

# IS BEHAVIOURAL ECONOMICS THE SECRET WEAPON YOUR PAID MEDIA HAS BEEN MISSING?



**Becky Simms | May 2022**

**LET'S MOVE THE GAME ON >>**

Up/Down  
Top/Bottom  
Tree/L\_ \_f  
Sugar/Spice  
Moon/Stars

Hand/Glove  
Carrot/St\_ \_k  
Door/Window  
Coffee/T\_a  
Land/S\_a

# MY TALK TODAY ASSUMES



LET'S MOVE THE GAME ON >>



# YOU ARE ALREADY DOING **AWESOME PAID** **MEDIA WORK**



LET'S MOVE THE GAME ON >>



# **BUT YOU ARE CURIOUS**



*LET'S MOVE THE GAME ON >>*



# HOW CAN YOU DO MORE?



LET'S MOVE THE GAME ON >>



# WHAT IS THE NEXT LEVEL OF PERFORMANCE?



LET'S MOVE THE GAME ON >>



# I'M NOT GOING TO TEACH YOU ANYTHING NEW ABOUT **THE PLATFORMS**



LET'S MOVE THE GAME ON >>





# WE'RE GOING TO TALK ABOUT HUMANS



LET'S MOVE THE GAME ON >>



# WITHOUT A HUMAN FOCUS, YOU ARE FAILING YOUR AUDIENCE

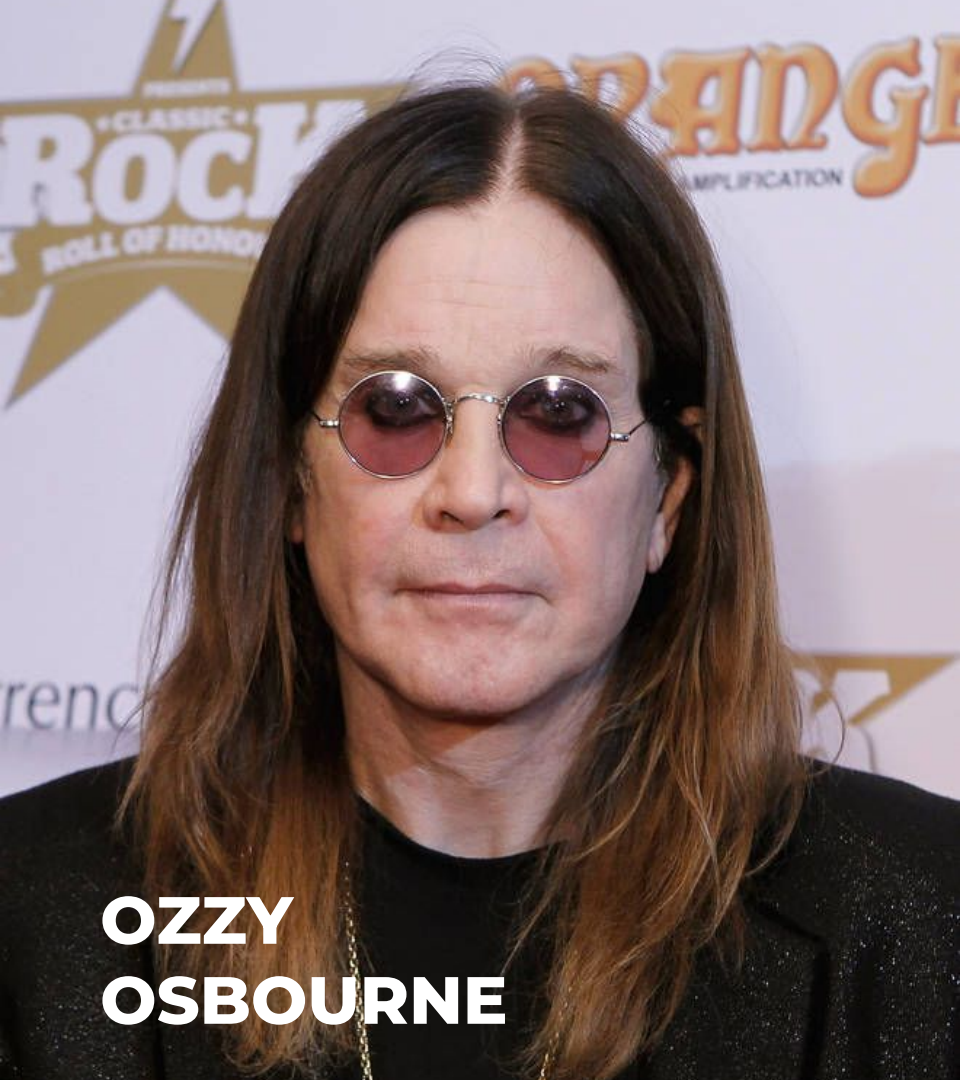


LET'S MOVE THE GAME ON >>





**WHO AM I  
DESCRIBING?**



**OZZY  
OSBOURNE**



**PRINCE  
CHARLES**

# WE ARE ALL DIFFERENT



LET'S MOVE THE GAME ON >>



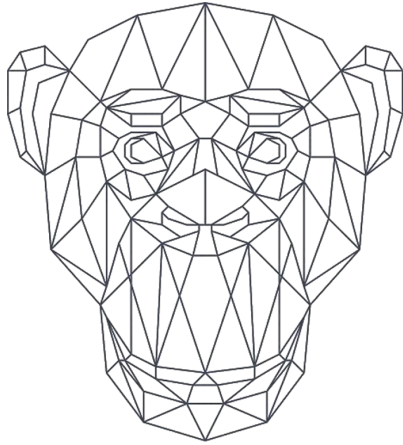
# HOW DO WE ENSURE OUR ADS ACCOUNT FOR OUR DIFFERENCES?



LET'S MOVE THE GAME ON >>

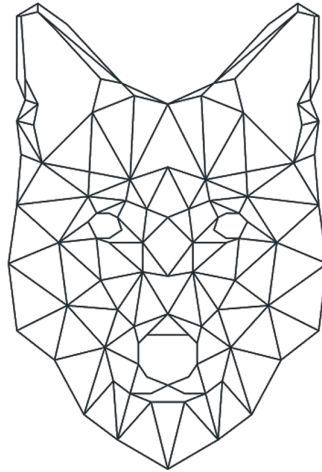


# OUR UNIQUE PERSONA MODEL



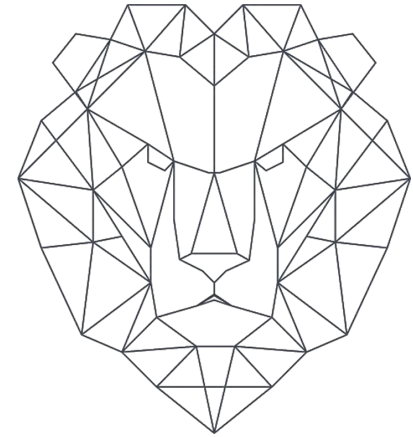
## MONKEY

**Monkey** represents your customer's desire to be aware, recognised, included and make a difference and our fear of being ignored or excluded. **The dominant values are status, recognition and purpose.**



## LION

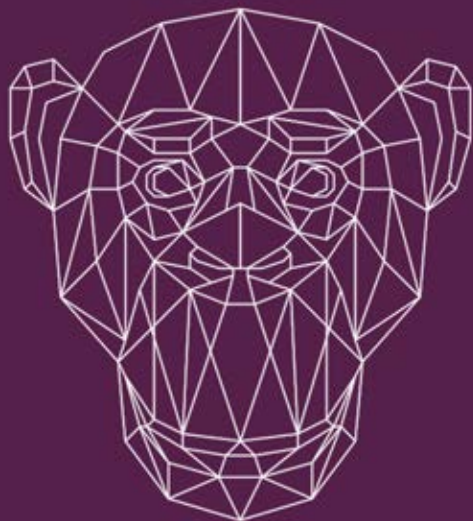
**Lion** represents your customer's desire to be competent and get our intentions met; we fear not being good enough. **The dominant values are achievement and mastery.**



## DOG

**Dog** represents your customer's desire to feel connected to friends, teams and communities and our fear of being rejected. **The dominant values are affiliation and authenticity.**

[www.reflectdigital.co.uk/mla](http://www.reflectdigital.co.uk/mla)



## **MONKEY**

### **Contextual Thinking & Feedback**

- Attention / Recognition
- Status / Title / Ranking
- Making a Difference
- Leaving a Legacy
- Fame / Anonymity
- Purpose
- Change / Variety
- Spontaneity
- Prestige / Exclusivity
- Uncertainty / Surprise
- Curiosity
- Creativity

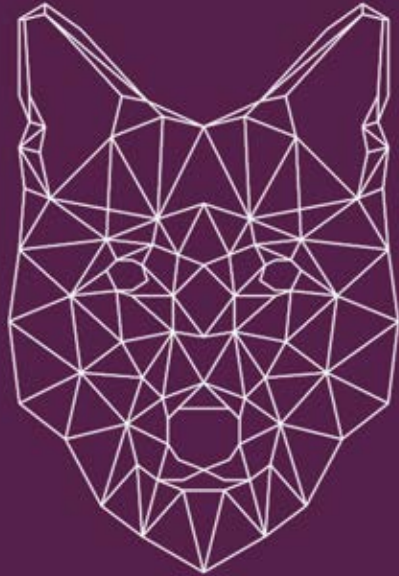




## LION

### Rational Thinking & Feedback

- Control / Autonomy
- Challenge / Achievement
- Mastery / Competence
- Improvement / Growth
- Knowledge / Intelligence
- Competence / Ability
- Quality / Reliability
- Money / Power
- Courage
- Credibility
- Face / Logic
- Qualification

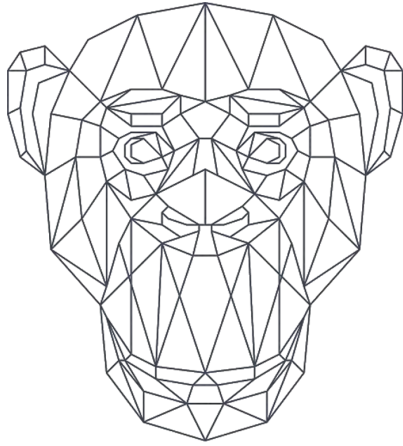


## DOG

### Emotional Thinking & Feedback

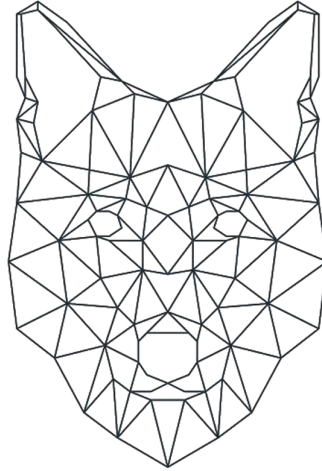
- Connection
- Affinity
- Relationships / Friendship
- Openness
- Honesty / Transparency
- Trust
- Loyalty
- Teamwork / Camaraderie
- Community
- Fairness / Empathy
- Love / Affection
- Empathy / Kindness

# B2B SERVICE EXAMPLE



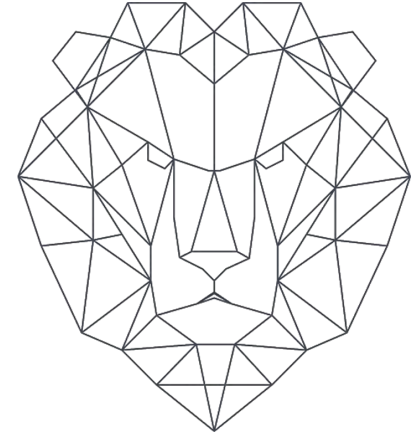
**MONKEY**

- Responsiveness
- Award Winning
- Make me look good to my boss



**LION**

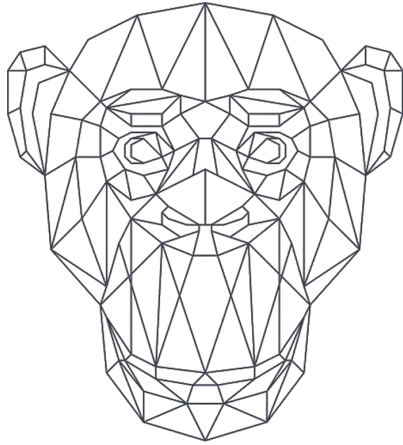
- Professionalism
- Experience
- Clarity
- Don't mess up



**DOG**

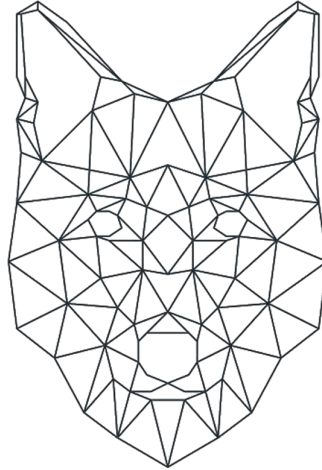
- Communication
- Transparency
- Trust

# B2C SERVICE EXAMPLE



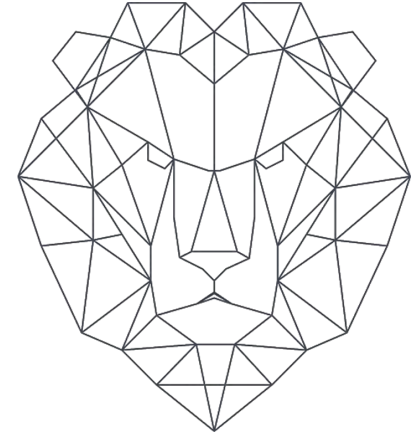
**MONKEY**

- Attentive
- Individual / Personalised
- In demand



**LION**

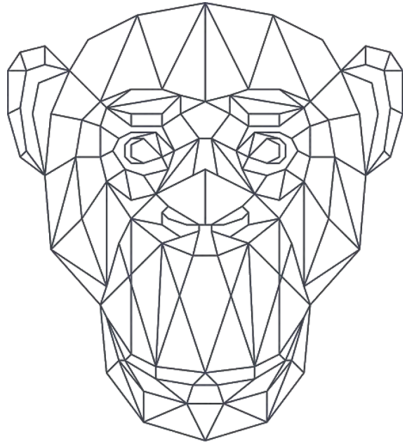
- Convenient
- Helpful
- Value for money



**DOG**

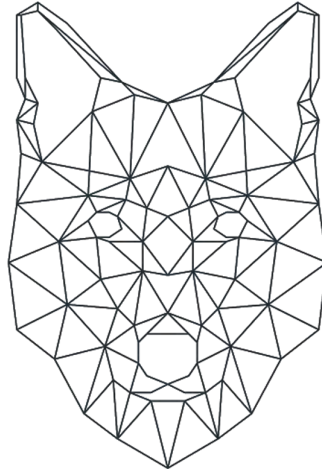
- Welcoming
- Friendly
- Trustworthy

# B2B PRODUCT EXAMPLE



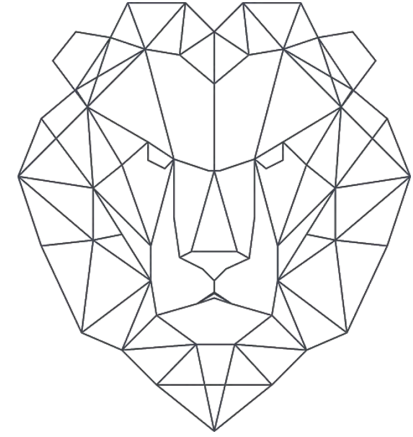
**MONKEY**

- Exclusive
- In demand - availability
- Case study logos



**LION**

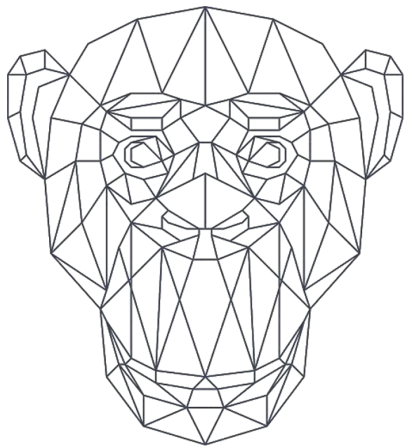
- Performance
- Price
- ROI



**DOG**

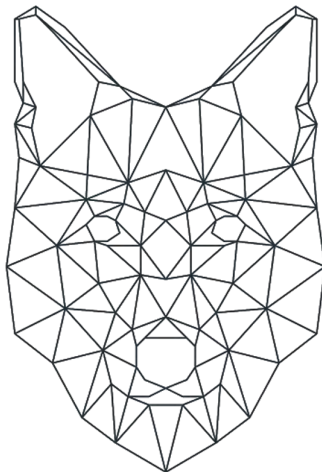
- Comfort
- Safe

# B2C PRODUCT EXAMPLE



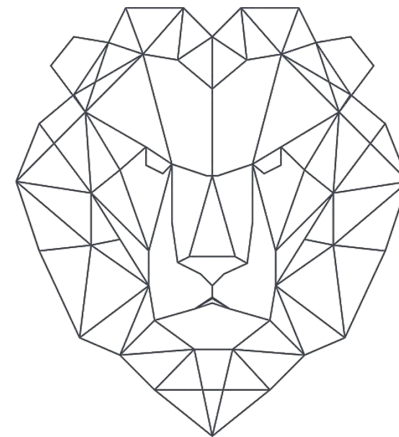
**MONKEY**

- Prestige
- Fashion
- Limited edition



**LION**

- Performance
- Life Cycle
- Value for Money



**DOG**

- Affinity
- Compatibility

# WE'RE GOING TO LOOK AT **NUDGES** TO INCREASE PERFORMANCE



LET'S MOVE THE GAME ON >>



# WHAT IS A NUDGE?



LET'S MOVE THE GAME ON >>







**A TARGET TO REDUCE OVERSPILL**

# HOW DO HUMANS THINK?



LET'S MOVE THE GAME ON >>



# SYSTEM 1



is **automatic, instinctive,**  
**quick, biased,**  
**inaccurate, irrational.**

# SYSTEM 2



is **thoughtful, reflective,**  
**calculated, slow, rational,**  
**logical, critical.**

# HOW DOES THIS RELATE TO PAID MEDIA?



LET'S MOVE THE GAME ON >>



# LOSS AVERSION



LET'S MOVE THE GAME ON >>



# ANCHORING



LET'S MOVE THE GAME ON >>



# SOCIAL PROOF



LET'S MOVE THE GAME ON >>



# SCARCITY AND URGENCY



LET'S MOVE THE GAME ON >>





**PLUS**



*LET'S MOVE THE GAME ON >>*



# THINK ABOUT LANGUAGE



LET'S MOVE THE GAME ON >>



# SELF REFERENCE EFFECT



LET'S MOVE THE GAME ON >>



# REMEMBER THE WORDS FROM THE BLACKBOARD EARLIER?

Up/Down  
Top/Bottom  
Tree/Leaf  
Sugar/Spice  
Moon/Stars

Hand/Glove  
Carrot/Stick  
Door/Window  
Coffee/Tea  
Land/Sea

# SEMANTIC PROCESSING IT'S OK TO MAKE USERS THINK



LET'S MOVE THE GAME ON >>



# RHYME AND UNEXPECTANCY



LET'S MOVE THE GAME ON >>



# USE AD EXTENSIONS TO BE MORE HUMAN

Hospitality Finder | Official Event Hospitality | Home Of The green Room

**Ad** [corporatehospitality.com/Hospitality](http://corporatehospitality.com/Hospitality) Phone number

Exclusive Corporate Hospitality packages & VIP Experiences. Enquire Today. Enquire Today For Our Exclusive Event package offers.

Hospitality Finder | Official Event Hospitality | Home Of The green Room

**Ad** [corporatehospitality.com/Hospitality](http://corporatehospitality.com/Hospitality)

Exclusive Corporate Hospitality packages & VIP Experiences. Enquire Today. Enquire Today For Our Exclusive Event package offers.



Send us a text for more information

New York Budget Hotel | Best NY Hotel Rates in Seconds

**Ad** [www.example.com](http://www.example.com)

Stylish Comfortable. Students save 20%. Multi-day discounts. 4.5 stars reviews.



2.9 mi · New York · 123 Broad St



Hospitality Finder | Official Event Hospitality | Home Of The green Room

**Ad** [corporatehospitality.com/Hospitality](http://corporatehospitality.com/Hospitality)

Exclusive Corporate Hospitality packages & VIP Experiences. Enquire Today. Enquire Today For Our Exclusive Event package offers.

Brand 1

\$10.00

Full Range of Sizes

Brand 2

\$15.00

Limited Availability

Brand 3

\$20.00

New Model Just In



# WHEN THINKING ABOUT YOUR **LANDING PAGE**



LET'S MOVE THE GAME ON >>



# CONSIDER DEFAULT BIAS



LET'S MOVE THE GAME ON >>



# FEEDBACK



LET'S MOVE THE GAME ON >>



# LET'S BRING THIS BACK TO WHAT IS THE POINT OF AN AD?



LET'S MOVE THE GAME ON >>



# TO CAPTURE **ATTENTION** AND SPARK **ACTION** FROM USERS



LET'S MOVE THE GAME ON >>



# AND WHAT IS YOUR JOB?



LET'S MOVE THE GAME ON >>



# TO DELIVER ROI



LET'S MOVE THE GAME ON >>



# SO WHAT'S THE FORMULA?



LET'S MOVE THE GAME ON >>





# A REPEATABLE AD MODEL



LET'S MOVE THE GAME ON >>



# FIRSTLY, YOU NEED TO UNDERSTAND YOUR AUDIENCE



LET'S MOVE THE GAME ON >>



# WHAT ARE THEIR INTRINSIC MOTIVATIONS?



LET'S MOVE THE GAME ON >>



# PROFILE YOUR AUDIENCE WITH MONKEY, LION, DOG



LET'S MOVE THE GAME ON >>



# NOW WE GET CREATIVE WITH OUR **AD COPY**



LET'S MOVE THE GAME ON >>



**DISRUPTIVE HOOK**  
**VALUE STATEMENT**  
**EXPLICIT OFFER**

# RAZORS4U.

Gillette Mach 3

£9.45 for 8 Mach 3 Blades

Fast and Free delivery

[www.razors4u.com](http://www.razors4u.com)

Razors4U Official Website | Refuse To Pay £20 For Blades

[www.razors4u.com/blades/deals](http://www.razors4u.com/blades/deals)

Refuse To Pay £20 For Leading Brand Razor Blades. We Save You Up To 40% Off RRP. Leading Brands In Letterbox Friendly Packaging. Secure shopping. Highlights: Free Delivery Available, Letterbox Friendly Packaging, Secure Shipping, Multiple Payment Options Available.

**Blades**

Leading Brand Razor Blades.  
Fast and Free Shipping.

**Men's Skincare**

Pre, during and post shave care.  
Only for the METRO MALE.

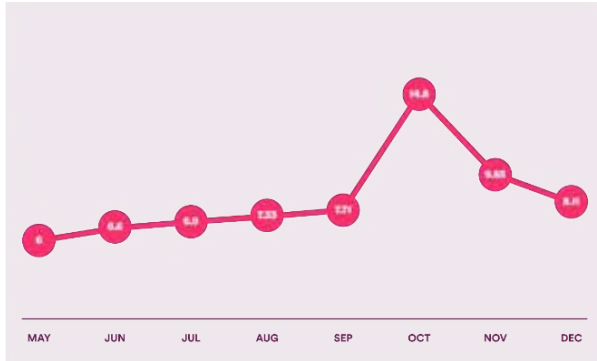


OLD AD

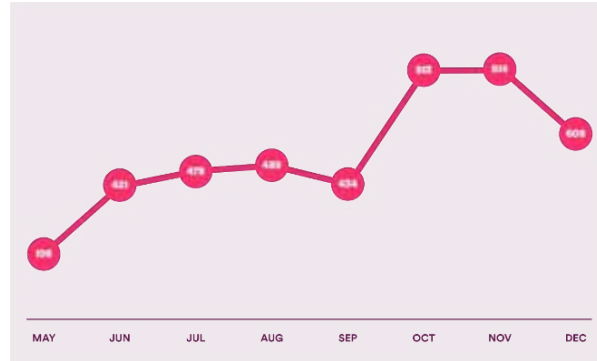
NEW AD

# RAZORS4U.

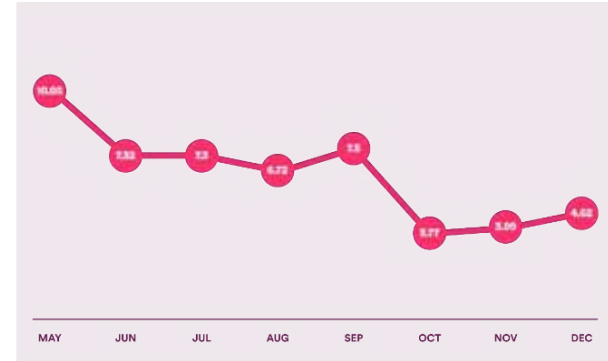
## Conversation rate



## Sales

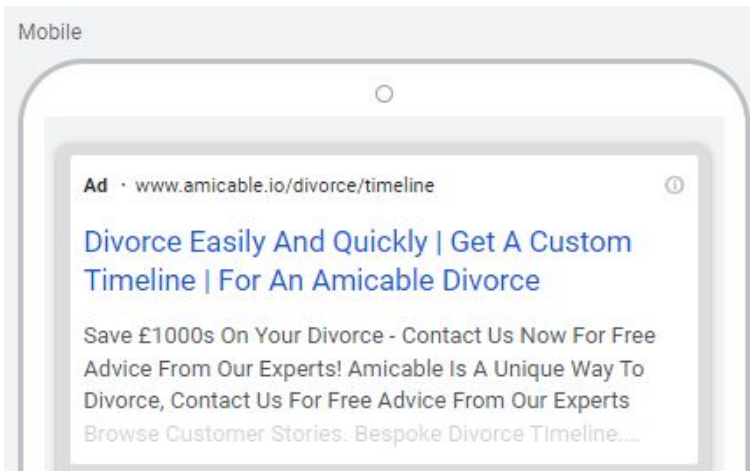


## CPA

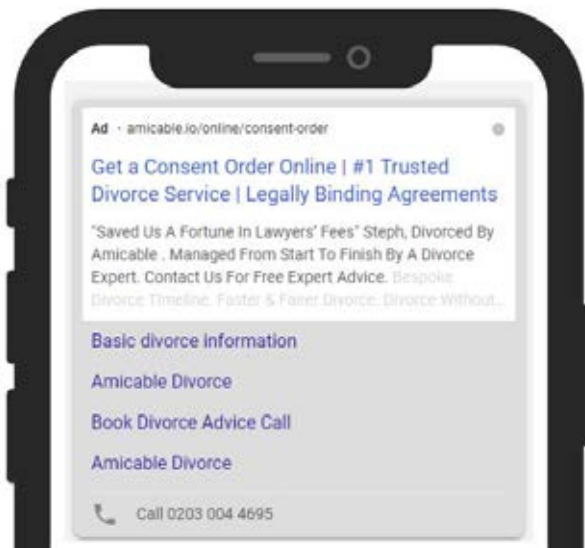




# AMICABLE.



**OLD AD**



**NEW AD**

**80%**  
INCREASE  
IN CTR

**151%**  
INCREASE  
IN LEADS

**154%**  
INCREASE  
IN LEAD TO  
CUSTOMER  
RATE

# NIDO.

Ad · www.nidostudent.com/nido/student

## Nido Student Accommodation | 2021/22 Rooms Now Available

Live Your Best Student Life At Nido - Book Now For 2020/21 University Accommodation. Cinema & Social Spaces, 200Mbps WiFi, 24Hr Security, Onsite Gym & Laundry Facilities Membership Discounts. Year Round...

Ad · nidostudent.com/london/accommodation

## London Uni Accommodation | 2021/22 Student Apartments

Enjoy Your Own Space With All The Comforts Of Home In Our West Hampstead Studios. Relax, Socialise & Study In Our Stylish Ensuite Apartments. Take A Virtual Tour Now Membership Discounts. Year Round Events. Utilities...

**OLD ADS**

Ad · www.nidostudent.com/

## From £109 Per Week | Extraordinary Flats | Join The Nido Family

Social Spaces. Private Garden. Bike Storage. Year Round Events. 10 Mins From Campus. Live Your Best Life In Our Amazing Studios. Private Ensuite Bathrooms & Double Beds. Membership Discounts. Year Round Events. Utilities...

Ad · www.nidostudent.com

## Uni Accommodation Liverpool | Reserve Your Uni Hangout | Where Memories Are Made

If You're A People Person, Heritage Court is the go-to choice for townhouse living. Explore Nido accommodation and experience the community vibes Liverpool has to offer.

**NEW ADS**

**58%**  
**INCREASE**  
**IN CTR**

**1550%**  
**INCREASE IN**  
**CONVERSION**  
**RATE**

**8%**  
**DROP IN**  
**CPA**

# AND WHAT ABOUT AFTER THE CLICK?



LET'S MOVE THE GAME ON >>



# WE NEED TO CONSIDER THE **LANDING PAGE**



LET'S MOVE THE GAME ON >>



Why

Disrupt them

What

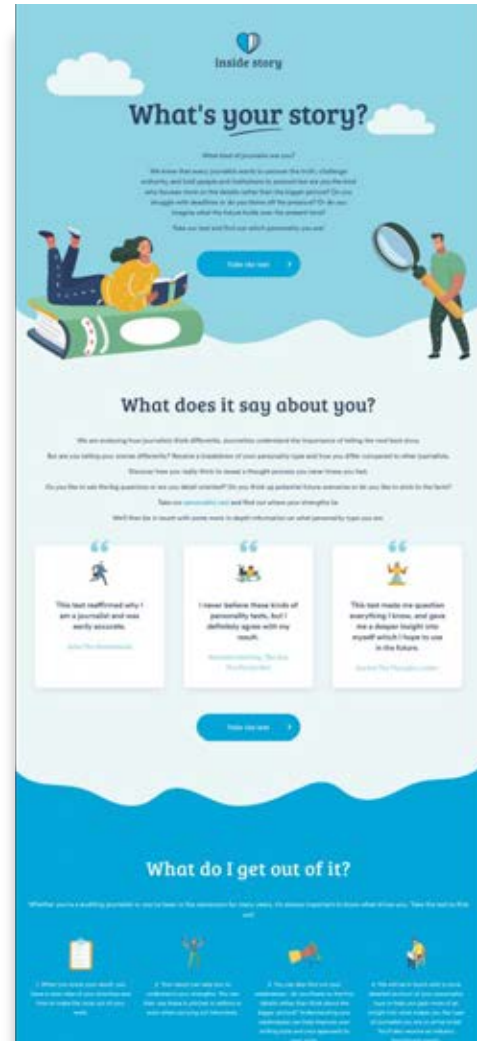
Emotive description

How

Process journey

What if

Testimonial  
CTA



The image shows a landing page for 'inside story' with a light blue background and white clouds. At the top left is the 'inside story' logo. The main heading is 'What's your story?' in a dark blue font. Below it is a sub-heading 'What kind of journalist are you?' followed by a paragraph of text. An illustration shows a woman reading a book on a green cushion and a man with a magnifying glass. A blue button with a right arrow says 'Take the test'. Below this is another heading 'What does it say about you?' followed by more text. Three white boxes with icons and text describe different types of journalists. A second blue button with a right arrow says 'Take the test'. At the bottom, another heading 'What do I get out of it?' is followed by a paragraph and four small icons with text.

# PLUS, WE SHOULD CONSIDER **NEURO DRIVEN CONTENT**



LET'S MOVE THE GAME ON >>



# CONSIDERING THE LANGUAGE WE USE & THE HUMANS WE ARE APPEALING TO



LET'S MOVE THE GAME ON >>



# WE'RE GOING TO LOOK AT 4 TYPES OF LANGUAGE



LET'S MOVE THE GAME ON >>





# UNINSPIRING LANGUAGE



LET'S MOVE THE GAME ON >>



# YOUR CONTENT NEEDS TO BE **ATTENTION GRABBING**



LET'S MOVE THE GAME ON >>



# STICKY



LET'S MOVE THE GAME ON >>



# IT NEEDS TO BE MEMORABLE



LET'S MOVE THE GAME ON >>



# IT NEEDS TO EVOKE EMOTION



LET'S MOVE THE GAME ON >>



# IT NEEDS TO BE BALANCED



LET'S MOVE THE GAME ON >>



# BALANCED BETWEEN SELF OBSESSED AND SELFLESS LANGUAGE



LET'S MOVE THE GAME ON >>



# THINKING ABOUT THE DIFFERENCE BETWEEN 'INSIDE OUT' VERSUS 'OUTSIDE IN'





# THIRDLY, STATIC VERSUS DYNAMIC LANGUAGE



LET'S MOVE THE GAME ON >>



# YOU MAY NOT REALISE IT, BUT YOU HAVE A LOT OF POWER THROUGH CONTENT



LET'S MOVE THE GAME ON >>



# LET ME TAKE YOU TO FLORIDA



LET'S MOVE THE GAME ON >>





**ACTUALLY, LET ME  
INTRODUCE YOU TO  
JOHN BARGH WHO IN  
1996 RAN AN  
EXPERIMENT THAT  
HAS BECOME KNOWN  
AS THE FLORIDA  
EFFECT**

**GROUP ONE**

*Random words*

**GROUP TWO**

*Bald  
Wrinkled  
Arthritis  
Florida  
Forgetful*



# AND FINALLY, VISUAL, AUDITORY AND KINESTHETIC LANGUAGE



LET'S MOVE THE GAME ON >>



## WHAT DO YOU THINK OF THIS CONFERENCE?

**A**

*It was great to watch the presentations today, I saw so many great talks.*

**B**

*It was great to listen to the presentations today, I heard so many great ideas.*

**C**

*I feel re-energised about my strategy after today, great ideas to build on.*

**VAK**



**Visual**

*"I see what you mean"*



**Auditory**

*"I hear what you're saying"*



**Kinesthetic**

*"It feels to me like..."*



# WE'RE GOING TO LEARN HOW TO MASTER CONTENT THAT SPARKS EMOTION AND ACTION



LET'S MOVE THE GAME ON >>



[ratemycontent.co.uk](http://ratemycontent.co.uk)



SCORE

?



SCORE

?



SCORE

?



SCORE

?



SCORE

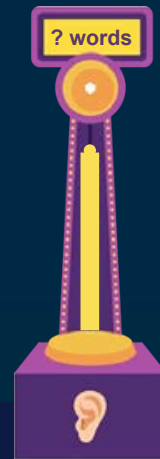
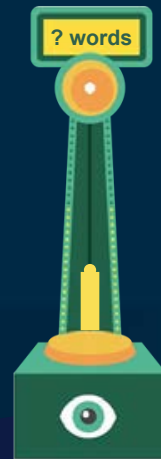
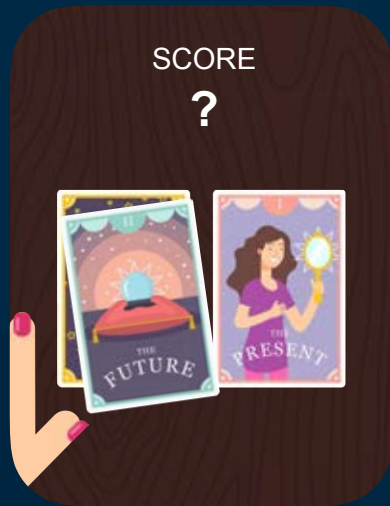
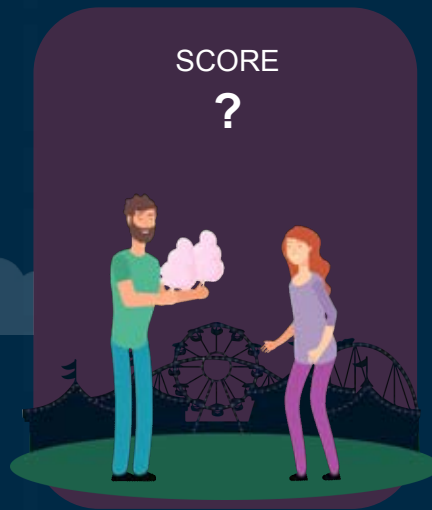
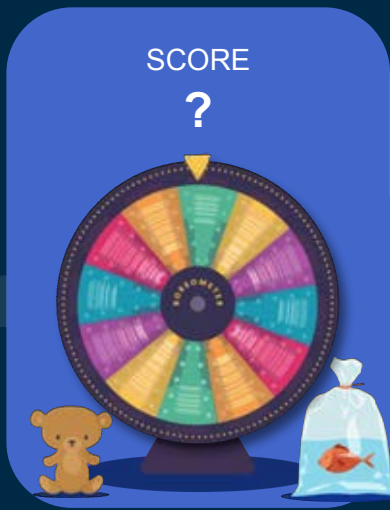
?



SCORE

?







# Caribbean Holidays

[www.tui.co.uk/discover/best-caribbean-island](http://www.tui.co.uk/discover/best-caribbean-island)





# Caribbean Holidays

[www.tui.co.uk/discover/best-caribbean-island](http://www.tui.co.uk/discover/best-caribbean-island)

SCORE  
**Boring**







# Caribbean Holidays

[www.tui.co.uk/discover/best-caribbean-island](http://www.tui.co.uk/discover/best-caribbean-island)

SCORE  
**Boring**



SCORE  
**Dynamic**





# Caribbean Holidays

[www.tui.co.uk/discover/best-caribbean-island](http://www.tui.co.uk/discover/best-caribbean-island)

SCORE  
**Boring**



SCORE  
**Dynamic**



SCORE  
**Selfless**





# Caribbean Holidays

[www.tui.co.uk/discover/best-caribbean-island](http://www.tui.co.uk/discover/best-caribbean-island)

SCORE  
**Boring**



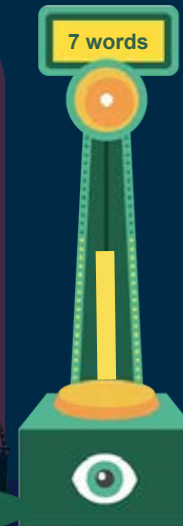
SCORE  
**Dynamic**



SCORE  
**Selfless**



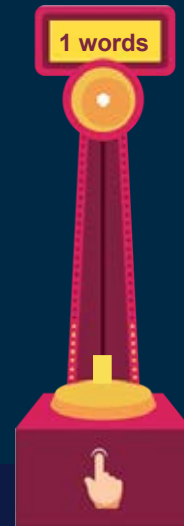
7 words



3 words



1 words





**TOP 10 TIPS**  
**To drive Paid Media  
performance and conversion**

TIP  
1



BE MORE **DESCRIPTIVE** AND **FUN**.

**PLAY** WITH YOUR LANGUAGE,  
HUMANS FIND **DESCRIPTIVE**  
WORDS MORE **ENGAGING** TO  
READ.

WHAT IS YOUR **DISRUPTIVE**  
**HOOK?**

*LET'S MOVE THE GAME ON >>*

**THINK ABOUT BRINGING  
EMOTION TO YOUR CONTENT.**

**WHAT FEELINGS DOES YOUR  
PRODUCT OR SERVICE EVOKE,  
CAN YOU USE THIS?**

**LET'S MOVE THE GAME ON >>**

**TIP  
2**



TIP  
3



**BE OUTSIDE IN, NOT INSIDE OUT.**

**THINK ABOUT YOUR AUDIENCE'S  
CHALLENGES AND NEEDS FIRST,  
BEFORE BROADCASTING WHAT  
YOU DO.**

**LET'S MOVE THE GAME ON >>**

**THINK ABOUT **CONTEXT** NOT  
JUST EXPLAINING THE FEATURES.**

**WHAT IS THE **IMPACT**?**

**LET'S MOVE THE GAME ON >>**

**TIP  
4**







TIP  
5



## CONSIDER HOW YOU CAN INCLUDE **VAK LANGUAGE**.

**VISUAL:** SEE, SHOW, DREAM, HORIZON,  
OBSERVE ETC.

**AUDITORY:** ANNOUNCE, HEAR, MENTION,  
STATE, LISTEN ETC.

**KINESTHETIC:** FEEL, BUILD, SUPPORT,  
FOUNDATION, ACTIVE ETC.

*LET'S MOVE THE GAME ON >>*

**CONSIDER HOW YOU CAN USE  
THE LOSS AVERSION NUDGE.**

**REMEMBER WE ASSIGN GREATER  
VALUE TO THINGS THAT WE  
OWN.**

**LET'S MOVE THE GAME ON >>**

**TIP**

**6**



**TIP  
7**



**CONSIDER HOW YOU CAN USE  
ANCHORING AS A NUDGE.**

**REMEMBER THINGS ARE RARELY  
PERCEIVED FOR WHAT THEY ARE  
BUT JUDGED ACCORDING TO A  
REFERENCE POINT. BE IN  
CONTROL OF THAT REFERENCE  
POINT.**

**LET'S MOVE THE GAME ON >>**

**CONSIDER HOW YOU CAN USE  
SOCIAL PROOF AS A NUDGE.**

**REMEMBER WE ARE STRONGLY  
INFLUENCED BY WHAT OTHER  
PEOPLE THINK.**

**LET'S MOVE THE GAME ON >>**

**TIP  
8**



**TIP**  
**9**



**REMEMBER IT IS OK TO MAKE  
PEOPLE THINK.**

**THINGS THAT ARE PROCESSED  
SEMANTICALLY LEAD TO BETTER  
MEMORABILITY.**

**LET'S MOVE THE GAME ON >>**

**THROUGH CONTENT YOU HAVE  
THE **POWER** TO AFFECT YOUR  
USER'S BEHAVIOUR -  
**BE AWARE OF THIS****

**LET'S MOVE THE GAME ON >>**

**TIP  
10**





**Let me tie  
this altogether**

# WE'VE LEARNT ABOUT



LET'S MOVE THE GAME ON >>





# NUDGES & THE POWER OF UNDERSTANDING **HOW** **HUMANS MAKE DECISIONS**



*LET'S MOVE THE GAME ON >>*



# HUMANS & WHEN IT COMES TO PERSONAS THAT WE MUST CONSIDER INTRINSIC MOTIVATIONS



LET'S MOVE THE GAME ON >>



# LANGUAGE, BUT NOT IN A BORING ENGLISH LESSON WAY, WE'VE LEARNT...



LET'S MOVE THE GAME ON >>



**WE NEED TO USE  
COLOURFUL LANGUAGE  
TO BE STICKY, MEMORABLE,  
AND TO EVOKE EMOTION**



LET'S MOVE THE GAME ON >>



# WE NEED TO BALANCE OURSELVES AND OUR AUDIENCE



LET'S MOVE THE GAME ON >>



**WE NEED TO BALANCE  
THE WHY & WHAT OF THE  
CURRENT SITUATION WITH  
THE FUTURE & THE SO WHAT**  
»»»»»»»»»»

LET'S MOVE THE GAME ON >>



# WE NEED TO BALANCE THE DETAIL AND **THE** **CONTEXT**



LET'S MOVE THE GAME ON >>



**FINALLY, WE NEED TO BE  
CONSCIOUS TO USE A VARIETY  
OF VISUAL, AUDITORY AND  
KINESTHETIC LANGUAGE.**



On that **note...**



**IT HAS BEEN GREAT TO  
SEE YOU ALL TODAY**



**LET'S MOVE THE GAME ON >>**



# THANK YOU FOR LISTENING



LET'S MOVE THE GAME ON >>



***I REALLY HOPE YOU HAVE  
HEARD AT LEAST ONE THING  
THAT YOU CAN IMPLEMENT TO  
YOUR AD CAMPAIGNS.***



***LET'S MOVE THE GAME ON >>***



I HOPE I HAVE BEEN  
ABLE TO **SHIFT** YOUR  
VIEW ON CONTENT.



LET'S MOVE THE GAME ON >>



**AND THAT I HAVE  
MADE AN *IMPACT* ON  
HOW YOU THINK &  
INTERACT WITH OTHERS.**



**LET'S MOVE THE GAME ON >>**



**Download  
the slides:**



**Find me  
on LinkedIn:**



# Thank you

