

# ACTIVATING THE LAWS OF GROWTH

A behavioral science perspective

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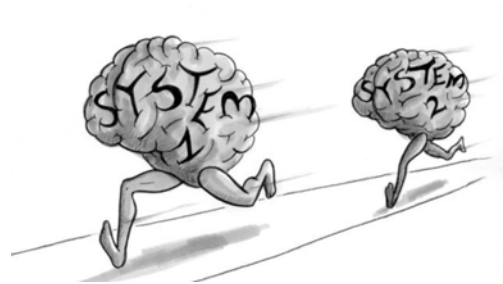


# Today's agenda

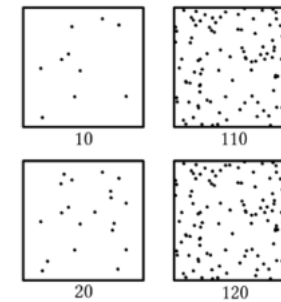
## What are the laws of growth?



## A behavioral science perspective



## Effective differentiation



## Creating distinctive assets



# What are the laws of growth?



# How *do* brands grow?



- Growth needs to come from light and heavy users – loyalty is ephemeral
- Product differentiation is illusory to the consumer and does not seem to drive their behavior
- The key to “winning” is to be mentally and physically available for the consumer

# Behavioral science can help marketers implement and win on these core principles

## Differentiation is Illusory

Should (and how do) I get consumers to notice product differences?

**Weber's Law**  
**Goals, Beliefs, Context**

## Availability is how to win

How do I create attentional and mental availability?

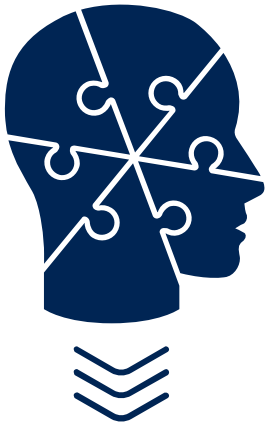
**Attention**  
**Memory**

# A behavioral science perspective

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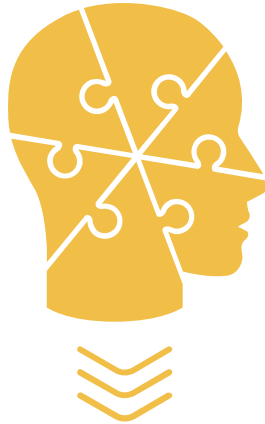
# What is behavioral science?

**Behavioral science** is an interdisciplinary field of science (e.g. *behavioral economics, psychology, sociology*) that allows us to better understand the contextual, nonconscious, and, often hidden, drivers of behavior. Behavioral Science generates and applies insights to predict consumer behaviors and ultimately implement behavioral change.



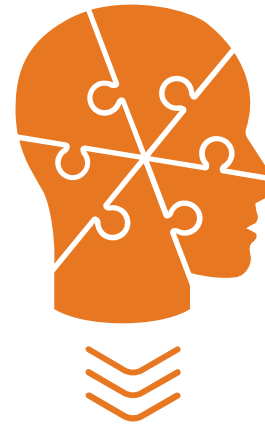
## **Cognitive Psychology**

What captures our attention?  
How do we search for items?  
What makes things memorable?



## **Social Psychology**

How do attitudes, and emotions affect decision?  
How can I express my identity to others?



## **Behavioral Economics**

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



## **Cultural Anthropology**

How does society influence and change our individual values and beliefs?

# Lots of alignment between how brands grow and the principles of behavioral science

Consumers are not always rational



Stated preferences do not always align with behavior



**'Bradley Effect' Is Overblown, But Obama Can't Ignore It**

Oct 2, 2008 6:20 PM CDT

Influence can occur without awareness





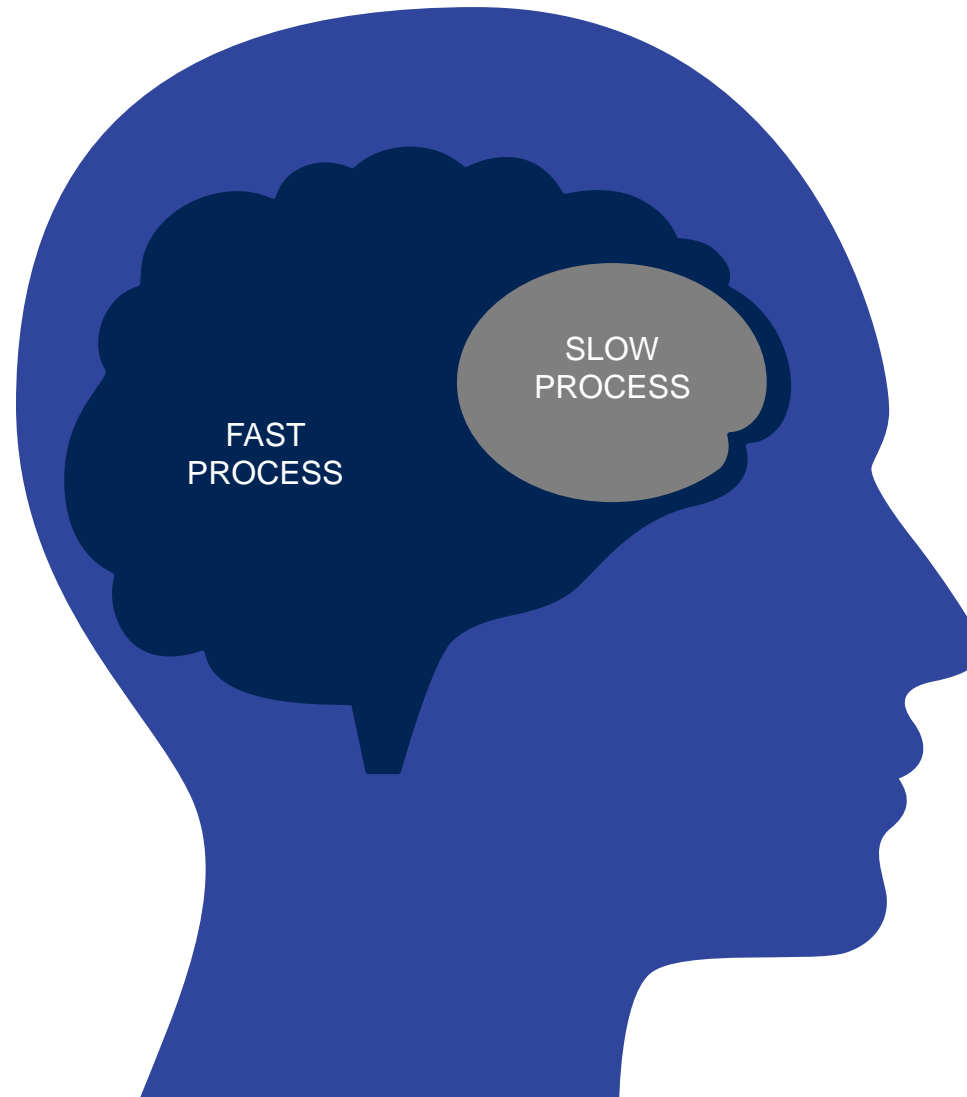
# This happens because we have two systems that processing information and aid decision making

## SYSTEM 1

### (Fast Processing)

Intuitive  
Non-logical  
Automatic  
Rapid

Seeks Efficiency (low effort)  
“High Bandwidth”



## SYSTEM 2

### (Slow Processing)

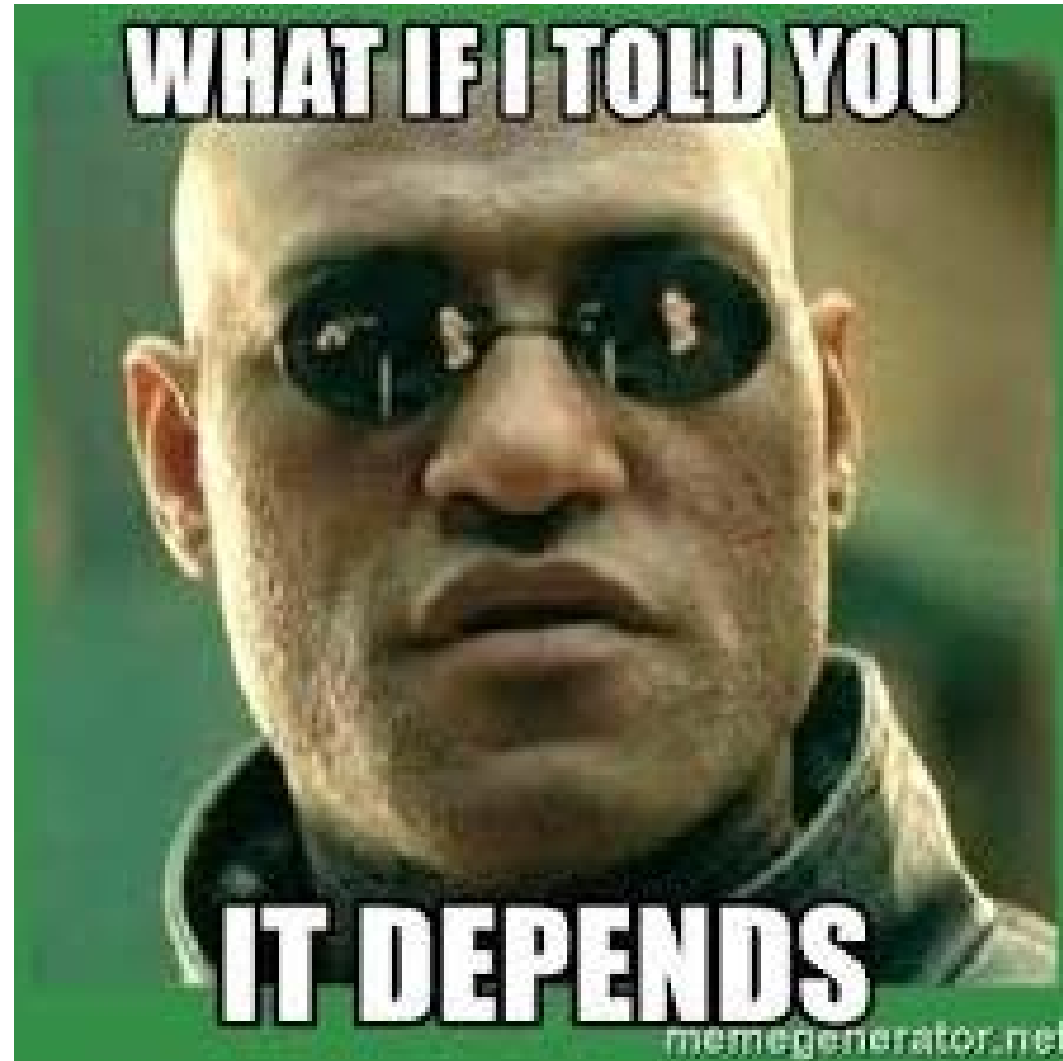
Deliberate  
Logical  
Controlled  
Slow

Seeks Accuracy (High effort)  
“Low Bandwidth”

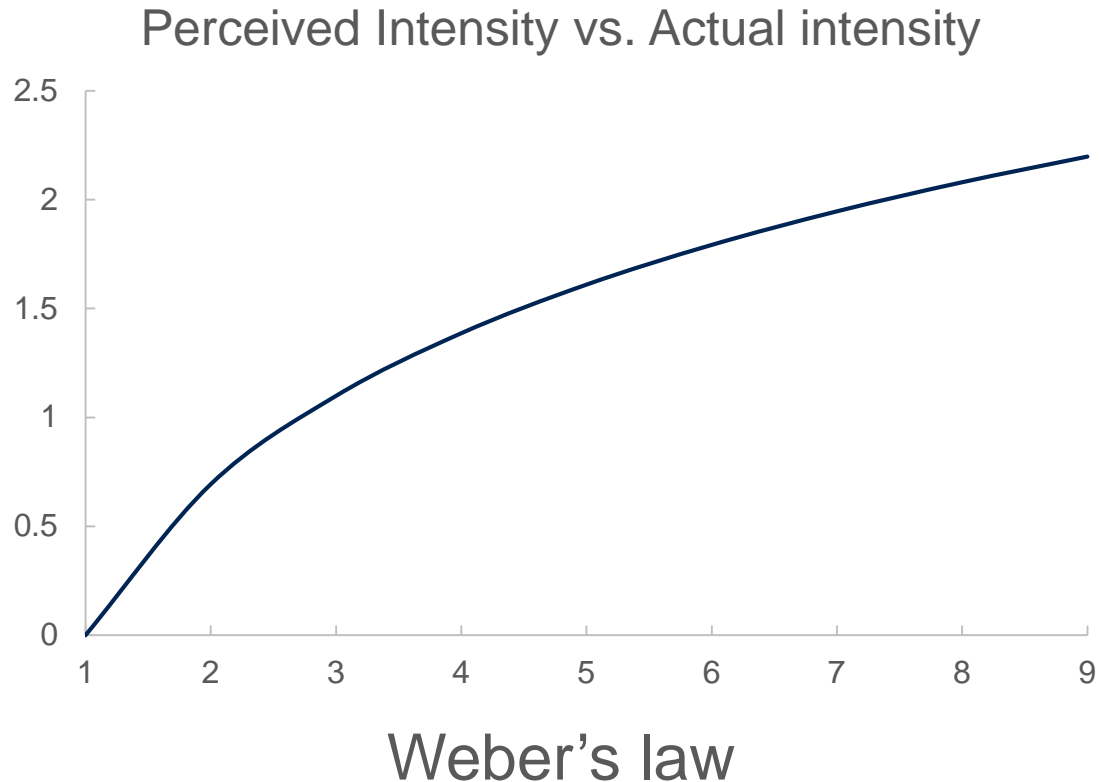
# Effective differentiation

# 3

Is it true that consumers will not recognize differentiation?



# Sharp is right! Consumers are likely to have a hard time with differentiation



Our physiology is tuned to notice large, not small differences between items

This is exacerbated when products are already “very good”

This is exacerbated when the differentiation is small to begin with!

## Taste



## Technology



But – differences become distinct when they are relevant or obvious to the consumer. BeSci can help us get there!

## Goals

How can we increase consumers motivation to process information?



Incentives

Identity Needs

Social Pressure

## Beliefs

Where can we lean into (or away from) consumer existing knowledge?



Expertise

Categorization

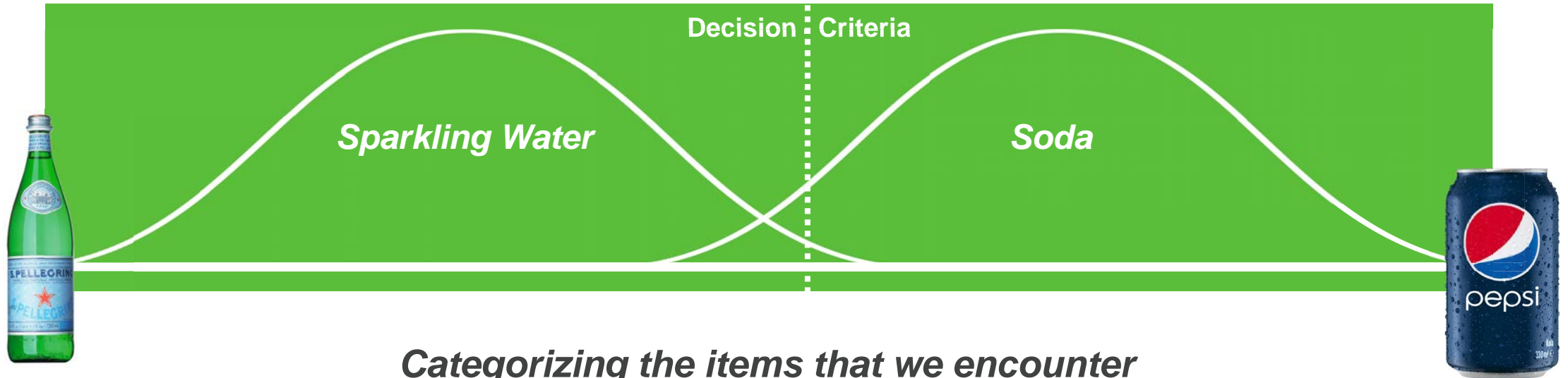
## Context

When can we run counter to competition to draw attention?



Disfluency

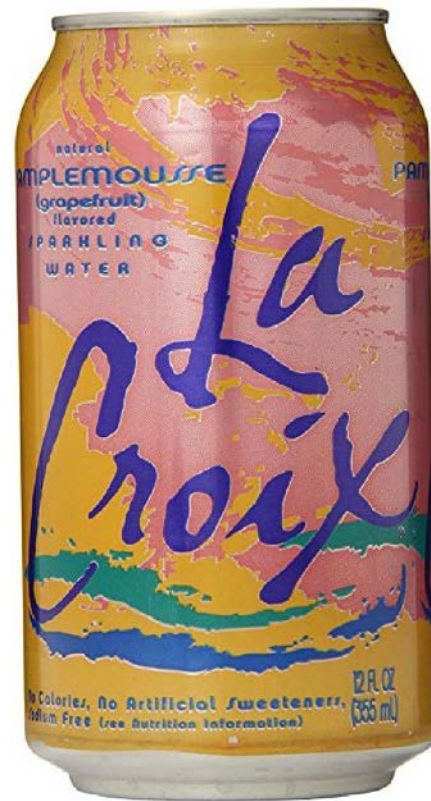
Categorization: We can draw attention to differences by being at the limen of two distinct categories



***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.



# Creating distinctive brand assets

# 4

# What are distinctive assets?

## COLOR ASSETS

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- Single colors
- Color Palette

## WORD ASSETS

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- Taglines
- Words
- Fonts
- Names
- Callouts

## STORY ASSETS

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- History
- Mythology
- Style
- Components

## FACE ASSETS

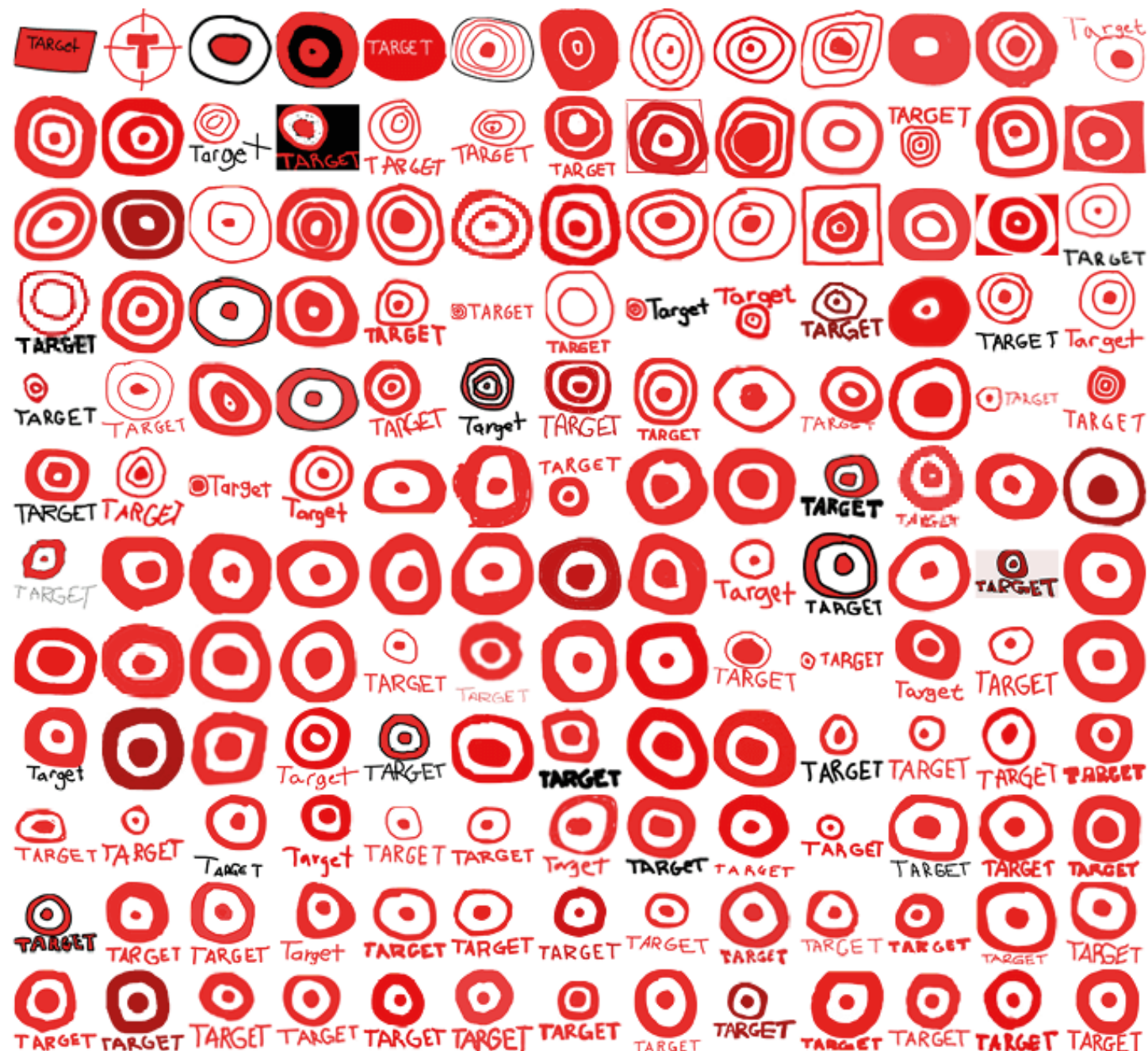
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- Spokespeople
- Brand Characters

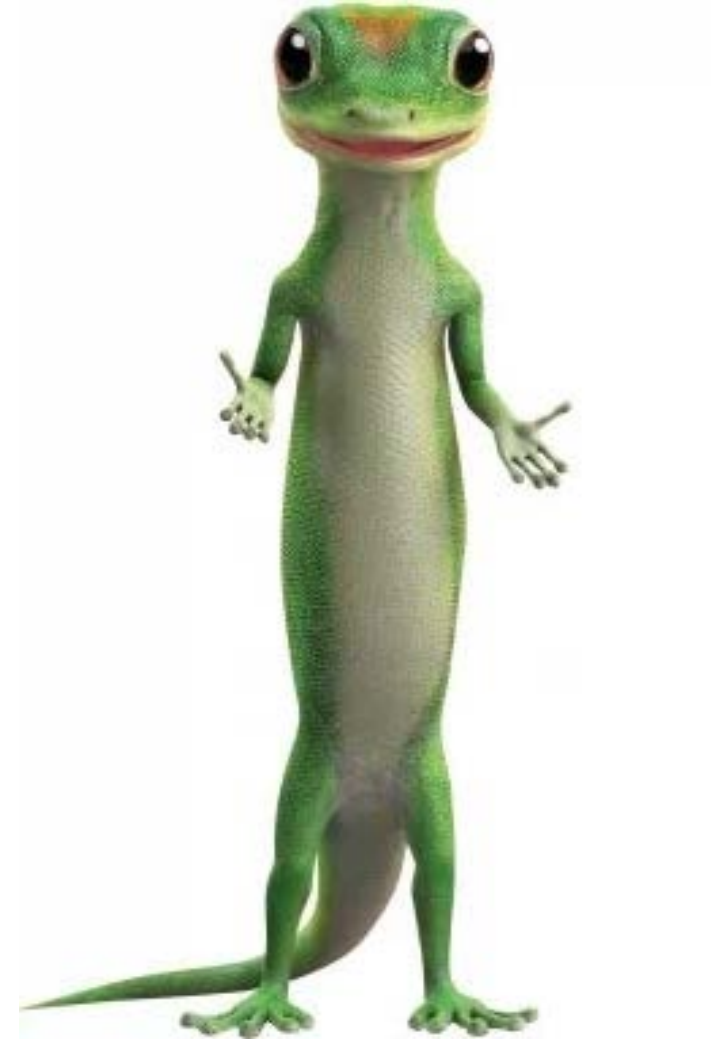
## SHAPE ASSETS

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- Metaphoric Imagery
- Logos
- Lockups
- Pack Shapes



# Characters/Spokespeople



Shapes and packages can also be distinctive





Slogans and taglines can also be distinctive

**Takes a licking and  
keeps on ticking**

**We answer to a  
higher power**

**Don't leave home  
without it**

**Reach out and touch  
someone**

**Finger lickin' good**

**The ultimate driving  
machine**

# The key to distinctiveness is the interaction between attention and memory

## DISTINCT

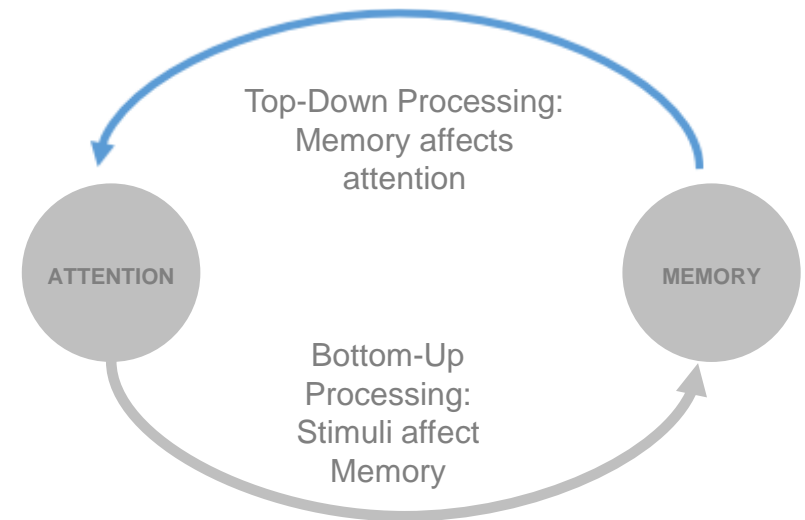
- ▶ Recognizable different in nature from something of a similar type
- ▶ Readily distinguishable by the senses

## Two factors drive this:

- ▶ *Attention*: What are the factors that cause us not just to sense, but to perceive?
- ▶ *Memory*: How do we make sense of what we perceive?

## These factors interact:

- ▶ We cannot remember what we do not initially perceive
- ▶ Our memory affects what we look for and attend to in our environments





# There

## ATTENTION

- Visual Perception
- Context

Exposure and expertise affect what types of elements we perceive and remember

## MEMORY

- Unique Associations
- Frequency
- Consistency
- Levels of Processing

SUPERFICIAL

DETAILED

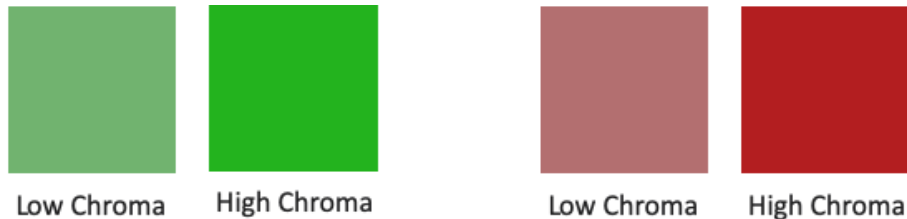
Time/Experience/Expertise/Exposure

# Using visual perception to drive attention: color

Perception begins abstractly: color and shape are perceived first

## Saturated Colors Capture Attention

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## Red Grabs Attention and Creates Arousal

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Gorn, Gerald J., Amitava Chattopadhyay, Tracey Yi, and Darren W. Dahl. "Effects of Color as an Executional Cue in Advertising: They're in the Shade." *Management Science* 43, no. 10 (October 1, 1997): 1387–1400. doi:10.1287/mnsc.43.10.1387.

Antick, Jennifer R., and Steven L. Schandler. "An Exploration of the Interaction between Variation in Wavelength and Time Perception." *Perceptual and Motor Skills* 76, no. 3 (June 21, 1993): 987–94. doi:10.2466/pms.1993.76.3.987.  
Bagchi, Rajesh, and Amar Cheema. "The Effect of Red Background Color on Willingness-to-Pay: The Moderating Role of Selling Mechanism." *Journal of Consumer Research* 39 (2013): 947–60.

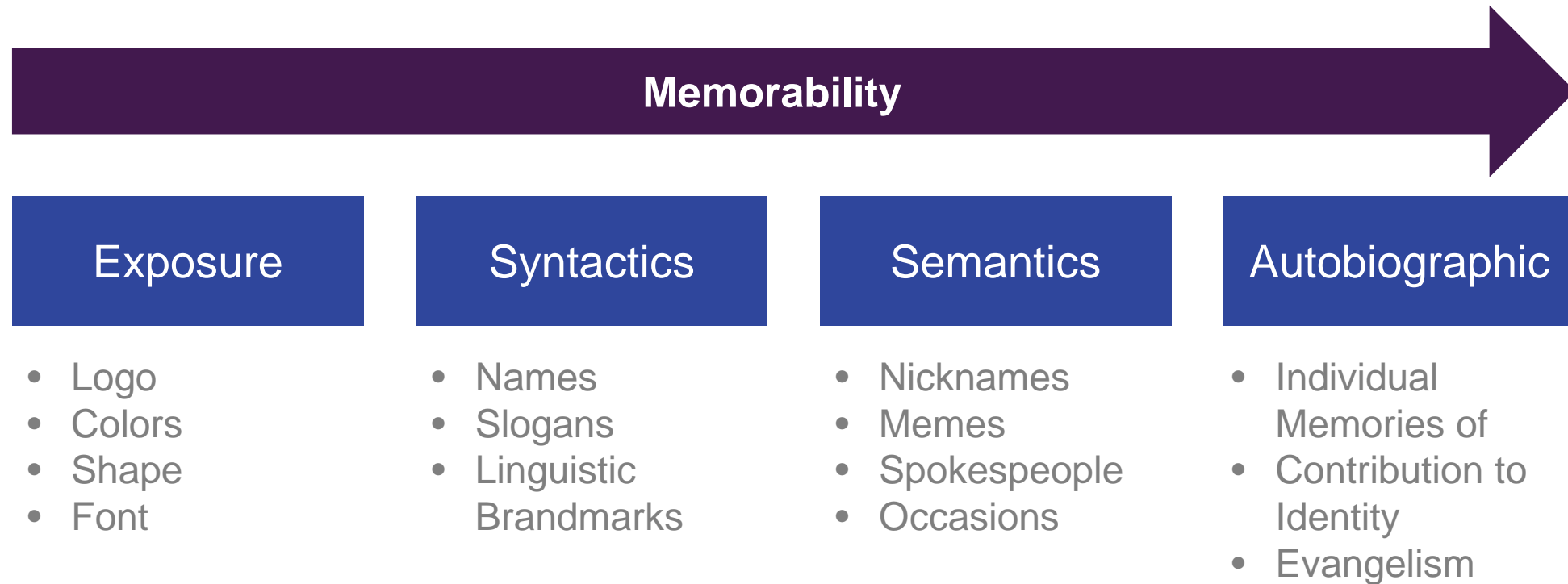
# Using science to drive attention to distinctive assets

When there is an animate actor in the image, the viewers' attention will be directed towards the object of the actors' attention



# Memorability is heavily influenced by engagement with the distinctive elements

**Greater brand element processing creates stronger asset memorability**



# Key Takeaways

# What should I remember from this talk?

1. Many consumer decisions are made without lots of cognitive effort
2. Differentiation is hard, but not impossible
3. We can create mental and physical availability through distinctive assets
4. The best distinctive assets draw upon principles of attention and memory

# THANK YOU.

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