

Conversations That Matter: Decoding Humans to Effect Real Change in 2021

Welcome



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Consulting Partner, EMEA
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Chris Graves
Founder, Ogilvy Center for Behavior Science
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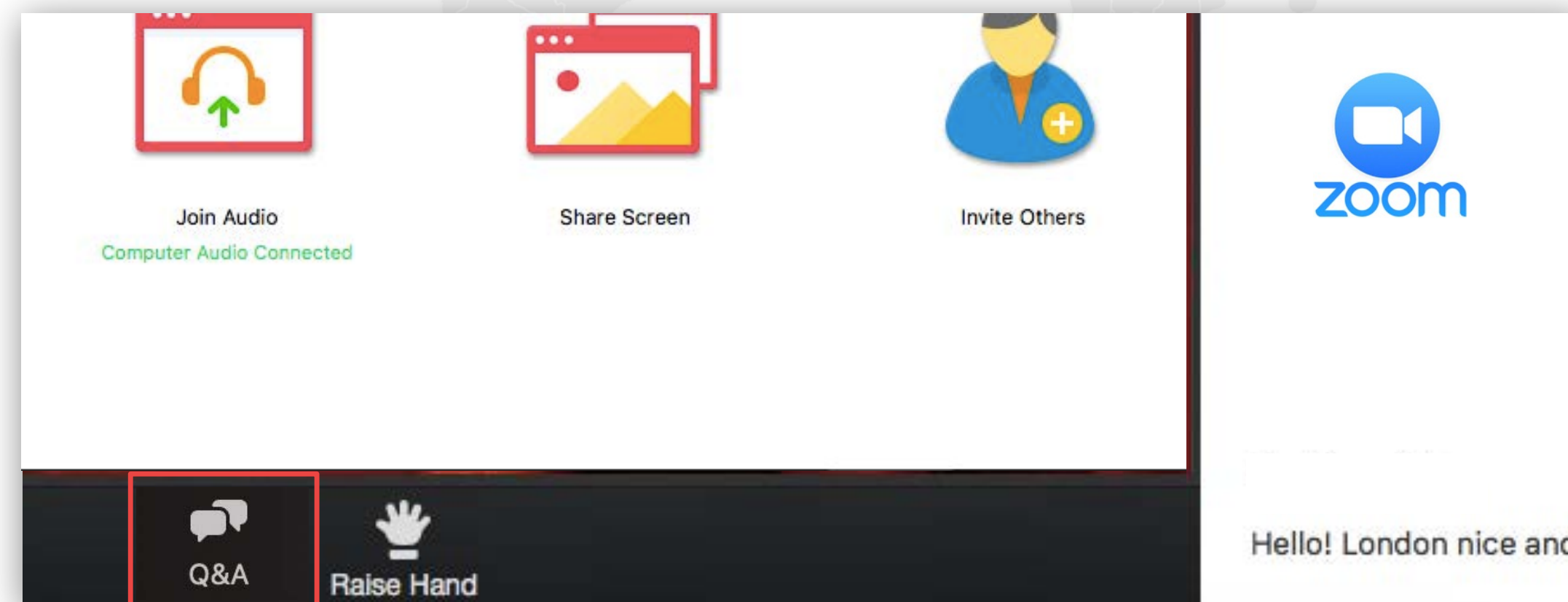
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**Tell us
where you
are dialing
in from!**

What's the weather
like in your city?



Do you
want this
deck?

Global Ogilvy Website

<https://www.ogilvy.com/ideas>





The Hidden Who

Decoding the Sensemaking Genome

CHRISTOPHER GRAVES

Ogilvy Center for Behavioral Science

@cgraves



The Problem with Traditional Research





“They don't say what they think and they don't do what they say.”

—David Ogilvy

The Demo/Persona Trap

These two women may be treated as identical in traditional demographics...

	Laura Valencia, CA 8hrs/day \$75,000/yr 26 yrs old
	Jennifer Valencia, CA 7hrs/day \$65,000/yr 24 yrs old

But by revealing the Hidden Who of their Sensemaking Genome, we can see how different they truly are.

The Demo/Persona Trap

These two women may tell you they have the same interests and goals...

Laura

Valencia, CA

8hrs/day

\$75,000/yr

26 yrs old

Jennifer

Valencia, CA

7hrs/day

\$65,000/yr

24 yrs old



To Marketers,
They Look Identical...

Laura

Valencia, CA

8hrs/day

\$75,000/yr

26 yrs old

Jennifer

Valencia, CA

7hrs/day

\$65,000/yr

24 yrs old

But to Behavioral Scientists,
They Look Very Different.



A hand holds a magnifying glass over a colorful, textured surface. The surface is composed of many small, circular, multi-colored dots in shades of brown, orange, red, and purple. A semi-transparent white text box is overlaid on the center of the image, containing the text "A New Way To Decode".

A New Way
To
Decode

A New, Award-winning Invention to Decode Humans

Three years in the making, and tested at scale, this invention has won the accolades of the global research community. It enhances segmentation, personas, and allows for more effective, more empathetic resonance. Now we can decode consumers, employees, stakeholders, and patients more precisely.



A multi-year collaboration between

Ogilvy & KANTAR

Ogilvy

Three Behavioral Science Lenses to Bring the Individual into Focus



Personality Trait Science

The robust, long-tested approach the scientific community approves and uses. Personality profiles predict preferences, choices and behavior.



Harvard
Business
Review

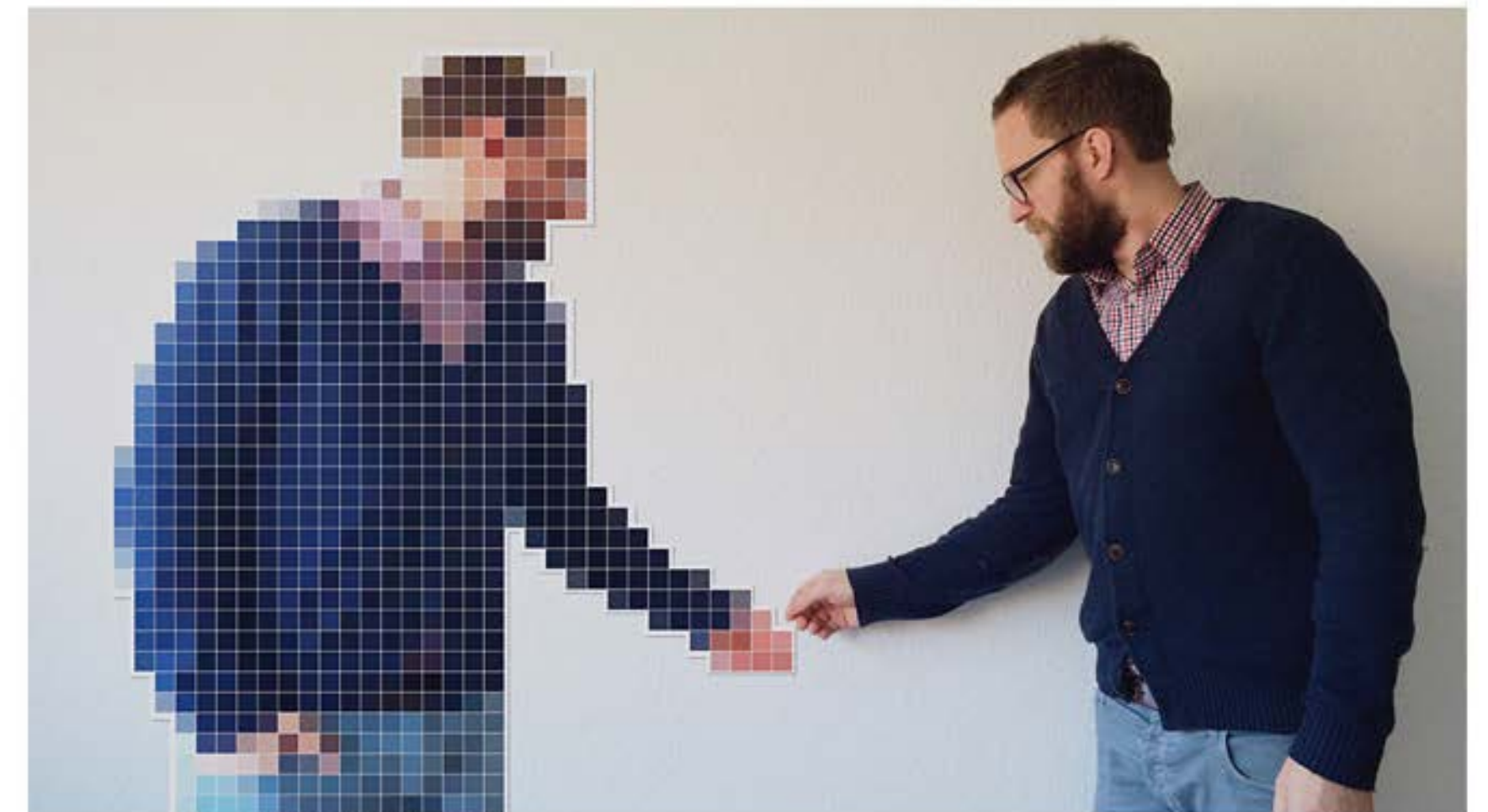
MARKETING

What Marketers Should Know About Personality-Based Marketing

by Christopher Graves and Sandra Matz

MAY 02, 2018

SUMMARY SAVE SHARE COMMENT 0 TEXT SIZE PRINT \$8.95 BUY COPIES



Ogilvy

BIG 5 "OCEAN" PERSONALITY TRAITS

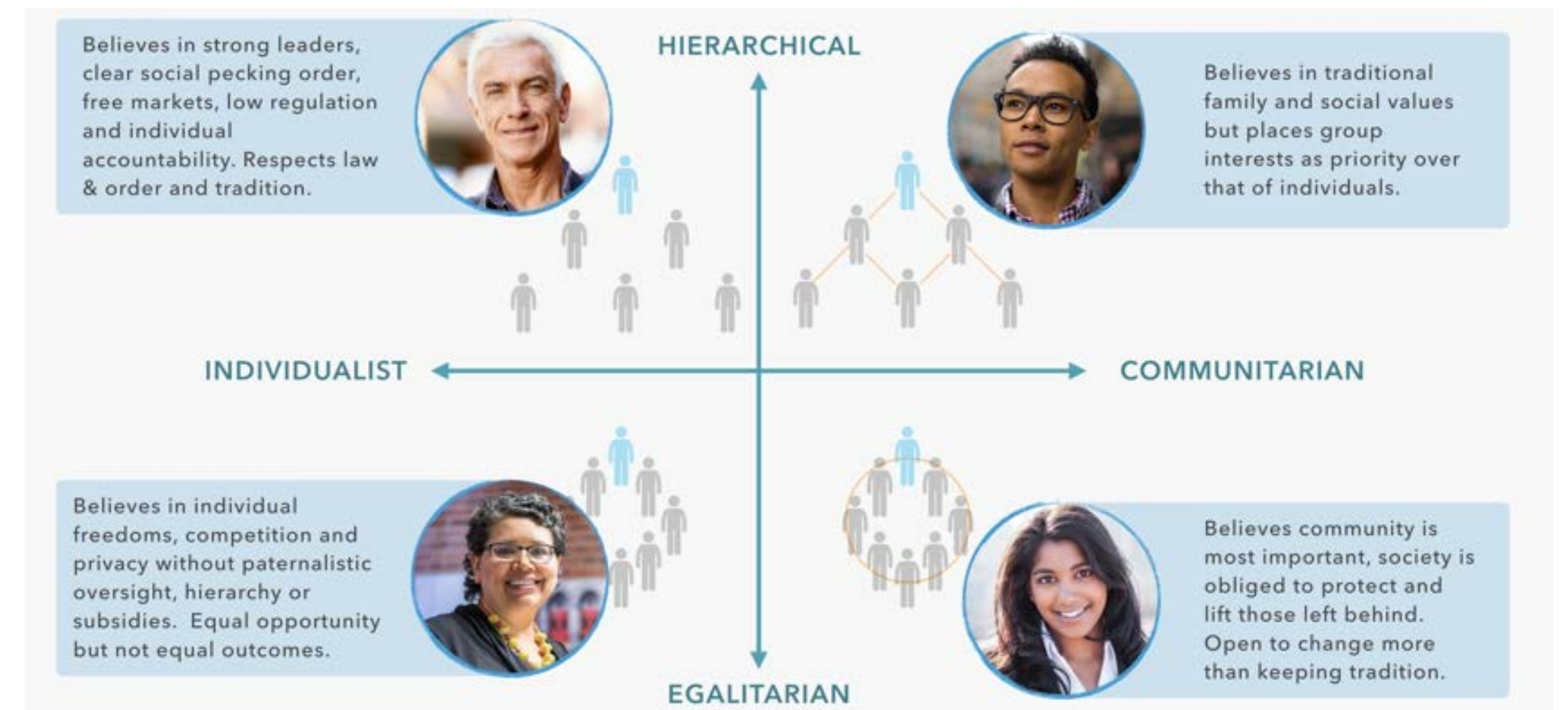


How Do You Decode This?



Cultural Cognition

The science of mapping individuals to their worldviews, deeply tied to their own, and their ingroup identities and beliefs. This allows for engagement that resonates with a hidden identity.

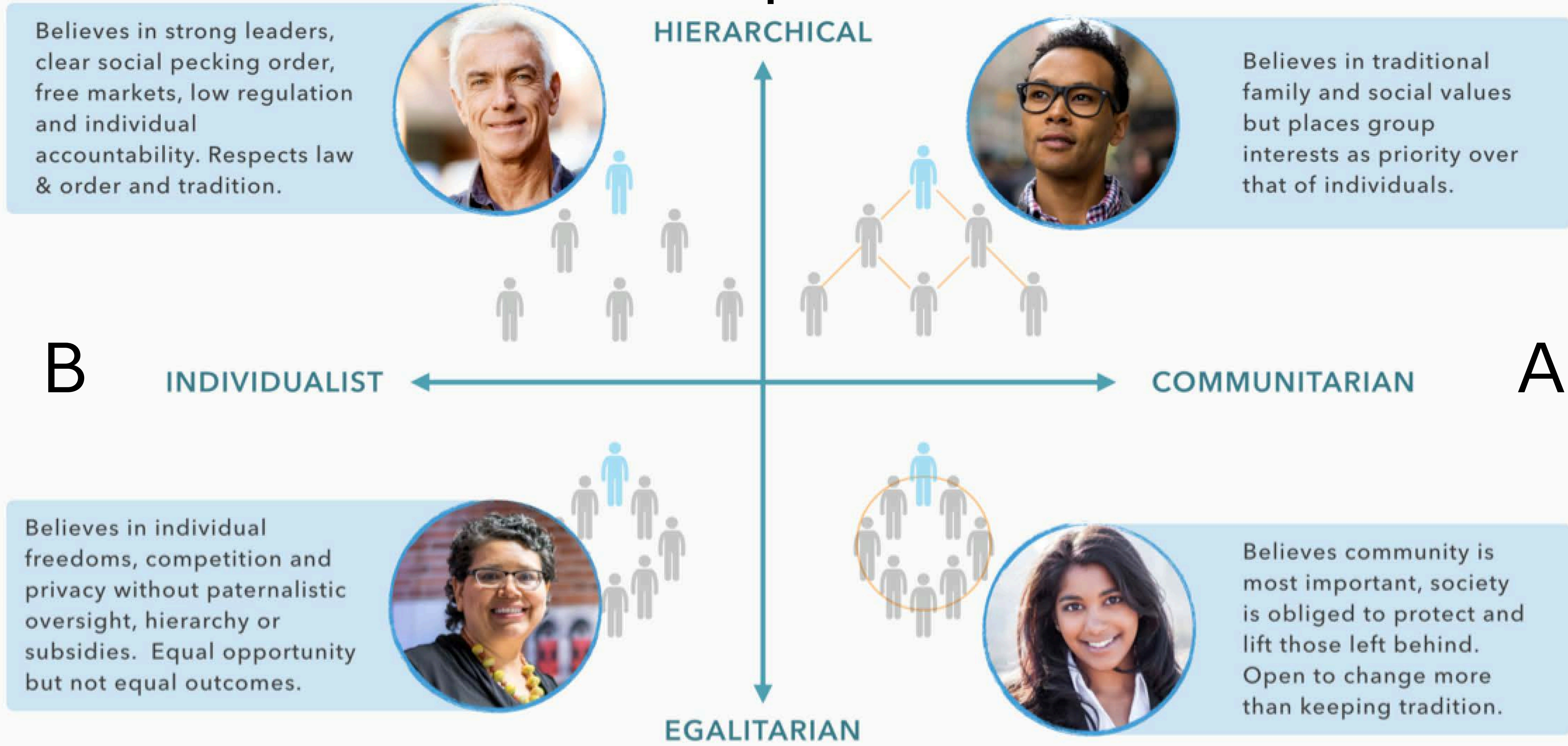


Which is closer to what you believe?

- A. The government should do more to advance society's goals, even if that means limiting the freedom and choices of some individuals. We are all in this together.
 - B. The government shouldn't tell people how to live their own lives and shouldn't restrict their liberties. Individuals should be accountable for themselves.
-
- 1. You have to make the most of the hand you were dealt- you have to work to earn the rewards in our meritocracy.
 - 2. Many people are born into circumstances beyond their control. Our society would be far better off if the distribution of wealth were more equal.

Cultural Cognition

1



2

Source: Yale University Cultural Cognition Project

Cultural Cognition

“...there is no such thing as society. There are individual men and women and there are families.”



HIERARCHICAL

“For too long in this society, we have celebrated unrestrained individualism over common community...we have only one truly sacred obligation: to properly prepare and equip our troops”



INDIVIDUALIST

COMMUNITARIAN

“The less I know about other people’s affairs, the happier I am... Deal with your problems yourselves, like adults.”



EGALITARIAN

“it's never been each person for themselves. No, we're all in this together... someone is going to have to give up a piece of their pie so that someone else can have more”



Cognitive Styles

The hidden filters through which we see our choices, and which guide preferences and behaviors.



Regulatory Focus



Time Perspective



Construal Level

Which is closer to how you feel?

A. It's more important to get it right, and make a safe and smart decision, than risk making mistakes.

B. I really go for it even if that means risking mistakes. That's how you achieve big goals.

1. Growing up, I obeyed the rules & felt uncomfortable not following rules or risking getting into trouble.

2. Growing up, I often pushed the limits and sometimes got into trouble for it.

Cognitive Styles



Locus of Control



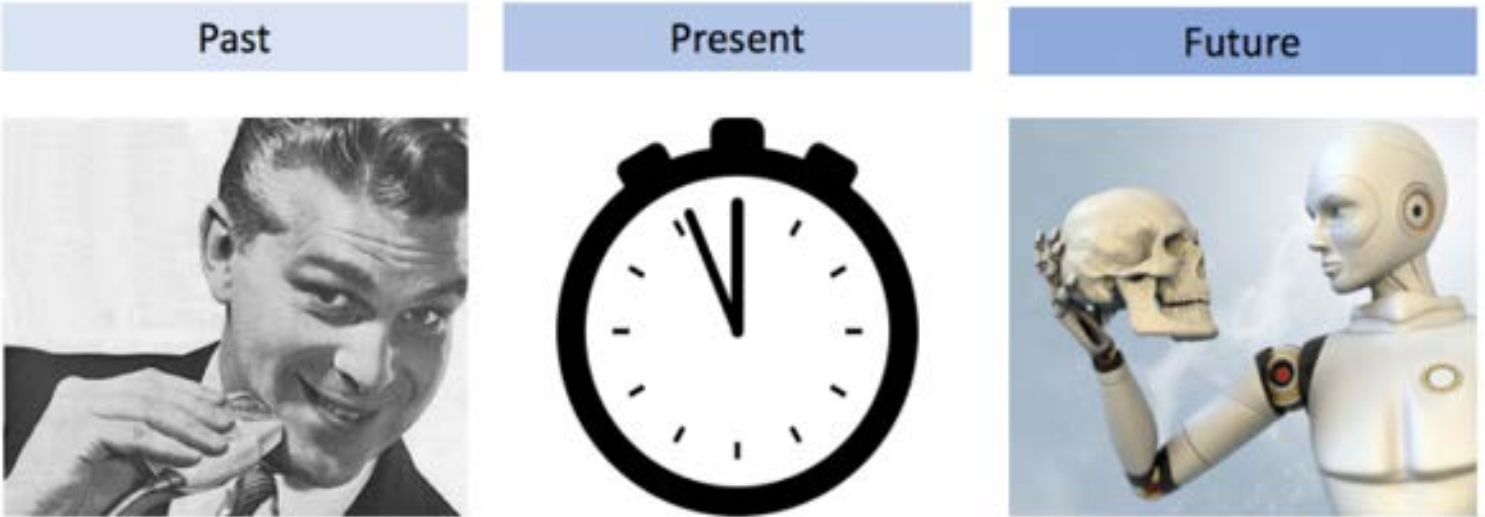
Regulatory Focus



Cognition



Affect



Time Perspective



Hedonic



Utilitarian



Construal Level



Which is closer to how you feel?

A. It's more important to get it right, and make a safe and smart decision, than risk making mistakes.

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1. Growing up, I obeyed the rules & felt uncomfortable not following rules or risking getting into trouble.

2. Growing up, I often pushed the limits and sometimes got into trouble for it.

B. 2.



Regulatory Focus



A. 1.

Regulatory Focus




Promotion

Lower risk perception
Motivated by a “gain frame”
Interested in self-improvement
Future-minded or possibly past positive
More hedonic and abstract



Prevention

Higher risk perception
Motivated by a “loss frame”
Motivated by impact on others in their life
Present-biased and possibly past-negative
More utilitarian and concrete

A close-up photograph of a person's hands holding a black magnifying glass. The lens is focused on a highly textured, colorful surface that appears to be a piece of fabric or paper with a complex, multi-colored pattern of small, irregular shapes in shades of brown, orange, red, and purple. The background is a clear, bright blue sky. Overlaid on the center of the magnifying glass lens is a semi-transparent white rectangular box containing the text "Avoid the Demographic Trap" in a clean, white, sans-serif font.

Avoid the
Demographic Trap

Another Look: Different Personalities

Laura

Valencia, CA

8hrs/day

\$75,000/yr

26 yrs old

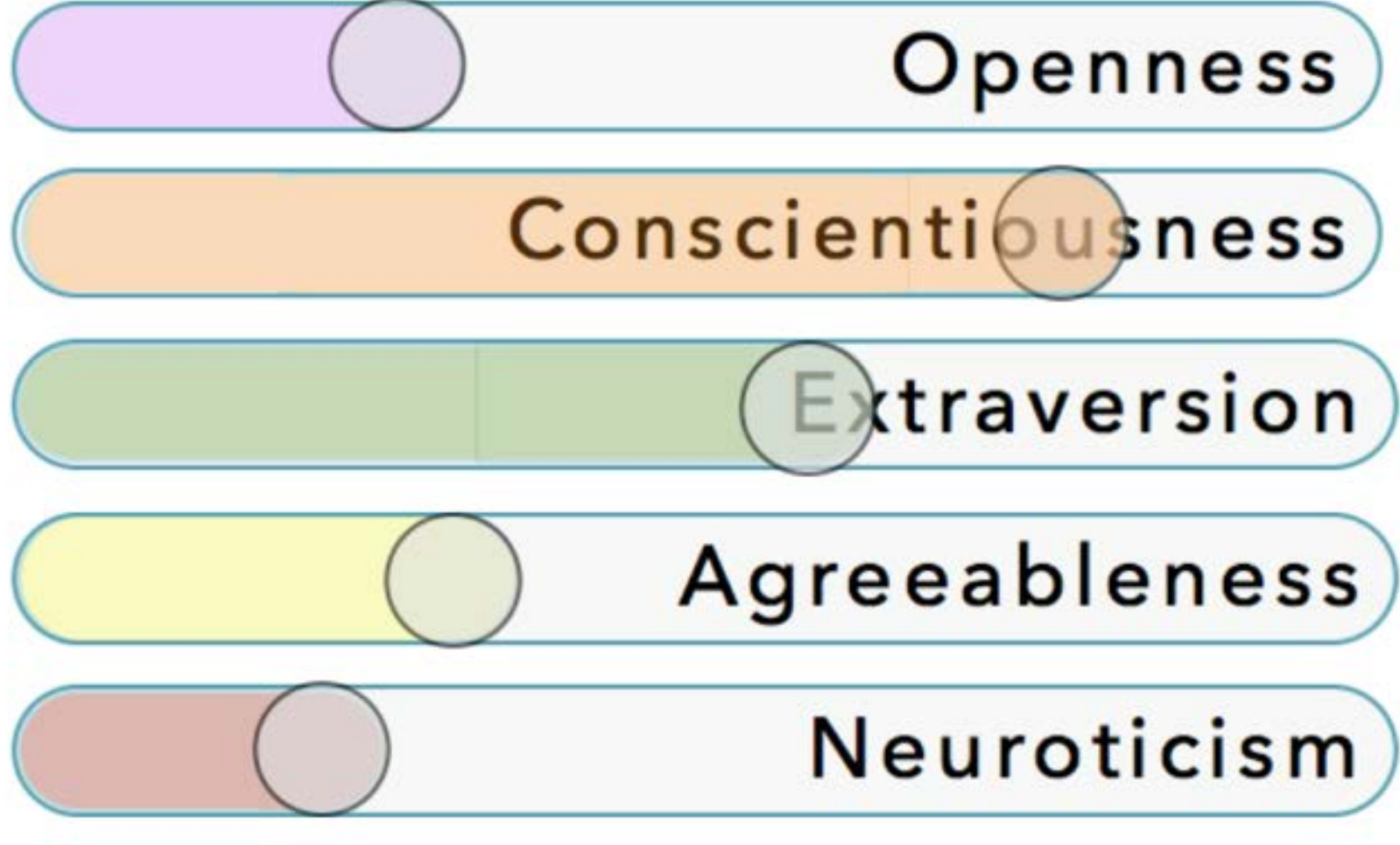
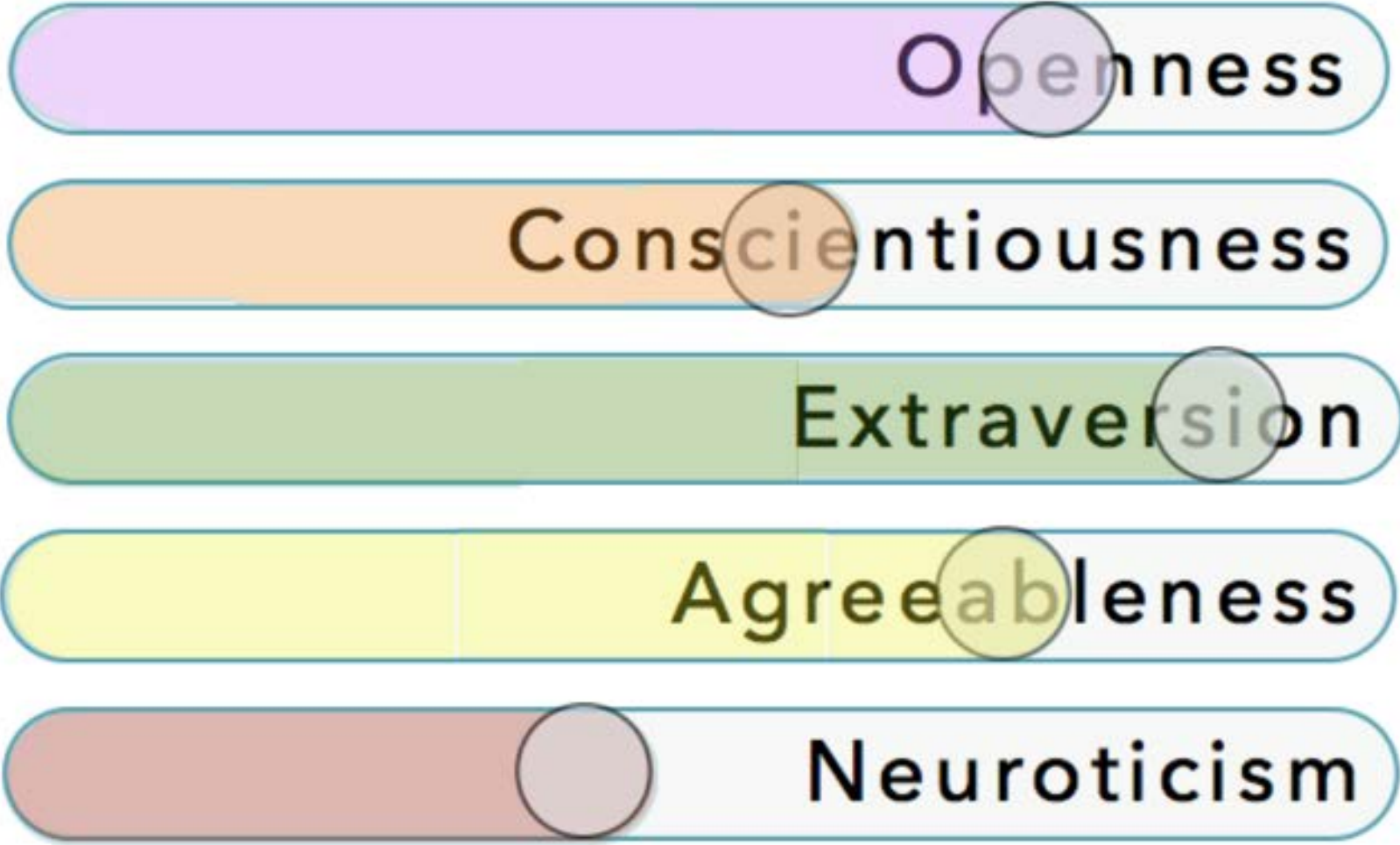
Jennifer

Valencia, CA

7hrs/day

\$65,000/yr

24 yrs old

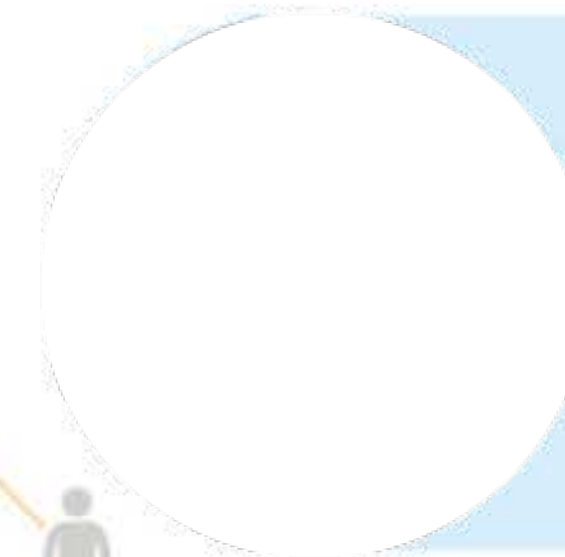
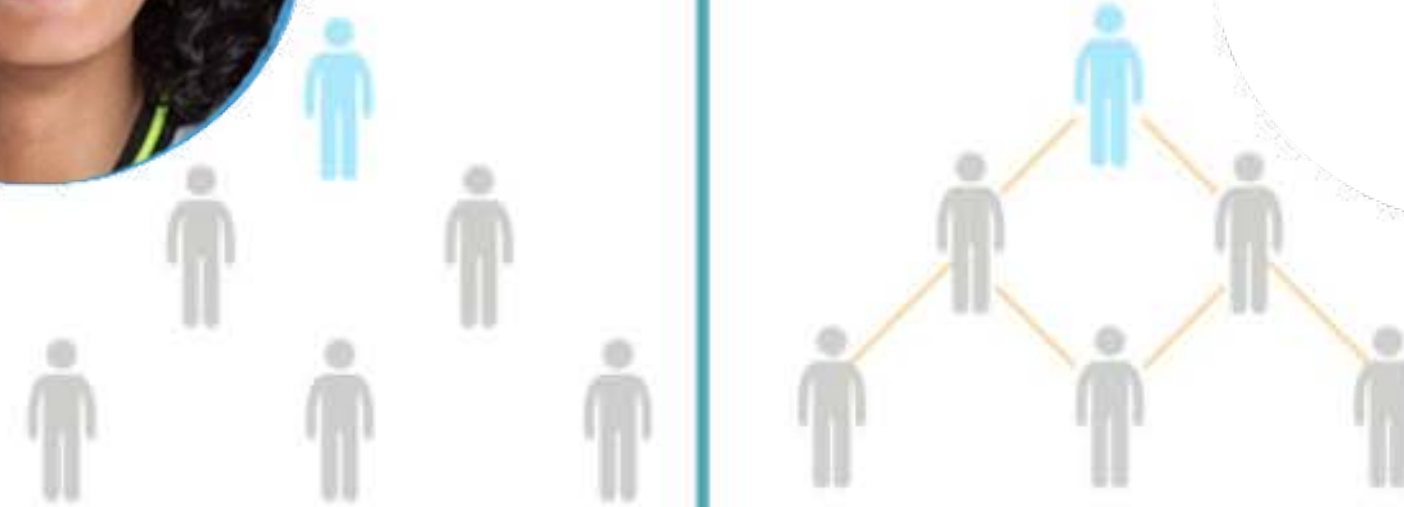


Another Look: Different Worldviews

Free markets rule.
Rise up by what you do.
Individual liberties.



HIERARCHICAL



INDIVIDUALIST

COMMUNITARIAN



Protect the vulnerable.
We are all equal.
Markets are unfair.

EGALITARIAN

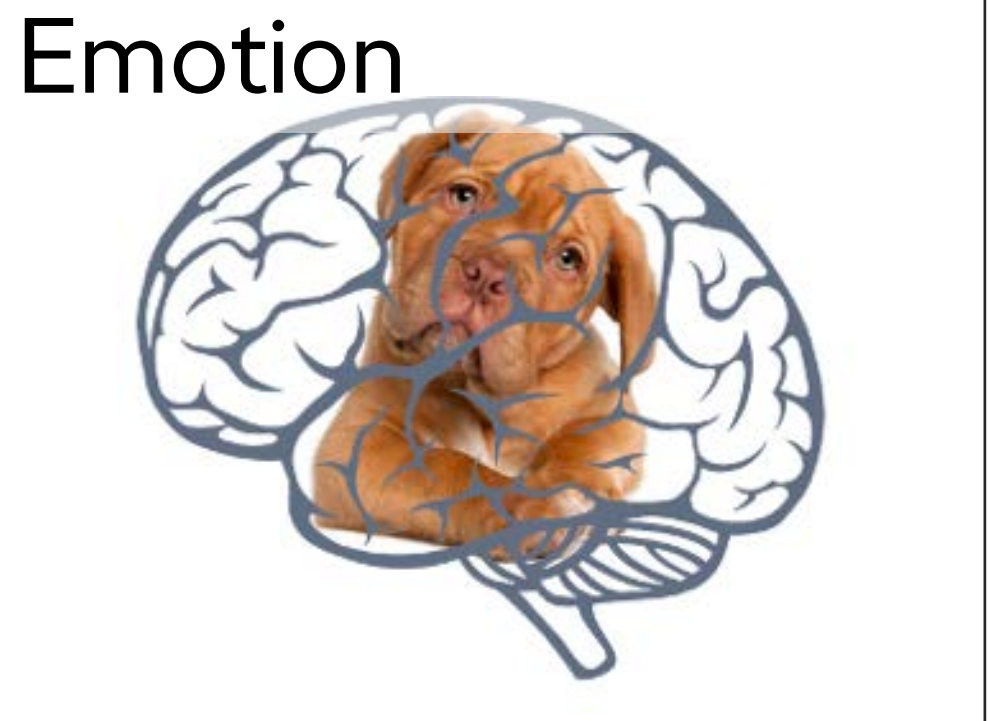
Another Look: Different Cognitive Styles

Laura

- Valencia, CA
- 8hrs/day
- \$75,000/yr
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Jennifer

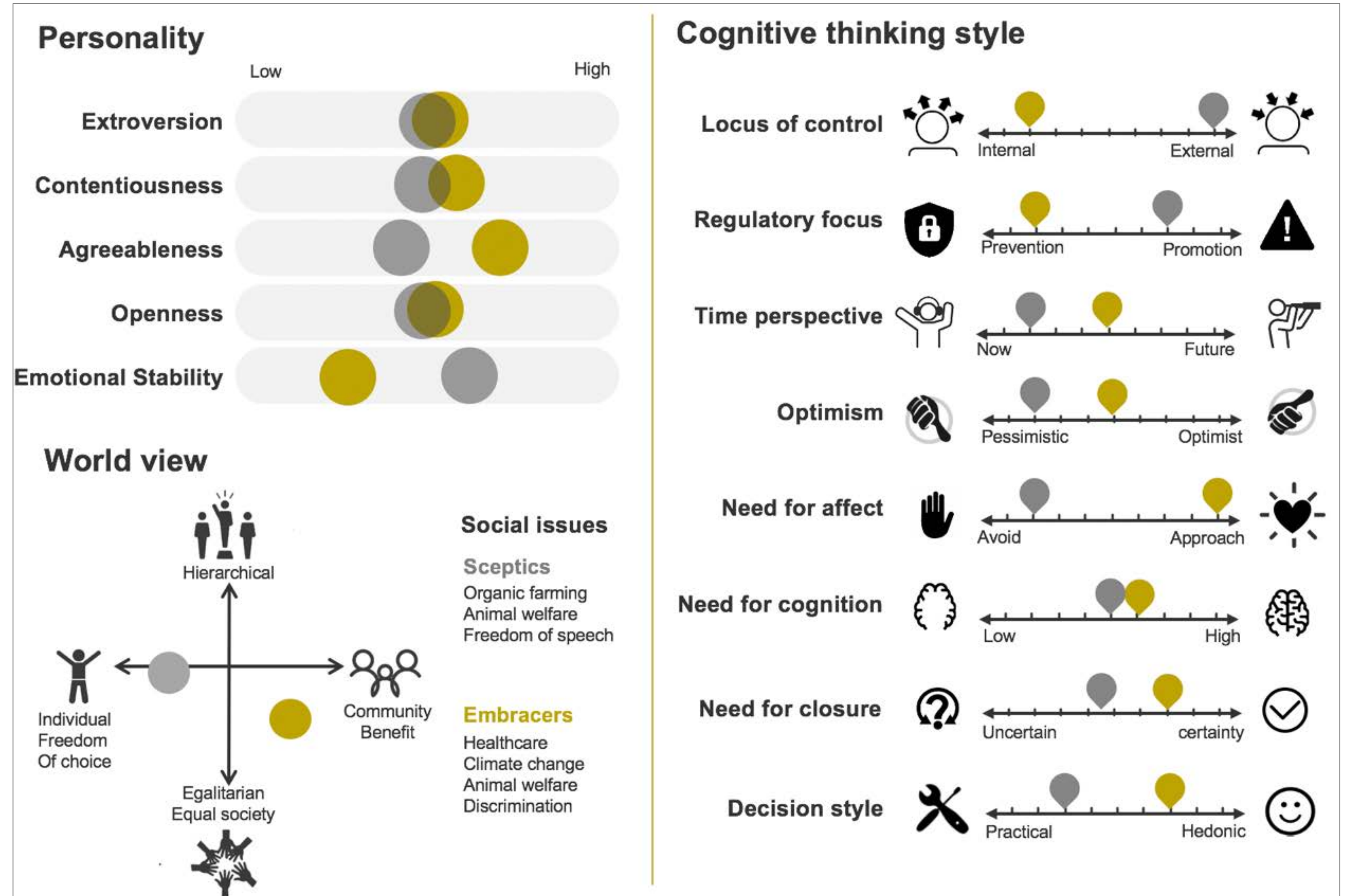
- Valencia, CA
- 7hrs/day
- \$65,000/yr
- 24 yrs old



Cognitive Personas

Pulling all the tests together we then assemble them into a new kind of enhanced persona.

Traditional personas require too many subjective guesses. Cognitive Personas are built on building blocks of the Sensemaking Genome.





The Hidden Who

Decoding the Sensemaking Genome

CHRISTOPHER GRAVES

Ogilvy Center for Behavioral Science

@cgraves

A woman with blonde hair, wearing a black leather jacket with gold zippers and a watch, is sitting in a chair and gesturing with her right hand. She is in a modern office setting with large windows in the background. The text "Jennifer Mormile" and "CIO, Health at Condé Nast" is overlaid in the bottom left corner.

Jennifer Mormile
CIO, Health at Condé Nast

Conversations That Matter

Decoding Humans to Effect Real Change

Presented by Pranav Yadav



Experience what unites us

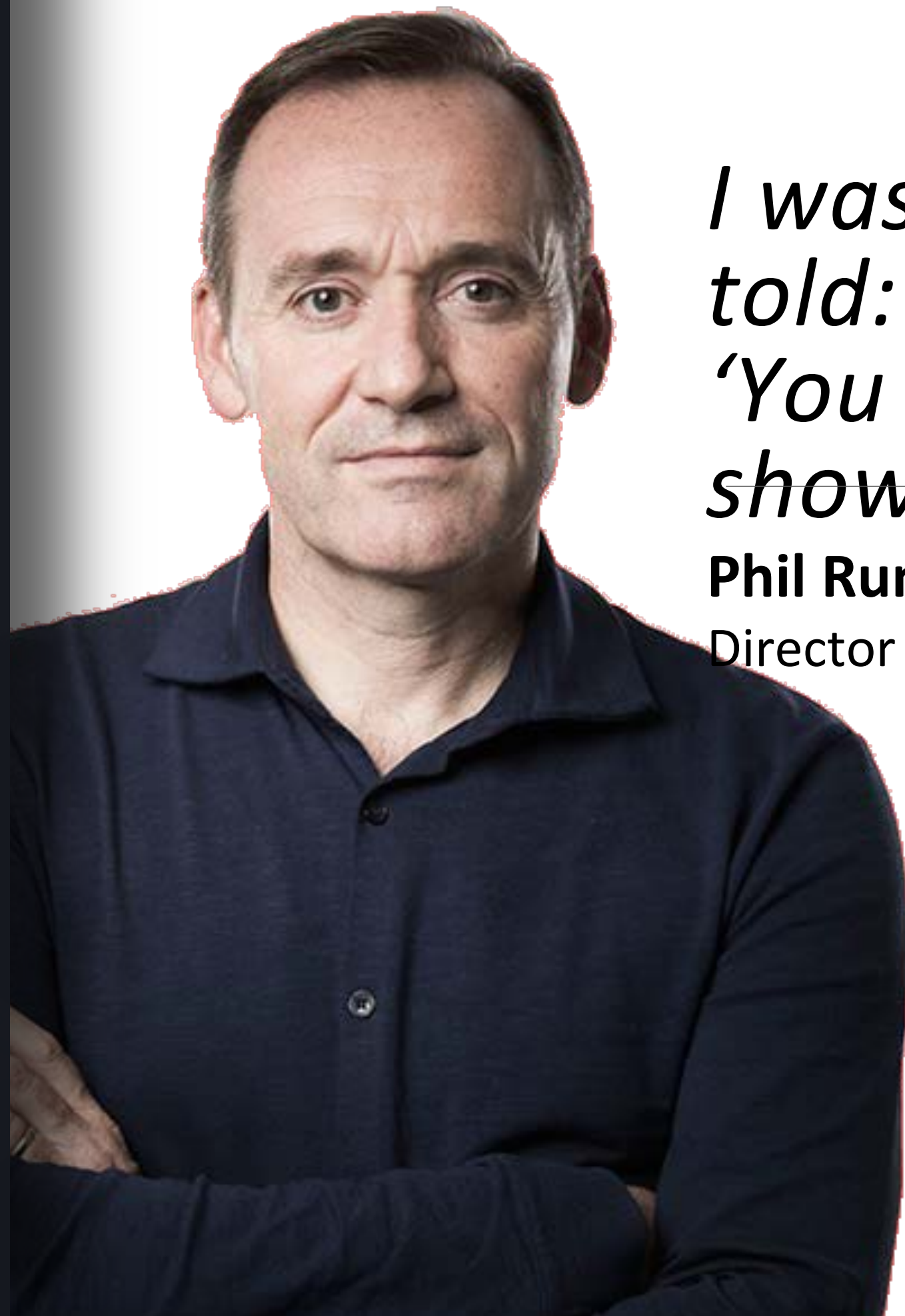
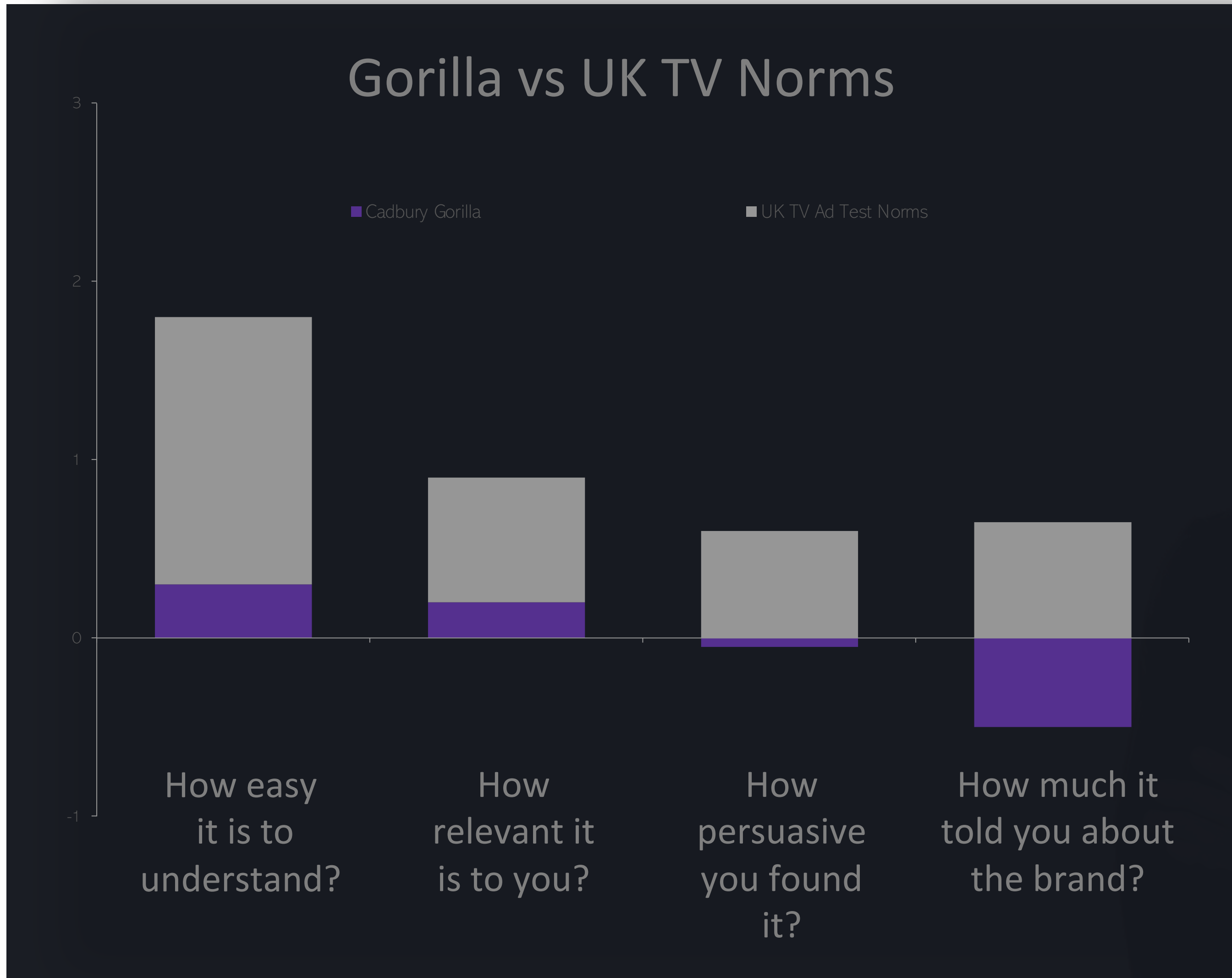


A GLASS AND A HALF FULL PRODUCTION



www.totalran.ch

Market Research Sees No Potential



*I was basically told:
'You are never showing this ad'*

Phil Rumbol
Director of Marketing at Cadbury's

Market Research Sees No Potential



Post-launch results



Dairy Milk Sales
INCREASED BY 9%



Cannes Lions Festival
WON GRAND PRIX AWARD



Reported Brand Favorability
INCREASED BY 20%



UK Singles Chart
IN THE AIR TONIGHT CLIMBS TO #14



The Guardian

Is Cadbury's drumming gorilla the best ad of all time?

ADWEEK

BEST ADS EVER

Cadbury 'Gorilla,' at 10, Remains One of the Great Offbeat Triumphs of Advertising

campaign

Cadbury "gorilla" Wins Campaign of the Year

Long-term Memory Encoding

Evolving Neuroscientific Understanding of Long-Term Memory



Long-term memory was understood as simply a record of past experiences...

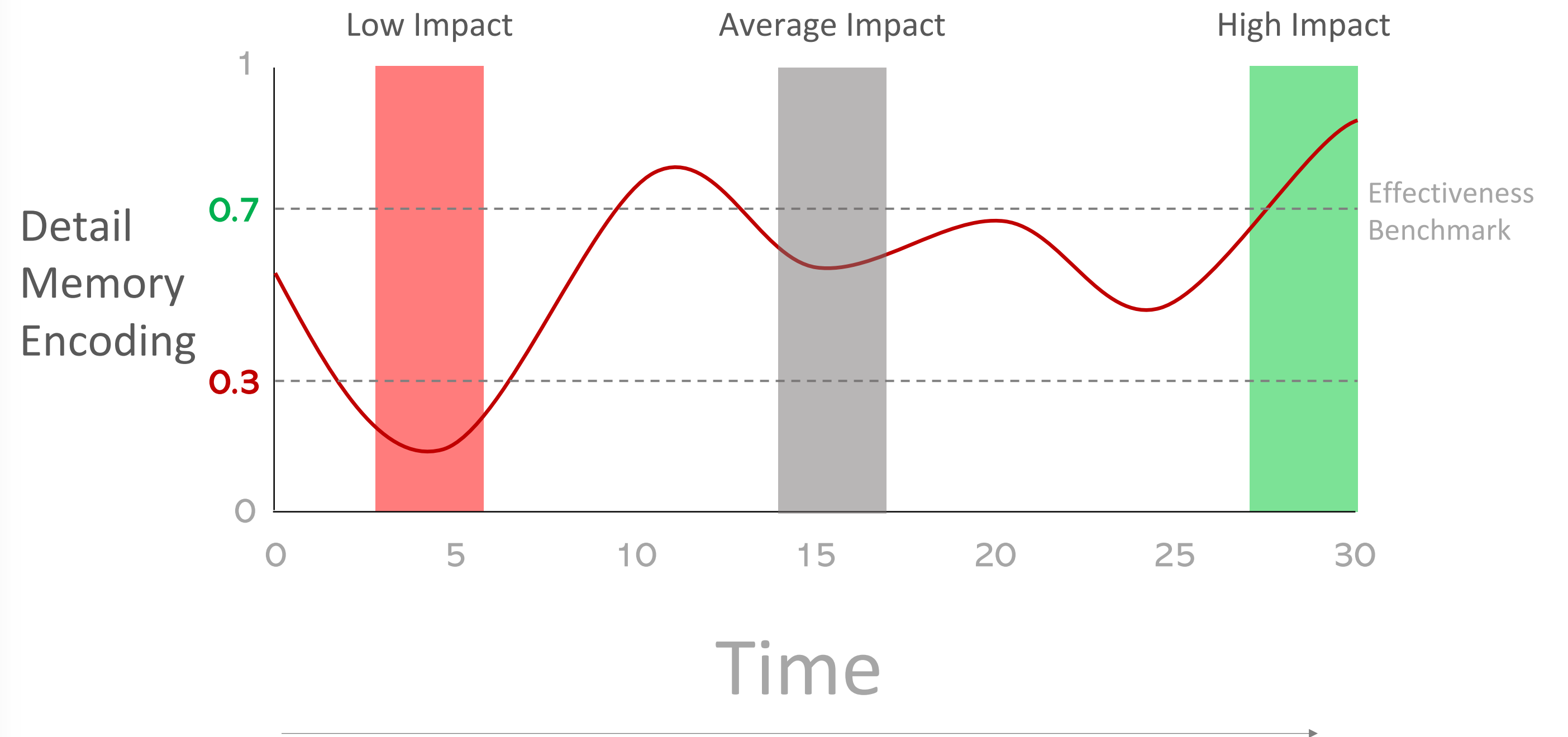


...but recent research suggests long-term memory evolved as a mechanism to guide future behaviour.



Detail Memory Encoding

Ad effectiveness is assessed by measuring the speed of electrical signals in the left hemisphere of the brain, which is the area responsible for detail memory encoding. This is neuro-insight's key metric and is used to inform whether or not an ad will make a lasting impression on viewers. Ads with high detail-memory responses correspond directly to a shift in consumer behaviour in market.

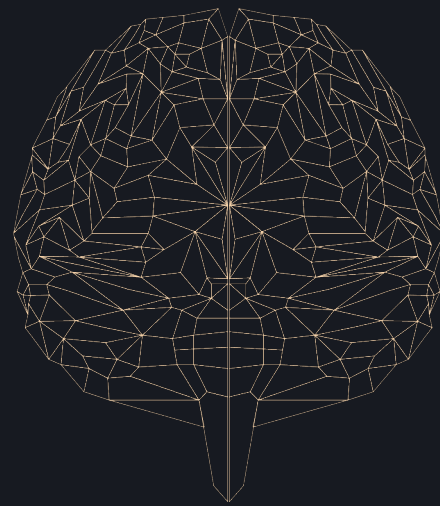


- >0.7 Encoded in subconscious memory
- 0.3 to 0.7 Average subconscious activity
- <0.3 : No impact in subconscious memory

Neuro-Insight Key Metrics



An assessment of detail memory gives us the information we need to determine....

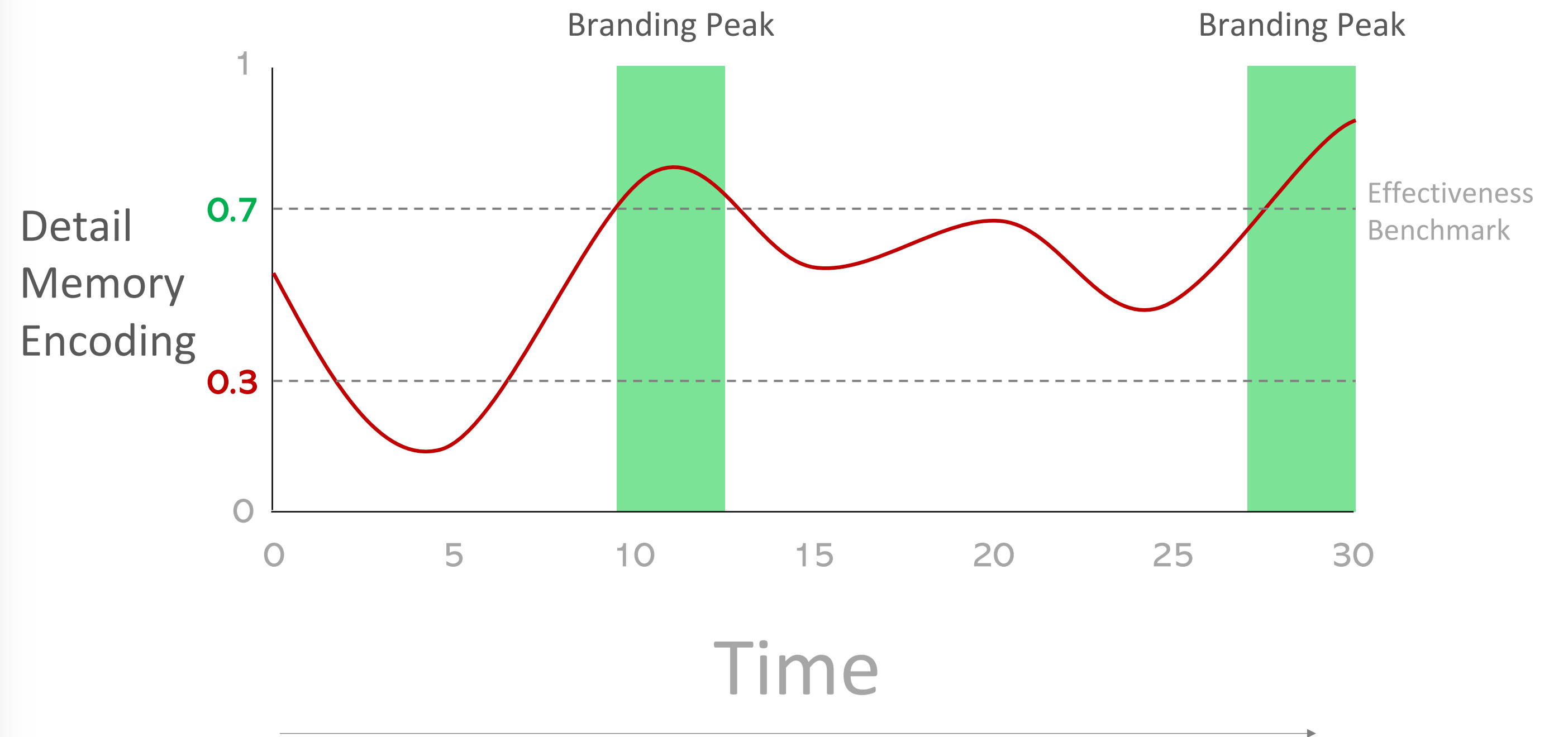


Creative Cut-Through

Creative cut-through is measured as the average Detail Memory response over the length of the entire ad. This metric is used to determine overall ad memorability and is benchmarked against our existing database of over 25k ads

Brand Impact

A memorable ad isn't necessarily a successful one. True impact is measured via an assessment of brand memorability, which we call **Brand Impact**. Brand impact is a measurement of detail memory during an ad's key branding moments.



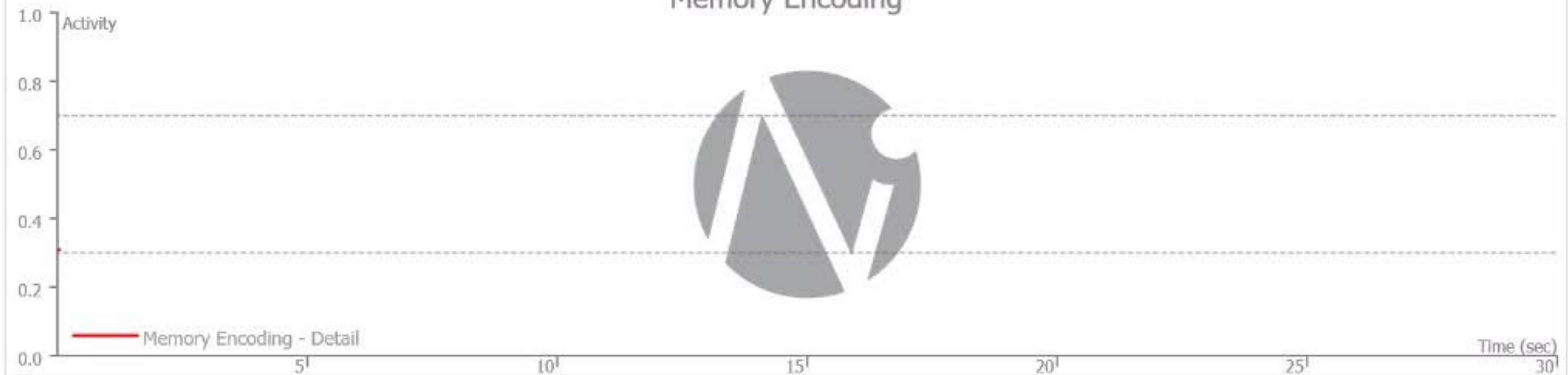
- >0.7 Encoded in subconscious memory
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A GLASS AND A HALF FULL PRODUCTION



Cadbury - Gorilla
All Viewers

Memory Encoding



Traditional Research Methods

Neuro-Insight/SST

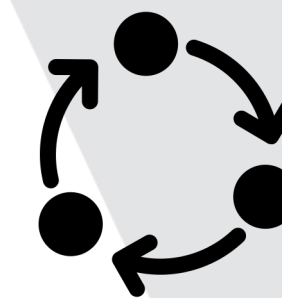
Verbal, Self-Reported Data
Polls, Surveys, Focus Groups, Etc. **24% correlation** to in-market performance).

Clutter Reel/ Not in Context
Taken out of Context. **Not representative of consumer response** to target specific advertising.

Post Hoc
Data is collected after the fact, which means **crucial information is lost** to subconscious memory.

Vague Overall Response
Captures just what consumers can remember. Again, **missing out on key data points.**

No Optimized Solution
Given the vague data that results from traditional methods, **it's impossible to pinpoint actionable adjustments** to a specific creative.



Subconscious Measure

SST, Neuro-Insight's patented technology, is the only validated measure of long-term memory encoding (**86% correlation** to in-market performance).

In Context

Measured as part of relevant programming in order to engage a **targeted consumer response** that corresponds to specific platforms and contexts.

In the Moment

Data is collected in the moment, giving **a full picture of subconscious** consumer response to every frame of a creative

Second By Second

Measuring brain activity in real time gives us **a second by second understanding** of a consumer's subconscious response.

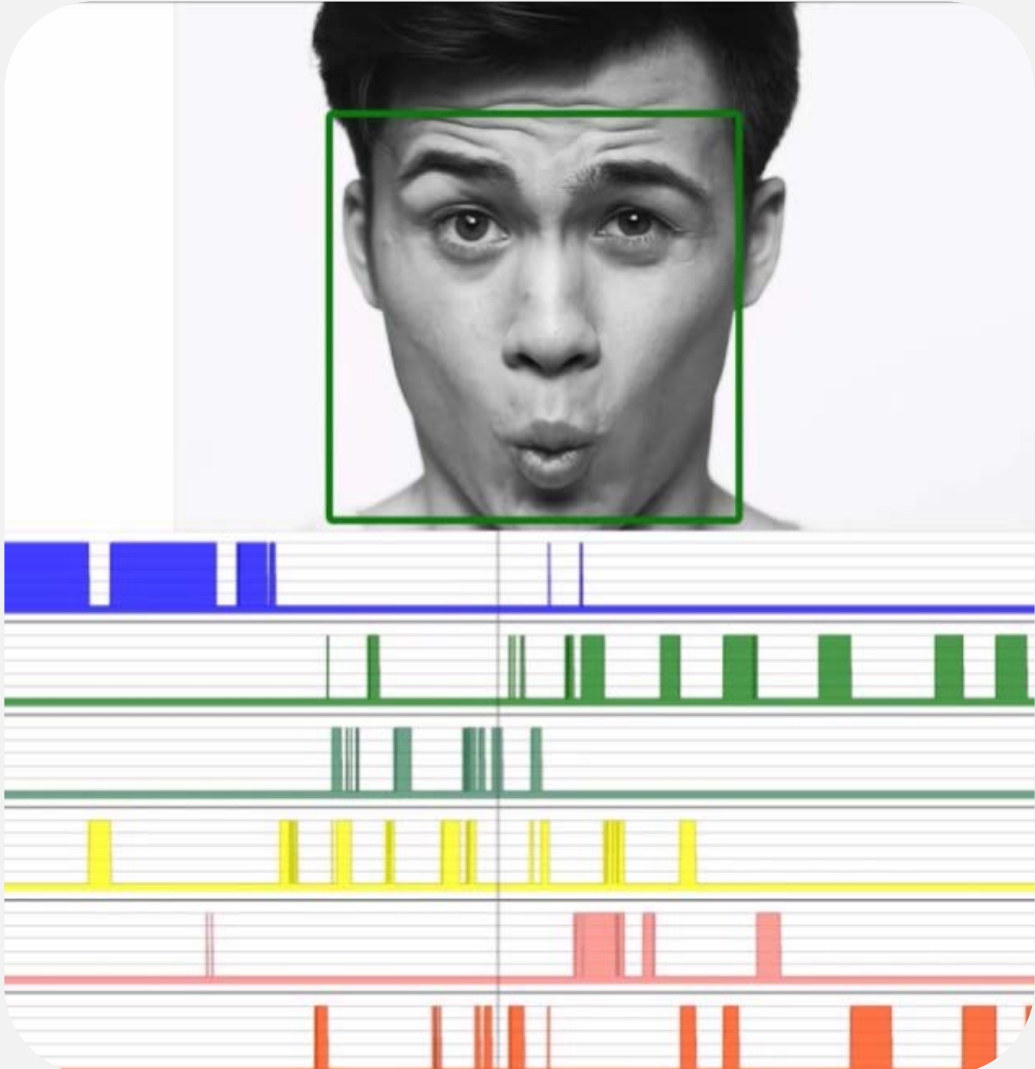
Optimization

SST data **can locate specific problem areas**, which allows marketers to tweak creatives for maximum in-market effectiveness.

SST offers a fuller picture of consumer decision-making than traditional research.

How Research Has Tried to Adapt

Facial Coding



09
Percent

Link to
in-market
sales


Traditional Research



24
Percent

Link to
in-market
sales

Wearable Biometrics



27
Percent

Link to
in-market
sales

Note that there is a fundamental difference between biometrics and actual brain response

Steady State Topography: An Evolution in Brain-Mapping

Effective & Powerful



86% Link to in-market sales

Second-by-Second Detail



Unmatched insight into

- Long-Term Memory Encoding
- Engagement
- Emotional Intensity
- Approach/Withdraw

Tested & Trusted



Only neuro tech that has been validated both scientifically and commercially and by three independent bodies

Scientific Grade



The only neuromarketing company to identify a physiological phenomenon that is recognized by, and used in, the scientific community: Conceptual Closure

Additional Neurometrics



Predictive



Memory Encoding



Diagnostic



Engagement



Emotional Intensity



Approach/Withdraw

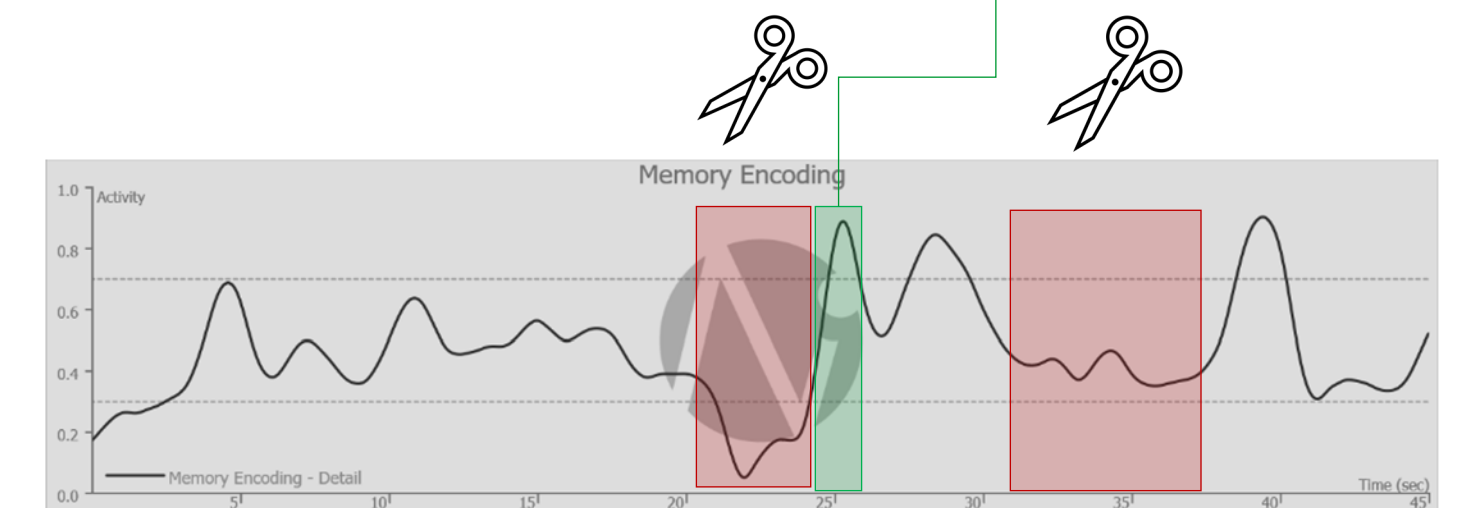
Engagement is an indicator of how involved people are and is generally triggered by material that is of personal relevance. Emotional Intensity relates to the strength of emotion being experienced.

Approach/Withdraw is the “direction” of the emotion being experienced – whether it is positive or negative.



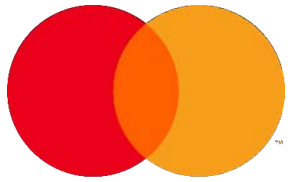
Optimization

Optimization focuses on how to edit the TVC to help it drive its message and branding home. For example suggesting branding during the strongest moments or cutting scenes that are **wasted** ad time.





Some of Our Clients



facebook.

T-Mobile



DIAGEO

Google

CONDÉ NAST



amazon

The New York Times

twitter



VIACOM

pandora

SAMSUNG



ABInBev



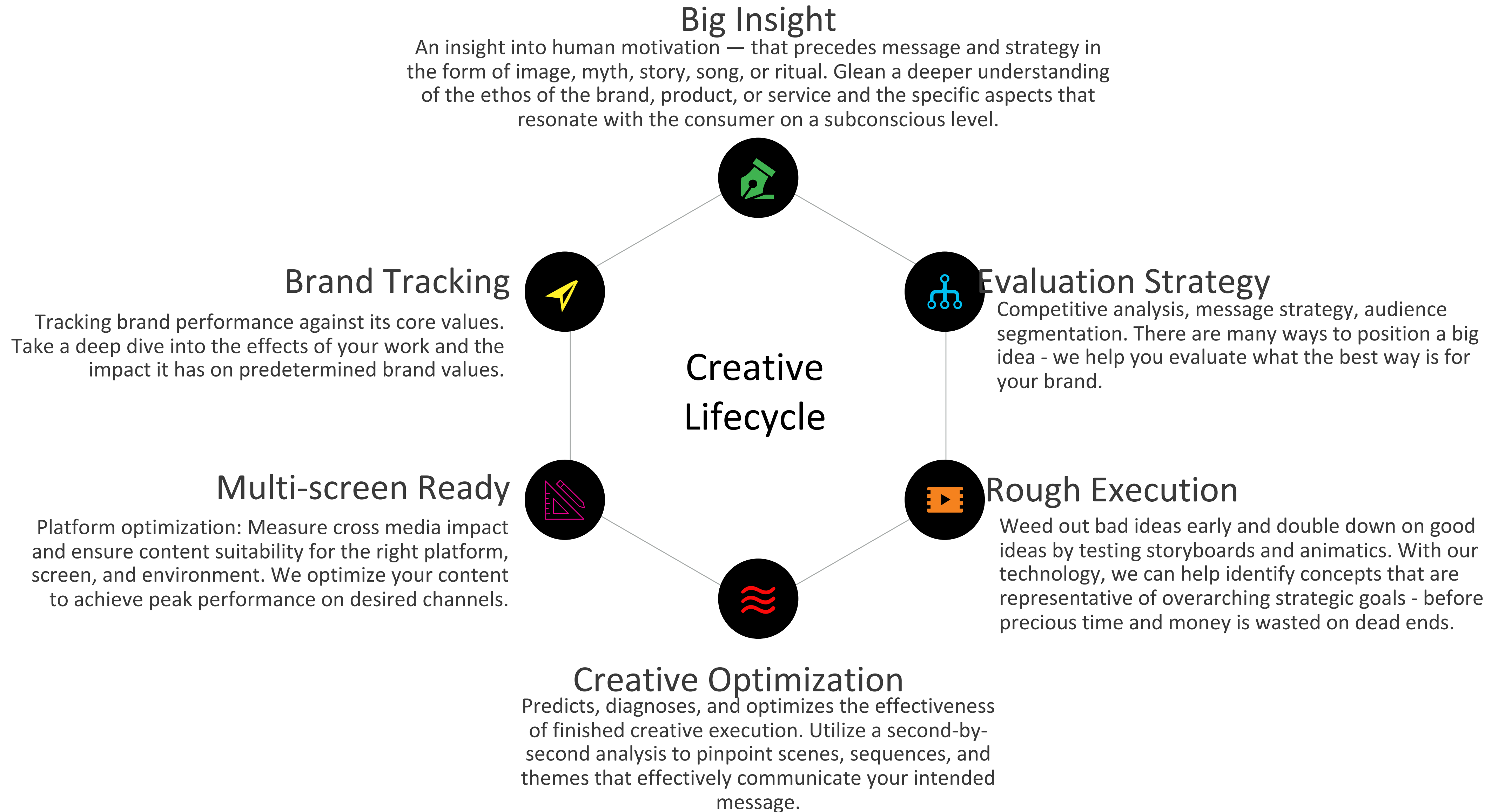
Global Reach



-  OFFICE LOCATIONS
-  CLIENT LOCATIONS



Applications in the Creative Lifecycle





Thank You

Questions?

Ogilvy Consulting

Thank you.

Ogilvy