

Creative intelligence for
startups and scaleups

A photograph of a woman with glasses, smiling and holding a tablet, overlaid with a teal tint. She is wearing a light-colored blouse and a dark skirt. The background is blurred, showing other people in a meeting or office setting.

Behavioural science for scaleups

Creative intelligence

SIM7
Creative Agency

Think think, nudge, nudge

Take your marketing to another level by applying these four key behavioural science theories.

In our simple terms (and simple beats complicated every time), behavioural science focuses on why we humans do what we do. Why – and how – we make the decisions we make. Our thought processes and, occasionally, the lack of them.

We thought it'd be useful to share some of the key theories with you. To show you how they could help you, your business and your brand connect with your audience. How small, quick actions that we can take today could have big, lasting impacts tomorrow.

Brand
/Insight
/Advice
/Inspiration
/Identity
/Strategy
Ignition



Comparative context and price perception

Visit a Rolls-Royce showroom and, unless you're of a certain bank balance, all the models seem ludicrously expensive. But. Sell your brand new top-spec Rolls at a super-yacht show and...

“If you want a kitten, ask for a pony”

Rory Sutherland

Yes, it's all about establishing a comparative context and flipping the way people see price. Aldi do this brilliantly, with their direct 'I like this...' price comparison ads.

So what can you position your product or service against? How can you demonstrate value rather than just price? Another Rory Sutherland example: Nespresso Pods. If you have a jar of pods sat on your worktop, that's a few pounds worth. £100 maybe. A lot of money for coffee. But if you change the context and compare them - not to at-home coffee - to your pricey morning Starbucks, then suddenly the cost isn't too great to swallow. Change the context, reframe the price, show the value.

(Final example. The AA, the 4th emergency service. Smarts.)

Social proofing

You're walking along the street. There's a group of people looking up into the sky. Next thing you know, you're looking up too.

We humans copy, mimic and assume the actions of others. When we see others doing something, we tend to think that that behaviour is more correct. That it's the right thing to do in those circumstances. That's the 'wisdom of the crowd' that people talk about. When we're not sure what to do, we assume that the people around us (our friends, peer group, experts, celebrities, etc) have a better understanding of what's going on and therefore what should be done.

Dentists use this toothbrush.
Add to basket.

9/10 cats recommend this cat food.
Then our cats must eat that cat food.

Celeb endorsements, social media ads, influencers with millions of followers, Amazon star ratings. All social proofing. And it's super-powerful.

Loss aversion

Nobody *shudder* likes to lose. And human nature is such that we value a loss twice as much as we value a gain. We feel a loss twice as powerfully. Pay for a plastic bag in a supermarket? It's fine, I'll contort myself and rupture muscles carrying this stuff home. And, dare we say it, Brexit.

It's the loss thing. Losses are intimidating. Primal. And so Leave feels strong and compelling. It's definitive. Whereas Remain is? Lesson learned.

FOMO is a form of loss aversion. That fear of nothing being there just in case. The Economist famously nailed it too:

“One thing for sure is Remain is a horrible name. It's weak. Whereas Leave is strong.”

Richard Thaler, author of Nudge



The power of now

We want things NOW. Next day, right away. Yes, we're looking at you, Amazon Prime. Indeed, as of September 2021, 65 percent of Amazon online shopping users were also subscribers to the Amazon Prime service. And see Scott Galloway's take below. Mind. Blown.

Credit cards use the power of now too. Because we favour short term rewards over long term gains. Introductory offers, reduced rates for the first six months. Mastercard's 'Priceless' campaign plays on this too. As do things like Fast Boarding or Disney's Fast Pass for its parks. Think about how you can harness our desire to have things quickly to connect with your customers.

Scott Galloway @profsgalloway

82% of American homes have Amazon Prime, more than voted in the 2016 election, have a pet, attend church, or decorate a Christmas tree. Does any other firm have a recurring revenue relationship with 8/10 American households?

#nomercynomalice profsgalloway.com/fire-fawning

Activity	Share of US Households
AMAZON PRIME MEMBERS	82%
DECORATE A CHRISTMAS TREE	77%
OWN A PET	68%
EROK / HOUSEHOLD INCOME	60%
VOTED IN OUR ELECTION	53%
MEMBERS OF A CHURCH OR SYNAGOGUE	50%
OWN A LAWNMOWER	47%
OWN A GUN	43%

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The books we swear by (and on)

If we've whetted your appetite for more behavioural science goodness, seek out the books below. They're sharply written and endlessly fascinating – and all available to order from your local bookshop.

- Alchemy, Rory Sutherland
- The Choice Factory, Richard Shotton
- Herd, Mark Earls
- Nudge, Richard H. Thaler & Cass R. Sunstein
- The Creative Nudge, Mick Mahoney & Kevin Chesters

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Discover more strategies
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at SIM7 creative agency,
sim7creative.co.uk

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