

IS BEHAVIOURAL ECONOMICS THE MAGIC YOUR PAID MEDIA HAS BEEN MISSING?



Becky Simms | June 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

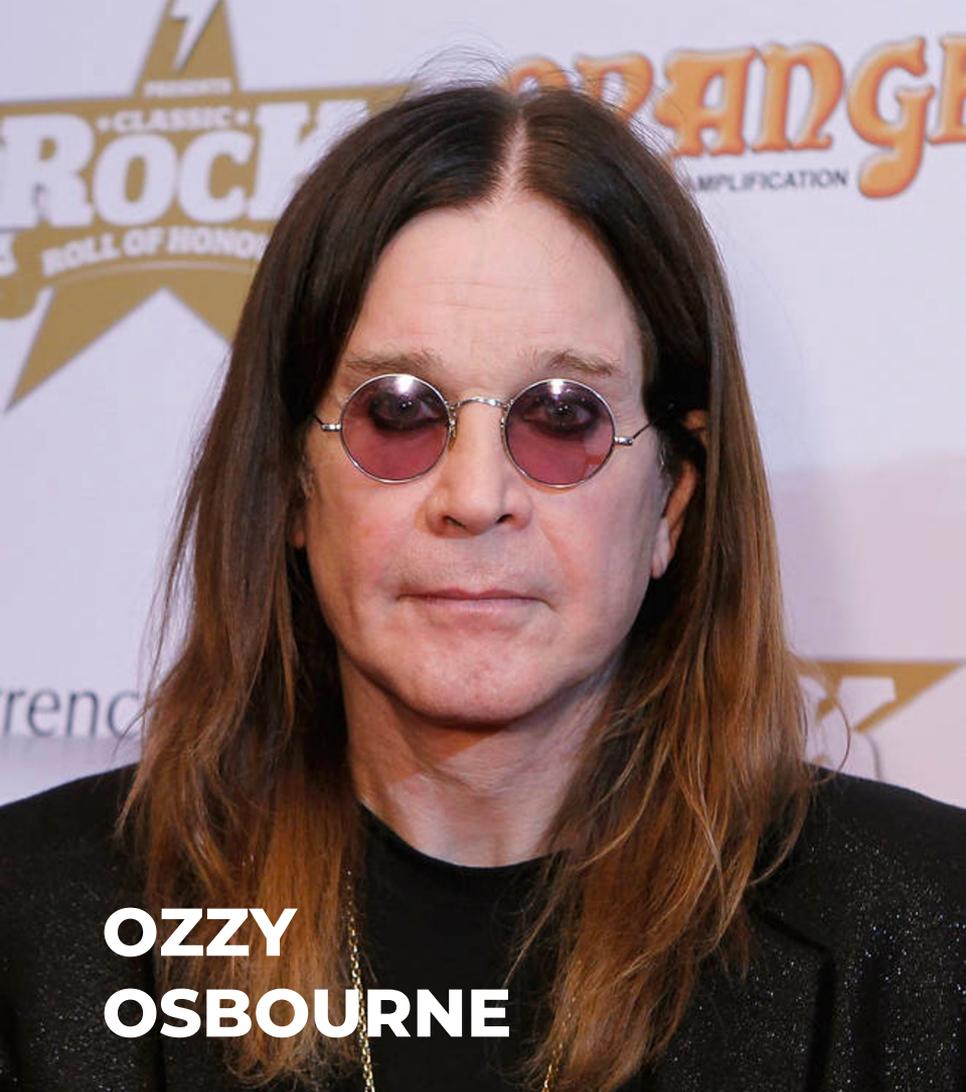


LET'S MOVE THE GAME ON >>





**WHO AM I
DESCRIBING?**



**OZZY
OSBOURNE**



**PRINCE
CHARLES**

WE ARE ALL DIFFERENT



LET'S MOVE THE GAME ON >>



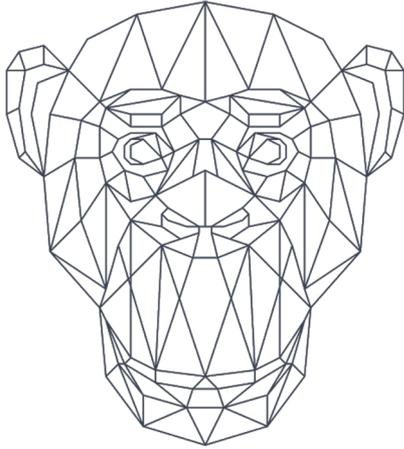
HOW DO WE ENSURE OUR ADS ACCOUNT FOR OUR DIFFERENCES?



LET'S MOVE THE GAME ON >>

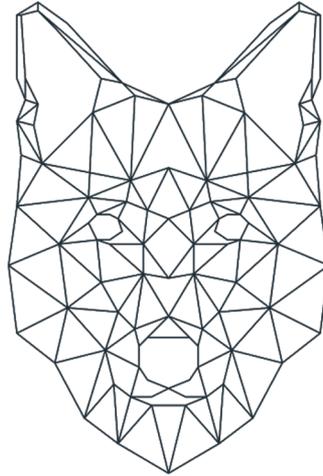


OUR UNIQUE PERSONA MODEL



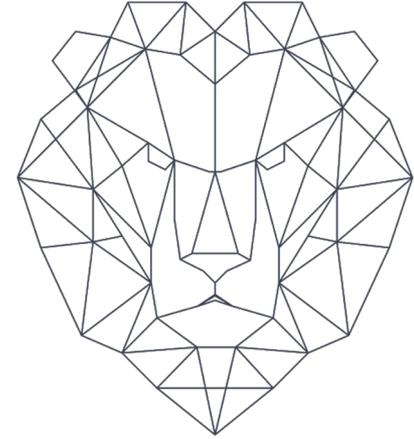
MONKEY

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.**

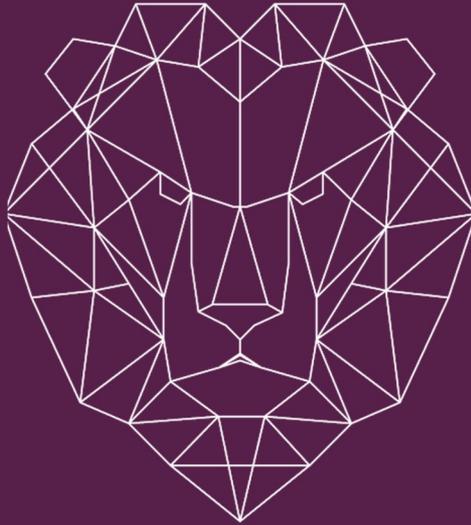
www.reflectdigital.co.uk/mld



MONKEY

Contextual Thinking & Feedback

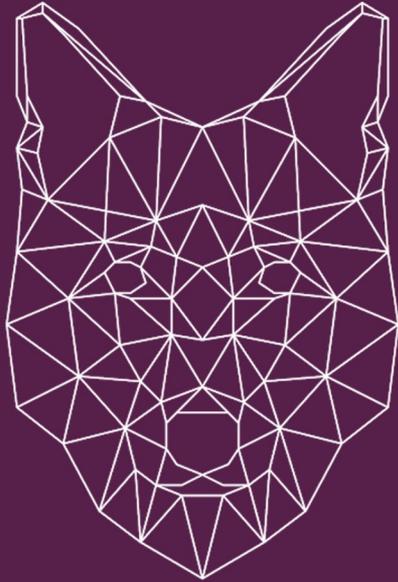
- Attention / Recognition
- Status / Title / Ranking
- Making a Difference
- Leaving a Legacy
- Fame / Anonymity
- Purpose
- Change / Variety
- Spontaneity
- Prestige / Exclusivity
- Uncertainty / Surprise
- Curiosity
- Creativity



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

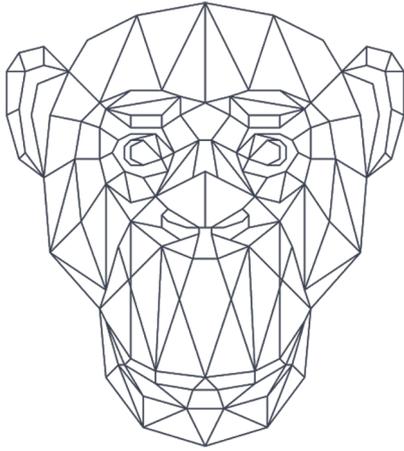


DOG

Emotional Thinking & Feedback

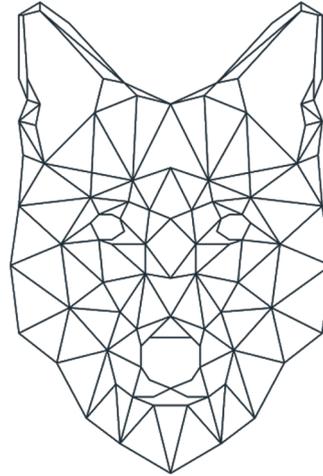
- Connection
- Affinity
- Relationships / Friendship
- Openness
- Honesty / Transparency
- Trust
- Loyalty
- Teamwork / Camaraderie
- Community
- Fairness / Empathy
- Love / Affection
- Empathy / Kindness

B2B SERVICE EXAMPLE



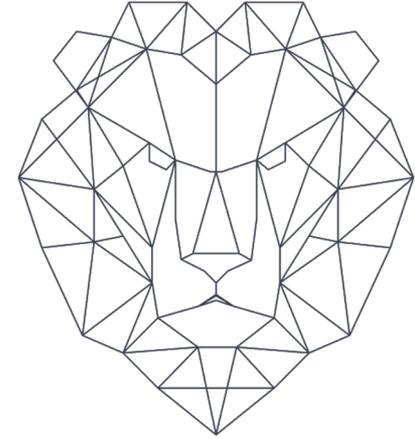
MONKEY

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



LION

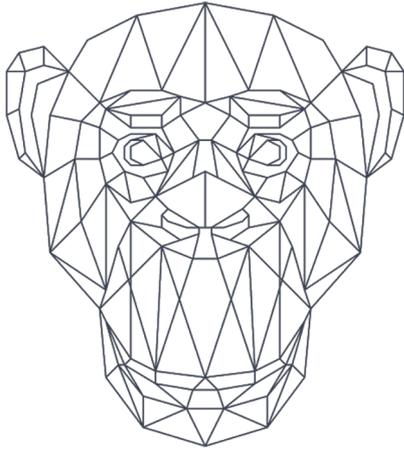
- Professionalism
- Experience
- Clarity
- Don't mess up



DOG

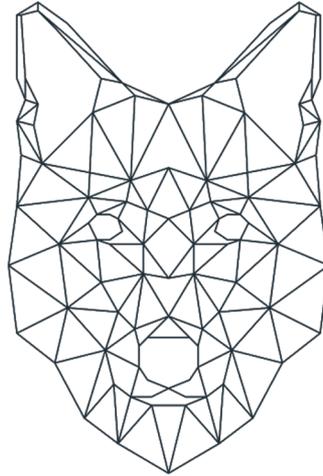
- Communication
- Transparency
- Trust

B2C SERVICE EXAMPLE



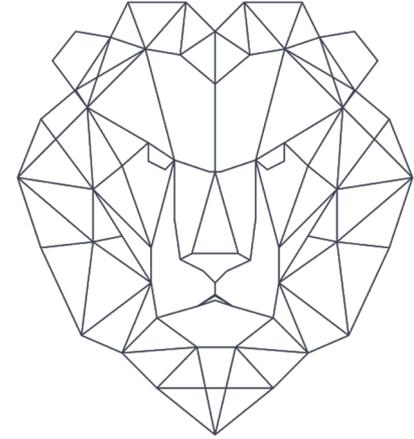
MONKEY

- Attentive
- Individual / Personalised
- In demand



LION

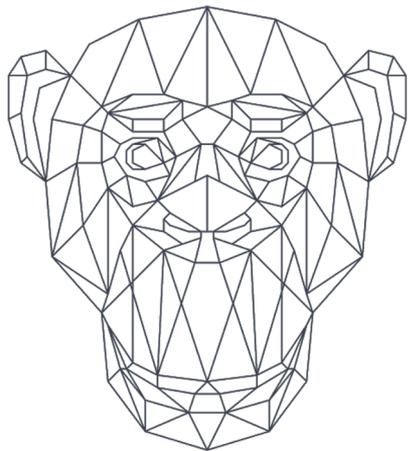
- Convenient
- Helpful
- Value for money



DOG

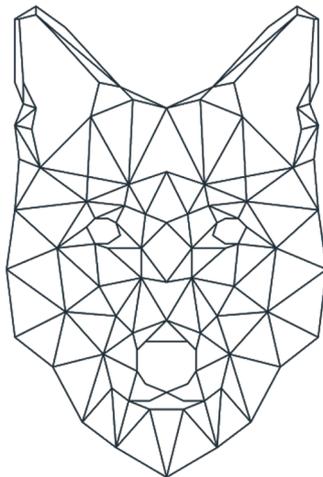
- Welcoming
- Friendly
- Trustworthy

B2B PRODUCT EXAMPLE



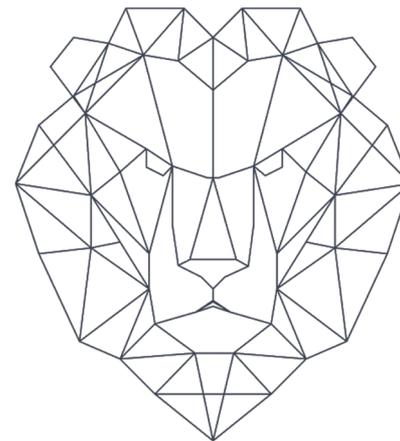
MONKEY

- Exclusive
- In demand - availability
- Case study logos



LION

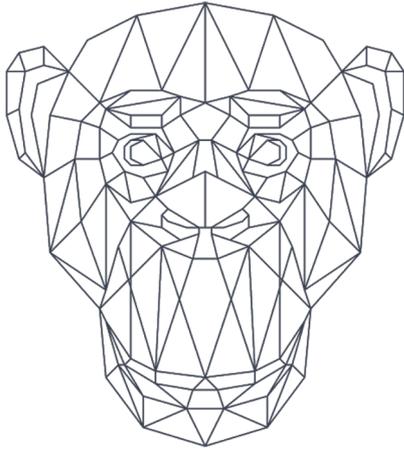
- Performance
- Price
- ROI



DOG

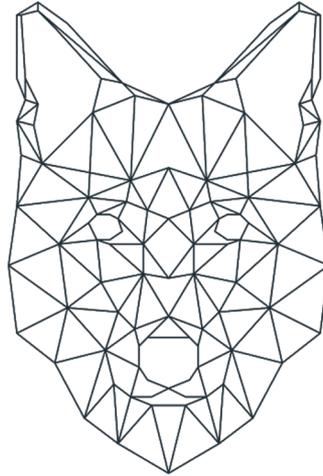
- Comfort
- Safe

B2C PRODUCT EXAMPLE



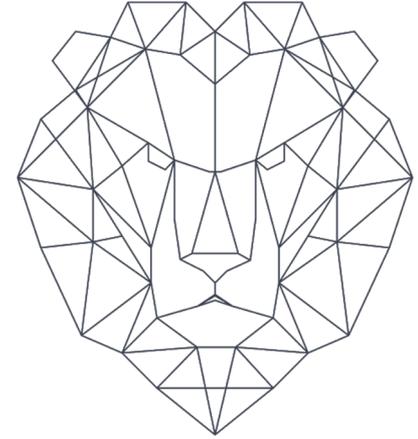
MONKEY

- 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 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 >>



RHYME AND UNEXPECTANCY



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 >>



USE AD EXTENSIONS TO BE MORE HUMAN

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

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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 

 corporatehospitality.com/Hospitality

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



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Brand 1

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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

OLD AD

Razors4U Official Website | Refuse To Pay £20 For Blades

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.



RAZORS4U
Shaving you money! .com

REFUSE TO PAY £15 FOR 8 GILLETTE MACH 3 BLADES
£9.45 FOR 8 BLADES. UNBEATABLE!

SHOP NOW!

NEW AD

RAZORS4U.

Conversation rate



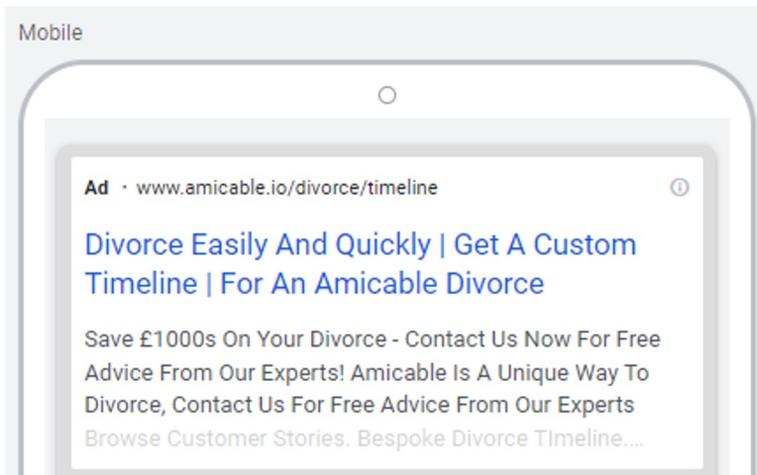
Sales



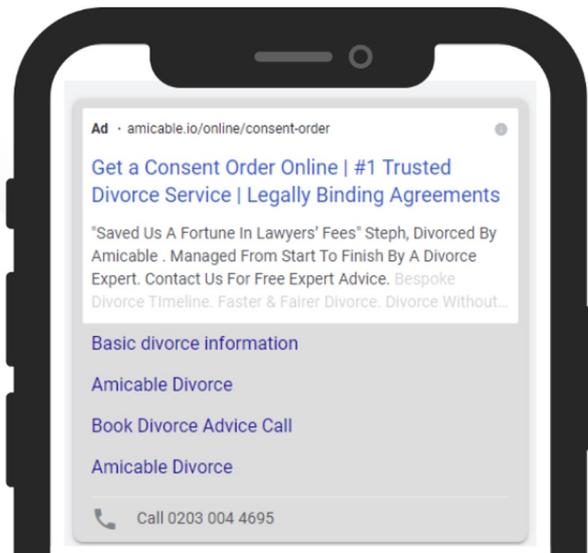
CPA



AMICABLE.



OLD AD



NEW AD

80%
INCREASE
IN CTR

151%
INCREASE
IN LEADS

154%
INCREASE
IN LEAD TO
CUSTOMER
RATE

NIDO.

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OLD ADS

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

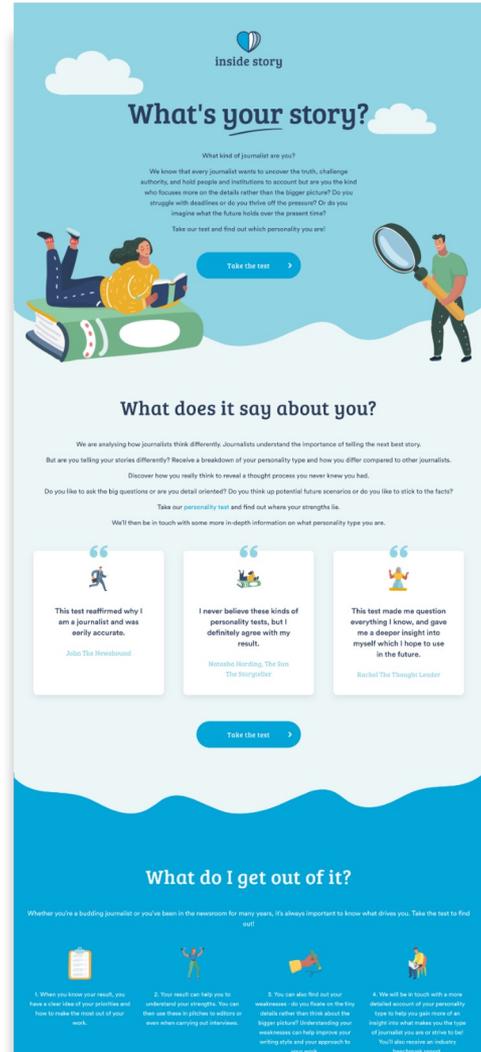
Emotive description

How

Process journey

What if

Testimonial
CTA



inside story

What's your story?

What kind of journalist are you?

We know that every journalist wants to uncover the truth, challenge authority, and hold people and institutions to account but are you the kind who focuses more on the details rather than the bigger picture? Do you struggle with deadlines or do you thrive off the pressure? Or do you imagine what the future holds over the present tense?

Take our test and find out which personality you are!

[Take the test](#)

What does it say about you?

We are analysing how journalists think differently. Journalists understand the importance of telling the next best story. But are you telling your stories differently? Receive a breakdown of your personality type and how you differ compared to other journalists.

Discover how you really think to reveal a thought process you never knew you had.

Do you like to ask the big questions or are you detail orientated? Do you think up potential future scenarios or do you like to stick to the facts?

Take our **personality** test and find out where your strengths lie.

We'll then be in touch with some more in-depth information on what personality type you are.

“



This test reaffirmed why I am a journalist and was eerily accurate.

John The Newsboard

“



I never believe these kinds of personality tests, but I definitely agree with my result.

Neville Harding, The Sun The Storyteller

“



This test made me question everything I know, and gave me a deeper insight into myself which I hope to use in the future.

Barbet The Thought Leader

[Take the test](#)

What do I get out of it?

Whether you're a budding journalist or you've been in the newsroom for many years, it's always important to know what drives you. Take the test to find out!

1. When you know your result, you have a clear line of your priorities and how to make the most out of your work.
2. Your result can help you to understand your strengths. You can then use these to pitch to editors or even when carrying out interviews.
3. You can also find out your weaknesses. It can be one of the biggest deals rather than think about the bigger picture? Understanding your weaknesses can help improve your writing style and your approach to your work.
4. We will be in touch with a more detailed breakdown of your personality. Take to help you gain more of an insight into what makes you the type of journalist you are or drive to be! You'll also receive an industry newsletter once.

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..."

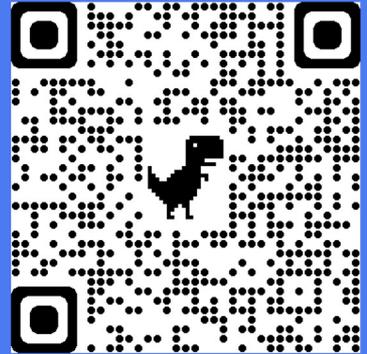
WE'RE GOING TO LEARN HOW TO MASTER CONTENT THAT SPARKS EMOTION AND ACTION



LET'S MOVE THE GAME ON >>



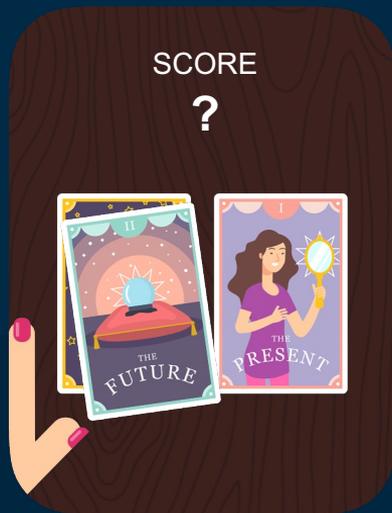
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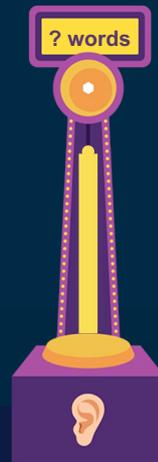
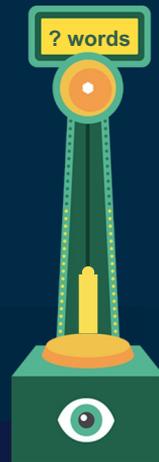
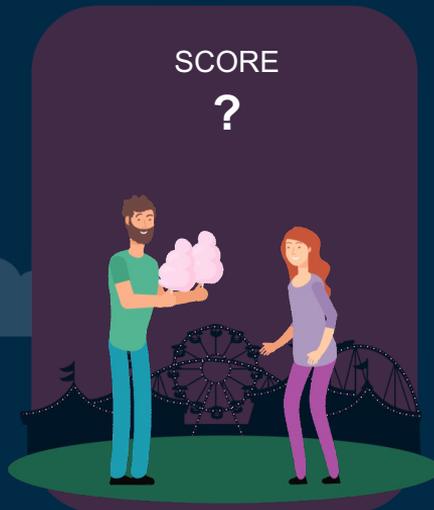
SCORE

?











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SCORE
Boring





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Boring



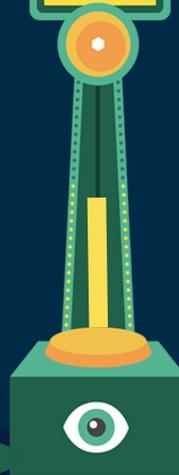
SCORE
Dynamic



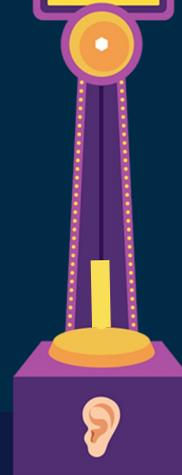
SCORE
Selfless



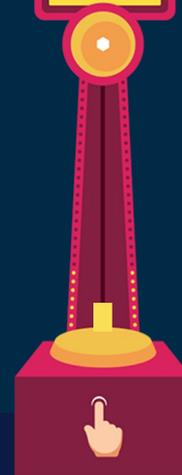
7 words



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 >>



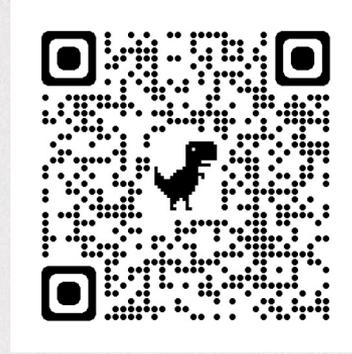
**AND THAT I HAVE
MADE AN *IMPACT* ON
HOW YOU THINK &
INTERACT WITH OTHERS.**



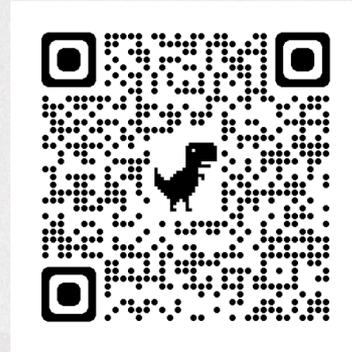
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Thank you

