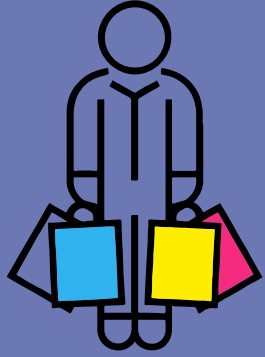


The Minds OF OUR Consumers



GAME CHANGERS



DECISION SYSTEMS!

A lot of our work (in business or the social sectors) revolves around behavior change!

Pushing a particular decision, involves triggering the mind!



How do I make a customer choose my service over another!

How do I make a customer buy my product over another!

How do I make a target group adopt a new behavior – health, financial inclusion, agriculture, education, etc.

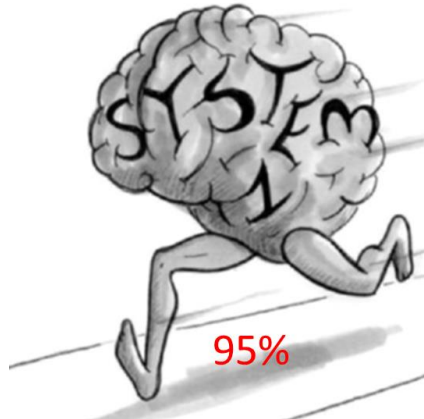
IN SUMMARY...

The Dual Thinking Approach...



SYSTEM 1
Fast Thinking

"Intuition": Fast, automatic

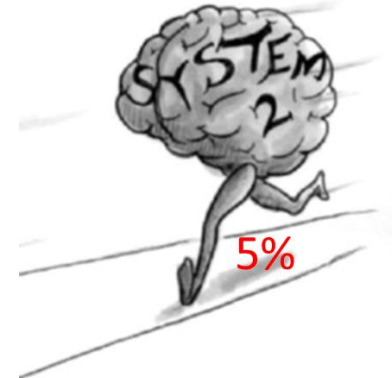


No control! Makes use of our mental shortcuts and biases!



SYSTEM 2
Slow Thinking

"Reasoning": Slow, analytical



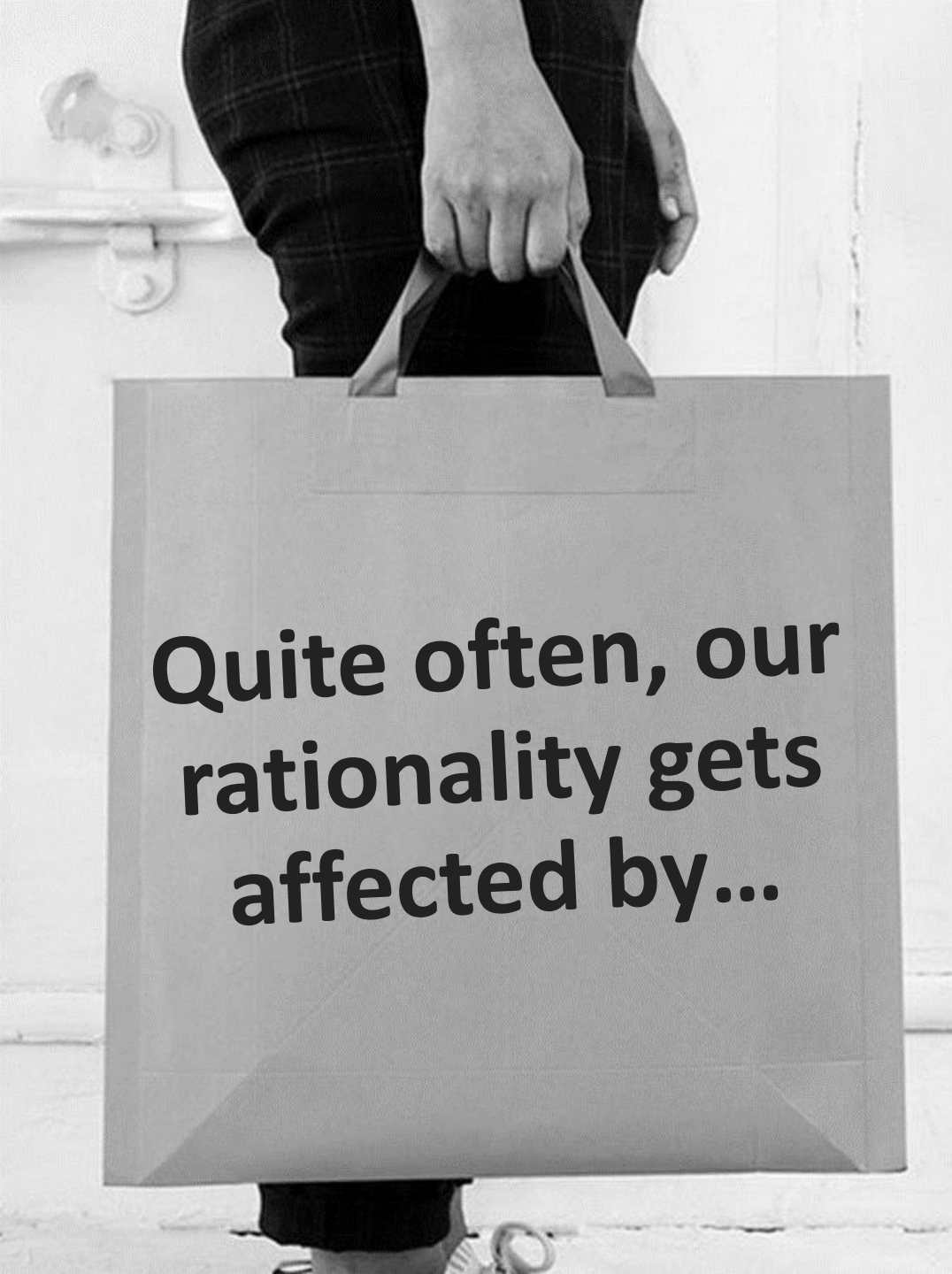
Needs deliberate switching!



SO_P



SO_P



Quite often, our
rationality gets
affected by...



1

Limited time



2

*Limited
memory*



3

*Limited
intelligence &
exposure*



We make a “**Satisfactory
Decision**”, rather than a “**Rational
Decision**”



Irrational Decision

TO ACTIVATE SYSTEM 1 WITH OUR CONSUMERS ...

We have traditionally...

Two groups of people have capitalized on this....



Politicians



Advertisers/ Marketers

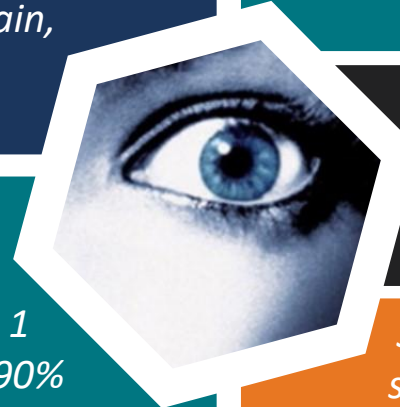
*Encouraged people to maintain status quo... eroding morals, expensive for the country to maintain, long process....
#abortion*

Pricing strategies and loss aversion...Kshs.999!

Used framing strategies...buy 1 get 1 free, costs 20% less, 90% fat free!

Colourful branding, advertising and shelf placement!

Social influence and shaming in social marketing... handwashing, latrine use, vaccination...



Basically, we have adopted a **one size fits all situation**... but it gets complicated!
Complicated by **changing context**!

The Changing Context...



Rise of Individual Choice



Populations Shifts



Growth of Megacities



Healthier and sicker



Increasing connectedness and decreased privacy



Cultural convergence,
increasing extremes and rise
of public opinion

ON YOUR NOTEBOOK, WRITE FOR ME...

Population Experiment...

?

Number of children
your grandparents
had.

?

Number of
children your
parents had.

?

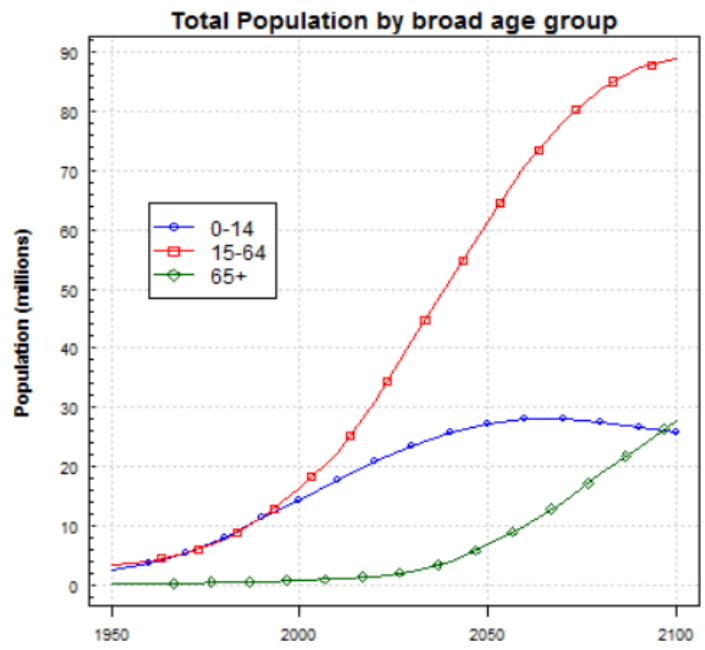
Number of
children you
have.

What do you notice?

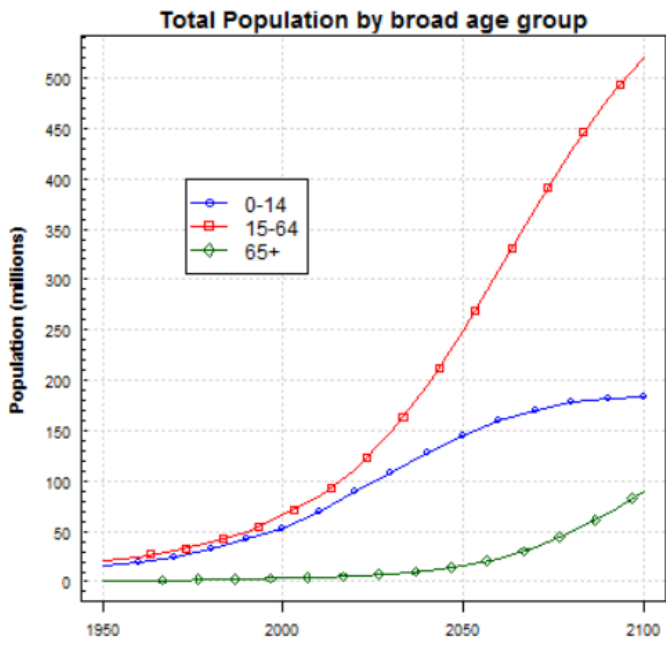


Population Shifts

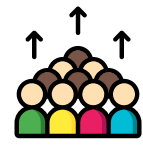
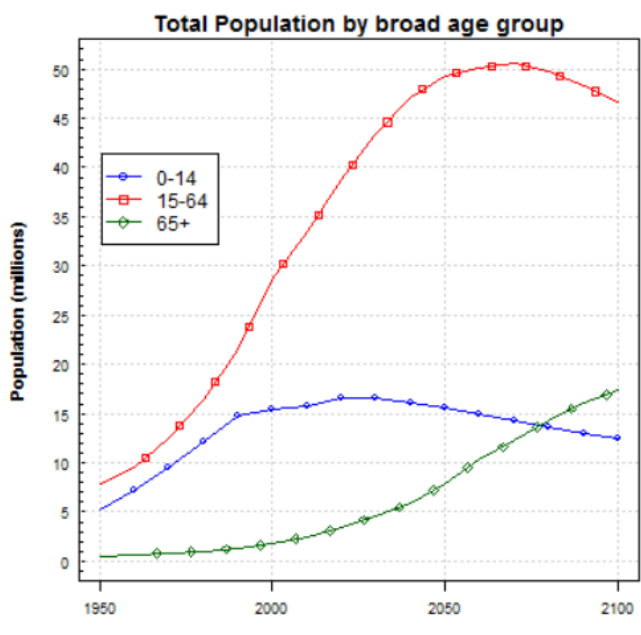
KENYA



NIGERIA



SOUTH AFRICA



Rise of Africa...1/4 of humanity will live in Africa



Fewer births

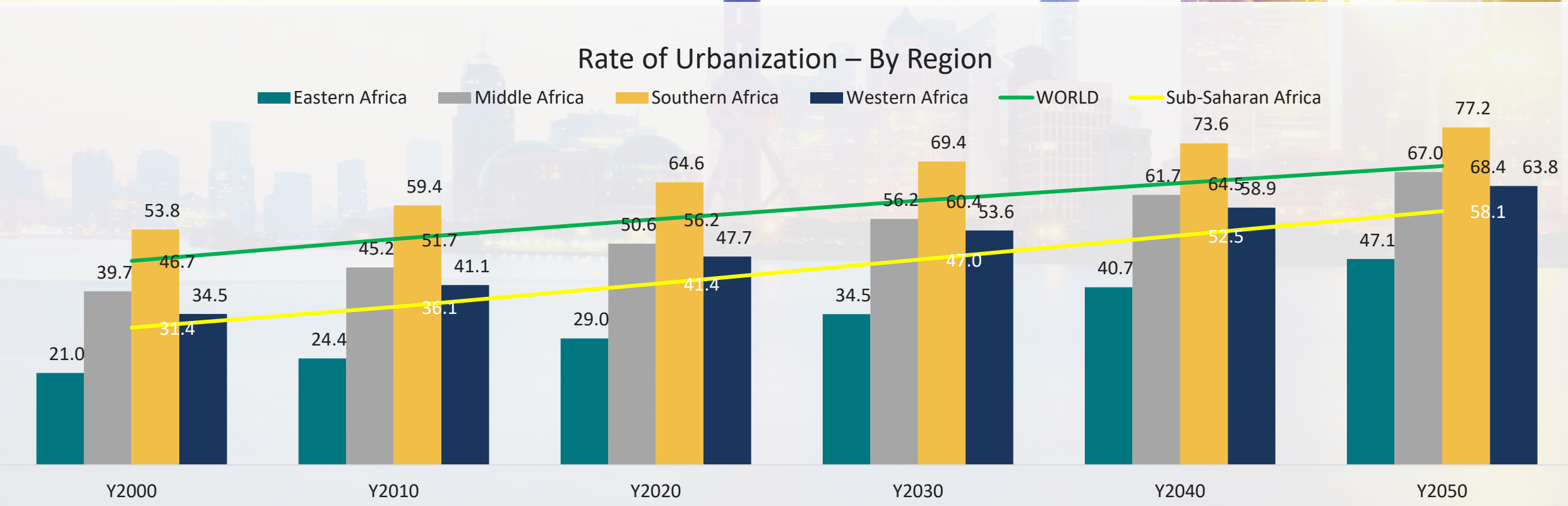


Ageing today



Declining tomorrow

Growth of Megacities



Source: <https://population.un.org/wup/Country-Profiles/>

Growth of Megacities

Country	2000	2010	2020	2030	2040	2050
Ethiopia	14.7	17.3	21.7	26.9	32.7	39.1
Kenya	19.9	23.6	28.0	33.4	39.7	46.3
Mozambique	29.1	31.8	37.1	42.9	49.1	55.3
Rwanda	14.9	16.9	17.4	19.6	23.9	29.6
Somalia	33.2	39.3	46.1	52.1	58.1	63.8
South Sudan	16.5	17.9	20.2	24.1	29.7	36.0
Uganda	14.8	19.4	25.0	31.2	37.7	44.1
Tanzania	22.3	28.1	35.2	42.4	49.1	55.4
South Africa	56.9	62.2	67.4	72.1	76.2	79.8
Nigeria	34.8	43.5	52.0	59.2	64.9	69.9



EMERGING ISSUES

More education and employment opportunities – dignity of work?

Increase in the middle class

Half of the world living below the poverty line

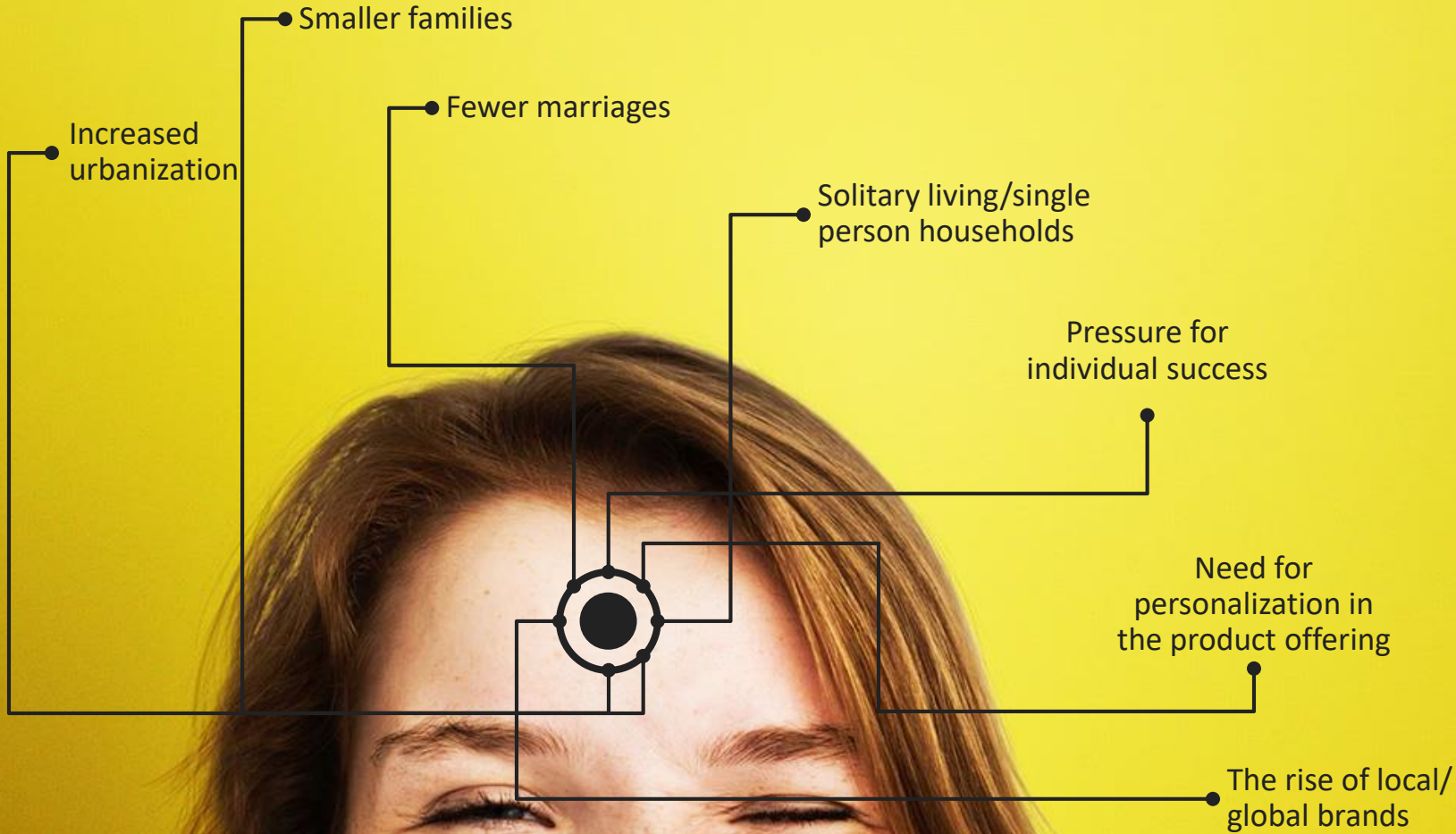
Increase in pollution – chaos, congestion, unplanned

Increased need for food and water

Mechanization of agriculture and new forms of land management

#Konza City #(Get one for Nigeria)

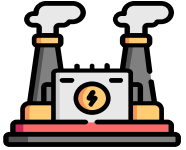
Rise of Individual Choice



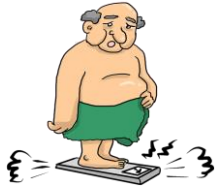
There is a big shift to where there is a local value in the brand... those that are providing an interface with the consumer to personalize experience.



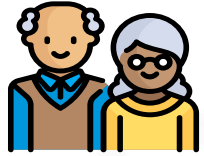
Healthier and Sicker



Pollution



Obesity



Rising life expectancy

Pressure on healthcare systems & shift to prevention vs cure

Are our healthcare systems ready?



Increasing Connectedness and Decreased Privacy

More people owning a smartphone & internet

Consumer centric devices and choices

Impact on behaviour - Individualism

Multiple channels for connectivity being observed

Facebook

Instagram

WhatsApp

Twitter

What's Next?

Duplication of data in channels?

How will comprehensive "Big Data Access" be possible?

Data privacy issues

Online economies

Delivery systems

Payment systems

Dispute resolution systems

Artificial Intelligence and Increased Mechanization

Fewer people – more burden on HR, more need for A.I and Mechanization

Ethics of big data use – From Tuskegee to Big Data!



Cultural Convergence, Increasing Extremes and Rise of Public Opinion

One language –
English? Kiswahili?

One tribe – issue
based, language
based, income
based, etc.

Focus on same
issues – taboo
issues of abortion?
Issue of gender
fluidity? Issue of
homosexuality?

Nostalgia about the
past

Rise in populism –
Country going in
right/wrong
direction?

Pressure on
companies to show
responsibility –
CSR, Good
Corporate
Governance

The Changing Context...



Rise of Individual Choice



Populations Shifts



Growth of Megacities



Healthier and sicker



Increasing connectedness and decreased privacy



Cultural convergence,
increasing extremes and rise
of public opinion

The Implication of Irrationality and Changing Context...

*While we may continue positioning services and products around System 1...**we need continuous customer understanding**...to guide creative direction...to innovate...stand out...and drive the behaviour we need!*

Thank you!

GAME CHANGERS

