

Creative intelligence for  
startups and scaleups

A photograph of a woman in a dark top and glasses pointing towards a screen in a modern office. Other people are seated at desks in the background. The image has a teal color overlay.

# Psychology in marketing

Essential insights

**SIM7**  
Creative Agency

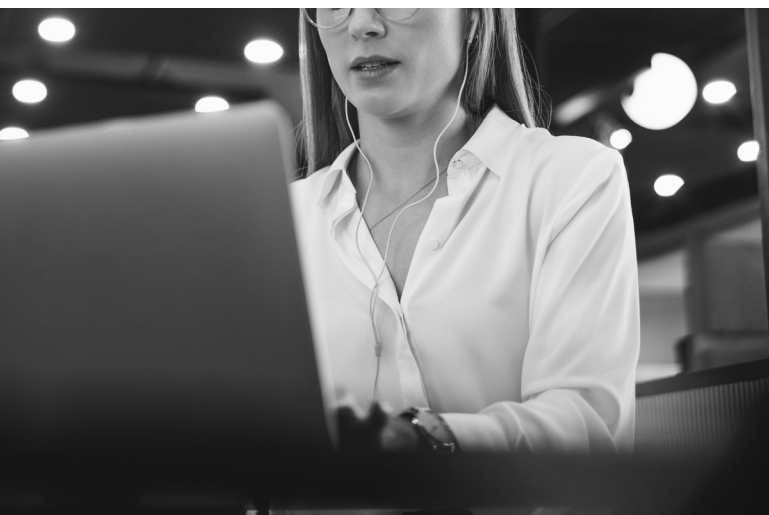
# Make better connections

Every marketing channel from social media to blogs to billboard advertising lives or dies by the quality of the creative. And the quality of the creative depends on its empathy. Or to put it another way: if you want to connect with people, tap into a human truth.

No one really likes Mondays. And we're not particularly great if we haven't eaten #hangry. So whether it's reed.co.uk and 'Better Mondays', or Snickers and their 'You're Not You When You're Hungry' truth-bomb, the greatest campaigns are based on the simplest of human truths.

These universal human truths and simplicity of thought can be the key to appealing to your audience and growing your brand. So, what are these all-powerful, omnipresent truths we speak of?

At SIM7, we've defined (with help from a lot of life experience and a few corners of the Internet) 16 universal human truths that we can neither escape nor disagree with. Ideas so powerful they transcend nationalities and cultures. Ideas that connect with people emotionally and move us to action. (And, as we've fond of saying here, nothing happens until somebody feels something. Nothing.)



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

If your marketing hero messages can be boiled down into one (or more) these essential truths, they've got a great chance of hitting home...

## 1. Our parents and upbringing

Let's start at the very beginning. From the moment we enter this world, we're shaped by the way our parents bring us up. How we're treated. How much we were loved. Our attachment style, how we bond with people. How secure or anxious we are. Ever heard the one 'He gets it from his mother', or 'The apple doesn't fall far from the tree'. That's parents and upbringing.

## 2. We are born equal, we leave equal

We arrive, we depart. We are born with nothing, we leave with nothing. Hence, no time like the present. That's why we talk a lot about making the most of each day. Seize it. Smash it. Be adventurous. Don't fear what life presents us with because we all end up the same way. (Bit morbid, sorry.)

## 3. We all want love and acceptance

We all want to experience love. It validates us, makes us feel special and important. Enough said.

## 4. We all experience intrusive thoughts

Whatever you do, Do Not Press That Big Red Button. Now we all want to press it, right? Intrusive thoughts can be big and small. They can leap out at us. Random things that just pop into our heads. That fear of saying something you shouldn't but really want to. Everyone has these sort of thoughts. They're natural.

## 5. Stress

Urgh. The inevitable stress. It's different things to different people but we all get it. Waiting for the bathroom. Invoicing time. Events beyond our control. We all get it, we all manage it in different ways.

## 6. Happiness is a fleeting feeling

Let's be honest, happiness isn't our constant state. We're not always always happy. It comes, it goes. That's why we do things that make us happy - and why we should do more of them.



## 7. Society conditions us

Society has rules, protocols and norms - mostly to ensure the greatest good. But rules, protocols and norms can be constructively challenged. The status quo can be quashed. We must always encourage critical thinking and celebrate different perspectives. No one has to follow the crowd.

## 8. Toxic, nasty people are projecting their own misery

Bit heavy this one. But it's a truism. Don't let other people's negative energy get to you. Never take an insult to heart again. Move away. Move on. Happy people don't do venom or nasty sarcasm. It's the unhappy ones who project their unhappiness onto others.

## 9. Money doesn't \*automatically\* buy happiness

Yes, money means more freedom and choices. But guaranteed happiness? Debatable. Having a hefty bank balance alone won't make people love you more, or help you feel good about yourself. Money isn't meaning and it definitely isn't a purpose in life. (But yes, it's very useful.)

## 10. Someone close to you will let you down

Disappointments happen. It's life. Hard lessons get learned. And sometimes that means being let down by someone you trust. Instead of taking it personally, we can see it as a bump in the road to emotional maturity. If we're being mature about it, that is.

## 11. Thoughts can create heaven or hell under the exact same circumstances

Two people can go through the same bad life event and experience it very differently, with very different outcomes. For some, it just makes them stronger. While others really struggle. Why? It's probably down to perception. How we choose to see it and think about it.

## 12. We do not experience reality directly

Not wanting to get too meta but we don't experience reality directly in the same way. We each have our own perceptual filters. Our attitudes and experiences give meaning and context to events as they can. So the way we see something, isn't necessarily the way someone else sees it. Every coin/story has two sides.

### 13. Be at one with yourself for contentment and peace of mind

When your ideal self (the image you show to others) and your actual self (the real vulnerable you) are one and the same, wonderful things happen. You're content, at peace. At one with your true self and.... calm.

### 14. True fulfilment comes from thinking beyond yourself

Be selfless, not selfish. Look to do better for others, rather than seeking validation for yourself. Because we get more from life when we help others, when we contribute to something bigger than ourselves. Like making our communities better or doing your climate emergency bit.

### 15. Change and uncertainty are guaranteed

No sh\*t, Sherlock. We all know it: we're never in 100% control of our lives 100% of the time. We find ways to manage uncertainty, not fight against it. So see change as a growing and learning experience. Embrace it. There really isn't any other way.

### 16. The One isn't always The One we think

We often have an ideal image in our head. What type of life partner we want. Who our 'type' is. That's not always helpful because it can lead us to rejecting people who, as it turns out, would have been ideal for us. (Don't get us started on internet dating and social media.) Be open. Be open-minded. Look for love in not-the-same places.



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Discover more insights for scaleups at SIM7 creative agency, [sim7creative.co.uk](https://sim7creative.co.uk)

Or get in touch with our scaleups branding specialist Henry John at [Henry@sim7creative.co.uk](mailto:Henry@sim7creative.co.uk)