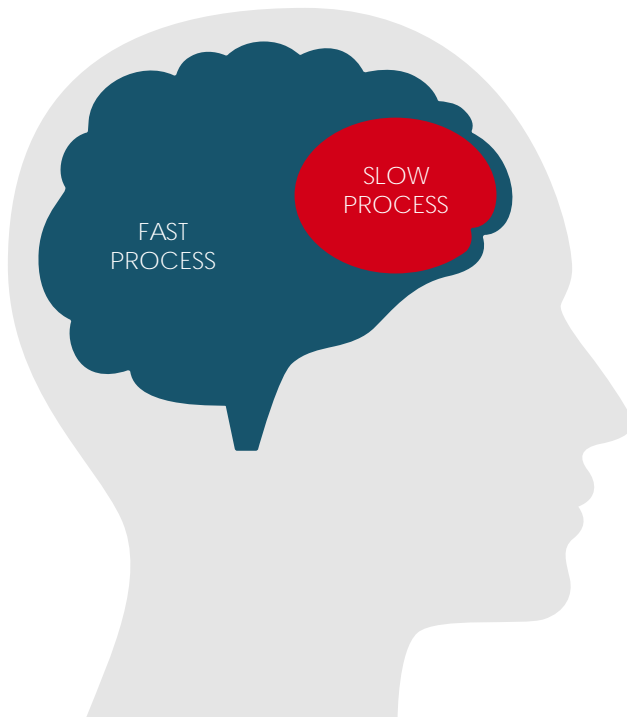
Two operating systems in our brain

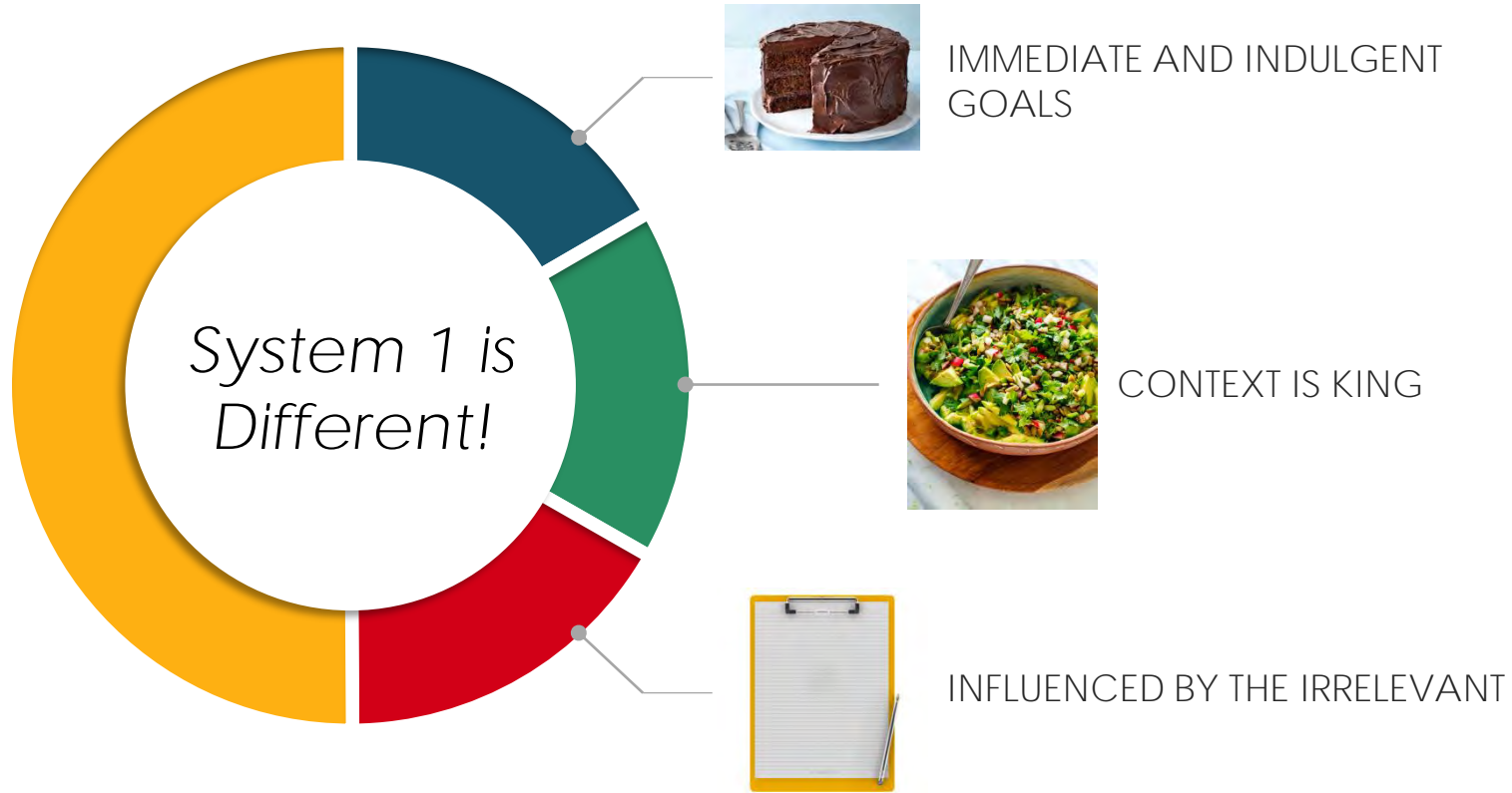
SYSTEM 1

(Fast Processing)
Always
“High Bandwidth”
Intuitive
Non-logical
Automatic
Emotions
Seeks Efficiency

SYSTEM 2

(Slow Processing)
Sometimes
“Low Bandwidth”
Deliberate
Logical
Controlled
Information
Seeks Accuracy





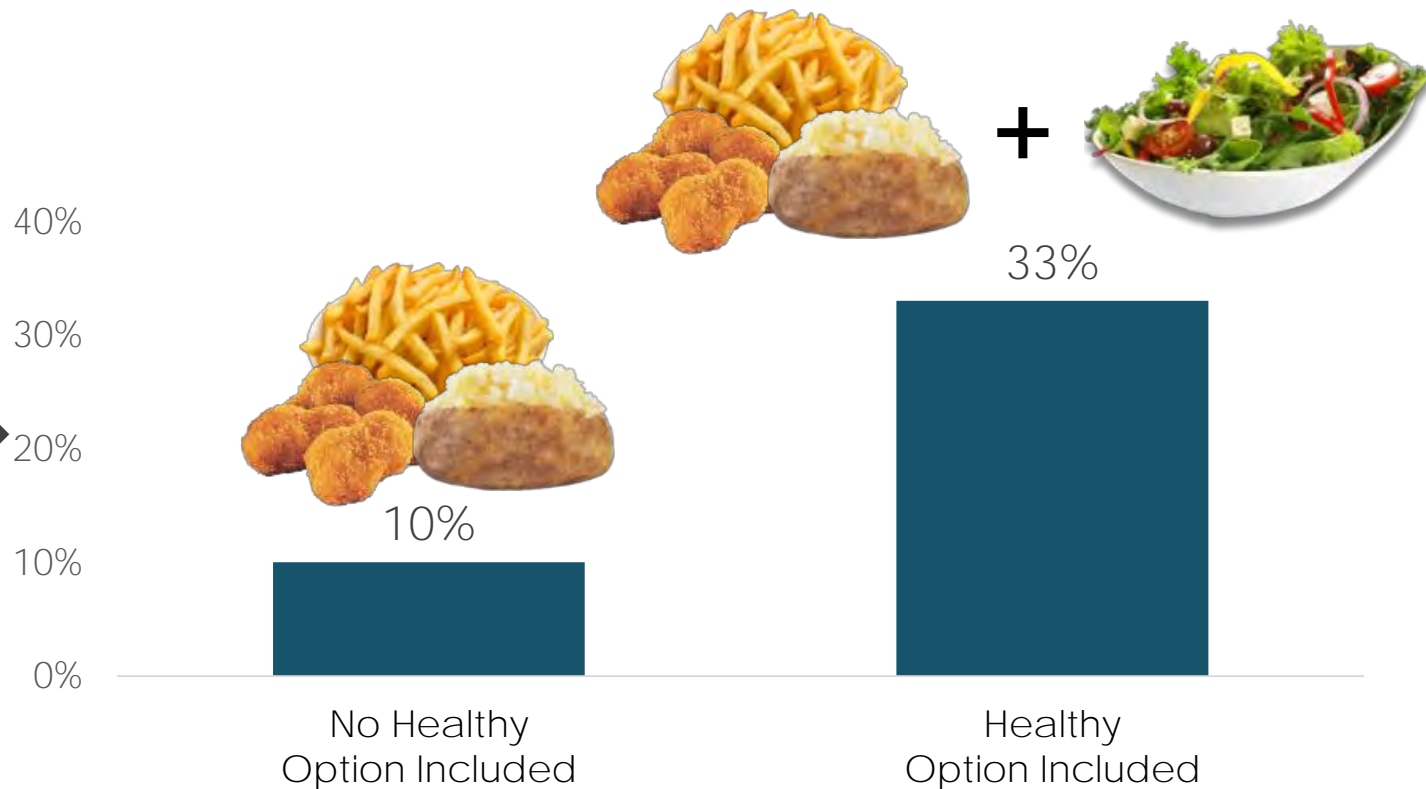


What will happen if I change my menu?

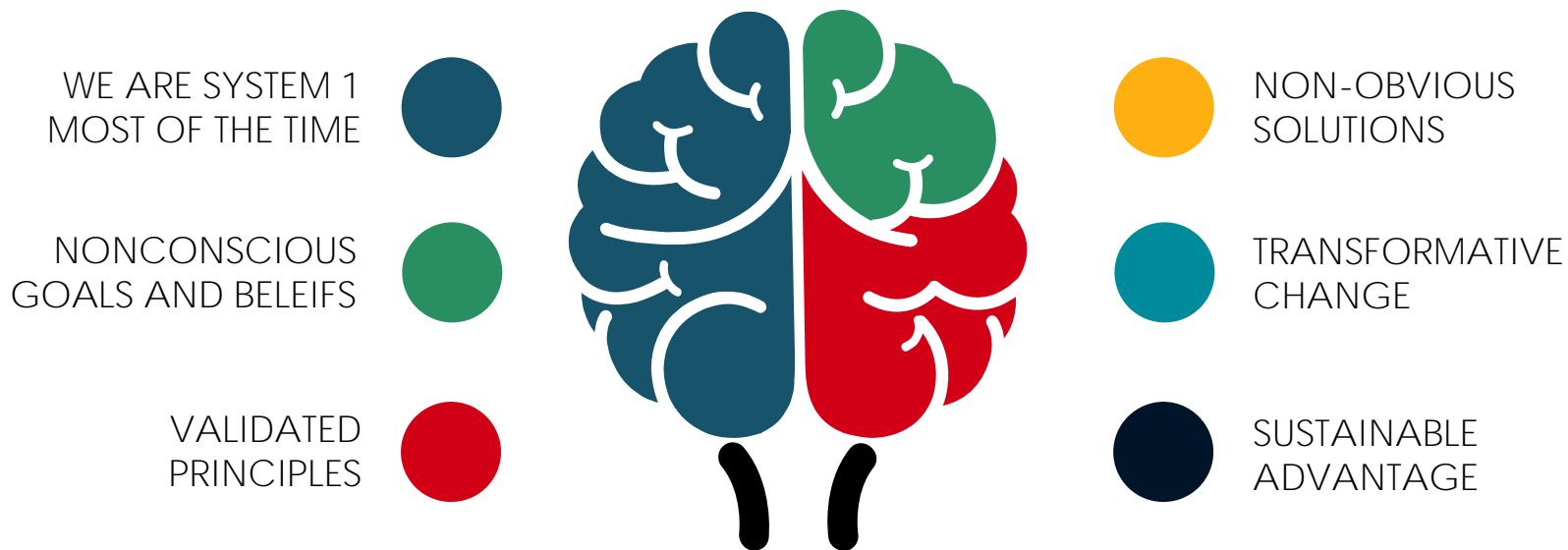


What will happen if I...add a salad?

System 1 is nonconsciously influenced by context



Behavioral Science?



02

Transformative changes

Complex questions, revolutionary answers



What are the challenges and opportunities keeping you up at night?



A close-up photograph of several cans of Campbell's Chicken Noodle Soup. The cans are red with white labels. The label features the Campbell's logo in a script font, followed by 'CONDENSED' in a smaller font, and 'Chicken Noodle SOUP' in a bold, sans-serif font. A gold seal is visible on the label. The cans are arranged in a row, with some slightly out of focus in the background. A yellow banner with the words 'CHICKEN NOODLE' is visible at the bottom of the image.

Category disruption

Challenging the market leader

Driving new usage

Creating habitual behaviors





Informed innovation

Tomorrow's customers, tomorrow's needs



Behavioral change

Digital services transition



Breakthrough advertising

Capture attention and motivate action

03

Behavioral advising

Bespoke strategies for growth



The business question grounds all advisement phases



Behavioral discovery allows us to ground ourselves in your question



Diagnostic mapping aligns scientifically proven techniques to your business and opportunity



Strategic activation shares strategic plans and refines tactics for successful implementation



Validation and support enables you to test and iterate implementation and provide auxiliary support



Behavioral discovery

Excavating, analyzing, and hypothesizing

- Research Rewind
- Desk Research
- Competitive Landscape
- Stakeholder Interviews



Discovery case study

HIDDEN SEGMENTS

Discovery revealed consumer segments that unbeknownst to our client, aligned directly to a behavioral science framework: Regulatory Fit Theory.

This allowed us to immediately help our client target these groups with messages psychologically tailored to optimally motivate behavior.



I want to look *better*
than everyone

PROMOTION MINDSET

I don't want to look
as tired as I feel

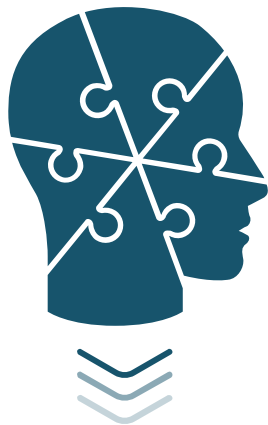
PREVENTION MINDSET

Diagnostic mapping

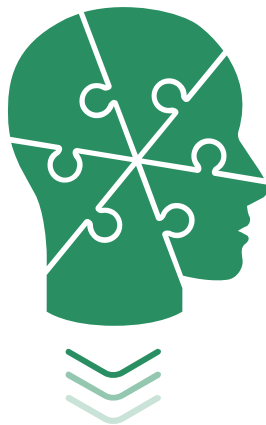
Bringing science to life with business application

- Discovering foundational principles
- Prioritizing areas for maximum impact
- Creating bespoke frameworks

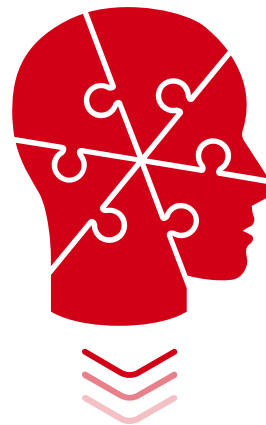
We **synthesize** many areas of **BeSci research...**



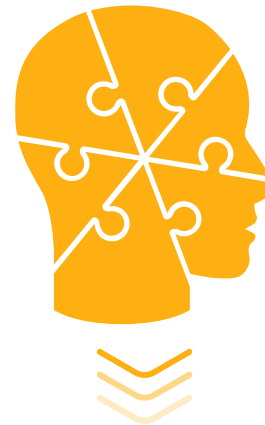
Cognitive Psychology
How do we get consumers to, remember, and use information?



Social Psychology
How do we use emotions, build relationships, and change attitudes?



Behavioral Economics
What are the heuristics and biases that are present in decision making and choice?



Human Factors
How do we design for consumers and their "human" limitations?

...to find applicable **foundational principles**...



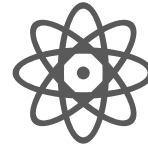
What can *marketing* do?
What's been *proven*?



STATUS
QUO BIAS



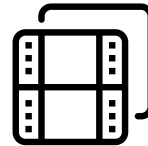
CATEGORIZATION



SOCIAL
NORMS



CONSTRUAL
THEORY



RELATIONSHIP
THEORY



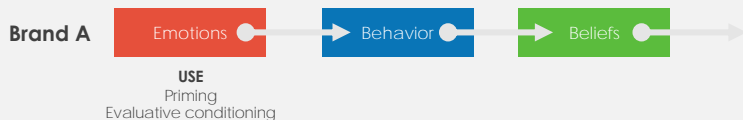
SYSTEM 1 & 2

...and scope areas for marketing influence...

	Retail Activation	Media Planning	Comms	Packaging	Innovation
Categorization	X			X	X
System 1 & 2	X	X	X	X	
Construal Theory	X		X		
Regulatory Fit	X	X	X		
Relationship Theory			X		X

...to create bespoke strategic frameworks

The *type of consumer decision* impacts media strategy



Creative Evaluation Framework

We leveraged Bsci to develop check lists that served as our filter as we converged to our Day 2

Making Messages Proximal	
The BEST Framework	
Visual	
Sensory	

Regulatory Fit Checklist	
Benefit Approach	Loss Avoidance
Theme	Theme
Positive Outcomes	Being Vigilant

Minimize barriers when communicating by using the EASY framework

EASY behaviors are the best candidates for automaticity and habit formation



Embedded
Embedded to An
Action Consumer
Already Does



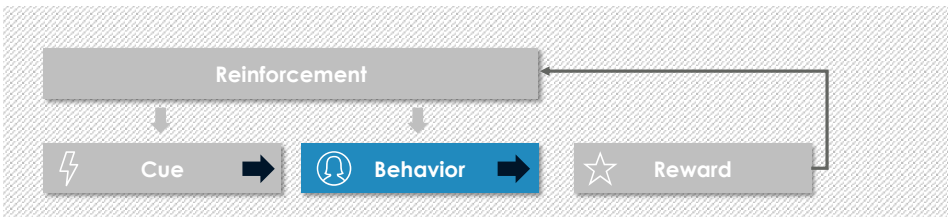
Always
Always An
Opportunity to Occur



Seamless
Min. Gaps or
Barriers to Perform



Yoked to Reward
Closely
Tied to Rewards



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in and out of systems when shopping

Let's revisit Budget Ninja

System 1	System 2
<input type="checkbox"/> Low v. High Effort	<input type="checkbox"/>
<input type="checkbox"/> Distracted v. Focused	<input type="checkbox"/>
<input type="checkbox"/> Short v. Long-Term Goals	<input type="checkbox"/>
<input type="checkbox"/> Emotional v. Rational	<input type="checkbox"/>
<input type="checkbox"/> Rushed v. Relaxed	<input type="checkbox"/>
<input type="checkbox"/> Private v. Public	<input type="checkbox"/>

In the store

System 1	System 2
<input type="checkbox"/> Low v. High Effort	<input type="checkbox"/>
<input type="checkbox"/> Distracted v. Focused	<input type="checkbox"/>
<input type="checkbox"/> Short v. Long-Term Goals	<input type="checkbox"/>
<input type="checkbox"/> Emotional v. Rational	<input type="checkbox"/>
<input type="checkbox"/> Rushed v. Relaxed	<input type="checkbox"/>
<input type="checkbox"/> Private v. Public	<input type="checkbox"/>

In the aisle

System 1	System 2
<input type="checkbox"/> Low v. High Effort	<input type="checkbox"/>
<input type="checkbox"/> Distracted v. Focused	<input type="checkbox"/>
<input type="checkbox"/> Short v. Long-Term Goals	<input type="checkbox"/>
<input type="checkbox"/> Emotional v. Rational	<input type="checkbox"/>
<input type="checkbox"/> Rushed v. Relaxed	<input type="checkbox"/>
<input type="checkbox"/> Private v. Public	<input type="checkbox"/>

At home, serving

But there are also times when people process candidates carefully.

Then, we need to also address **System 2**.

We must understand the fundamental aspects of the purchase and consumption journeys to best create, position, and communicate products

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CHALLENGE THE MARKET LEADER

Market leader had >80% share. This required a major rethink of the category
We approached the problem using hierarchy of effects theory



THINK

NOTICE ME



FEEL

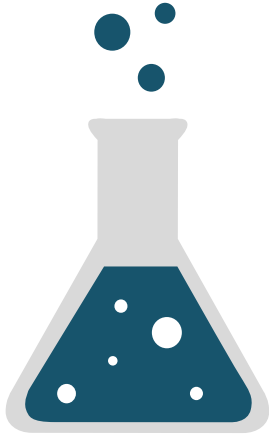
BELIEVE ME



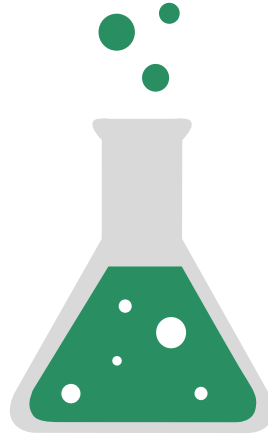
DO

TRY ME

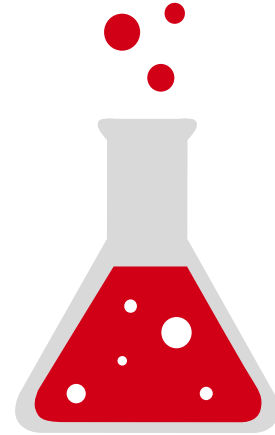
Notice Me



DISFLUENCY



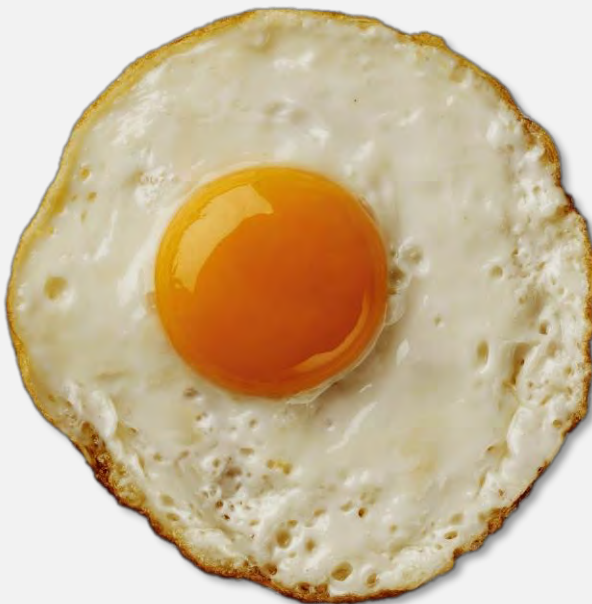
CATEGORIZATION



GOAL-BASED
PERCEPTION

Capturing Attention: Disfluency

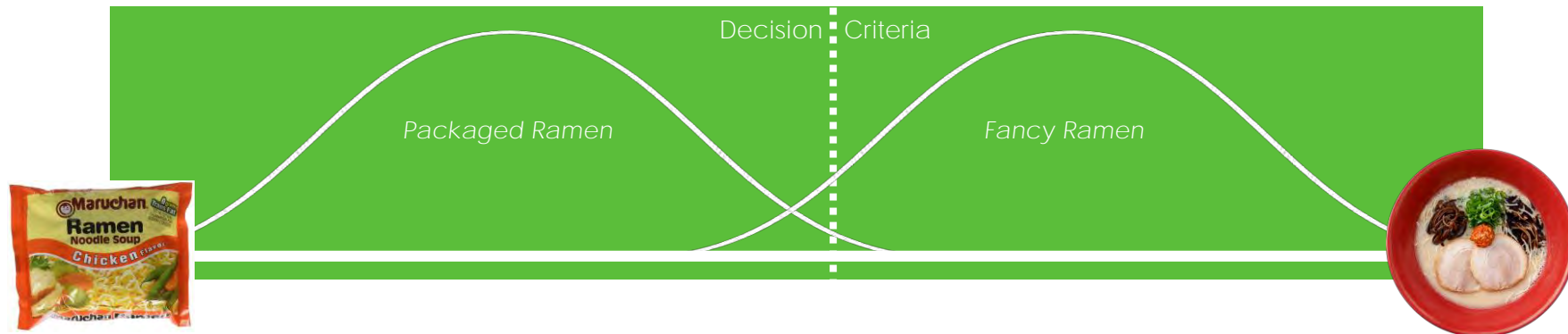
What do
we call the
white part
of an egg?



Albumen

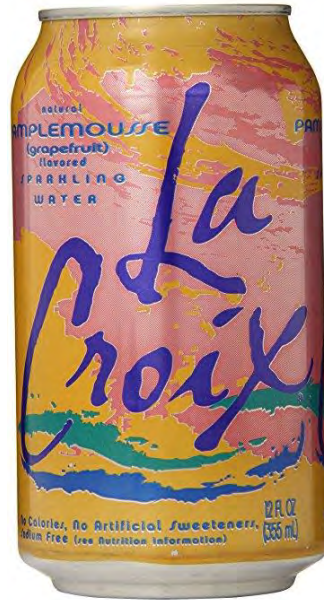


Capturing attention: Becoming the category boundary



*Categorizing the items that we encounter
is an inherent part of perception*

*We pay significantly more attention to items that are difficult to
categorize than items that are more clearly a member of a specific
category*



TRY THE IMPOSSIBLE BURGER.

MEAT FROM PLANTS. WHOA.



x IMPOSSIBLE™

Strategic Activation

Creating the path forward

- Research review
- Behavioral framework presentation, stress-test, and modification
- BeSci “deliverable”



Activation Workshop

Bringing science to life



Engaging, interactive
action-learning format



Best in class examples



Solve for the now, plan for
the future

We then refine **key deliverables**





Validation and support

Measurement

- Testing ideas, hypotheses and executions in “the lab” and the marketplace with real-world, meaningful KPIs
- Developing frameworks for iterative testing

Partnership

- Advice, consultation, and evaluative review
- Collateral audits
- Additional trainings

A woman with blonde hair and blue eyes, wearing a white shirt and a dark blazer, is looking intently at two other people in a meeting. The two people she is looking at are out of focus in the foreground. The background is a blurred office setting. A semi-transparent dark blue rectangle is overlaid on the left side of the image, containing the text 'Market research' and 'Tested tools, scalable solutions'.

Market research

Tested tools, scalable solutions

A dark, moody photograph of laboratory glassware. In the foreground, a large beaker with '500 mL' and '400' markings is visible on the left. To its right, a smaller beaker and a volumetric flask are partially visible. The background is dark and out of focus, showing more glassware and a pipette. A semi-transparent dark rectangle with a yellow border on the right side is overlaid on the right half of the image, containing the text 'Experiments' and 'Isolating and optimizing key drivers'.

Experiments

Isolating and optimizing key drivers

Experiments: rigorous, scientific, iterative

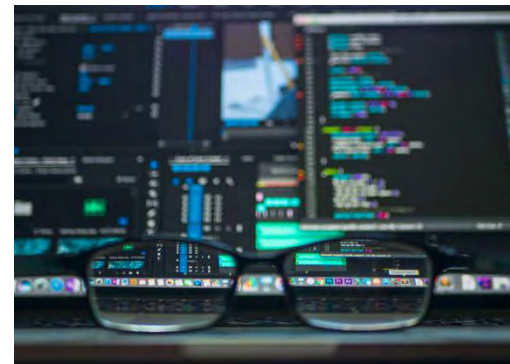
“Lab” experiments



Field experiments

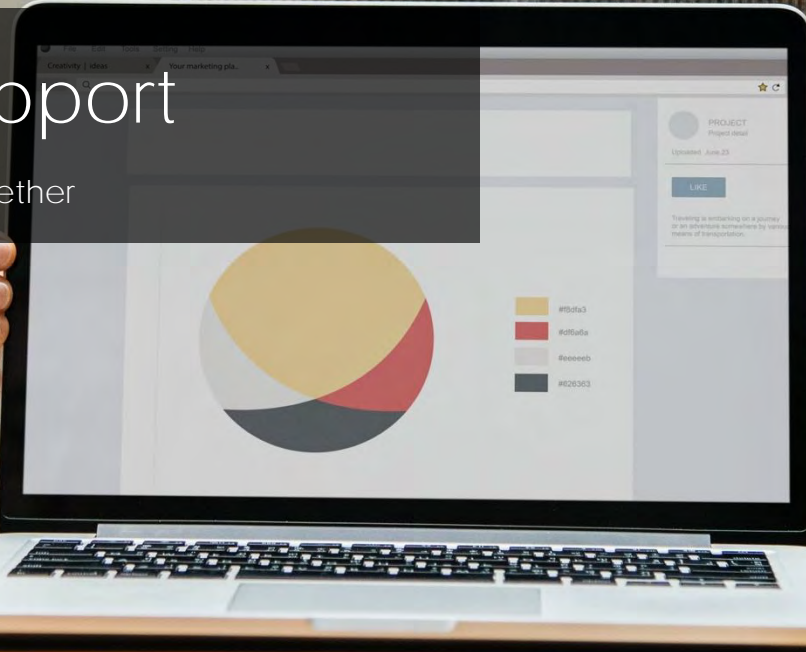


Natural experiments



Retainer support

Crossing the finish line together



A woman with dark hair, wearing a black top with a red floral pattern, is looking intently at a laptop screen. A man with a beard and glasses is partially visible next to her, also looking at the screen. In the background, other people are seated at desks with laptops, suggesting a classroom or training environment. The text "Targeted education" is overlaid on the right side of the image.

Targeted education

Role-specific trainings and materials

Collateral audits

Leveraging heuristics, avoiding bias



A photograph of two people in a meeting. On the left, a person with long, curly brown hair, wearing a dark blue long-sleeved shirt, is holding a silver laptop and writing on a whiteboard with a green marker. On the right, a man with a beard and short dark hair, wearing a grey polo shirt, is looking at the whiteboard. The whiteboard is covered in hand-drawn sketches and text. At the top right, there's a sketch labeled 'Homepage' with sections for 'H1', 'H2', 'Email', and 'Download'. Below it, another sketch is labeled 'H1-Headline'. To the left of these, there's a box labeled 'H1-H2 Design'. Further down, there's a sketch labeled 'Video Module'. On the far left, there's a list with three items, each followed by a wavy line. The background is a plain white wall.

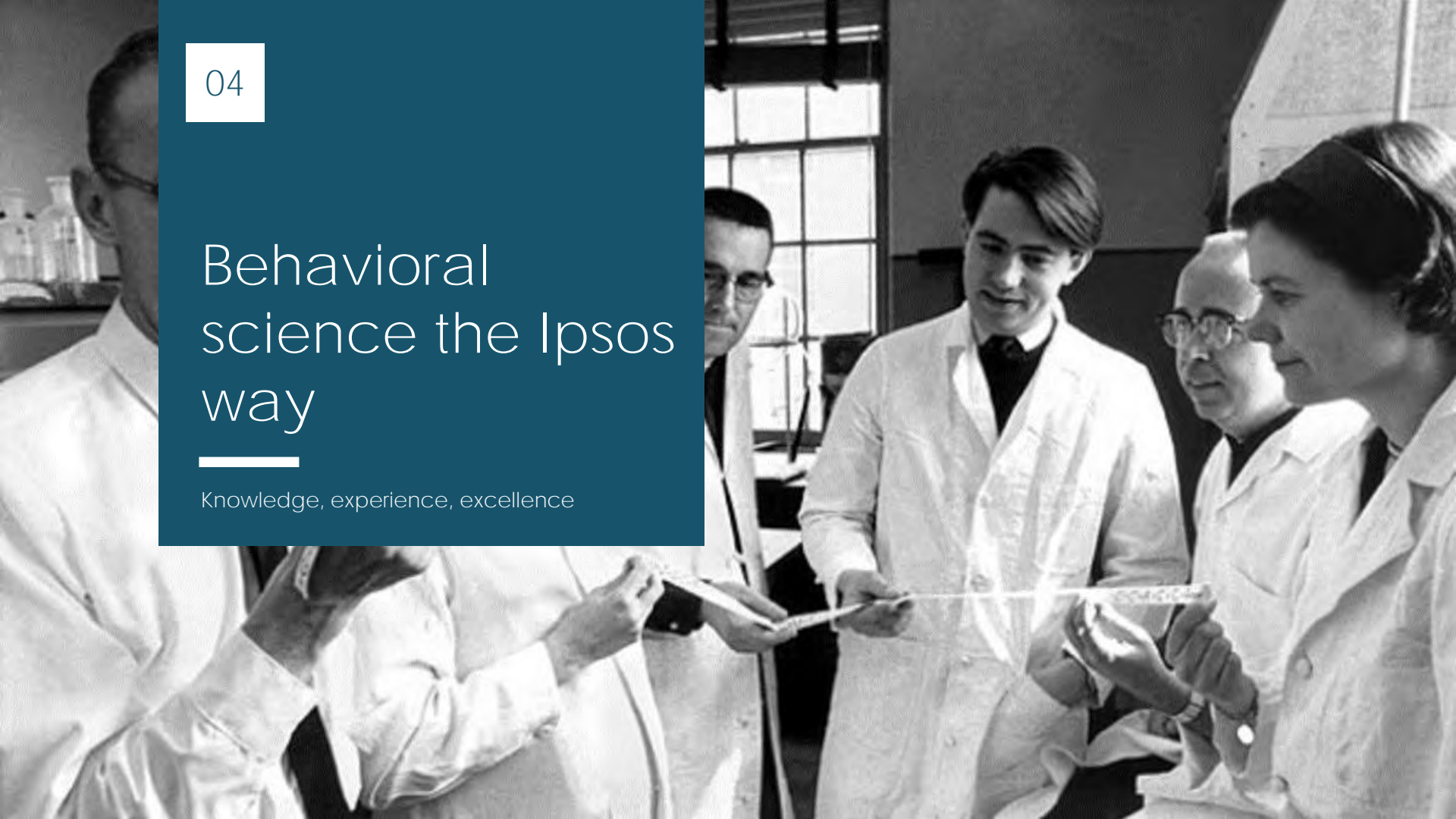
Thought leadership

Briefs, white papers, and points-of-view

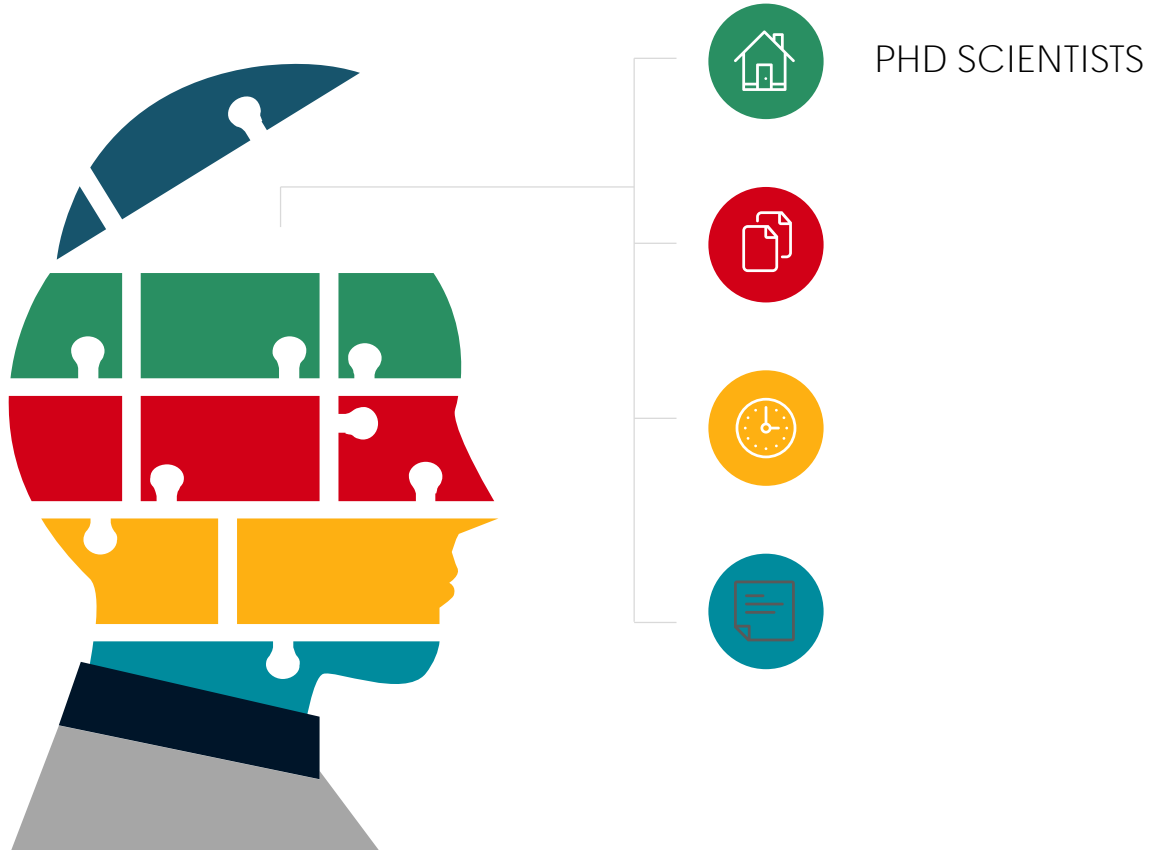
04

Behavioral science the Ipsos way

Knowledge, experience, excellence



Ipsos behavioral science is unique



The Ipsos Behavioral Science Center consists of talents with both academic as well as market research industry experience, who work across all Ipsos organizations as well as with Ipsos clients to develop and apply behavioral science to understand how consumers *actually* behave.



Namika Sagara, Ph.D.
President,
Ipsos Behavioral Science Center
Namika heads BSC to ensure Ipsos apply the best-in-class BeSci to help our clients gain a better and deeper insights by leveraging BeSci frameworks and principles.



Jesse Itzkowitz, Ph.D.
Behavioral Scientist,
Ipsos Behavioral Science Center
Jesse specializes in behavioral decision making. Specifically, he studies the effects of **consumers' context** and cognitive processing on their choices.



Greg Gwiasda, Ph.D.
Behavioral Scientist,
Ipsos Behavioral Science Center
Greg has 20 years of experience in integrating innovation research approaches with BeSci understanding of consumer thinking to drive business growth.



Ben Zelinskas
Behavioral Science Associate,
Ipsos Behavioral Science Center
Ben is a behavioral strategist, experienced in applying BeSci insights within retail & corporate environments to drive meaningful behavioral change.



Vinci Ng, M.P.S.
Behavioral Science Associate,
Ipsos Behavioral Science Center
Vinci has a Master's degree in Applied Behavioral Economics with a concentration in Marketing.



Jeffrey R. Parker, Ph.D.
Associate Professor of Marketing,
University of Illinois - Chicago
Jeff's broad research focus lies in how consumers' mental representations of choice contexts influence their decisions, and vice versa.



Jeff Galak, Ph.D.
Associate Professor of Marketing,
Carnegie Mellon University
Jeff's research focuses on how consumer experiences unfold over time across a variety of consumption contexts.



Kelly Goldsmith, Ph.D.
Associate Professor of Marketing,
Vanderbilt University
Kelly examines consumers' responses to uncertainty and scarcity, uncovering and explaining seemingly paradoxical effects.



Stephanie Carpenter, Ph.D.
Research Fellow,
University of Michigan
Stephanie's research focuses on emotion and decision making, especially on how positive and negative emotional responses influence consumer decisions.

IPSOS ALSO HAS A THINK TANK PARTNERSHIP WITH



Ravi Dhar, Ph.D.
Professor of Management and Marketing,
Yale University
Ravi's research focuses on investigating fundamental aspects about the formation of consumer preferences and goals.



Gaven Fitzsimons, Ph.D.
Professor of Marketing and Psychology, Duke
University
Gaven's research focuses on understanding the ways in which consumers may be influenced without their conscious knowledge or awareness by marketers and marketing researchers.

Ipsos behavioral science is unique



PHD SCIENTISTS



EXPERTS IN APPLICATION



WORLD RENOWN ACADEMIC
PARTNERSHIPS



INTEGRATIVE, HOLISTIC APPROACH

Don't just take our word for it!



Applying established BSci principles to our business strategies **and activation**...ensure we are meeting our consumers with the right material, at the right time, to successfully achieve our business objectives.

Timothy Miller
Senior Director, Applied Science



The success...is largely attributed to the expertise and thought leadership provided by the Behavioral Science team at Ipsos...I look forward to continuing to work with them and continuing to find more ways their support can help us grow.

Audra Kelley,
Director, Applied Science



They helped us transform and innovate our approach to marketing our brands....**No matter how big or small your objective, you can trust this team to get you thinking outside of the box**



Jenna Vondrasek,
Assoc. Manager Applied Science

3.3%

YOY GROWTH IN FROZEN



**Cramer digs into frozen food
plays to find Conagra Brands
the winner**

Conagra planning pipeline of innovation to
reinvigorate Pinnacle





Let's be excellent together!