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?
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.**

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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
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

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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
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
ANCHORING

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?
SEMANTIC PROCESSING
IT’S OK TO MAKE USERS THINK

LET’S MOVE THE GAME ON
USE AD EXTENSIONS TO BE MORE HUMAN

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LET’S MOVE THE GAME ON
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?
TO CAPTURE ATTENTION AND SPARK ACTION FROM USERS
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?
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?
PROFILE YOUR AUDIENCE WITH MONKEY, LION, DOG
NOW WE GET CREATIVE WITH OUR AD COPY

LET’S MOVE THE GAME ON
DISRUPTIVE HOOK
VALUE STATEMENT
EXPLICIT OFFER
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OLD AD

NEW AD

80% INCREASE IN CTR

151% INCREASE IN LEADS

154% INCREASE IN LEAD TO CUSTOMER RATE

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LET’S MOVE THE GAME ON >>
NIDO.

OLD ADS

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58% INCREASE IN CTR

1550% INCREASE IN CONVERSION RATE

8% DROP IN CPA

LET'S MOVE THE GAME ON
AND WHAT ABOUT AFTER THE CLICK?
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
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
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
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

LETS 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
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  Auditory  Kinesthetic

“I see what you mean”  “I hear what you’re saying”  “It feels to me like…”
WE’RE GOING TO LEARN HOW TO MASTER CONTENT THAT SPARKS EMOTION AND ACTION
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TOP 10 TIPS
To drive Paid Media performance and conversion
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?
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**?

**TIP 4**

**LET’S MOVE THE GAME ON**
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 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.
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
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...
WE NEED TO USE COLOURFUL LANGUAGE TO BE STICKY, MEMORABLE, AND TO EVOKE EMOTION
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
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.
I HOPE I HAVE BEEN ABLE TO **SHIFT** YOUR VIEW ON CONTENT.
AND THAT I HAVE MADE AN **IMPACT** ON HOW YOU THINK & INTERACT WITH OTHERS.
Thank you

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