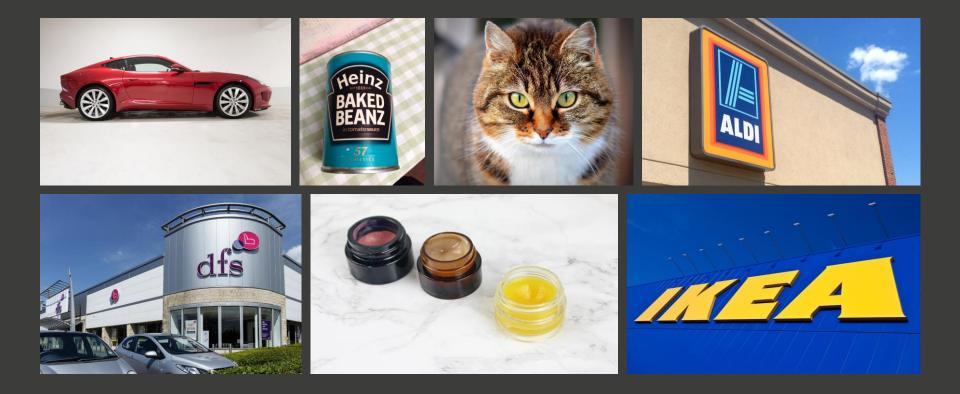
UNDERSTANDING THE IRRATIONA SHOPPER AND WHAT THAT MEANS FOR

Sue Benson

TheMarketCreative.

sue@themarketcreative.com

@themarketc



✓ @themarketc sue@themarketcreative.com

We make 'mistakes' We have biases.



Behavioural Economics

The marriage of psychology and economics, and provides valuable insights into why individuals are not behaving or making decisions in their own best interests.

: JASES NUDGES AND HEURISTICS

🈏 @themarketc

sue@themarketcreative.com

10 TM.BE **BEHAVIOURAL MODEL.**

"...WHAT I'M COMMITTED TO" "...WHAT

MAKES SENSE IN THE MARKET CONTEXT"

th TM.BE *"I tend to buy..."*

"...WHAT

THE/MY

CROWD

BUYS"

...WHAT

I KNOW/

ALWAYS

BUY"

"...WHAT WILL GRATIFY ME <u>NOW</u>"

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"...THE SIMPLEST OPTION"

"...WITH MY

HEART NOT

MY HEAD"

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Can behaviours really be influenced?



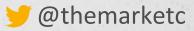
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IT'S ALL About

TheMarket



sue@themarketcreative.com

STAND WITH

heMarketCreatu



TheMarketCreative.

thump | Broadly.

WITH

EQUALIZING

LET'S DOUBLE THE WOMEN HEADLINERS

🔰 🥑 @themarketc

"

We believe that our brands should have a purpose greater than just amazing drinks, and Smirnoff brand's purpose is to move the world to be inclusive. We believe we can make a difference by using our presence in electronic music culture to drive diversity within the community.

Syl Saller, Diageo's chief marketing officer

🏓 @themarketc

sue@themarketcreative.com



Commitment Pledge

The more public we make our stance, the less willing we are to change it.



sue@themarketcreative.com







Ask your staff

A single-minded pursuit

Don't think about numbers

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sue@themarketcreative.com

Google Digital Garage

Free digital coaching for everyone in Manchester

sue@themarketcreative.com

to take th



Social Incentive

Social reward can be of greater value than money.



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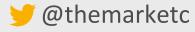




Know your skills Accredit your students

Let your customers train each other

@themarketc sue@themarketcreative.com



sue@themarketcreative.com

HUMOUR

McDonalds McCafe



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sue@themarketcreative.com



Value Perception

Price dictates how you value something, even when applied to seemingly identical products.



sue@themarketcreative.com







Start with your customer's pain point Play the inventor

Laugh at yourself

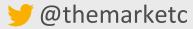
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Outsized results for undersized investments

Richard Thaler Nobel Prize winner 2017





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