

# Whole Brain Marketing®

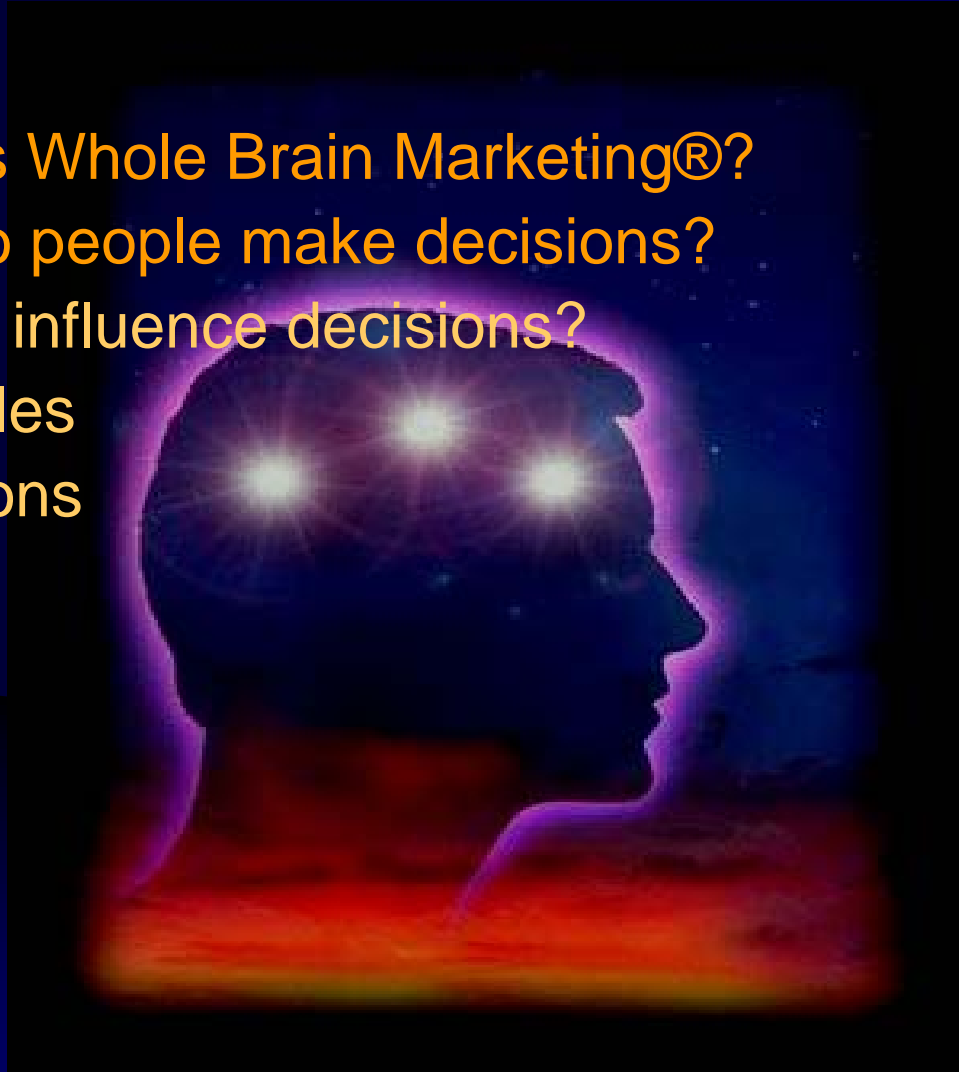
## Using Behavioral Science to Create Action

**“The purpose of marketing is to make selling superfluous.”**  
–Peter Drucker

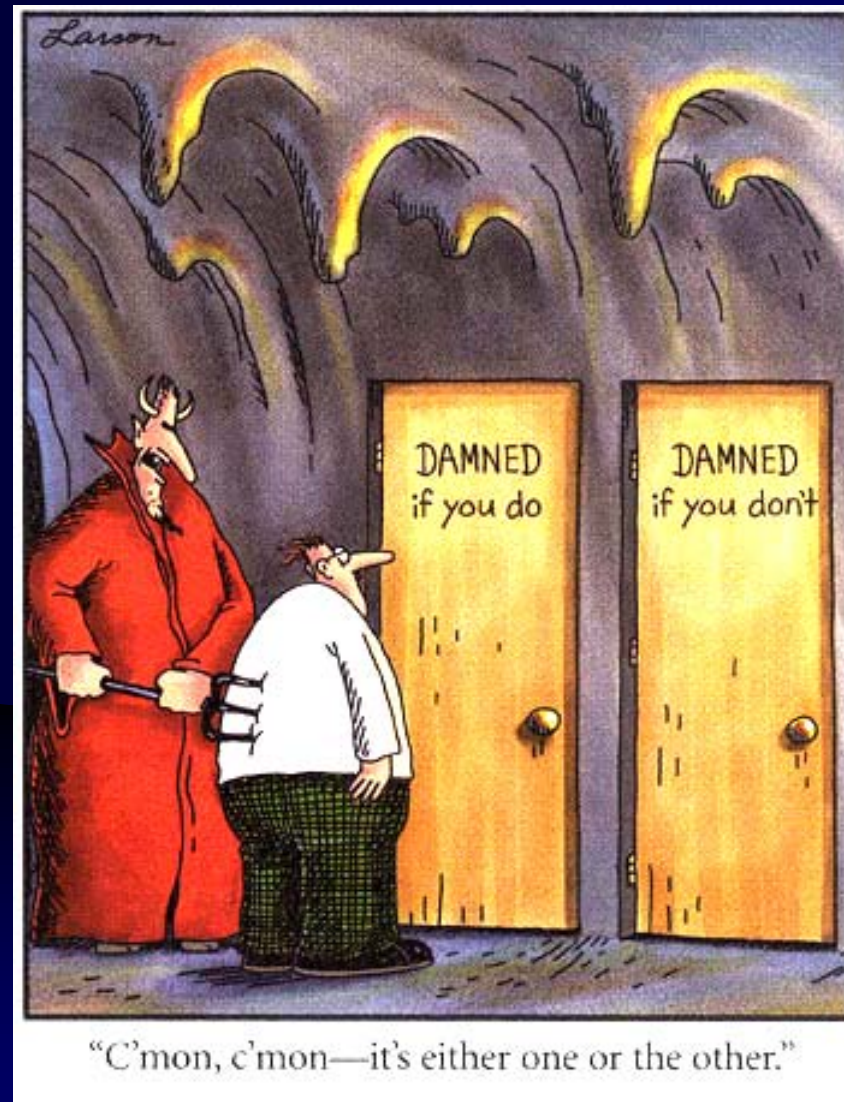
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# Whole Brain Marketing® Presentation Agenda

- What is Whole Brain Marketing®?
- How do people make decisions?
- How to influence decisions?
- Examples
- Questions



# Executives Are Often Forced to Guess When Making Critical Decisions



# Success Demands Good Decisions – And *Quick* Decisions

Executives often must decide critical strategic issues with inadequate, outdated, or inappropriate guidance

- **Product and Services?**

- Which products to launch?
- Markets to enter or leave?
- Key company and product positions?

- **Promotion?**

- Which features to advertise?
- Branding messages?
- How to guard existing markets?

- **Pricing?**

- How to react to changing conditions?
- Where are competitors vulnerable?

- **Sales Channels?**

- Appropriate channels or partners?
- Segmentation strategies?
- How to keep best customers?

***Whole Brain Marketing<sup>®</sup> eliminates guesswork***

# Whole Brain Enabled Decisions Create Better Results



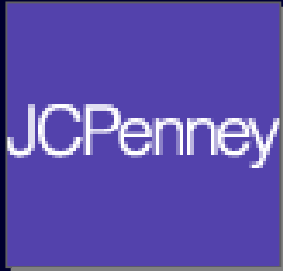
- **Telecom**
  - Increased revenue by \$4 BILLION / year
  - Doubled revenue / tripled profit of leader's mature voicemail business
  - Long Distance: provided successful launch strategy, exploiting weakness in dominant provider missed by countless studies
- **Healthcare**
  - 500 new paid applications per week from “unmarketable” segments
  - Cured crippling member cancellation problem.
- **Network/Infrastructure**
  - 700% increase in identified business
- **Arts**
  - 500,000 new paid museum visitors @ \$10 each; 30,000 new members at \$50 each
- **University Enrollment**
  - Transformed 6 year decline into seven years of increases, breaking all-time enrollment records

# What is Whole Brain Marketing®?

- **Management science process**
  - **Finds how to motivate purchases**
    - Or nearly any other desired group behavior
  - **Combined research and influence plan**
    - Qualitative and Quantitative
    - Produces summary creative brief, and other elements critical to influencing decisions
  - **Typically results in significant increases in response**
  - **Statistically Valid, scientific methodology**
    - NOT soft opinions or showmanship!



# Some Whole Brain Marketing® Clients



# Basis for Whole Brain Marketing<sup>®</sup>

- Scientific understanding of decision making applied to buyer behavioral science. Sources include:
  - The Triune Brain Theory (National Institute Of Mental Health)
  - UC Berkley Linguistics (developed for the CIA)
  - Computational Theory of the Mind (M.I.T., others)
  - Recent developments in counseling psychology
  - Advances in inferential statistical modeling
  - Deming quality processes
- Reveals BOTH understanding and action:
  - **INSIGHT** into conscious and unconscious behavior
    - » Why people do things
  - **INFLUENCE** communication and product strategy
    - What specifically will change buying behavior
      - » Works at unconscious, affective levels
- Produces actionable specific recommendations

# How humans make decisions



**EVERY** decision runs this hard-wired sequence

# If Customers Were Rational, “Weaker” Competitors would never win

- Buyers use logic to justify a purchase
  - “How will I get this through the purchasing department?”
  - “How will I explain this to my spouse?”
  - “What will my friends say?”
- Assuming multiple brands can satisfy customer requirements, the “best” brand frequently loses
  - Consumers and business customers buy based on desire, or emotional or unconscious motivators
  - Customers almost always have a built-in personal buying process that defies logic

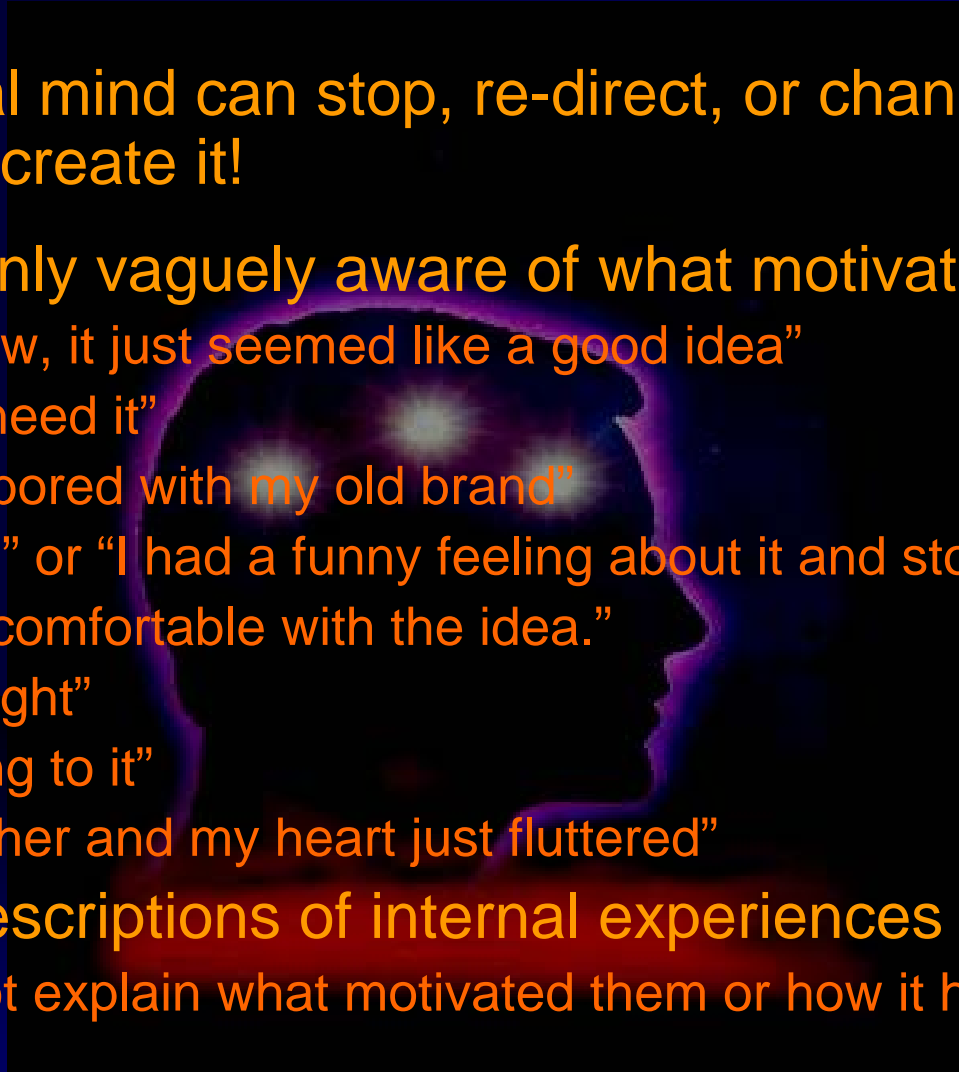
# Decisions must be influenced at the unconscious level



***Un-con-scious (un kon'-shes)-n. the part of the psyche rarely accessible to awareness but that has a profound influence on behavior.***

# All motivation originates in the unconscious mind

- The rational mind can stop, re-direct, or change motivation but cannot create it!
- People are only vaguely aware of what motivates them.
  - “I don’t know, it just seemed like a good idea”
  - “We don’t need it”
  - “I became bored with my old brand”
  - “It felt right,” or “I had a funny feeling about it and stopped.”
  - “I became comfortable with the idea.”
  - “It looked right”
  - “It had a ring to it”
  - “I saw him/her and my heart just fluttered”
- These are descriptions of internal experiences
  - They do not explain what motivated them or how it happened



# Decisions are made in three steps

## Motivation (Instinctive)

Most important: starts process

- **Focus Attention / Drive**
- Unarticulated issues now conscious
  - Hot Buttons create drive
  - Unconscious / Affective process



## Justification (Logic)

- Is this “rational”?
- Will it create trouble?
- Can I defend this to myself / others?
- Can I afford it?
- What will they say?
- Is it a bargain?
- Right features?
- Other excuses

## Purchase Process (Habit)

- Do I believe it (proof)?
- Is this my buying process
- Is this appropriate media and fulfillment

# Buyers run this ENTIRE PROCESS in every decision

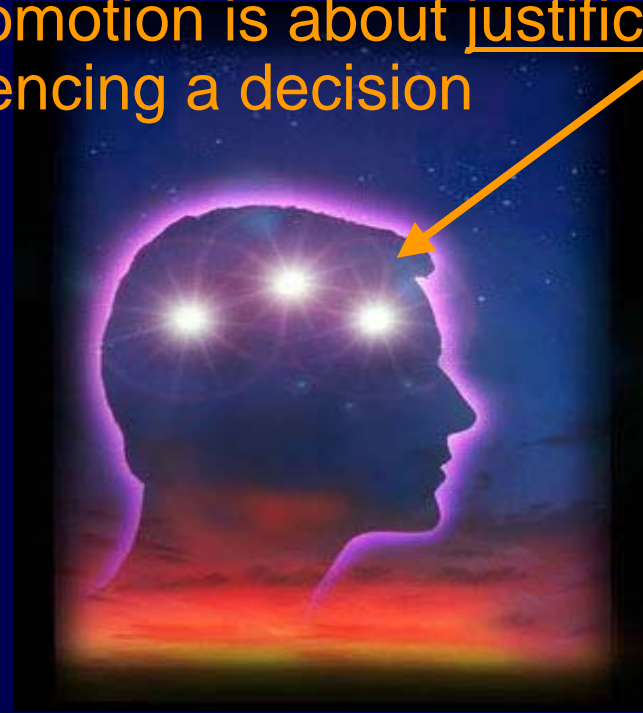
- Trial or consideration of your offer
- Repeat Purchase
- Becoming regular customer
- Deciding to leave or stay
  - Consider a competitor or remain loyal
- Even Employee decisions follow the model
  - Join company
  - Leave company
  - How to vote on contract and other labor issues
    - Labor decisions are follow the same model as purchase decisions
    - As do political and most other decisions.

# Traditional Marketing concentrates on the wrong issues: rational thinking

Most Selling, Marketing and Promotion is about justification, the least important factor in influencing a decision

Justification deals with:

- Product features
- Promotions / Specials
- Cost justification
- Logical, conscious appeals

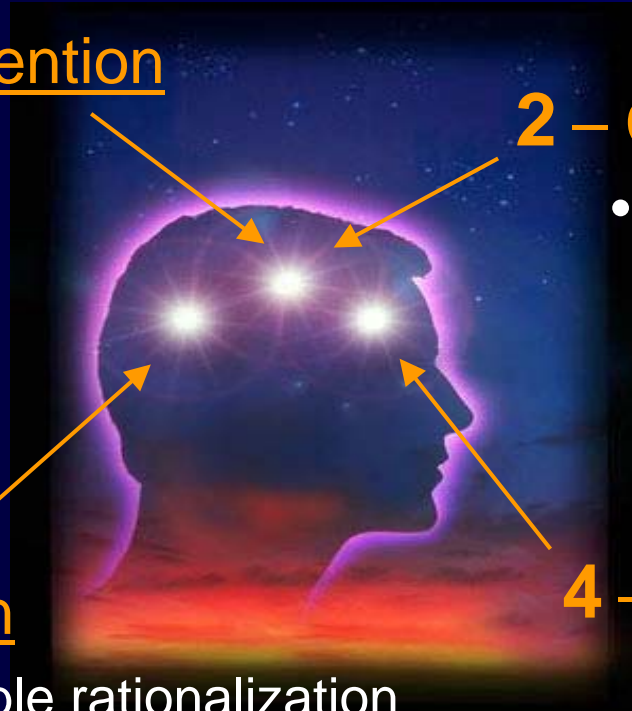


***Customers don't buy from Logic; Emotions and Process are frequently ignored by marketers and rarely derived scientifically!***

# Whole Brain Marketing® Influence Process

## 1 – Gain Conscious Attention

- What keeps them up at night?
- What are they saying to themselves?
- What do they desire?



## 2 – Create Motivation

- Words/images that create drive

## 3 - Justify Decision

- Provide acceptable rationalization they can tell themselves, family, or friends

## 4 – Process

- Suggest action using their own process
- Provide credible proof

***Audiences will frequently act automatically and not even realize that they have been influenced.***

# Whole Brain Marketing<sup>®</sup> MAP Checklist

Component	Purpose / Application	Key Issues
<p><u>ATTENTION</u></p> <p>Preconscious desires and fears</p>	<ul style="list-style-type: none"> <li>• <u>FOCUSES ATTENTION</u></li> <li>• Breaks through clutter</li> <li>• Needs become conscious</li> <li>• Sets contextual values</li> <li>• Used in opening message</li> </ul>	<ul style="list-style-type: none"> <li>• <u>What are you thinking of but not consciously aware?</u></li> <li>• What worries keep you up at night?</li> <li>• What is pulling on you between conscious thoughts?</li> <li>• Must be stated in their internal language (self talk.)</li> </ul>
<p><u>MOTIVATORS</u></p> <p>Unconscious Emotional Drive</p>	<ul style="list-style-type: none"> <li>• <u>CREATES DESIRE TO ACT</u></li> <li>• Core message of all communications</li> <li>• Visual Themes</li> <li>• Presentation Bullets</li> <li>• PR, Ads, POP, Sales, Web</li> </ul>	<ul style="list-style-type: none"> <li>• <u>What do you really want?</u></li> <li>• What is your deepest desire (may be unconscious)?</li> <li>• What creates desire?</li> <li>• Pathway to primary emotional response (probably unconscious.)</li> </ul>
<p><u>JUSTIFICATION</u></p> <p>Rational Conscious</p>	<ul style="list-style-type: none"> <li>• <u>Provides EXCUSE to act</u></li> <li>• Body Copy, fine print, details</li> <li>• Prevents stalls, delays, extended shopping with competitors</li> <li>• May make no sense to others</li> </ul>	<ul style="list-style-type: none"> <li>• What will I tell MYSELF, spouse, boss, friends?</li> <li>• Do I have permission to proceed?</li> <li>• What action is OK <u>in this context?</u></li> </ul> <p>Prospect will consciously over-ride motivation is justification is inadequate or missing.</p>
<p><u>PROCESS</u></p> <p>Proof Buying Steps</p>	<ul style="list-style-type: none"> <li>• <u>Suggests appropriate action and proof for commitment</u></li> <li>• Appropriate buying steps</li> <li>• Response channel and media</li> </ul>	<ul style="list-style-type: none"> <li>• What is my process for evaluating a purchase of this nature?</li> <li>• What proof will convince me?</li> <li>• Changes with context, risk, and involvement</li> </ul>

# Whole Brain Marketing® model automatically adjusts for subject and sample variations

- **Psycho-Linguistic techniques upstream from:**

- Cultural Values and Beliefs
- Demographic Issues
- Attitudinal Characteristics
- National or Ethnic Factors
- Functional Job Responsibilities
- Product or Service Category Attributes
- Company and Competitor Equity and Image
- Past Purchase Experience

- And any other known or unknown factor that might affect purchase behavior

- **Unlike traditional methods that:**

- Require the variables to be defined in advance
- Often miss unanticipated issues or actors



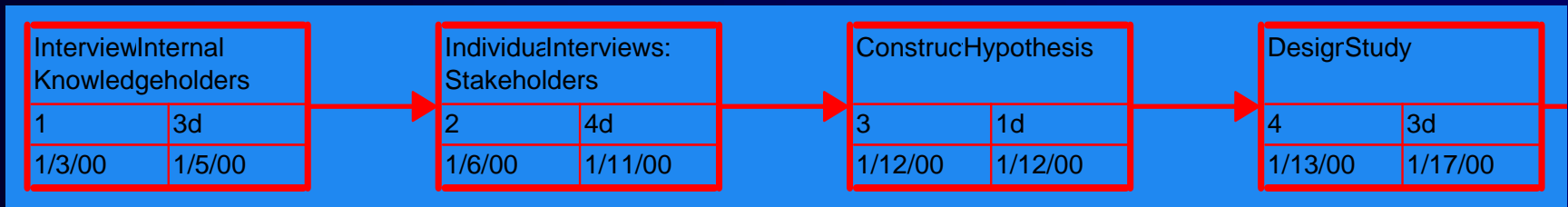
# Whole Brain Marketing® applications

- **Branding:** Verizon Progress position: one of most successful new brand launches ever.
- **Education:** Reversed 6 year University enrollment decline
- **Healthcare:** Record HMO enrollment increases
- **Arts:** 500,000 new paid museum visitors @ \$10 each; 30,000 new members at \$50 each
- **Apartments:** Sold out expensive units during glut
- **Telecom Services:** First increase in services in years
- **Technology Infrastructure:** Doubled revenue/tripled profit of global industry leader's mature voicemail business
- **Long Distance:** Successful position missed by prior studies
- **Employee Relations:** Please ask for details.

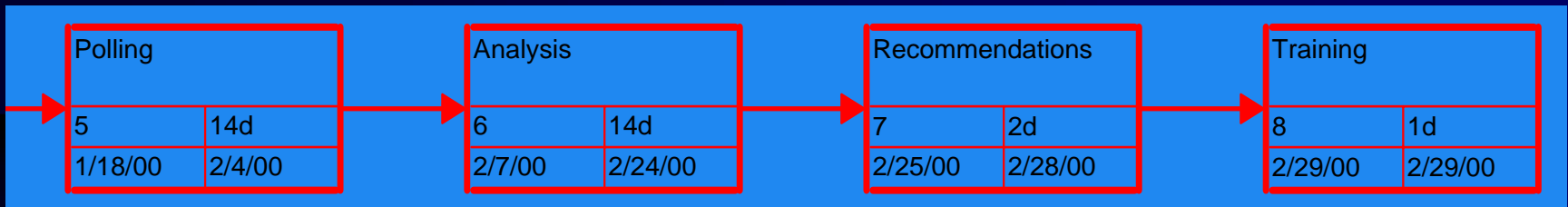
# How do we get MAP data?

- Series of client interviews to completely understand all issues.
- Series of one-on-one, in-depth prospective customer interviews
  - Proprietary technique derived from counseling methodology: elicits unconscious issues.
- Quantitative interviews include motivation drivers
  - Internet, Telephone, or personal
  - Analyzed with multivariate statistics
    - Produces derived values for unconscious stages
      - By segment (demographic, linguistic, other)

# Whole Brain Marketing® Process Includes More Than 350 Separate Steps



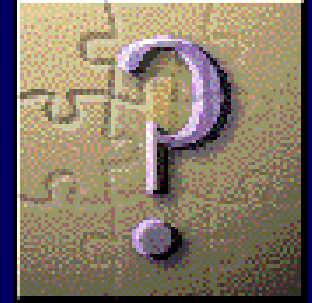
**Qualitative (new questions and directions)**



**Quantitative (answers with statistical validity)**

# Whole Brain Marketing® has solved many challenging marketing problems

- Launch unknown brands
  - In crowded spaces
- Locate areas of competitor vulnerability
  - Even when there seems to be no viable position
- Find cost effective media / promotion vehicles
  - When budgets are limited
- Create new demand for mature products
  - Although customers say they are satisfied with competitors
- Identify most profitable market segments
- Position complex or elusive product benefits



# Other Services Using the Whole Brain Marketing® Engine

- **Satisfaction trends and repurchase intent**
  - **Adds causality to explain trends**
    - “Why specifically were we up 2 points last month?” is often an unanswered question
    - “What must we do to increase by 3 points” may now be answered
  - **Applications**
    - Service providers
    - Repeat purchases
    - Any ongoing relationship
- **Scientific Adoption and Diffusion Modeling**
  - Create word of mouth by matching precise advertising and media relations techniques by audience segment



# Let Whole Brain Marketing® Work For You

- Whole Brain Marketing® can:
  - Eliminate your marketing worries
  - Chart a path to reaching your revenue goals
  - Make the most of limited promotional budgets
  - Provide new choices to out maneuver competitors
- EMAIL ABSM now to discuss your situation:  
[info@absciencemarketing.com](mailto:info@absciencemarketing.com) or call 972-732-9031