

THE BEHAVIOURAL SCIENCE ANNUAL 2023

A collection of social initiatives
& behavioural interventions from
Ogilvy teams around the world.

Ogilvy CONSULTING

Contents

Introduction

The Problem with Behavioural Science	4
The View from Rory	6

Behavioural Science Interventions

Mayor of London: Have a Word	10
Ramadan Rihla: Eat, Keep, Reheat, Repeat	16
Adobe: Rewriting the Script to Overcome Churn	20
Sainsbury's: Shop like a Smart Cookie	24
Tinka: Friction Free Finance	28
Changing the Conversation on Sustainability	32

Glossary of Behavioural Science Principles	36
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The Behavioural Science Practice

Work With Us	37
Specialist Areas & Organisations We Work With	38
Over a Decade of Applied Behavioural Science Leadership	39
The Team Behind the Annual	40

THE PROBLEM WITH

Behavioural Science

Having practised behavioural science for over a decade, we've noticed one challenge that limits the discipline from being applied at scale. It's pervasiveness.

In the world of business and brands, behavioural science doesn't have its pigeonhole. It's not a channel, a function, or even a skill base like strategy. The inconvenient truth is that behavioural science is everywhere that people can be influenced.

Nobody struggles to be interested in behavioural science, but they do struggle with knowing where to start. What is a question for a behavioural scientist? How does can it help my team and goals specifically? Can it work for B2B and B2C? How do I convince others in my organisation to try a new approach for our evergreen challenges?

And whilst this pervasiveness could mean that behavioural science is useful everywhere, in practice it's simply unwise to spread it too thinly. Now that we, as a behavioural science practice, have conducted thousands of projects with hundreds of the world's biggest brands and FTSE 100 companies, we know better where behavioural science is massive and where it's marginal.

Whilst, as Rory says, our application of behavioural science will never be industrially and systematically rolled out, because people are just too infinitely complex for that, we have identified key areas on Insights, Ideas and Interventions where behavioural science repeatedly makes massive differences. (Which is incidentally also how we have laid out this year's Annual!).

In the Pursuit of Insights

Behavioural Science gives us an unparalleled view into the human mind which provides the insight to unlock impact.

If you speak to a car mechanic they'll be able to tell you how the car works. If you're undergoing heart surgery, your surgeon will be an expert on the procedure. Yet, if you have millions to spend on getting your customers or employees to take action, very few will have the sufficient insight to the human mind required for consistent behaviour change.

Instead, we rely on the demographic and behavioural data so readily in front of us, which tells us the who and what, but provides very little clue on how to persuade our thoughts or feelings – let alone change behaviours.

Case in point, both Ozzy Osbourne and King Charles III live in castles, were born in 1948, and were married twice. But it doesn't take a psychologist to understand that psychologically they will be persuaded in very different ways.

The work you'll see here uses our award-winning proprietary research tools. These help us to overcome our 'persuasion blind spots' by identifying the right behavioural strategies for the brand, audience, and product ... without such we are merely guessing.

In the Pursuit of Ideas

Used correctly Behavioural Science is catnip for creative thinkers. It opens up the solution space and empowers the creative process with a much broader and stronger set of levers that can be pulled to change people's behaviour.

Being part of the world's largest creative network, this has been integral to our way of working from day one. Our pioneering of 'the strategic pair' where campaign planner works arm-in-arm with a behavioural scientist, both plugged into the creative process, has led to some of our most impactful campaigns, whether that's reducing misogynistic behaviour, increasing recycling, or reducing stigma with adult incontinence.

One of our most important projects is currently underway, with the Mayor of London's office. The central campaign insight was rooted in behavioural science and the media strategy based on the network science behind how movements start. It's this combination of rigour and creativity that enables us to drive impact in the real world.

In the Pursuit of Interventions

The final area where we consistently find behavioural science to drive real customer impact is in the research, design and testing of physical and digital interventions.

There are many brands with customer experiences that don't fulfil their maximum potential, because they are missing critical behavioural insights. This is especially the case where received wisdom such as 'make it easy' is counter to what works in reality. On some occasions we have even counterintuitively increased the impact of a website by increasing the number of clicks and steps rather than decreasing.

Behavioural interventions are easily overlooked as a way to achieve behaviour change, which makes them a great source of competitive advantage. As you'll read in the Adobe case, if you can save 8% of churn by simply improving one line in your service script whilst your competitors are worrying about whether they have the right shade of red on their OOH ... you're winning.

We hope you find reading this year's edition of the Annual interesting, but more importantly we hope you find an area that you can start to apply, whether that be insights, ideas or interventions.



Dan Bennett
Consulting Partner & UK
Lead, Behavioural Science

If you're ever curious about how behavioural science can help you achieve impact ...

... give us a nudge !

Dan

The View from RORY

Tempting as it may seem, unless you are anally retentive and live alone, you should never buy a modernist house. Years ago I nearly bought a super-modern, architect-designed, converted telephone exchange in East Kent. It looked fabulous at first glance, until I noticed that, in one corner of the vast expanses of white paint, one of the owners' children had drawn a stick man on the wall. The entire effect of the design was completely ruined. And I asked myself, "What does it mean to live in a place where a child's drawing on the paintwork ruins your house?" We didn't put in an offer. I dodged a bullet, to be honest.

If you live in a Victorian house, or a Tudor house or an Edwardian house, you can be as neat or as messy as you like. You can leave buggies in the hall, pants on the radiator and wellies in the porch. Running out of bookshelves? No problem. Just pile a load of books in the corner of the room, alongside the five-month old pile of magazines. By contrast, in a modern house there is only one way to live. Unless your lone, up-to-date copy of Wallpaper is at ninety degrees to the edge of the coffee table, you have failed. You'd shoot yourself if it weren't for the cost of repainting. Your home may be a machine for living, but within it you are merely another cog.

In the same way, I like to see behavioural science as a reaction against a kind of modernist minimalism in thought. Increasingly we find ourselves in an environment where our love of standardisation means there is only one way to think: in monotonously logical but constricting straight lines. It's a style that works a lot better in renderings than in reality.

What characterises the work on the following pages are the interesting new possibilities that emerge when you allow yourself to solve problems differently. Not in the way that looks neat in theory. But in the way that works in practice.



***"Out of the crooked timber of humanity
no straight thing was ever made."***

I think behavioural science works in two ways. Sometimes because the theories in behavioural science are completely correct and allow you to do something better. And sometimes because they simply give you permission to test something different. There's more than one way to live, and there's more than one way to think.

Rory Sutherland,
Vice Chairman, Ogilvy UK

*There's more
than one way
to live, and
there's more
than one way
to think.*

Welcome to the

BEHAVIOURAL SCIENCE ANNUAL

THIS YEAR, WE'VE BEEN FORTUNATE TO HELP THESE ORGANISATIONS TACKLE THEIR BEHAVIOURAL CHALLENGES:

MAYOR OF LONDON:

Tackling male violence against women and girls by addressing the bystander effect

MAYOR OF LONDON

WRAP:

Preventing food waste during Ramadan with a little helping hand

wrap

ADOBE:

Retaining subscription customers without resorting to financial incentives

Adobe

SAINSBURY'S:

Changing shoppers' habits during a cost-of-living-crisis

Sainsbury's

TINKA:

Optimising digital journeys to enable friction free finance

TINKA

ECO-ATTITUDES IN ASIA:

Revealing the psychology of sustainability through cognitive profiling

Ogilvy CONSULTING



MAYOR OF LONDON

Author:
David Fanner

Market:
UK

HAVE A WORD

In the UK, 97% of women have suffered sexual harassment. Could encouraging men to speak up make an impact on this shameful epidemic?

Behavioural Challenge

In the UK, there is an epidemic of violence against women and girls. 97% of women have suffered sexual harassment, and one woman is killed every three days at the hands of a man¹. Trust in authority and the ability of the Metropolitan Police to protect women has declined, particularly after the deaths of Sabina Nessa and Sarah Everard.

The Mayor of London therefore challenged Ogilvy to create genuine behaviour change in the capital. And crucially, not attribute any blame towards women.



Our Approach

An abundance of evidence suggests that male violence against women and girls starts with words. Stopping men's bad words suppress the conditions that allow bad words to become bad acts.

Most approaches focus on influencing the perpetrator. However, this often backfires as perpetrators are either blind, unreceptive, or extremely reactive to the message. Our behavioural analysis identified that it was the men around the perpetrator who carried the most influence. The bystanders.

But they tend not to intervene due to 'The Bystander Effect' — where individuals witness abusive behaviour but fail to act because of a diffusion of responsibility, where everyone assumes somebody else will say something.

Our task was to activate these men. Make them feel a sense of personal responsibility to act.

Our strategy was to speak to men and ask them to confront their own identity, essentially asking, "What kind of man are you to witness this and do nothing?"



Our Solution

We developed the 'Have A Word' campaign asking men to, "Have a word with yourself, and then your mates".

This call to action asks men to reflect on their own internal barometer for what is right and wrong. When they recognise this, it creates discomfort at not acting. This is ultimately what motivated men to push through bystander apathy and have a word with their mates.

We showed up across Transport for London's entire advertising inventory. But knew we had to show up in culture where misogyny is commonplace: pubs, restaurants, cinemas, and sports. We took over half-time intervals at Premier League football games. We showed up on mirrors in premier ship rugby and football clubs; gyms, pubs and clubs across the capital.

Men couldn't eat, drink or workout, they couldn't even go to the toilet, without seeing our message.



Impact

The campaign had a reach of 307 million and achieved 3.1 billion impressions. With zero paid support, it was shared by large international organisations such as FIFA, universities, councils, NGOs, and even companies like Deliveroo and McDonald's. It was even added to the United Nations school curriculum, rolled out to millions of students. It spread from London to France, Italy and Sweden to Australia.

But most importantly 85% of men who've seen the campaign now say they would call out bad behaviour if they saw it.



[Watch the campaign film here](#)

MAYOR OF LONDON

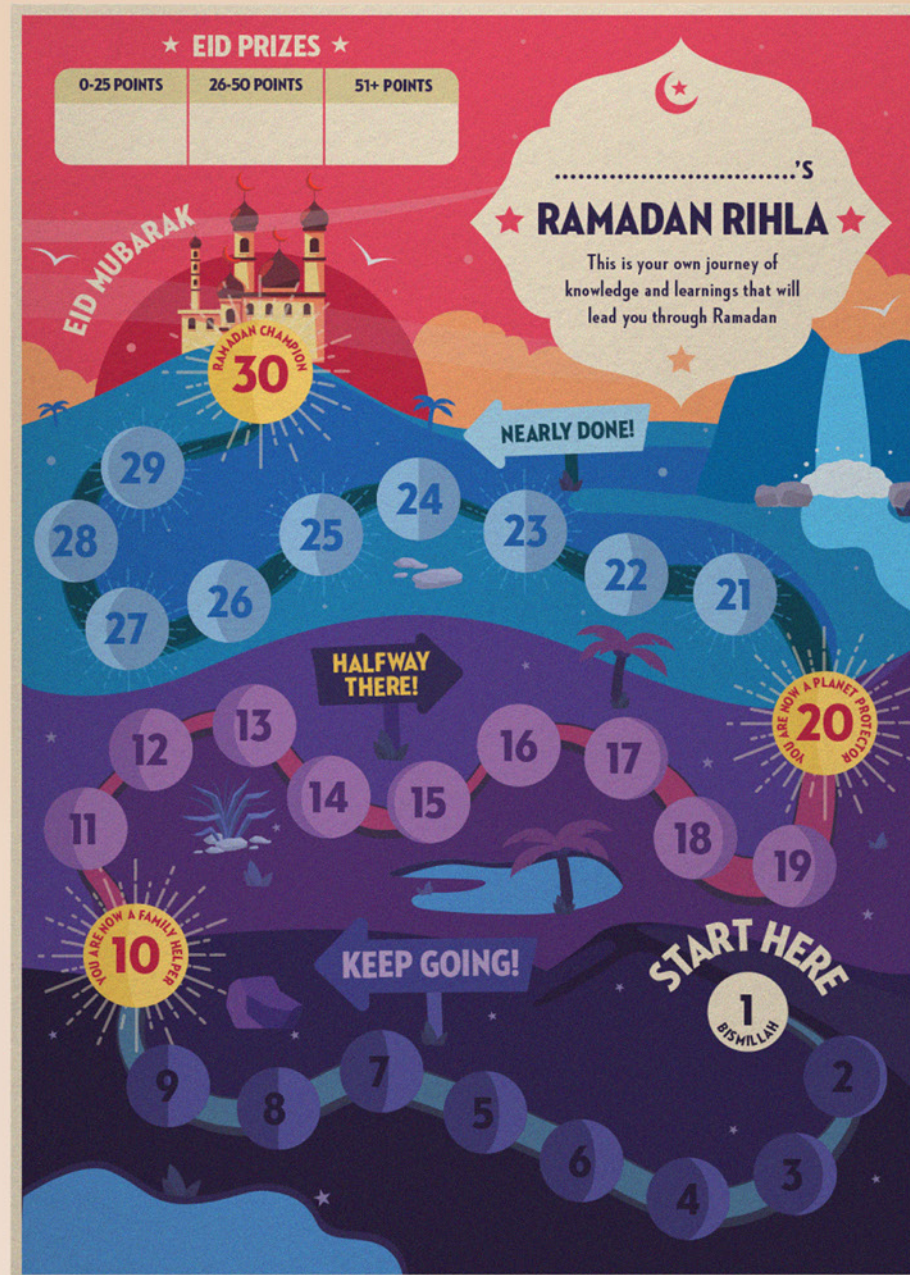
Author:
David Fanner

Market:
UK

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RAMADAN RIHLA: EAT, KEEP, REHEAT, REPEAT



During Ramadan, families often cook more than they can eat. Could a little helping hand help to decrease food waste?

Behavioural Challenge

Ramadan: a time of togetherness, celebration, spirituality, and whilst it's a time of fasting, it also counterintuitively comes with increased food waste.

At Iftar (the fast-breaking evening meal), family cooks fill the table with varied, fresh food, but with appetites decreased, there's often too much food to eat which can lead to increased food waste. During a time where food is so important, the idea of using leftovers can make this celebration feel less special. Moreover, making exactly the right amount of food isn't so easy when fasting, when food is on the mind, but energy is low.

A leading climate action NGO, WRAP, sought to find ways to reduce the amount of edible food that's thrown away during Ramadan and Eid, without compromising the value that food brings to the celebrations.

Our Approach

To prevent cooks producing too much food at Iftar, we needed to design an intervention that respected traditions, but challenged the cultural expectations and behaviours that were contributing to food waste.

Our strategy was to change the idea that a 'good' Iftar meal must be abundant and varied, and to meaningfully reframe leftovers, so they can still be seen as attractive, fresh and worthy for a feast.

To approach this, we gave the nation's cooks a little helping hand, through enlisting their children as drivers of change. Children can be powerful messengers, and with the younger generation being more eco-conscious, as well as wanting a role in Ramadan, we decided to put them front and centre of the intervention.

wrap

Author:
Ella Jenkins

Region:
UK



Our Solution

To do this, we created the 'Ramadan Rihla', a good deeds calendar, framed around a journey, ('Rihla') that we developed and piloted, with 106 families over Ramadan.

Each day, children could choose a good deed to perform, which would be rewarded with recognition badges that could be cashed in for a prize at the end of the month. Deeds were spiritually framed, and to keep it light-hearted and fun, only subtly aimed at changing food waste behaviours.

Impact

Through a printed calendar, a few stickers and the promise of a prize, 67% of families reported there was a lot less, or a little less food waste than normal. 72% of the parents reported that they had learnt something new from the calendar, and 60% agreed that it had changed the way they thought about food.

The pilot was a success; results showed a significant impact on children's behaviour during Ramadan, including making Iftar dishes out of leftovers, saving water, and packing away leftovers. Due to these positive results, the calendar is being used again with families in Indonesia throughout Ramadan 2023.

wrap

Author:
Ella Jenkins

Region:
UK

START YOUR RAMADAN RIHLA HERE!

A Rihla is the Arabic word for 'spiritual journey'. In this special Ramadan Rihla, you'll discover your superpowers and let Abu Allah get closer to Allah. You'll progress through three levels: **Family Helper**, **Planet Protector** and **Community Hero**. A good Muslim is always thinking about their family, their community and our planet.

All journeys come with challenges, and overcoming them is what truly makes us great. You'll get rest days and bonus days to help, and your grown-ups will assist too.

If you succeed through all three levels you will be awarded the title and status of **RAMADAN CHAMPION**.

INSTRUCTIONS

1. Before Ramadan: choose 3 prizes with your family (small, medium and large) and write them in the Eid prize box on the calendar.
2. Each day pick a good deed sticker from the section you are in: family, planet or community.
3. Once you've completed the deed, stick it on your calendar and move forward on your journey. Each deed has points, and some have bonus points! Some days you even create your own good deed!
4. On Eid, count up the points and see which prize you've won!

FAMILY HELPER:
START your Ramadan Rihla by helping your family.
Days 1-10

- TOP TIDIES** (2 POINTS): Clean up your room. For a bonus point share another room too. The Prophet (PBUH) always helped with chores!
- TIME FOR A SMILE** (2 POINTS): Give 3 people a smile each. Did you know that a smile is a form of charity?
- SALVET SALAMUNDULLAH** (2 POINTS): Write down 5 things you are thankful for in your life. Write Shukranallah after each one!
- FAST FRIENDS** (2 POINTS): Did you know if someone breaks their fast with you, you can also get rewards for that? Fast a portion of tonight that they already missed and give it to a neighbour, friend or family.
- ASALAF AVERAGES** (2 POINTS): Help pack away leftovers from Iftar to eat tomorrow. The Abu says, "Allah does not love those who waste."
- FAMILY HELPER** (2 POINTS): Congratulations, you are now a Family Helper! Thank Allah for all amazing things you've achieved so far.
- MUSLIM MASTERSHIP** (2 POINTS): Work with a grown-up to translate letters into an easy-to-read font. Please use the skills you've learnt to help someone who is struggling to read. Say Mubarak!
- QUR'AN QUALITIES** (2 POINTS): Write out the Qut in nice calligraphy and decorate the page. Please use the skills you've learnt to help everyone.

PLANET PROTECTOR:
Continue your journey by protecting the planet.
Days 11-20

- TALENTFUL TIDIES** (2 POINTS): Take on a job that you are good at and do it well. Our planet needs all of us to take care of it.
- SMILING IS CHARMING** (2 POINTS): The Prophet (PBUH) was so kind that he would smile at everyone he met. Smile at someone you love most. Choose a book to try to read every day and donate to charity.
- WE LOVE WATER** (2 POINTS): Write 3 funny or motivational signs to remind people to save water during wudu, cooking and washing hands. Put them up in the sink.
- RECYCLE RECYCLE** (2 POINTS): Help a grown-up sort the recycling into the right bins and put them in the right bins.
- ASALAF ALERT!** (2 POINTS): Can you remember where food is being kept in your house? What did you do about it? Bonus point if you remember how to avoid it.
- SWITCH OFF** (2 POINTS): The screen and TV that we use every day can take a lot of energy. Can you turn them off for you too today?
- PLANET PROTECTOR** (2 POINTS): Congratulations, you are now a Planet Protector! Thank Allah for helping you make a positive impact on the planet. Enjoy today to the max!
- FOOD HERO** (2 POINTS): Can you be the hero that saves money and food? Find 3 ways to stop food from being wasted and how to reuse it.
- RAMADAN MEALS** (2 POINTS): During Ramadan our community get together to share what we are good at. Write down 3 things you are good at and how you can help others. Your skills are amazing!

COMMUNITY HERO:
Finish your journey by becoming a good citizen.
Days 21-30

- ASK AN ELDER** (2 POINTS): Our elders have amazing stories to tell. Can you ask them a question about their life? Can you help them with a task or errand?
- WISDOM WISDOM** (2 POINTS): Write down 3 things you've learnt from the Quran and how you can use them in your life.
- DIFFERENT VOICES** (2 POINTS): Research what it would be like to live in a different country. Write a letter to someone in that country. Offer a prayer or wish a happy Eid.
- ELECTED FOR GOOD** (2 POINTS): Make a list of 3 things you can do to help your community.
- WISDOM WISDOM** (2 POINTS): Write down 3 things you've learnt from the Quran and how you can use them in your life.
- QUR'AN QUALITIES** (2 POINTS): Write out 3 things you are good at and how you can help others. Your skills are amazing!
- RAMADAN CHAMPION** (2 POINTS): Congratulations, you are now a Ramadan Champion! Thank Allah for helping you make a positive impact on the planet. Enjoy today to the max!
- EMPOWERING FOOD** (2 POINTS): Before the start of Eid, help your grown-up make a list of 3 things you can do to help your community.
- WISDOM WISDOM** (2 POINTS): Can you write a letter to someone in a different country? Write down 3 things you can do to help your community.
- QUR'AN QUALITIES** (2 POINTS): Write out 3 things you are good at and how you can help others. Your skills are amazing!

Think behavioural science could help your organisation? We'd love to talk to you.

CONTACT US TODAY



Author:
Mike Hughes

Region:
UK

ADOBE:

**REWRITING THE SCRIPT
TO OVERCOME CHURN**

Consumer churn hits revenue and stunts business growth. Could we overcome traditional incentives to retain more customers for longer?

Behavioural Challenge Our Approach

We dig back into the nudge archives to address a business challenge that is even more prevalent for brands today: customer churn in subscriptions.

Breaking up is hard to do. Or perhaps it wasn't for some Adobe customers. As the software company better established its subscription-based model, it found rising rates of customers opting out of their subscriptions packages prematurely. Revenues were hit and growth rates were inevitably affected.

Although there were differing reasons, analysis showed that Adobe had a value perception problem: customers simply thought the product benefits weren't worth their money. With monetary incentives proving costly, Adobe needed a new way to entice customers back, without resorting to offers and discounts.

Our challenge? To develop a low-cost solution, that could be effective at scale. It was time to nudge, not sludge.

Recognising the pivotal role that customer call guides and scripts play in customer engagement, we analysed hours of calls, conversations and customers explaining reasons for leaving. And we found a surprising theme. The industry approach for customer calls has traditionally been the same: ask customers why they are leaving, and then present a set of reasons why the customers should stay. But in our analysis we found this only created Confirmation Bias – customers were telling Adobe everything they disliked about the service, justifying their reasons for the call.

Instead of asking why customers were leaving, we had to shift the focus. Rather than telling us why they were unhappy, could we get customers to remind themselves about all the positive reasons why they should stay with Adobe? How could we send them down a path of positivity to help them to reconsider moving away?

With this key insight, and using our Persuasion Testing methodology, we created a series of scripts to flip the focus of why customers were leaving. Each script had a key behavioural science principle that we could test in real time with call centre teams.

It was critical that call centre agents felt the messages were natural and authentic. To achieve this, each behavioural strategy was developed in collaboration with them, and they were given the opportunity to tweak it to suit their individual style.

Our Solution

Among the tested scripts, one emerged victorious – the power of Priming. Instead of asking customers why they were cancelling, which had been the default question, agents now asked, “Why did you choose Adobe in the first place?” This simple shift rewired the customer’s perception, reminding them of the positive experiences they had initially associated with the product in the first place. All without the need for financial or prize incentives.



This project uses our Persuasion Testing methodology. For more information for how your team can use this, email daniel.bennett@ogilvy.com

Impact

The outcome of our intervention was transformative. By changing one line, we witnessed an incredible 8.84% increase in retention rates, leading to multi-million dollar savings for the brand.

The lesson here is clear, sometimes the smallest changes can yield the most significant results – just through understanding the psychology of persuasion, businesses can unleash their hidden potential.

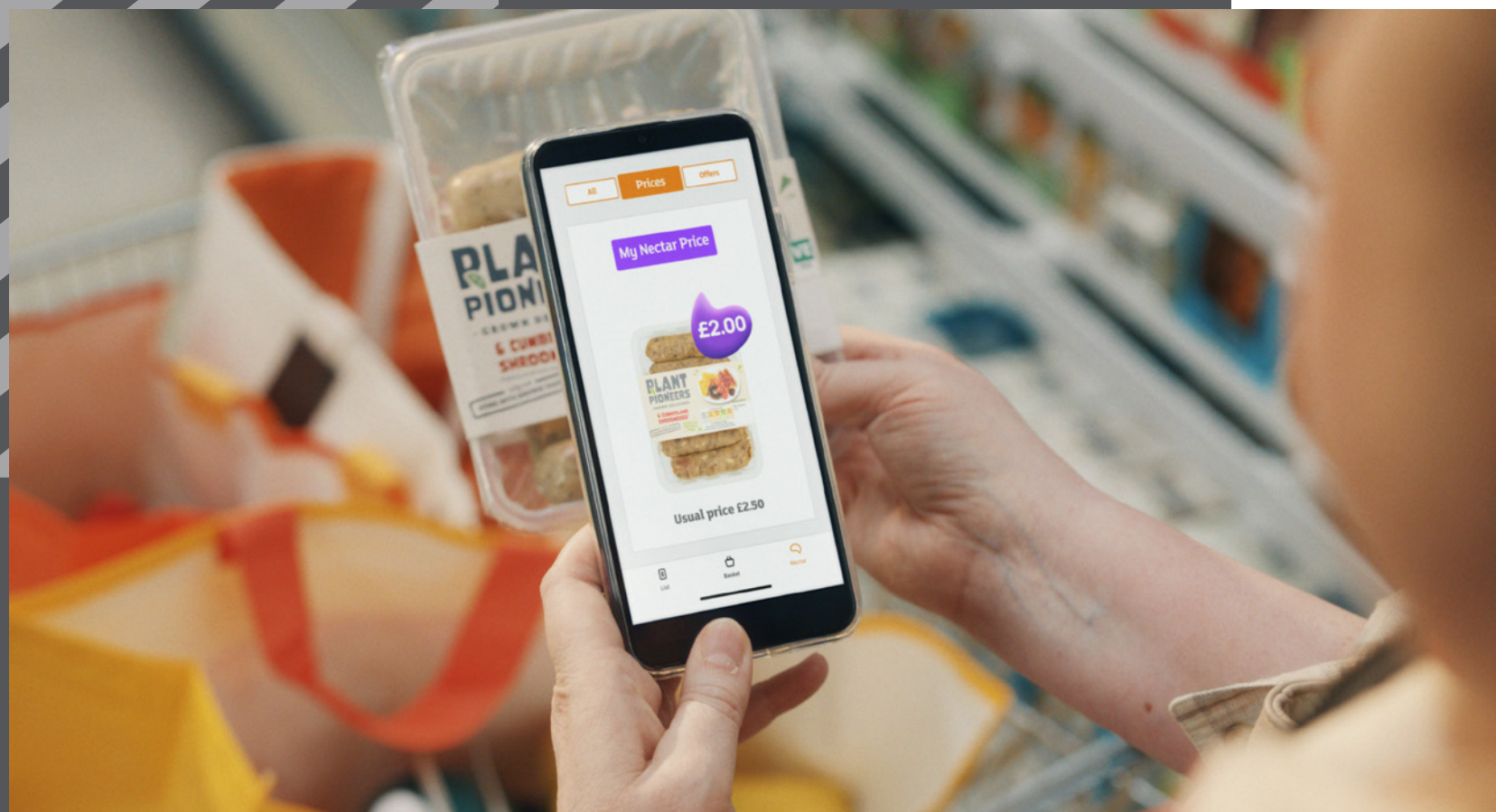
But importantly, it is critical we test our hypotheses, to question industry norms, and to replicate at scale. Now that’s worth sticking around for.



Author:
Mike Hughes
Region:
UK

Think behavioural science could help your organisation? We'd love to talk to you.

CONTACT US TODAY



Behavioural Challenge

Sainsbury's, a large British retailer, wanted to change their customers' habit of a lifetime: how they shop.

At the same time, a macro-level storm was brewing in the nation's wallets: inflation and energy prices reached generation-highs. Grocery prices soared 17%.

Sainsbury's SmartShop app enables customers to independently scan items and checkout through their phone. Critically, it unlocks personalised savings on products that customers buy most frequently.

It also does away with 'till shock' by showing shopping totals as you go.

However, whilst the idea of SmartShop appealed to shoppers, they were slow to adopt the app, meaning they were missing out on savings and mindful shopping practices at a time when they were needed most.

So, how does Sainsbury's get more customers using its cost-saving app in such a precarious time?

SAINSBURY'S: SHOP LIKE A SMART COOKIE

Everyone wants to shop smarter, but adopting new behaviours can feel awkward. Could behavioural science convince people to change the way they shop?



Our Approach

It was essential to see SmartShop as an interconnected system. The ads, the app, the environment, the staff. We were keenly aware an experience is only as strong as its weakest touchpoint.

This called for a thorough interrogation across every touchpoint, Apple App Store to apple sauce.

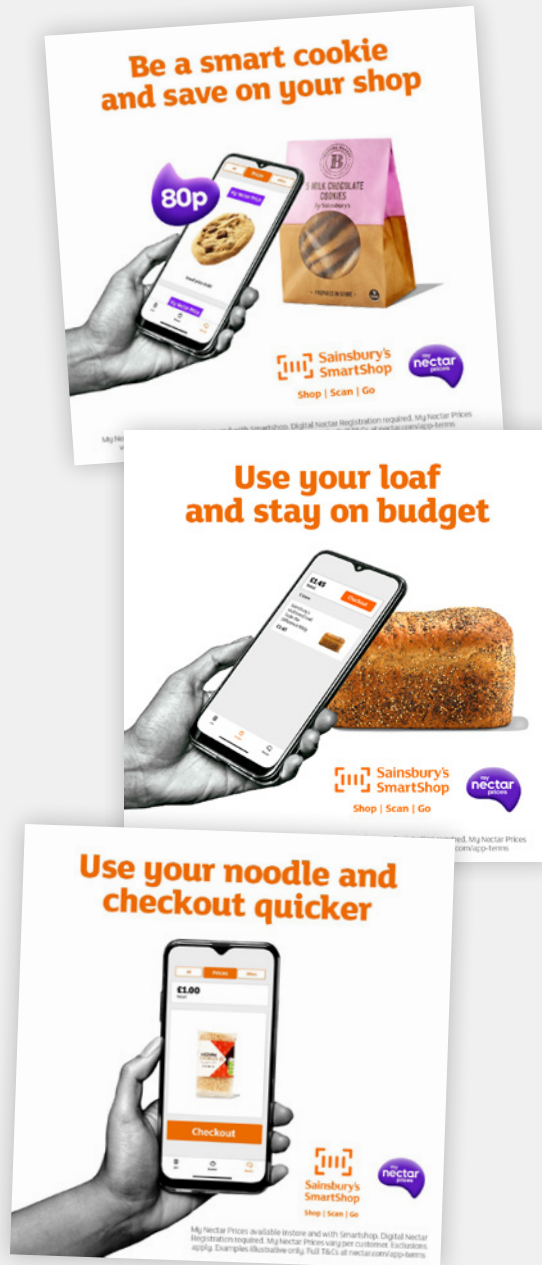
Customers were enthusiastic about SmartShop's proposition: money saved, queue-skipping, and totals as you shop. However, using the app went against the design of the store environment and the social contract of other shoppers.

The notion of barging past a queue of people at the checkout with a bag full of shopping felt alien at best, and criminal at worst. The app made customers feel like shoplifters.

"I am petrified of using this technology, even though in principle it is a great idea." (Customer, Mumsnet)

Applying the COM-B behaviour change model allowed us to identify priority behavioural barriers, from which we developed the following behaviourally led strategies:

- 1 We needed to overtly model the new, slightly complicated behaviour
- 2 We needed to appeal to shoppers' ego, to make them feel smart, not strange, when they use SmartShop
- 3 We needed to make the behaviour visible and relatable – using customers as messengers and empowering staff to help



Our Solution

In order to model the behaviour, we created the 'Be a smart cookie' campaign narrated by smart cookie himself, Stephen Fry.

The TV commercial uses light-hearted wordplay to bring the benefits of SmartShop to life in a fun and charming way. This shows the behaviour in-situ and reframes usage of the app as the 'smart' thing to do.

The campaign appeared across TV, OOH, radio, social, in-store and email. Alongside campaign activity, staff were empowered to help customers feel comfortable checking out with SmartShop – turning a sense of alienation into a feeling of prestige.

Impact

This campaign resulted in 275k+ SmartShop app downloads, which is 13% higher than forecasted for the year. Most importantly, since going live, SmartShop adoption has been tracking upwards, peaking at 20% at the time of writing.



Sainsbury's

Authors:
David Fanner,
Natalie Chester

Market:
UK

[Watch the campaign film here](#)

Think behavioural science could help your organisation? We'd love to talk to you.

[CONTACT US TODAY](#)

TINKA: FRICTION FREE FINANCE

TINKA

Author:
Jemma Roback

Market:
UK

Tinka, a Dutch deferred payment provider, found their extensive credit checks were driving customers away. But could a smoother process help people access the finance they need?

Behavioural Challenge

Deferred payment providers have become a popular way for individuals to seek financial assistance for their daily purchases, big or small.

As an active step towards helping their customers avoid debt, Tinka, a Dutch deferred payment provider, added extensive credit checks to their sign-up process, before issuing any loans. Their goal was to stop unnecessary spending and help protect their customers' financial health.

The downside for consumers, however, was that these extensive checks added friction, making the process complex, effortful, and long. Consumers didn't understand why they had to jump through so many hoops before being able to purchase, and were wary about sharing so much personal data. This resulted in high drop-off rates and poor conversion.

Our task? To optimise the sign-up journey and reduce drop-off rates and, in turn, help more people get access to safe and legitimate loans.

Our Approach

Extensive customer research told us that sign-up was being impacted by three significant behavioural barriers. Users were struggling with: Cognitive Overload, due to crowded layouts and complex wording; Ambiguity Aversion, with limited info about how long the process would take, and a lack of trust, leading to anxiety about sharing personal data with a third-party provider.

To tackle these issues, we knew that we needed to address both the System 1 automatic responses that users were having as they progressed through the journey, as well as their more reflective System 2 thought processes, as they consciously engaged with the information.

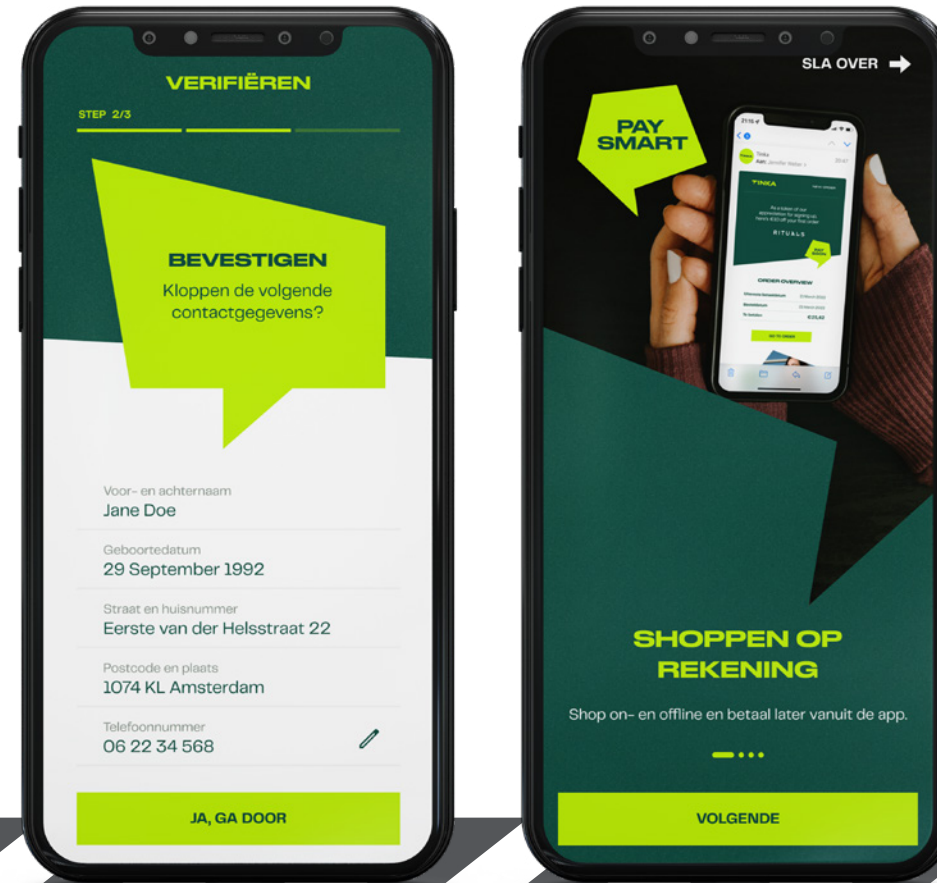
Our Solution

To do this, we layered combinations of behavioural principles together. For example, we counterintuitively added a new stage at the start of the journey that

required only one tap to finish. This single page not only set expectations of how long the journey would take, but also motivated the user to complete the journey by giving them the sense that they were already progressing quickly.

We also applied the 'Foot in the Door' effect early on, by starting the application journey with the simplest and easiest question possible: their name. We used this information to then personalise the rest of the experience, increasing perceptions of control and creating a sense of ownership.

Applying these principles in combination shows how for more complex challenges, a single intervention isn't sufficient. We need to view the challenge as part of a user journey with multiple barriers and opportunities. As a result, the combination of behavioural science principles has a multiplier effect, and even greater impact.



TINKA

Author:
Jemma Roback

Market:
UK



Impact

Our final behaviourally optimised journey leveraged 20+ behavioural principles. This journey was transformed into composite wireframes to give a visual representation of how the combination of principles interact together to address multiple different behavioural barriers.

Testing is occurring throughout 2023 and journey completion rates are being continually monitored to establish success.

Think behavioural science could help your organisation? We'd love to talk to you.

[CONTACT US TODAY](#)

Behavioural Challenge

Today's consumers are increasingly looking to brands that align with their values. In response, brands are under mounting pressure to signal their social impact endeavours.

However, in Southeast Asia, many brands are missing the mark – by communicating sustainability messages without considering the attitudes of their target audience.

To help brands navigate the complexities of sustainability, we set ourselves the challenge of investigating the psychology of sustainability and brand attitudes in Southeast Asia.

Does investing in sustainability and social impact programmes actually translate into genuine brand preference and increased brand relevance for these consumers?

We were about to find out...



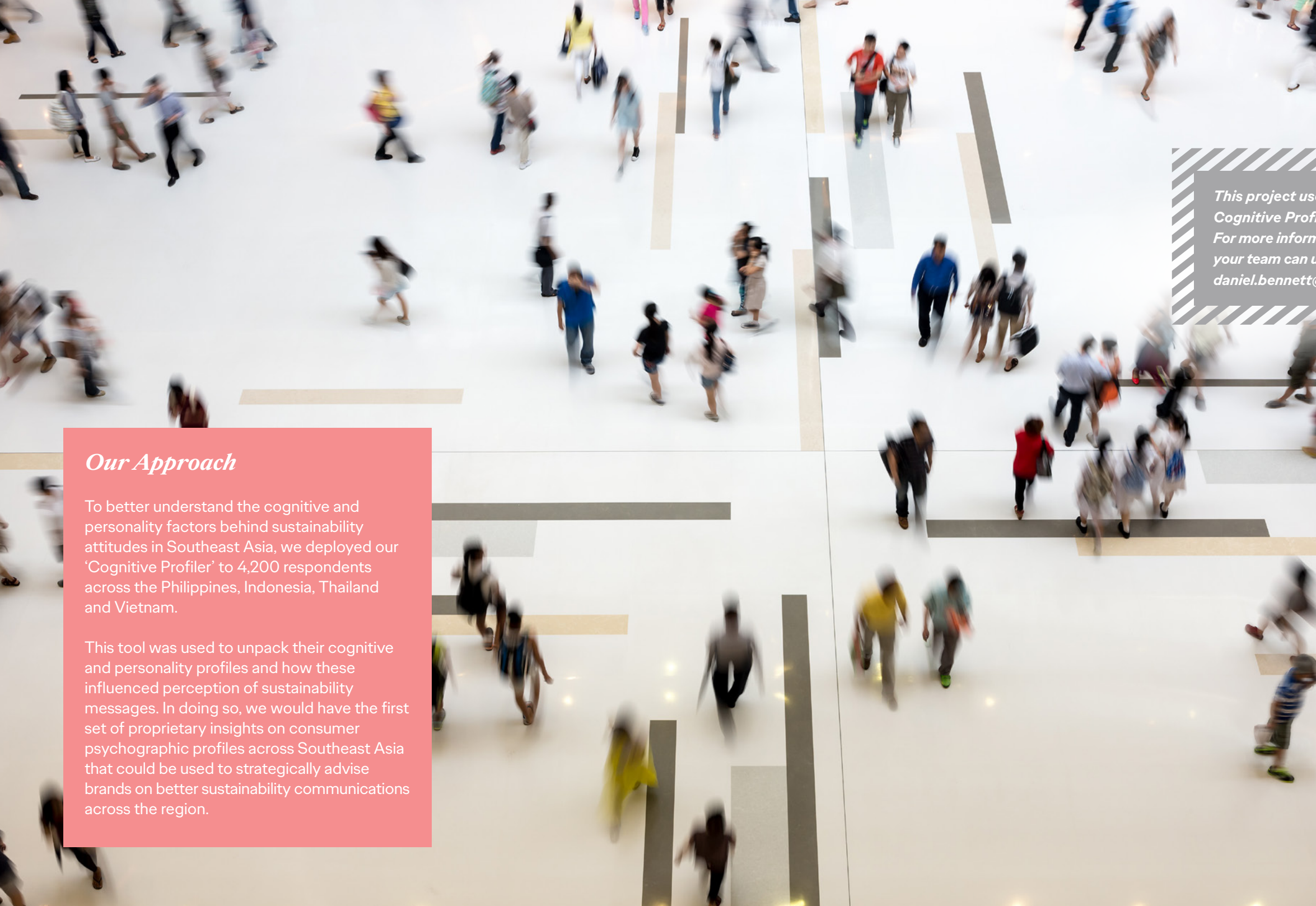
Ogilvy CONSULTING

Authors:
Paolo Mercado,
Theros Wong,
Andy Wilson

Market:
Asia

CHANGING THE CONVERSATION ON SUSTAINABILITY

Brands are eager to communicate their sustainability endeavours, but it doesn't always resonate. Could understanding the psychology of sustainability help these messages have more impact?



Authors:
Paolo Mercado,
Theros Wong,
Andy Wilson

Market:
Asia

*This project uses our
Cognitive Profiler tool.
For more information for how
your team can use this, email
daniel.bennett@ogilvy.com*

Our Approach

To better understand the cognitive and personality factors behind sustainability attitudes in Southeast Asia, we deployed our 'Cognitive Profiler' to 4,200 respondents across the Philippines, Indonesia, Thailand and Vietnam.

This tool was used to unpack their cognitive and personality profiles and how these influenced perception of sustainability messages. In doing so, we would have the first set of proprietary insights on consumer psychographic profiles across Southeast Asia that could be used to strategically advise brands on better sustainability communications across the region.

Impact

While many brands are eager to communicate their commitment towards building a sustainable future, care must be given to ensure that these messages are crafted appropriately and targeted to the right audiences.

Eco-Actives, the minority group in Asia, would readily embrace traditional sustainability messages, while Eco-Considerers and Dismissers may outrightly reject them. This means that rather than having direct conversations with the Eco-Considerers and Dismissers about sustainability, brands should consider pulling on other psychological levers (for example, ego or social proof) to really cut through.

The results of the study were overwhelmingly clear. If brands are going to invest in sustainability endeavours, they also need to invest in understanding the sustainability psychology of their consumers if they really want to drive impact.

Our Solution

The Cognitive Profiler unearthed new understanding that sheds light on the psychological factors influencing sustainability behaviour.

The most surprising result was that most consumers (80-90%) were indifferent to or dismissive of sustainability. Only 10-15% were self-proclaimed 'Eco-Actives'.

Whilst this small minority of Eco-Actives did embrace sustainability claims from brands, the rest (Eco-Considerers and Eco-Dismissers) preferred brand messages with no sustainability claims whatsoever. There were strikingly distinct cognitive profiles between Eco-Actives and Dismissers, with key differences seen in the personality traits of Openness, Agreeableness and Extroversion, as well as the cognitive styles of Regulatory Focus, Locus

of Control and Time Perspective. In contrast, Eco-Considerers had a profile that sat very much in the middle.

This suggests that brands are in danger of 'preaching to the choir but losing the congregation' if they do not tailor their sustainability messages to the distinct psychology of each eco-segment.

Think behavioural science could help your organisation? We'd love to talk to you.

CONTACT US TODAY

GLOSSARY OF BEHAVIOURAL SCIENCE PRINCIPLES

- Agreeableness** – A personality trait that describes an individual’s tendency to be compassionate, empathetic, cooperative, trusting and considerate towards others
- Ambiguity Aversion** – The tendency to favour the known over the unknown
- Anticipated Regret** – The negative emotional reaction that individuals experience as a result of comparing the anticipated outcome of their decision of inaction with the outcome they would have experienced if they had acted
- Availability Bias** – Our judgements of reality are often skewed by recent and salient events
- Bystander Effect** – When the presence of others discourages an individual from helping another person or intervening in typically challenging situations
- Cognitive Overload** – When too much information is presented in a way that is hard to understand, making it difficult for individuals to process and apply the information
- COM-B Behaviour Change Model** – The model suggests that capability, opportunity and motivation are three critical factors for behavioural change
- Confirmation Bias** – Our underlying tendency to notice, focus on, and give greater credence to evidence that fits with our existing beliefs
- Extroversion** – One of the big 5 personality traits relating to how energetic, sociable, outgoing and confident an individual is
- Foot in the Door Effect** – A compliance technique which assumes that agreeing to a small request increases the likelihood of agreeing to more demanding requests
- Locus of Control** – The degree to which people believe that they have control over the outcome of events in their lives
- Openness** – One of the big 5 personality traits relating to how open-minded and receptive individuals are to new ideas and experiences
- Priming** – Our behaviour is often influenced by sub-conscious cues
- Regulatory Focus** – A theory of goal pursuit regarding an individual’s motivation and perception in judgement and decision-making processes
- Time Perspective** – The notion of whether people focus on the past, present or future and how it shapes their behaviour

WORK WITH US

At Ogilvy Consulting’s Behavioural Science Practice, we blend behavioural science with creativity to solve some of the world’s trickiest human challenges.

Whether tasked with combatting violence against women and girls or leading sustainability projects across the globe, we create effective interventions, communications and experiences for public, private and third sector clients.

With our magical combination of rigour and creativity, we are a unique global team of psychologists and

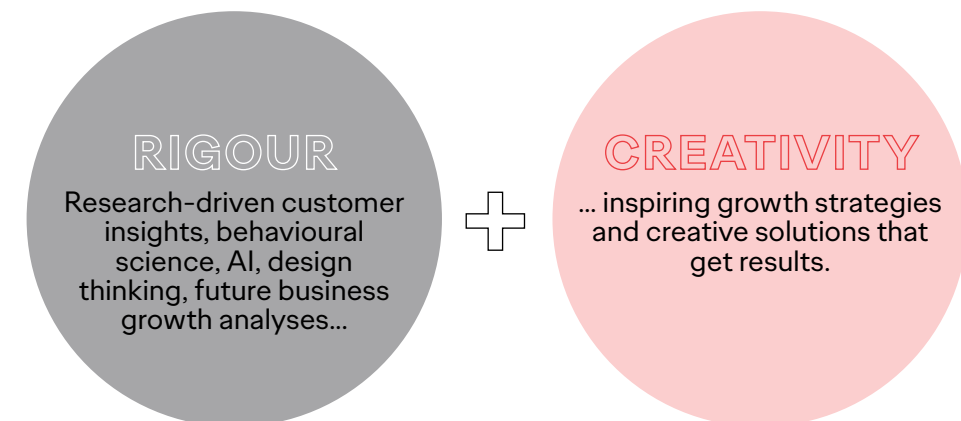
behavioural economists embedded within the Ogilvy global network. And knowing that impact happens at the intersection of things, we match the team to the challenge, whether that’s drawing on expertise from Health, PR, Experience or Brand Advertising.

We bring proprietary tools, proven experience, expert facilitation and the power of Ogilvy creativity to unlock the hidden ‘psychological power’ within our partners’ brands and businesses. Big or small, our interventions always unlock unseen opportunities.

THINK BEHAVIOURAL SCIENCE COULD HELP YOUR BUSINESS? WE’D LOVE TO TALK TO YOU.



CONTACT US TODAY

BEHAVIOURAL SCIENCE COMES STRAIGHT FROM OGILVY’S DNA



<p>TECHNOLOGY & PRODUCT DESIGN</p> <ul style="list-style-type: none"> Enhancing product engagement Optimising user experience Driving digital behaviours 	<p>HEALTH & WELLNESS</p> <ul style="list-style-type: none"> Improving dietary habits Engaging HCP audiences Reducing workplace injuries 	<p>SUSTAINABILITY & SOCIAL IMPACT</p> <ul style="list-style-type: none"> Increasing recycling behaviours Marketing 'green' products Reducing energy consumption Enabling mindful consumption 
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SPECIALIST AREAS & ORGANISATIONS WE WORK WITH

<p>RETAIL & CONSUMER</p> <ul style="list-style-type: none"> Attracting new customers Boosting subscriptions & reducing churn Helping customers find the right product for their needs 	<p>ORGANISATIONAL TRANSFORMATION</p> <ul style="list-style-type: none"> Aligning organisational values and behaviours Enhancing technology adoption Reducing unconscious bias in the workplace 
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For more from Ogilvy Consulting's Behavioural Science Practice, don't miss **NudgeStock**, the world's largest festival of behavioural science and creativity.

At NudgeStock, C-suite marketers, practitioners and the nudge-curious will learn how to think like a behavioural



OVER A DECADE OF APPLIED BEHAVIOURAL SCIENCE LEADERSHIP

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The FACES behind the ANNUAL



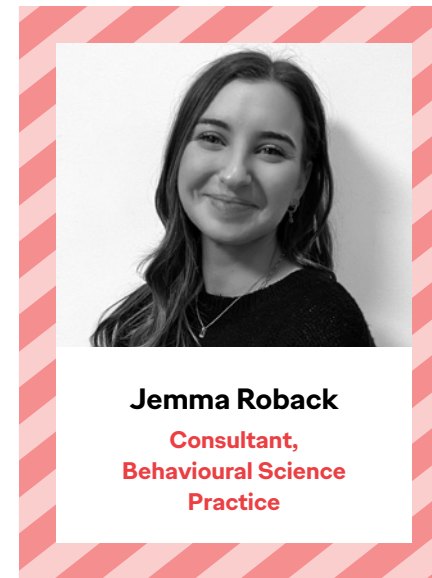
Ella Jenkins
Senior Consultant,
Behavioural Science
Practice

Ella is a Senior Consultant in the Behavioural Science Practice, where she has a track record of driving projects that bring the best of behavioural science and creativity to complex behaviour change efforts.

From understanding the psychological experience of fertility interventions, to exploring new technologies and breaking habits in long-term smokers, Ella has delivered measurable results and impacted change on numerous health-focused projects. Key clients include: Unilever, Samsung, Novartis and WRAP.

Ella is also experienced in leading behavioural science training initiatives for key public, private, and third sector clients. Most recently she has led on the development of training materials for a series of communications workshops for the World Health Organisation.

Ella's academic qualifications include a Psychology degree from UCL, where she specialised in behavioural sciences and co-authored research with world-leading academics in the field. She progressed to pursue an MSc in Organisational Psychology from City University, London, this time focusing on employee behaviour change in relation to positive environmental behaviours.



Jemma Roback
Consultant,
Behavioural Science
Practice

Jemma has spent the last four years solving business problems for some of Ogilvy's biggest clients including British Airways, Formula 1, Vodafone, and Philips to name a few.

Specialising in leading innovative research projects, Jemma most recently drove the development of a new, global cognitive segmentation for one of the world's largest sports, as well as aiding the strategic pivot for one of the world's biggest private banks using tools such as Implicit Association Testing and projective questioning.

With a keen interest in organisations and how they run, Jemma is also certified in organisational design and development and seeks to bring a behavioural science lens to all business challenges.

Jemma's background is in psychology and behaviour change where she investigated the effects of commitment devices and individual levels of perceived behavioural control.



Mike Hughes
Consulting Director,
Behavioural Science
Practice

An innovative and creative behavioural strategist, Mike excels at solving complex problems through behavioural insight and creative thinking.

Having graduated with a Master's degree in Psychology 2016, Mike successfully applied for the Ogilvy Change Summer School, and never really left.

Since becoming a strategist within the Behavioural Science Practice in 2017, Mike has designed and tested prototypes as part the UK's largest government food waste initiative with WRAP, led the Local Government Authority Behavioural insights trial with Worcestershire County Council to reduce organisational debt, and behaviourally optimised the ITV Hub player.

Mike has also been a key behaviour change consultant to the Facebook Building 8 team, leading the creative ideation and behavioural optimisation of the user experience for 'Portal', their first ever mass market home device.

Mike has taught Behavioural Science at leading UK universities, advised the BBC on how to positively change perceptions of payment of the licence fee and has spoken at a diverse range of conferences.

