



NEURO CHARGE

your digital campaigns

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Calling all retailers - discover easy ways to increase the effectiveness of your digital campaigns!

This whitepaper will help you to double your retail campaign performance, using impossibly easy neuromarketing techniques.

Small changes in language, imagery and content can make a big difference. Improving your conversion rate effectively isn't about luck or magic, it's a science - and you can do this by using unique behavioural testing alongside the right combination of emotional language, psychology, cognitive nudges and creativity. By doing so, retailers have an incredible opportunity to increase consumer spend and stand out from the crowd. We've detailed some of the key areas that make all the difference and how you can use them to ensure you don't miss out.

Language

Adjectives

Adjectives are the words that describe or modify a person or thing within a sentence. The wrong use can clutter a sentence, the right use can exponentially increase engagement. Typical positive adjectives used in campaign copy like exclusive, exciting, amazing, brilliant, unique are all well and good - but how about trying something a little more unusual like decorous, efficacious, ethereal, exultant, heady, incandescent, placid or vivacious to stand out? Words are experience and like most things in life it's more about quality than quantity so be precise, be picky and make sure you select the right ones.

Align Emotion

This is where you can try using language that understands and empathises with your target market. An example of this was a razor company selling blades to men, the research informed them their customers didn't know how much 8 Mach 3 razors cost (but thought they were expensive) and they didn't particularly like purchasing them. The original campaign messaging was "£9.45 for 8 Mach 3 Blades. Fast and Free delivery". But by aligning the emotive response these were updated to "REFUSE to Pay £15 for 8 Mach 3 blades. £9.45 for 8 blades" - where the REFUSE statement mirrored the general emotion of the target market. By using this alongside anchoring (another principle detailed within the cognitive nudge section) the performance based on conversions was doubled. Think about what underlying emotion your target market is being driven by and start tailoring your language accordingly.

Want to hear more?

If you want to learn how we use neuro-principles to create better online experiences, you can email us at

hello@lab.co.uk or call on 0207 183 6668.

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Word Juxtaposition

By using combinations of words that do not normally go together you create an element of surprise that results in higher memorability. For example, beautifully ugly, or idiotically genius. They also don't have to be paradoxically opposed, for example, describing a chair as 'delicious' makes no sense but conveys a powerful image for the reader. Some other examples are listed below:

- Impossibly easy ways to 2x your campaigns
- Many marketers are left ecstatically underwhelmed by digital campaign performance
- Run delicious digital campaigns using idiotically genius language in your ads
- Using cognitive strain in your campaign messaging leaves your customers provocatively delighted
- To really stand out online, consider giving your campaigns a confusingly straightforward approach to language

Imagery

Having run studies looking at how imagery drives engagement and emotional response we have seen consistency across industry. While there isn't one absolute set of principles that can be applied, as a starting point there are a couple of areas you can think about to drive a big jump in engagement. These are:

- **Colour** - The general rule is more colour is better and produces a higher response. Draining the colour reduces emotional response and distances the items.
- **Proximity** - The closer we are the more we experience the image. If you can show detailed close up shots, these will create a more tactile interaction.
- **Angle** - Rather than show a product head on and slightly flat try changing the angle, it will result in it feeling more 3D and this helps us imagine actually using or wearing the item in question.



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Cognitive Nudges

Scarcity & Loss Aversion

We value items and opportunities more as they become less available. Harness this principle by using one off, one time and limited value offers. A good example of this is booking flights. British Airways and other airlines show the number of tickets left, creating scarcity to drive action.

The screenshot shows a flight booking interface for British Airways. At the top, there are date selectors for Friday 23 Jun, Saturday 24 Jun, Sunday 25 Jun, Monday 26 Jun, Tuesday 27 Jun, Wednesday 28 Jun, and Thursday 29 Jun. The Monday 26 Jun selector is highlighted and shows 'OFF-PEAK' and 'Flights available'. Below this, there are tabs for 'Departs', 'Arrives', 'Flight', 'Economy', 'Premium Economy', and 'Business Class'. The 'Inbound flights' section is expanded, showing two flight options from LAX to LHR on Monday 26 Jun to Tuesday 27 Jun. The first flight (BA0282) departs at 15:30 and arrives at 10:00, with 8 seats left in Premium Economy and 2 seats left in Business Class. The second flight (BA0268) departs at 21:35 and arrives at 16:00, with 5 seats left in Premium Economy and 5 seats left in Business Class. Both flights are marked as 'OFF-PEAK'.

Departs	Arrives	Flight	Economy	Premium Economy	Business Class
▼ Inbound flights hide					
BRITISH AIRWAYS					
15:30 26 Jun LAX	10:00 27 Jun LHR	British Airways - BA0282 Non-stop 10h 30m journey time OFF-PEAK	Available	8 LEFT	2 LEFT
21:35 26 Jun LAX	16:00 27 Jun LHR	British Airways - BA0268 Non-stop 10h 25m journey time OFF-PEAK	Available	5 LEFT	5 LEFT

We also feel loss more than we feel gain (by roughly twice the amount). So framing a potential offer with what the customer could be losing rather than what they could be gaining can have a powerful effect. In studies asking people if they wanted to insulate their home half were told after insulation they would save a certain amount of money each day and the other half were told if they didn't insulate they would lose a certain amount each day. A significantly larger proportion in the loss aversion group insulated their homes. Other examples:

*Sign up here to stop losing hundreds of pounds per year on your insurance.
Are you losing £2 per day on your energy bills?*

Anchoring

This is where we anchor ourselves to the first piece of information and then find it hard to adjust when others are presented. One strong example of this is when you are shopping. If you walk into a clothing store and the first item you see is a £2,500 suit, then when you find a £100 jumper it seems like good value. However, if the first item you see is a £9.99 t-shirt then the £100 jumper seems very expensive.

Anchoring also relates to emotion as we anchor feelings to particular people, places, sights and smells. This is why someone that comes away from a brand interaction with a positive emotional response starts to anchor that to the brand resulting in higher memorability and engagement.

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Extra Over Discount

Extra is typically valued more highly than discount. Which do you think is better value - 33% discount or 50% extra free?

Did you go with option 2? Once you stop to think about it you realise they are of course the same thing, however the extra amount for free tends to be the one we perceive as greater value.

Sensory Stimulus

The more senses you can stimulate the better. We use visual, auditory and kinesthetic senses in language and imagery to get results. Take the opportunity where you can to ignite the visual, auditory and kinesthetic senses in language and imagery.

Choice Architecture

How products or offers are positioned also has a dramatic effect on which ones are selected. Default selections, easy ways to group particular items for comparison, priming honesty and position of product all contribute to selection. This area is one the government has been doing extensive work in with the most cited example the UK workplace pensions scheme, or Nest, which automatically enrolls employees in a workplace pension yet gives them the opportunity to opt out. This results in a greater take-up than if employees were required to opt in, which takes more time and effort.

Got a question that needs answering?

Having run a variety of neuromarketing studies, Lab have developed an ideal protocol for testing user experience. If you have a question about why more of your customers are not progressing through a particular stage of the funnel or why a campaign isn't producing the required results we can help answer it.

We use:

Face Coding: Tells us the specific emotion that the individual is experiencing

Galvanic Skin Response: Tells us how intense that emotion is

Eye tracking: Tells us what the individual is doing or fixating attention on during the reaction

From this precise bio-feedback we can make extremely accurate interpretations about design, messaging and user experience. We setup, run and analyse a test with a minimum of 20 participants. Increasing the number of subjects, the duration of the test or the number of questions will increase the cost. **Recruitment of subjects:** In most cases we ask the client to provide access to customers and contacts. If we need to recruit subjects for testing there will be an additional charge.

If you want to be able to identify the underlying factors that influence your customers decisions and supercharge your website, campaigns or messaging resulting in increased conversion alongside engagement then get in touch. Just think of the revenue you could be missing out on...

Nudges

Nudges are the small changes that you can make to the positioning or description of a product or service that provoke an immediate measurable change in performance.



Anchoring



Scarcity & Loss aversion



Social proof



Extra vs discount



Confirmation bias

Psychology > Personas

To better predict and understand consumer behaviour and to create relevant, compelling, empathetic messages we develop personas into rational and emotional motives using our unique model which is a synthesis of:

Triune Brain Theory

Paul MacLean PhD

FIRO Theory

Will Schutz

Self-Relations Theory

Stephen Gilligan PhD

3 Needs Theory

David McClelland PhD

We call our model... **Monkey Lion Dog**



LAB[®]

Neuro Model

Neuromarketing Research

We use a range of Bio-Metric tools to accurately measure non-conscious emotional reactions to media. These Bio-Metric tools can be used to:

- Audit and benchmark existing media
- A/B test and de-risk creative decisions
- Measure increases in emotional effectiveness



Eye Tracking

tells us what the consumer is fixating their attention on



Galvanic Skin Response

tells us how intense the emotion is



Face Coding

tells us what emotion the consumer is feeling

Neuro Principles

Based on consistent findings from neuromarketing studies we have created a set of 'neuro-principles'.

These are 'best practice' rules for design and UX from image treatment and placement through to the use of different types of language



Saliency



Friction (Cognitive strain)



Sensory language



Image treatment



Emotive language



Choice architecture

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