

Meeting consumers' real needs and responding to their actual behavior – uncovering the nonconscious in market research

June 2017



@Innobub

————— **Many** —————

people can tell you
what customers



say

————— **Some** —————

people can tell you
what customers



think

————— **Very few** —————

can tell you how
customers



feel

Psychological Market Research
can tell you what your customers say,
think and feel; but most importantly can
tell you *why*.

Traditional Marketing Research

KNOW:



■ WHO

■ WHAT

■ WHEN

■ WHERE

DON'T KNOW:



■ WHY

Traditional Market Research:

“Two princes, one advert, no winners”



- British man
- Aged 65-69
- Wealthy
- Likes: Sports cars, dogs, holidays in the Alps



- British man
- Aged 65-69
- Wealthy
- Likes: Sports cars, dogs, holidays in the Alps

The disadvantages of Traditional Market Research

People don't tell the truth

Someone you love cooks your dinner.

Soggy carrots, dry chicken.

“DELICIOUS!” you lie.

People don't tell the truth



INDEPENDENT News Voices Culture Lifestyle Tech Sport Daily Edition

News > UK > UK Politics

EU referendum: Final polls show Remain with edge over Brexit

Polls the last to be published ahead of results early in the morning

Charlie Cooper Whitehall Correspondent | @charliecooper8 | Thursday 23 June 2016 | 2 comments

MarketWatch

Brexit polls show resurgence in 'remain' support

By Barbara Kollmeyer

Published: June 20, 2016 7:17 a.m. ET

89

Survation poll shows 45% wanting to stay, 42% opting for Brexit

Politics Donald Trump's Six Stages Of Doom

AUG 6, 2015 AT 9:32 AM

Donald Trump's Six Stages Of Doom

By Nate Silver

Filed under 2016

'I recently estimated Trump's chance of becoming GOP nominee at **2 percent.**'

Nate Silver, Aug, 6 2015

<http://fivethirtyeight.com/features/donald-trumps-six-stages-of-doom/>

How your customers make decisions

SYSTEM 1

Nonconscious
decisions

Fast
Parallel
Automatic
Instinctive
Effortless
Slow learning
Emotional



SYSTEM 2

Conscious
decisions

Slow
Serial
Controlled
Effort-filled
Rule governed
Flexible
Non Emotional



An abstract graphic design featuring white geometric shapes on a blue background. The design includes a large, open circle on the left, a smaller circle at the top right, and a small circle in the middle left. A curved line segment is positioned at the bottom right. The text '17 x 15' is centered in the middle of the image.


17 x 15

How your customers make decisions

Unconscious
decisions

95%

Fast
Parallel
Automatic
Instinctive
Effortless
Slow learning
Emotional



**How will you engage
customers if you only
speak to 5% of
their brain?**

Conscious
decisions

5%

Slow
Serial
Controlled
Effort-filled
Rule governed
Flexible
Non Emotional

The background is a solid blue color. Overlaid on this are several white geometric shapes: a large circle on the left side, a smaller circle at the top right, and a small circle in the middle left. A thick white line starts from the bottom left, curves upwards and to the right, passing through the large circle, and then curves downwards and to the right, ending near the bottom right. Another thick white line starts from the top left, curves upwards and to the right, passing through the large circle, and then curves downwards and to the right, ending near the top right.

Example case study

Global Financial Brand

They thought:

Consumers are fixated about trusting *us* with their money!

Underlying assumption:

Business customers do not inherently trust financial institutions

Emotix ©

Emotix© is a unique online engine developed by Innovationbubble that is based on psychological research into non-conscious decision drivers. The engine exposes 'System 1' thinking and feeling, revealing people's true attitudes towards a particular brand, product or issue.

Example:

Participants are presented with a logo, a word and a bin on a screen.

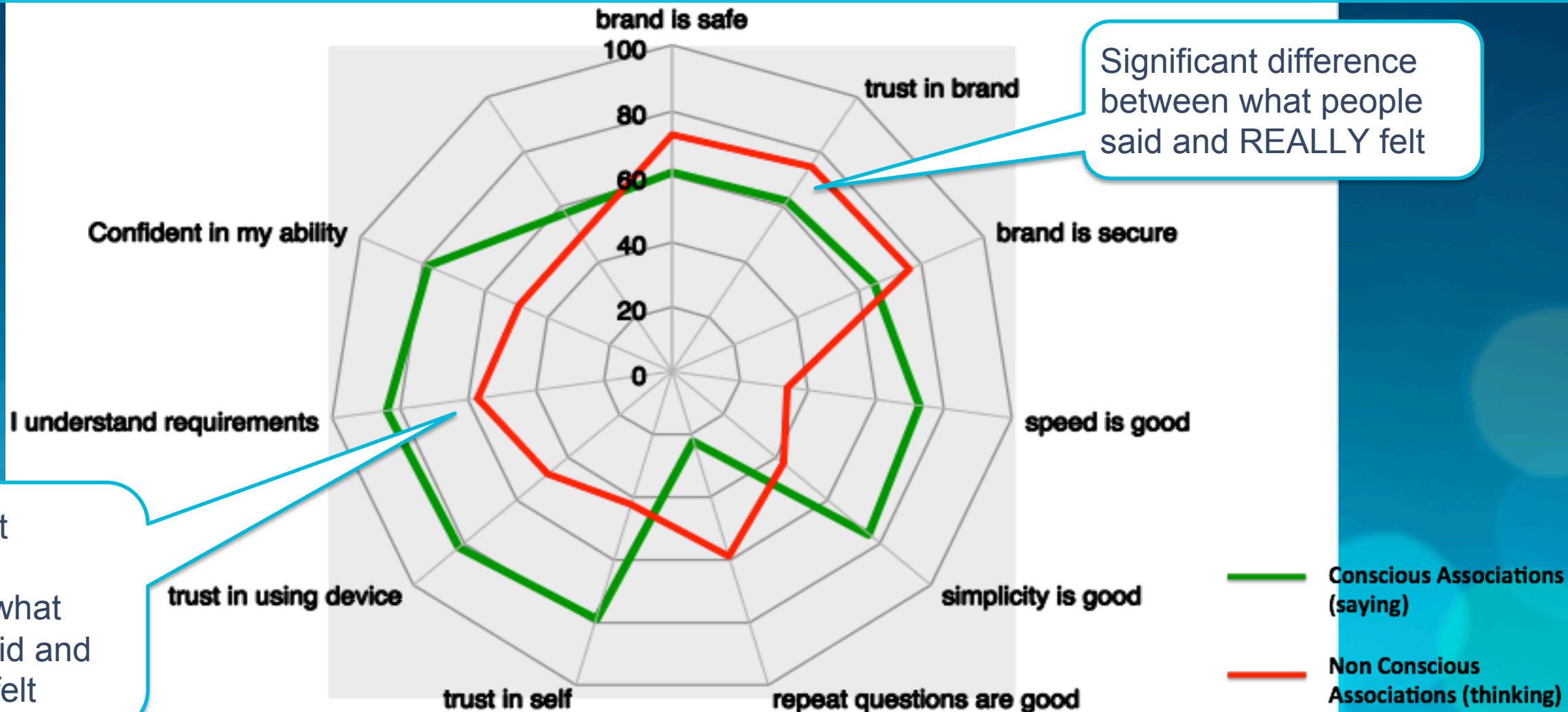
If they think the word 'fits' the logo, they have to click on the logo; if they don't think it 'fits' they have to click the bin.

Responses are analysed in terms of frequency and strength of association

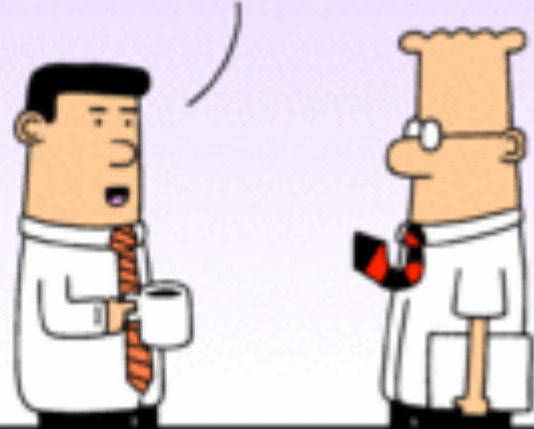


We found: Consumers actually don't trust *themselves* managing their money

Consumers are non consciously pre-occupied that they don't trust *themselves* to use pay-in or transfer services safely/correctly and so minimise such interactions



WHAT DO YOU GET
WHEN YOU COMBINE
COGNITIVE BIAS
WITH INACCURATE
INFORMATION?



Dilbert.com DilbertCartoonist@gmail.com

OUR BUSINESS
STRATEGY! HAHA—
HAHAHAHA!!!



10-5-10 ©2010 Scott Adams, Inc./Dist. by UFS, Inc.

I GUESS
I SHOULD
KEEP MY
DAY JOB.

GOOD
LUCK
WITH
THAT.





Needs and Values

2. Needs and Values



Human Needs: Beyond Maslow's Hierarchy

Every individual has certain needs they want to satisfy in various situations and through various interactions/products.

Human Values

Every individual has a set of values (standards, set of principles) they live their life by.

- Values are beliefs that are tied to emotions, hence they are not objective
- Values are abstract goals and valid across actions and situations
- Values serve as standards to evaluate and select actions, people and events

Source: Schwartz, S. H. (2005). Basic human values: Their content and structure across countries. *Valores e comportamento nas organizações*, 21-55.

Deci, E. L., & Ryan, R. M. (2000). The "what" and "why" of goal pursuits: Human needs and the self-determination of behavior. *Psychological inquiry*, 11(4), 227-268.

2. Needs and Values

The ten basic values and the different types of needs

Achievement	Hedonism	Conformity	Benevolence	Self-Direction
<i>Success</i>	<i>Happiness</i>	<i>Compromise</i>	<i>Compassion</i>	<i>Independence</i>
<i>Proity</i>	<i>Pleasure</i>	<i>Reconciliation</i>	<i>Generosity</i>	<i>Creativity</i>
<i>Good Luck</i>	<i>Enjoyment</i>	<i>Togetherness</i>	<i>Kindness</i>	<i>Exploration</i>
Power	Security	Tradition	Universalism	Stimulation
<i>Status</i>	<i>Safety</i>	<i>Upbringing</i>	<i>Equality</i>	<i>Challenge</i>
<i>Prestige</i>	<i>Security</i>	<i>Law & Order</i>	<i>Justice</i>	<i>Novelty</i>
<i>Control</i>	<i>Certainty</i>	<i>Expertise</i>	<i>Open-mindedness</i>	<i>Excitement</i>

Values are written in **blue** and needs are written in *black*.

An abstract graphic on a blue background. It features a large, light blue circle on the left side. A smaller, light blue circle is positioned above and to the right of the large circle, with a light blue spiral line winding around it. The text "CASE STUDY" and "Needs and Values" is written in white, bold, sans-serif font, centered in the lower right area of the image.

CASE STUDY

Needs and Values

The challenge

Virgin Holidays wanted to explore the reasons behind customers' never-ending search for holidays and their implicit needs

Exploring the holiday search instinct & implicit needs

How we helped



Using our psychological interviewing techniques, we spoke to customers from 4 segments to understand their needs, drivers and post-holiday feelings

To ensure statistical significance we deployed our **EMOTIX®** tool to test customers' attitudes at a larger scale (500+ participants).



The background is a solid dark blue. On the left side, there is a large, light blue, stylized graphic consisting of two overlapping circles. A smaller, light blue circle is positioned to the left of the larger one. The word "Emotions" is written in white, bold, sans-serif font, centered horizontally and slightly below the vertical center of the image.

Emotions

Emotions



Definition:

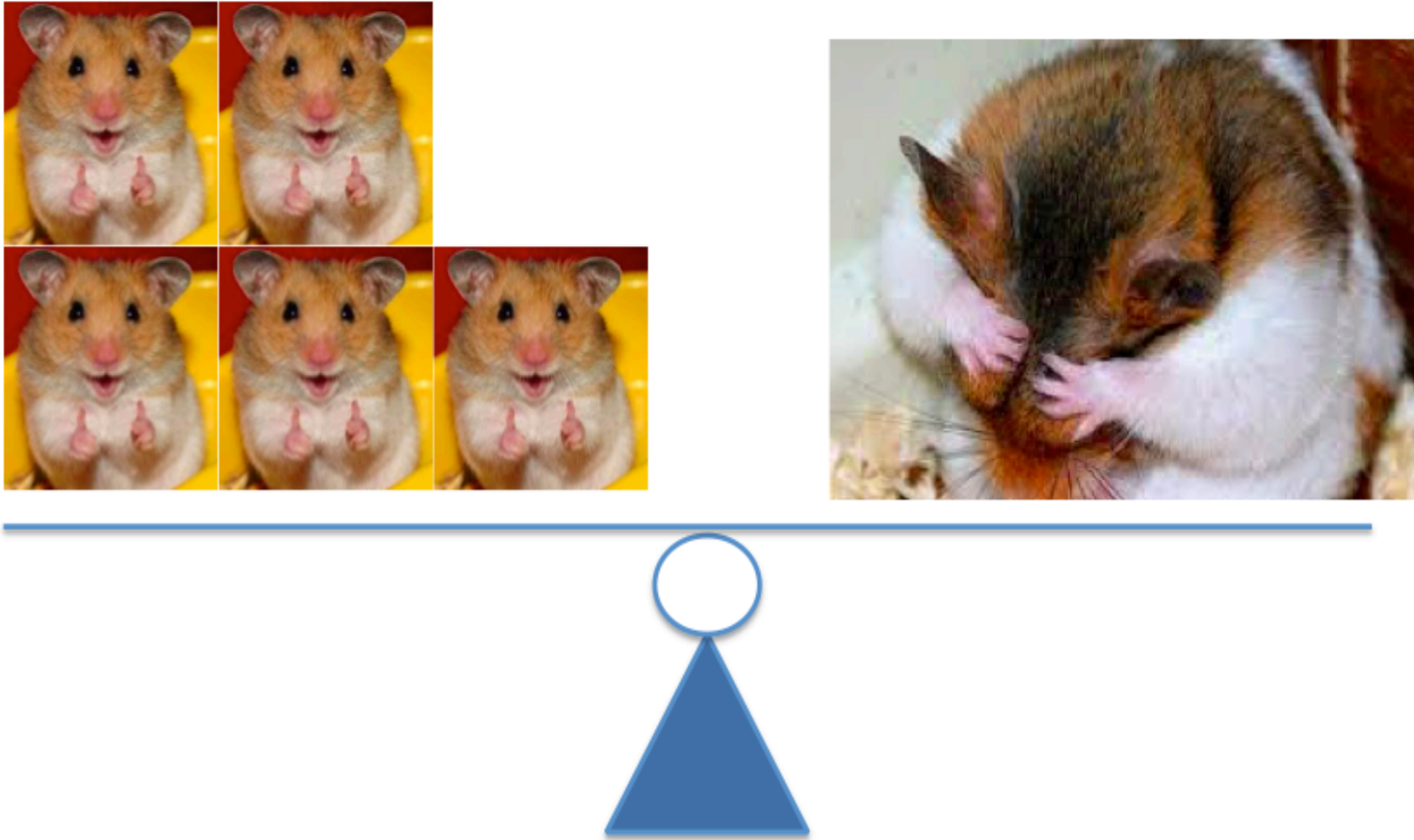
State of feeling that results in physical and psychological changes that influence our behavior.

Emotions drive engagement

High emotional associations with a brand = Loyal customers

Our brain is wired to automatically process emotional information, processing stats & data does not come naturally to us

Our brain is biased towards negative emotions



It takes an average of 5 positive emotional events to overcome one negative one!



CASE STUDY

Emotions

InnovationBubble help rewrite the rulebook for holiday marketing

The challenge

Thomas Cook had noticed a drop in customer retention and didn't feel that traditional market research techniques were successfully identifying the problem. They asked InnovationBubble to explore the real reasons for the customer churn.

How we helped

Using our unique **EMOTIX®** tool we revealed what 1,500 customers, across three European countries really thought and felt about Thomas Cook as well as what they said.

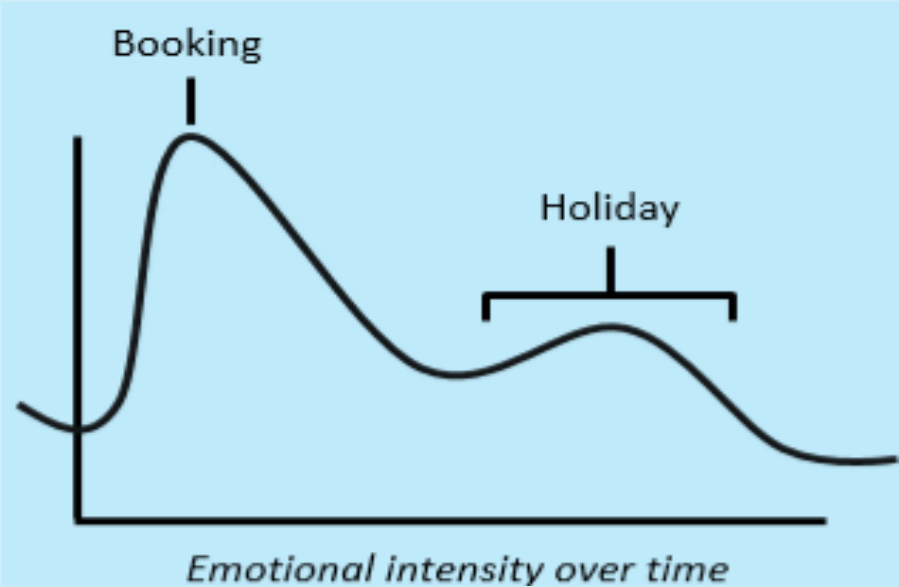
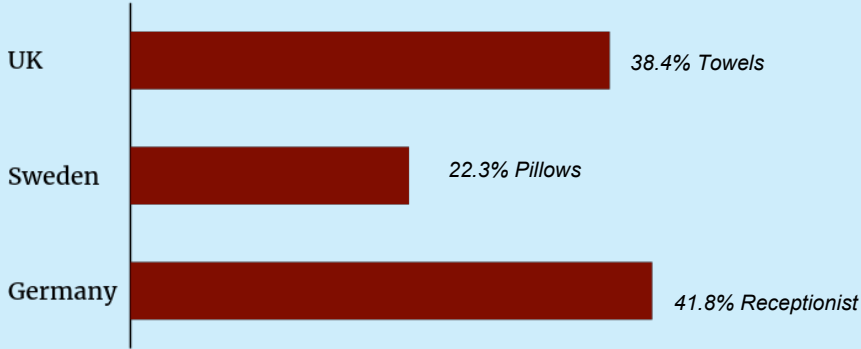


We combined this with **INSIGHT GROUPS** to reveal customers' opinions, decision making processes and emotional experiences of their holidays.



InnovationBubble help rewrite the rulebook for holiday marketing

Our findings



The most non consciously anticipated holiday elements by market



The outcome: The Pool Boy Ad



Winner of 3
D&AD
Wood Pencil Award
2016

Full video:

<https://youtu.be/TNCJh9WwU6w>

Key Take Aways



To be able to truly understand your customers and create an efficient and profitable CX strategy, you're best advised to use psychological research and know-how.





THANK YOU!

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