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# Conversations That Matter:

What advertising can learn  
from evolutionary psychology

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# Welcome



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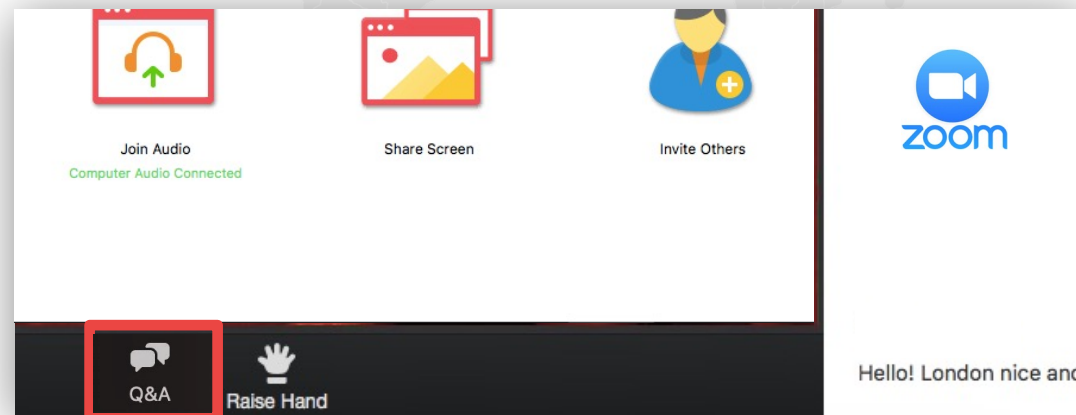
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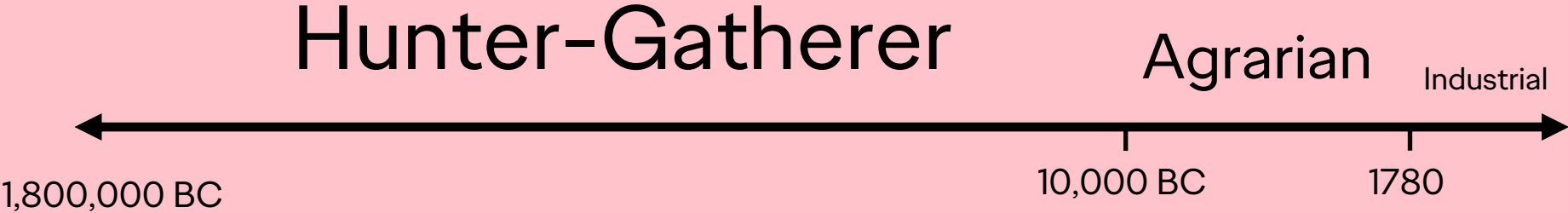
**Adaptation**

**vs.**

**Standardisation**



An **evolutionary framework** to help determine which elements should be **adapted** and which elements can be **standardized** when planning, creating and designing adverts.







HP 10s+ Scientific Calculator

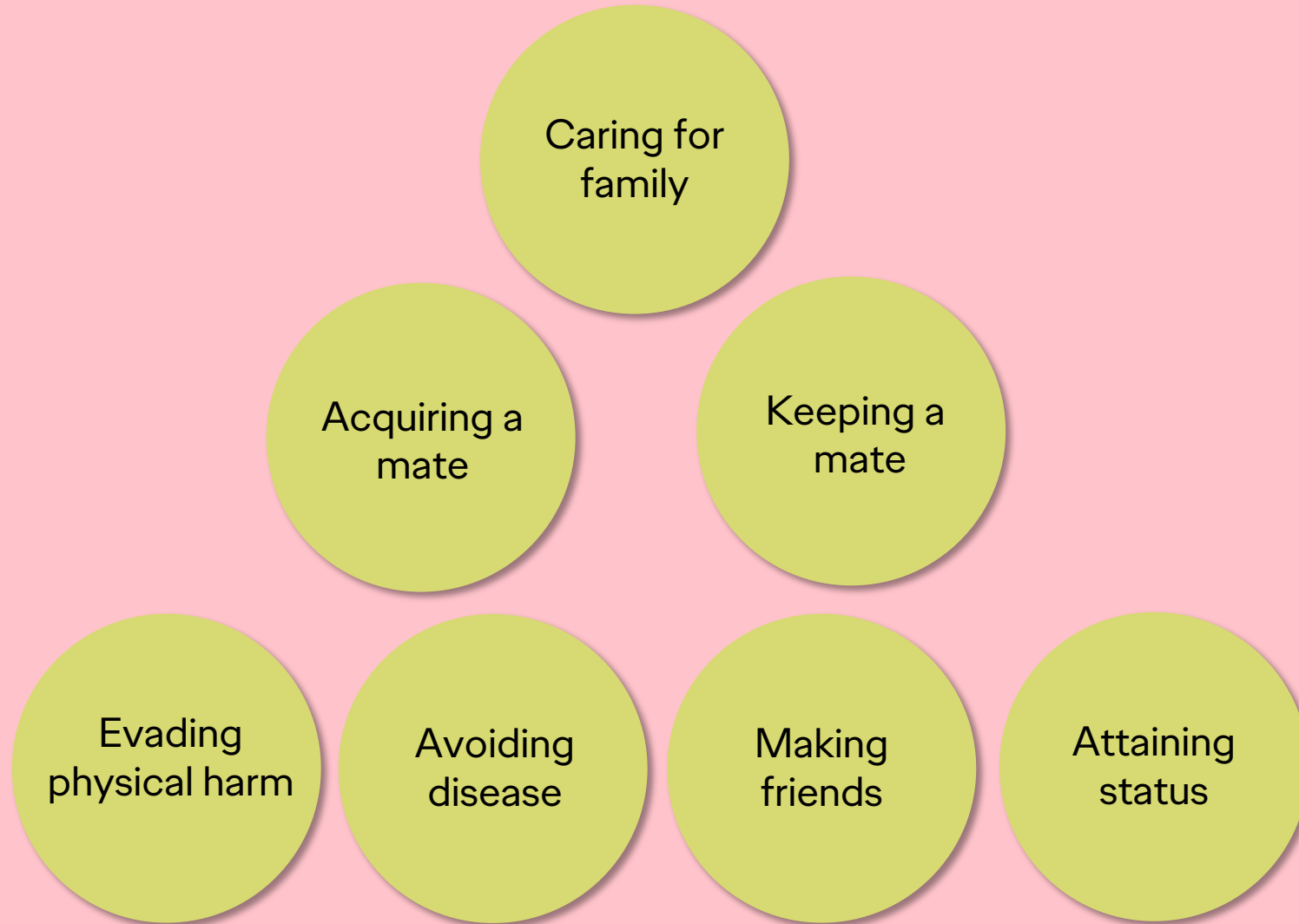
$8.3 \div 1600$   
0.0051875





# The Fundamental Motives framework

*Griskevicius & Kenrick (2013)*



# Similarity across environments/locations

		Similar	Different
Evolution	Evolved	Human universal (standardization)	Local adaptation (adaption)
	Not evolved		Local socialization (adaption)

# Human universals

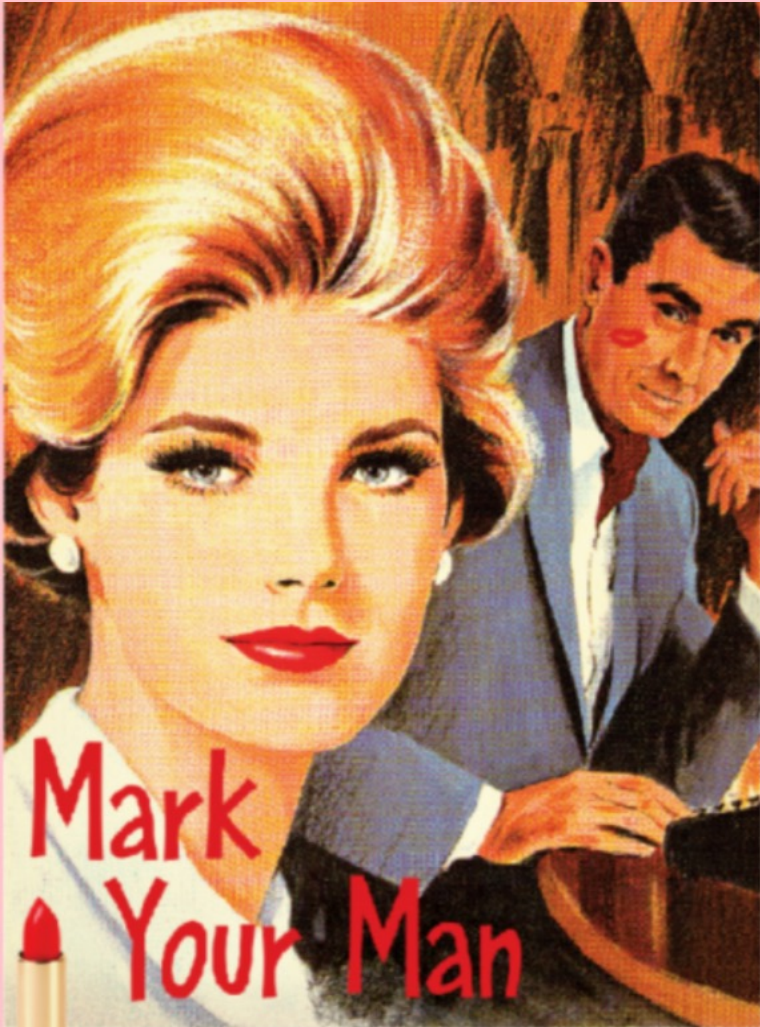
## *Evolved similarities*

		Similarity	
		Similar	Different
Evolution	Evolved	Human universal (standardization)	Local adaptation (adaption)
	Not evolved		Local socialization (adaption)

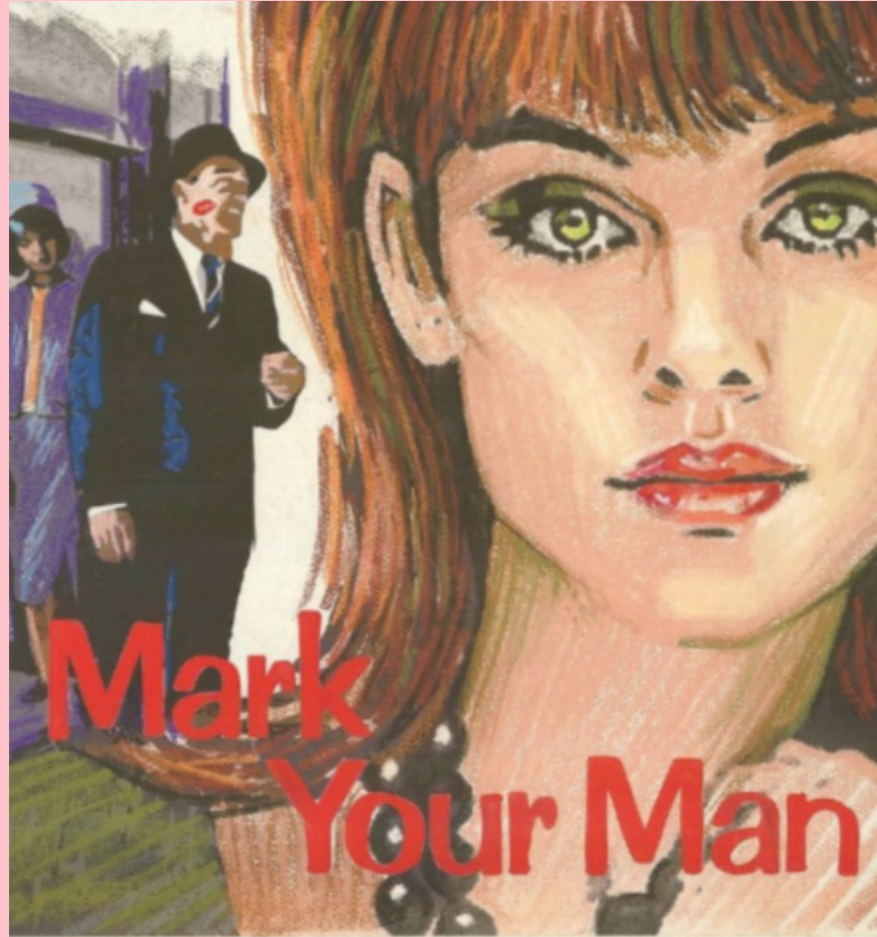




Keeping a  
mate



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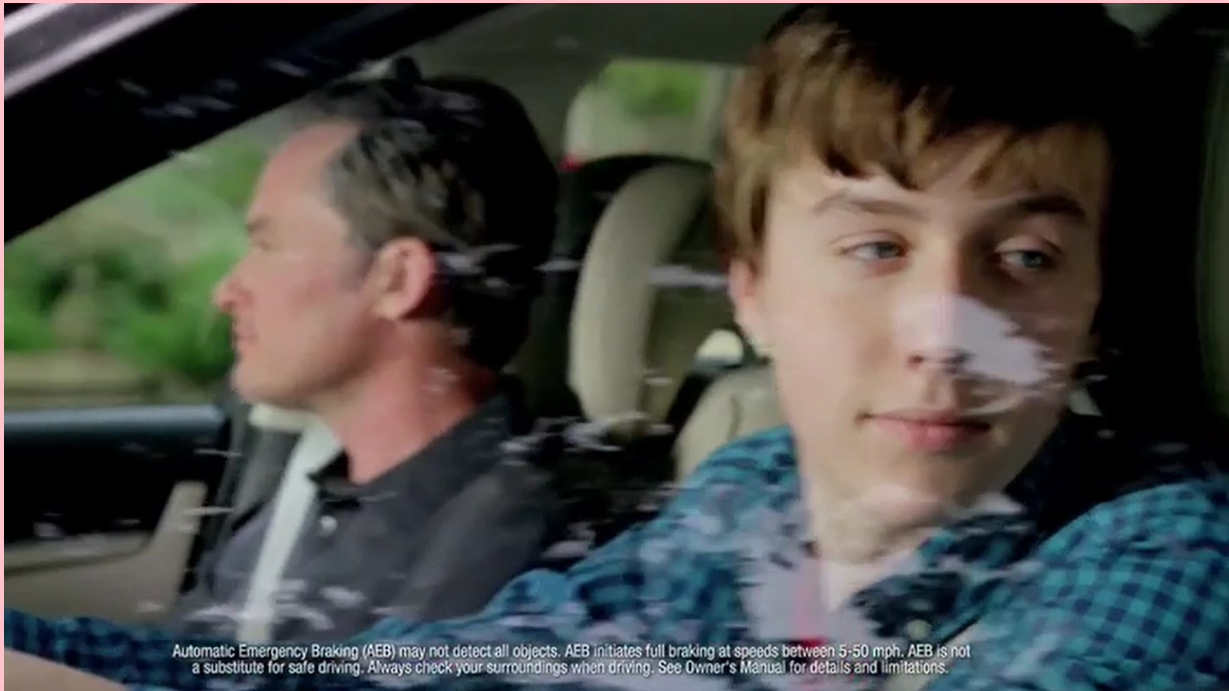


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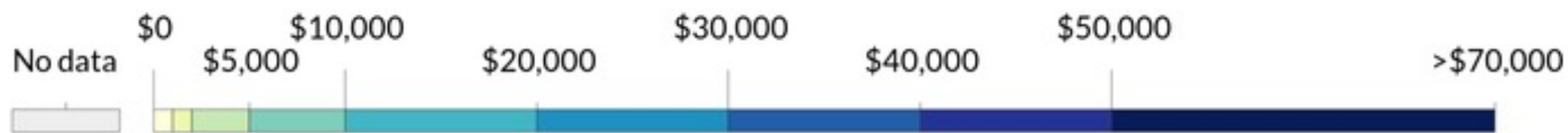
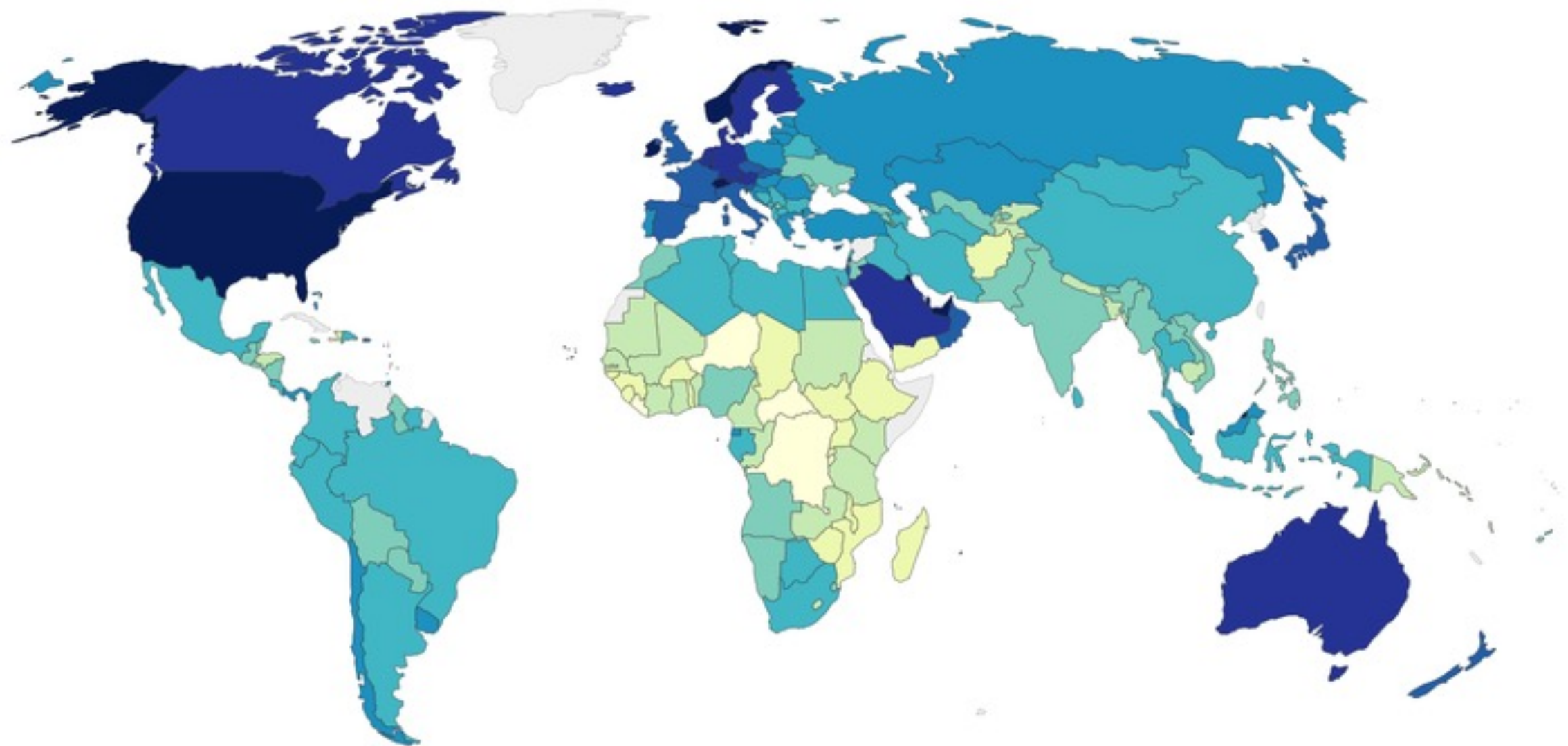


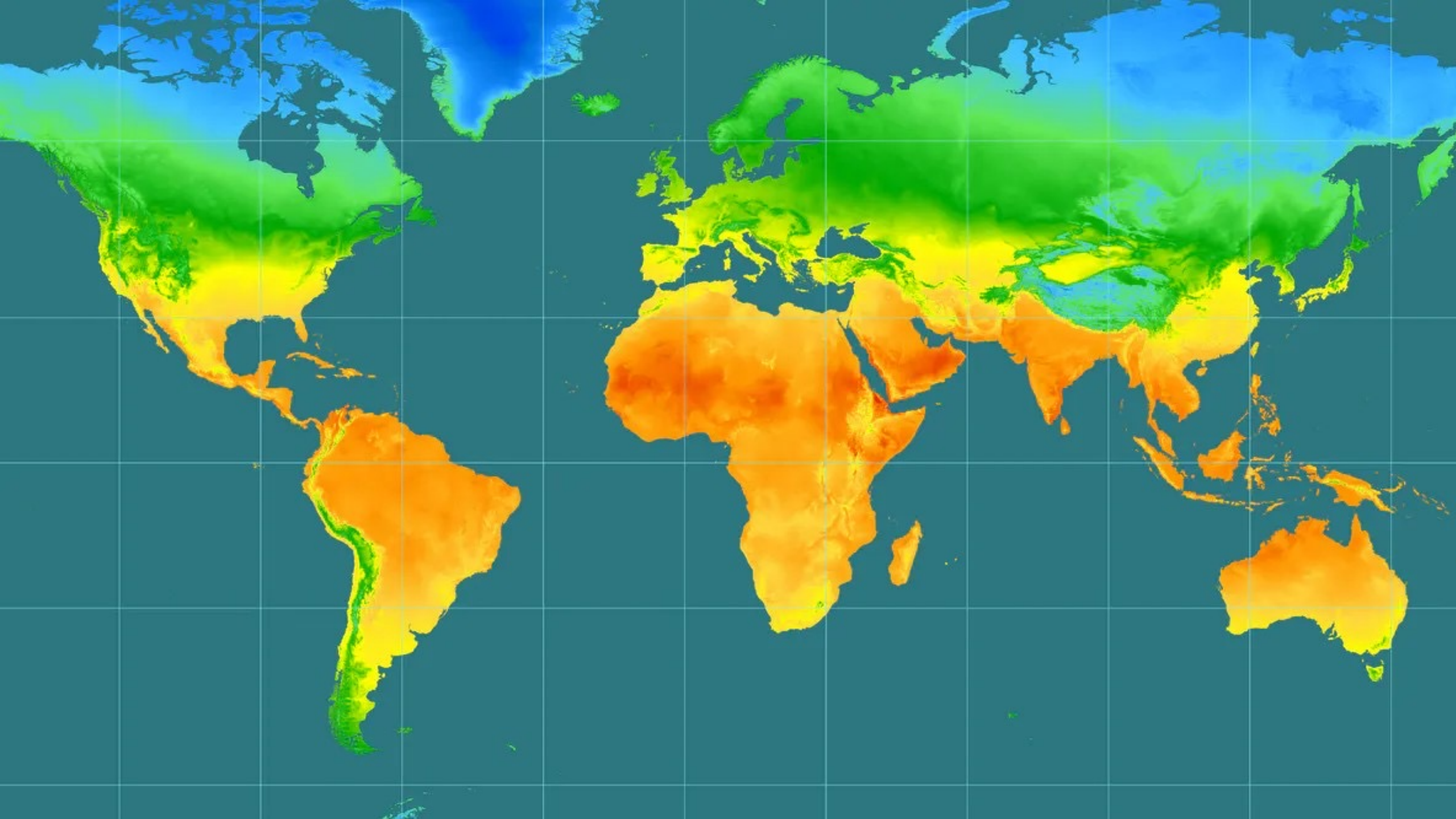
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# Local adaptations

## *Evolved differences*

		Similarity	
		Similar	Different
Evolution	Evolved	Human universal (standardization)	Local adaptation (adaption)
	Not evolved		Local socialization (adaption)







# Local socialization

*Differences not due to evolution*

		Similarity	
		Similar	Different
Evolution	Evolved	Human universal (standardization)	Local adaptation (adaption)
	Not evolved		Local socialization (adaption)



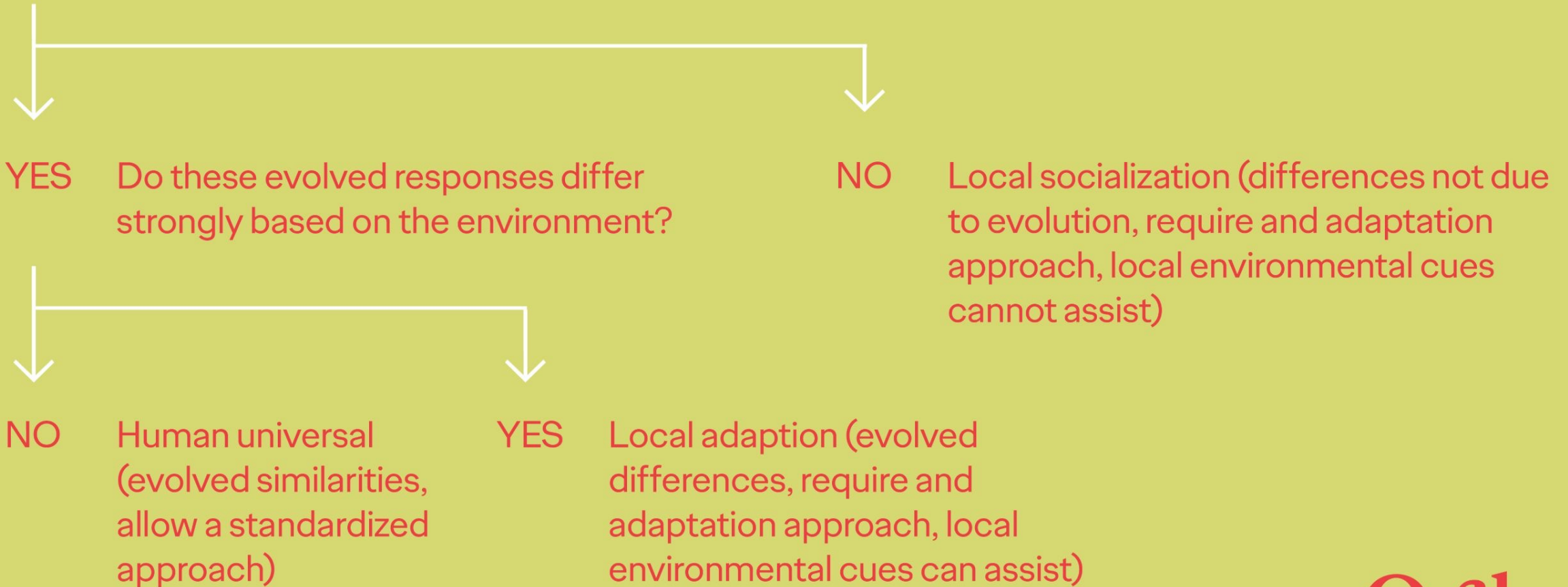




# Similarity across environments/locations

		Similar	Different
Evolution	Evolved	Human universal (standardization)	Local adaptation (adaption)
	Not evolved		Local socialization (adaption)

# Is the response to an advertising cue guided primarily by evolutionary forces?



Home > Journals > Innovative Marketing > Issue #2 > The evolution-similarity matrix: an evolutionary psychology perspective on cross-cultural advertising

# The evolution-similarity matrix: an evolutionary psychology perspective on cross-cultural advertising

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**Author(s)** Lachezar Ivanov , Jordan Buck, Rory Sutherland

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## Corrections to the article made on November 24, 2020

The standardization/adaptation debate in cross-cultural advertising is a topic on which little consensus prevails and which remains heavily discussed. Using evolutionary psychology, this paper presents a typology of advertising cues and explains their cross-cultural relevance and transportability. The paper highlights three distinct categories – human universals (evolved similarities), local adaptations (evolved differences), and local socialization (differences not due to evolution). The paper contributes to advertising theory by providing a meta-framework for the study of cross-cultural similarities and

# What Advertising Can Learn From Evolutionary Psychology: Panel Discussion



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Thank you.

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