

602

Best Practices for Building Emotional Attachment

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- My baby
- This is my old baby....17 year old car



- Buy a Safe Sedan



- What I really want is a truck guy!
>>>
- But I'm just not cool enough to be a truck guy...



>>>41536 Dodge Land of Giants :30



- I think...yeah, I could be one of those giants.
 - But it's just not working...
- >>>
- Maybe what I need is a hat



- Stallions Galloping



- And where do I see these truck ads?
- I've got another confession...
- I watch a lot of trashy macho TV like the Deadliest Catch



8872 Deadliest Catch Dead or alive

Why?



- Why do I like this show?



- I'm watching grown men fish.

Deadliest Catch



I hate fishing



Despise Cold
Weather



Soft "office
boy" hands

I hate fishing

>>>

Despise cold weather

>>>

Soft "office boy" hands

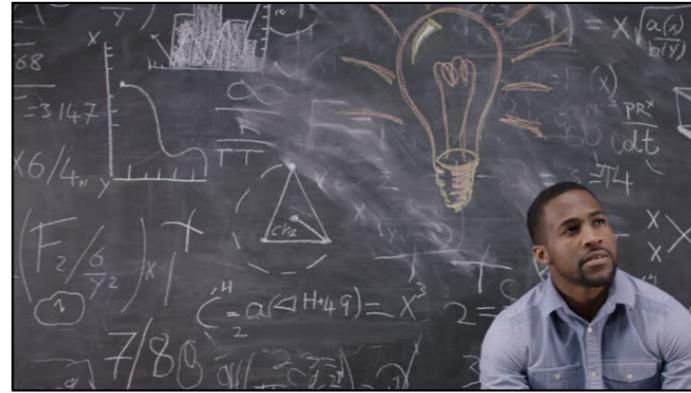


- Yet I am strangely compelled to watch....

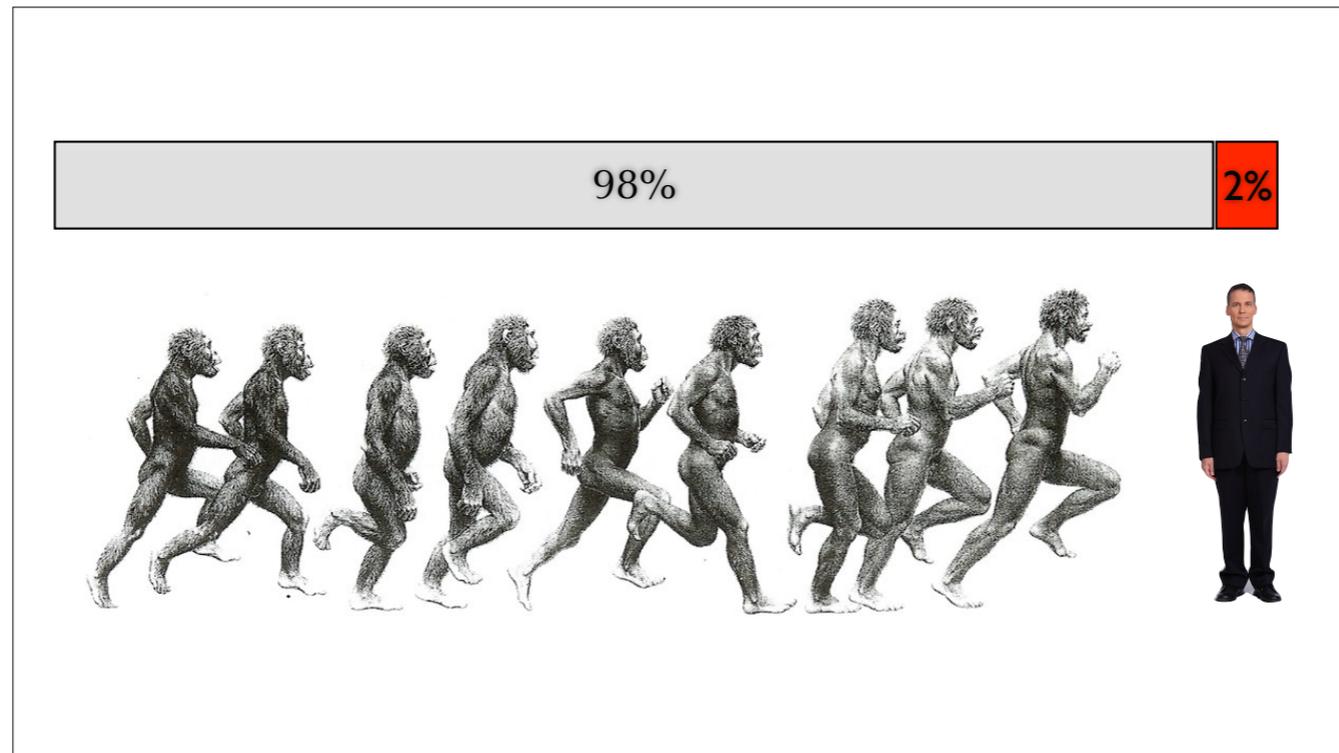
System
One



System
Two



- System 1 Graeme wants to be macho.
- System 2 Graeme hates his testosterone-driven side
- Wants to be smart and sophisticated.
- There's a mismatch here.



- I am fighting 2 million years of evolution.
- I seek to be the alpha male.
- 98% Instinctual
- 2% Intellectual



- System one reveals our ugliest system one preferences.
- Each of us has our own television guilty pleasure



- Corny old movies



>>>37859 Gone with the Wind



- Shout 'em out
- Tell me your ugliest TV guilty pleasures?



- Got any people out there who love the food channels but can't cook?



- My wife Annette is one of these...
- There's been trouble in the Newell household.



- I'm the cheap one in the family.
- Crack cocaine of food shopping



- ... Whole Foods.



- compassionately caught
- in a solar powered fishing boat
- by a Greenpeace volunteer
- who save orphaned baby whales on the weekend



- My sweet wife has been recruited into the Whole Foods cult!



- Not selling FOOD. They're selling the ethics of food.



50023 Whole Foods

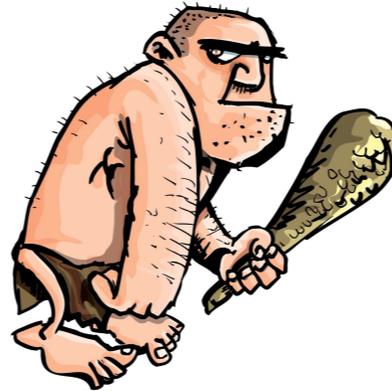


500 People



- So why is Annette so infatuate with a store where she rarely shops?
- Why am I so obsessed by a product my conscious brain would never let me buy?
- Because both of these companies have done neuromarketing research.
- The foundation of their brand is the system one brain.

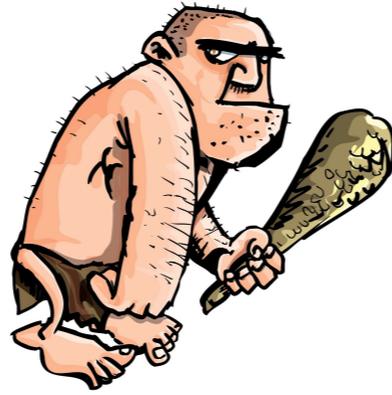
The Decision Making Process



System One

- Research tells us that this is how we make decisions.
 - System one brain feels something...
- >>>
- System two brain searches for verification

The Decision Making Process



System One



System Two

- Most of us believe that our decisions are based purely on logic.
- >>>
- But research reveals it's the exact opposite.
- We are big balls of instinct walking around.



- If I show you just few seconds of this ad and your brain will light up.
- It's instinct, driven by a caveman who will do anything not to starve to death.



- Stop smoking got a bright idea.

Frightening Warning Labels



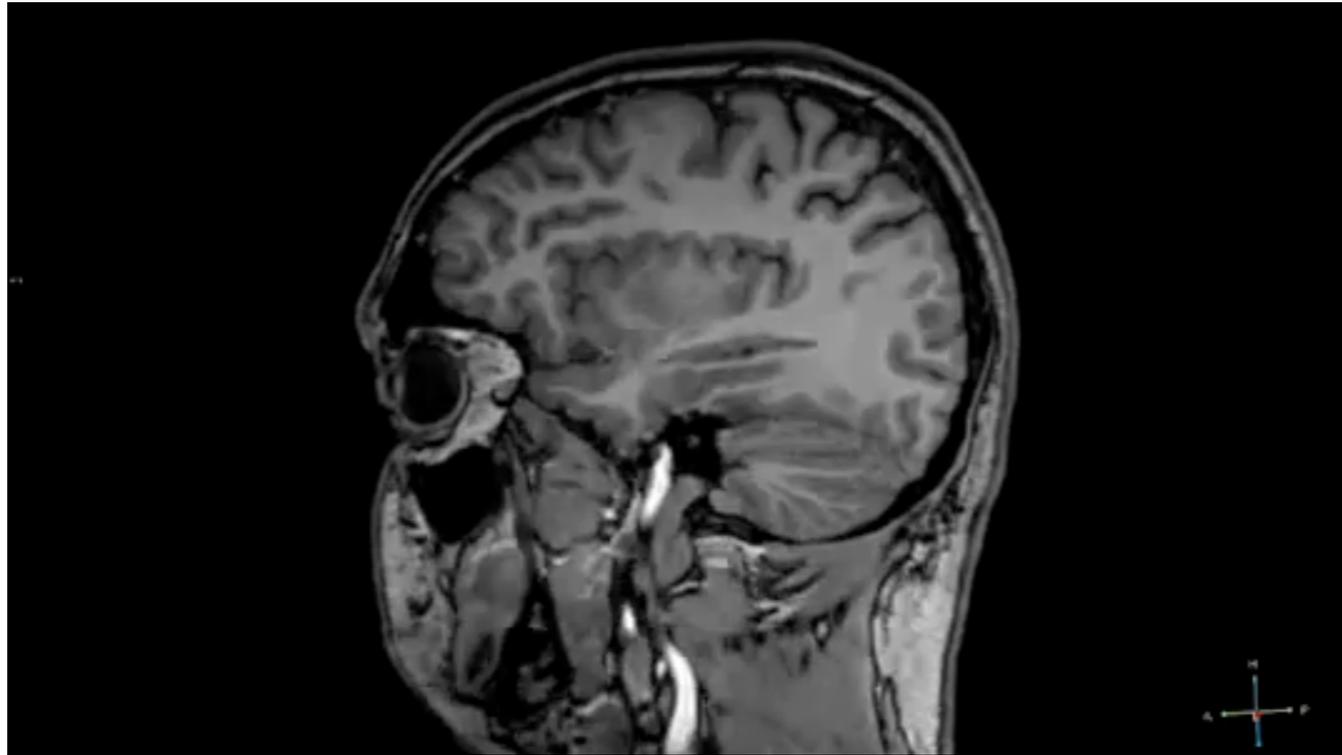
- Frightening warning labels



78836 Warning Label News Story



- A very sensible strategy... if we were only talking to the conscious brain.



- Those horrible pictures lit up the pleasure centers in the brain.



- Increased the cravings.
- The only thing the subconscious brains knew was that those pictures meant nicotine was on the way.



- This is our customer.



- We all know that system one makes up 85% of our decision making process
- We don't want to do it because it's not as fun!



- Sophisticated marketing people want to make cool ads
- They want to win awards.
- Our research shows that the most effective ads appeal directly to ***basic instincts***.



- Our research shows that the ads that work best are the ones with a deep appeal to system one



- Each year we collect about 10,000 web, tv and viral videos from the best marketing in the world.
- We go into a sector.
- Find every marketing example
- Then we do neuromarketing studies to test emotional engagement and intent to buy.



- We recently completed a comprehensive study of the financial services industry.
- We studied which emotional approaches that work best for different bank customers.

Achiever



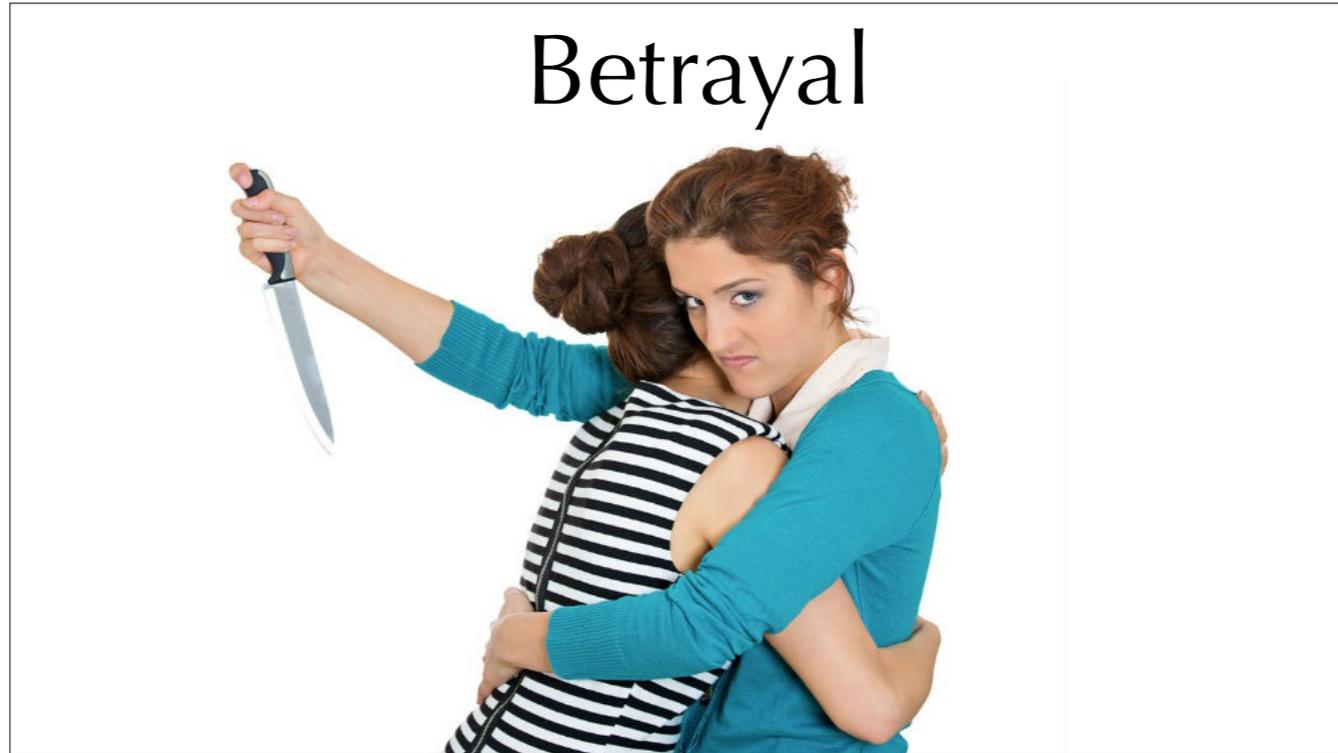
- So should the bank treat customers as if they are *super-achievers*?



56791a Old Mutual with a sound fade
Out: "...when you get there."

- So this bank is clearly focused on an emotional strategy that taps their customers hunger for **success**.
- Yup, the good life, with all the perks, is just around the corner.

Betrayal



- Or maybe the best emotional strategy is a **darker** feeling...like **betrayal**.



57855a Betrayal with sound fade
Out: "...versus your bank."

- It's time that you got rid of that **lying, cheating** bank that been stealing from you.

	Smart		Trendy		Romance
	Wealthy		Gluttony		Religious
	Contempt		Vigor		Love
	Greedy		Hope		Frugal
	Fun		Shame		Exotic
	Disgust		Fear		Relief

We tested scores of different emotional approaches

12 Primary Emotional Drivers



Trust



Frustration



Efficiency



Confidence



Sophistication



Heroism



Belonging



Order



Greed



Family Love



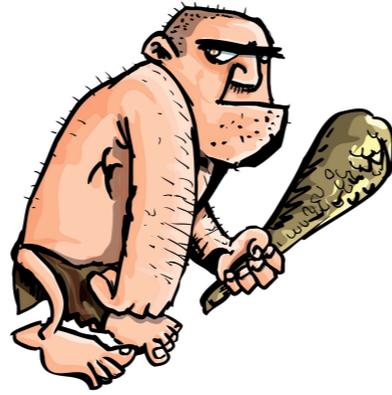
Safe



Smart

- So here are the 12 emotions that are most often in financial services advertising.
- Our research revealed:
 - 6 of them have almost no chance of success
 - 4 of them might work
 - 2 of them lit customers' brains.

One Big Problem



System One

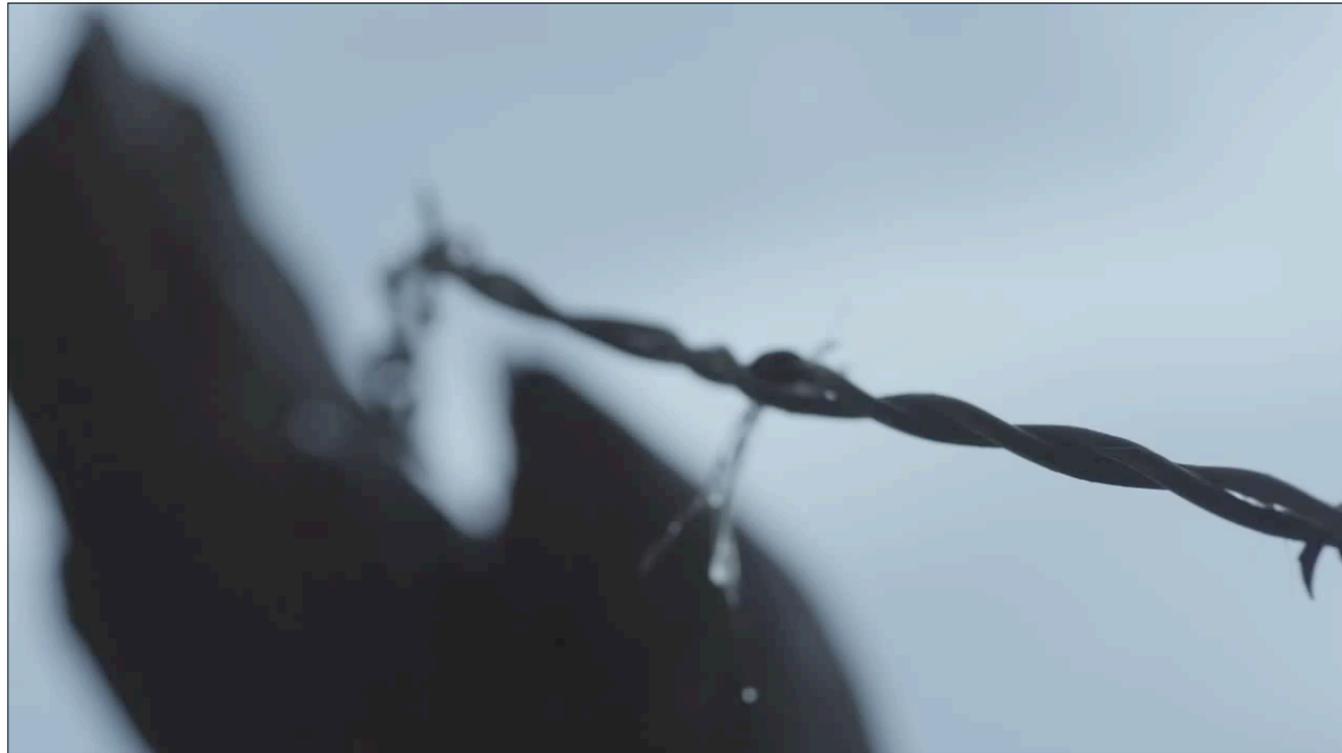


System Two

- In all the studies we do, we notice one big problem.
- Most companies tend to overestimate the power of system two...
>>>
- ...when they should be firmly targeting system one.



- Think like a caveman
- I want to show you an ad.
- See if you can figure out how your inner caveman would see this ad.



Video: 54290 Silverado Lost Calf



- So what's the emotional conversation going on in system one.



“Oh no, a storm! I’m in danger.



“Oh no, my stuff is lost!



“Yeah, I can be the hero!



- Oh no, a storm is coming. I’m in danger!
- >>>
- Oh no, my stuff is lost!
- >>>
- Yeah, I can be the hero!
- Good looking cave ladies might see me as the alpha male.
- That means I’ll have lots of children and I’ll pass along my DNA.
- Did your prospect make it to the end to see payoff?



- Your marketing must amuse and engage system 1, not just system 2.
- Let me show you an ad that was off the charts for emotional response.





The people you love will betray you.



You will go to jail.



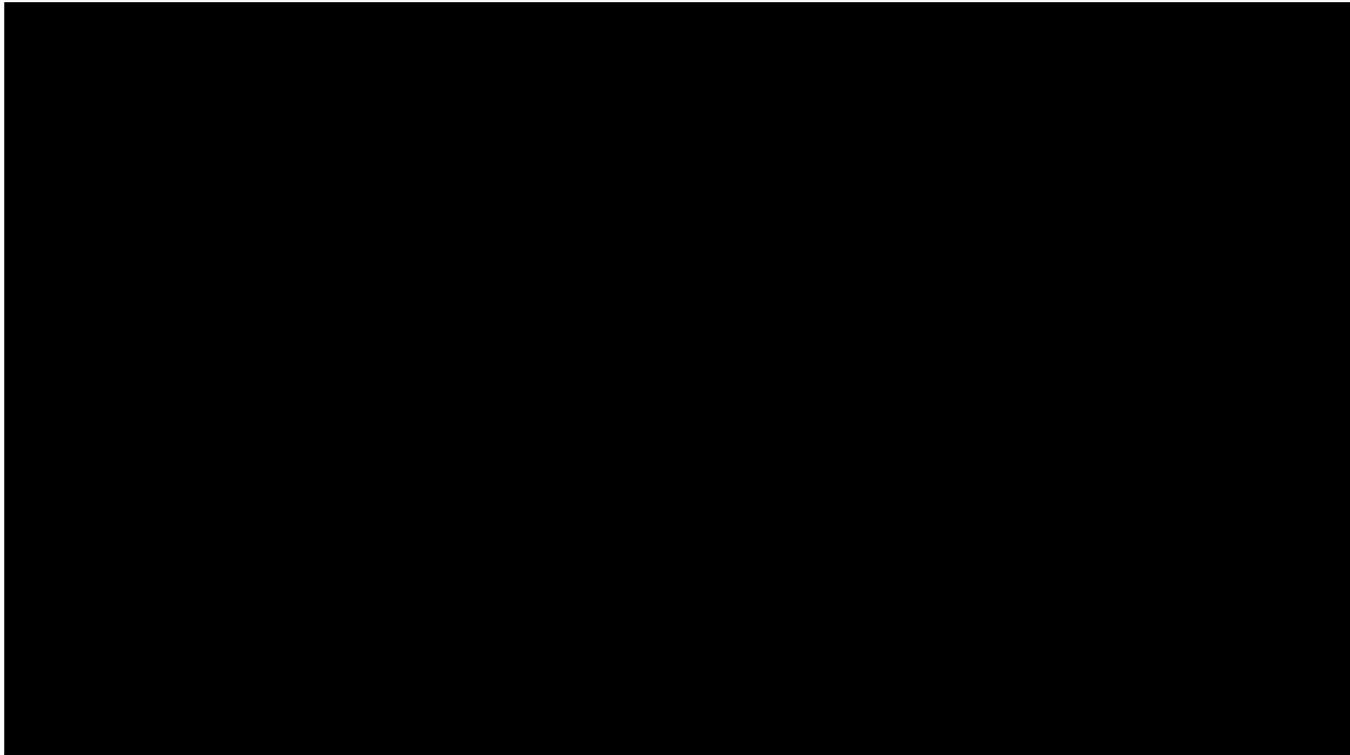
I am clever & smart.



- The people you love will betray you.
- >>>
- I will go to jail.
- >>>
- I am clever and smart.
- Clever and smart requires system 2.
- An emotional ad with all the wrong emotions for system one.



- Virgin does a great job of tying emotion directly to a product feature.



8757 Virgin Flatbed Suite



- Virgin has built its entire brand on the system one emotion of “rebellion.”
- The ads they create always show authority *crumbling*.



- The problem, we fall in love with our own product.
- We appeal to the customer's system two only.

Emotional Motivators



- After many years of studying consumer emotional motivators.
- Here a few takeaways that might help you.



- Stop thinking your customers look like this:
 - Logical
 - Rational
 - Analytical
- When I think of customers, I think of a people who are deeply in touch with their system one...



>>>31346 Toddler Crying

Toddler Caveman



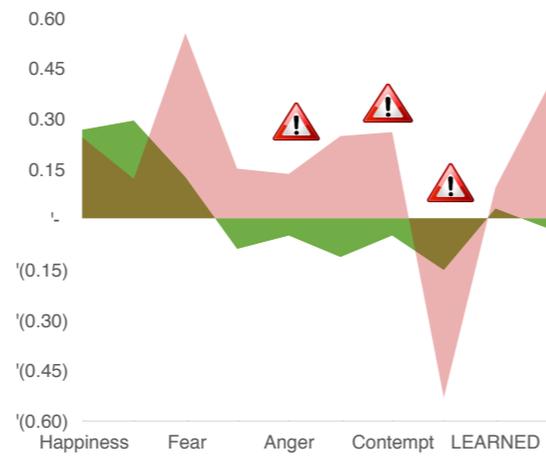
- Think like a toddler...
- Think like a toddler caveman...

Emotional Motivators



- Now I'd like to share some of the latest findings from the research I've been doing with Frank Buckler.
- Be sure to catch Frank's talk on Friday for the full debrief on the study.

Bodily Pleasures Are *Strong* Motivators



- The research shows that **bodily pleasures** are strong motivators.
- Intellectual pleasures are less effective.
- Let's compare two commercials for rum.



31347 La Habana

Very Dark, Very Stylish



- Very dark
- Very stylish
- ...but what would toddler caveman think of it?



- Toddler caveman reacts more strongly to something that's *indulgent*.
>>>31353 Havana Club Rum



System Two



System One

- System Two wants to be mysterious.
- System One wants sex, drinking and a party.



13584 Guitar



- System one wants to indulge!

Beware the Problem/Solution Ad



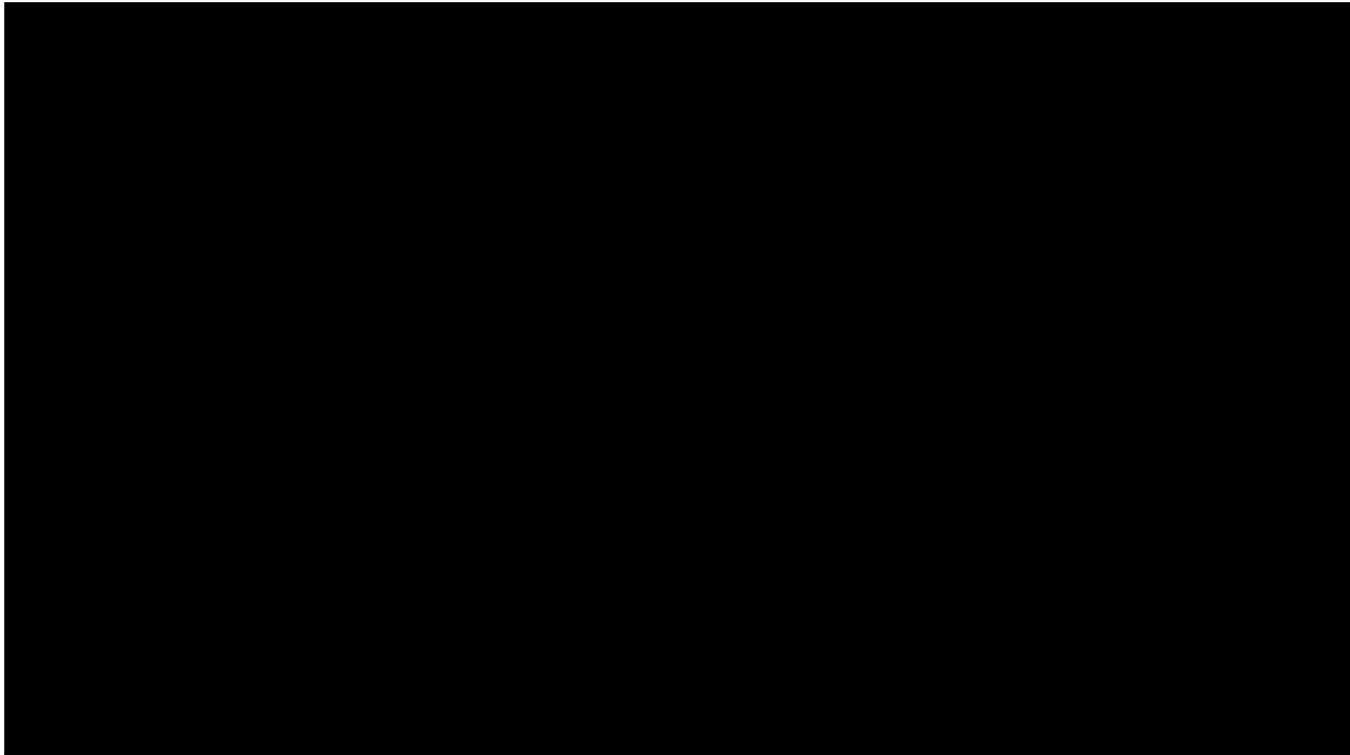
- System one sees pain and tries to run away.

- Beware the Problem Solution Ad
- Our research shows that system one sees pain and the brain tries to run away.

Fear Is a Great Attention Grabber



- Fear and bad situations are a great attention grabber.
- But you must **quickly** move to something positive.
- Too many ads press the fear button and neglect the turnaround.



18920 Audi Car Accident



- That ad was all fear.
- You can't frighten someone into love you.



- We all know that those terrible scenes in the “save the children” ads
- We find the same thing happens in a lot of very normal ads.



- Negative ads rely primarily on **system two** because they require some mental processing to make sense.
- The message here is if you buy this drug, you will **NOT** suffer like this woman in the ad.

>>>

- Toddler caveman simply reacts to what he sees.
- What he sees looks painful.
- He simply runs away emotionally.



- This ad tested better because it doesn't show any suffering.
- They just show the joy the product brings.

THE #1 PRESCRIBED ALLERGY MEDICINE
IS NOW AVAILABLE WITHOUT A PRESCRIPTION.
SO KIDS CAN BE KIDS, INDOORS AND OUT.

Children's ZYRTEC® is now available without a prescription at original prescription strength. It's clinically proven to relieve kids' allergy symptoms, such as sneezing, runny nose and itchy, watery eyes, for up to 24 hours. Whether their allergies are caused by dust mites, pet dander, ragweed or pollen, they're free to do what they want indoors and out. To learn more, please visit: www.Zyrtec.com. And of course, always follow label instructions. Keep all medicines out of the reach of children.

CHILDREN'S ZYRTEC®
#1 PRESCRIBED. NOW WITHOUT A PRESCRIPTION.

© HALEX, INC., 2008. All pediatrician prescribed data. NPS Data. Total Prescriptions 2008-2007. See also at www.zyrtec.com.

- An even better strategy, put adorable kids in the ad...
- An even better strategy, put adorable *singing* kids in the ad...



53420

System One Loves Simplicity



- System one loves simplicity
- One powerful emotion tied to one product feature.
- For example, dancing makes people happy
- So attach that simple joy to your product



59839a Cheerios Dancing



- Even better, dance with an elephant.
- It's not sophisticated advertising
- But it charms system one.

56548 Dancing Pink Elephant

The No Copy / No Sound Test



- Give your ad the “No Copy / No Sound” Test
- Does the ad please quickly and simply?

The No Copy / No Sound Test



- Or does it require system two to provide a thorough analysis?



- Are you talking to system one or system two?
- We find that most advertising is squarely aimed at system two.

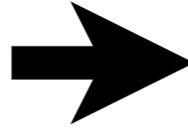
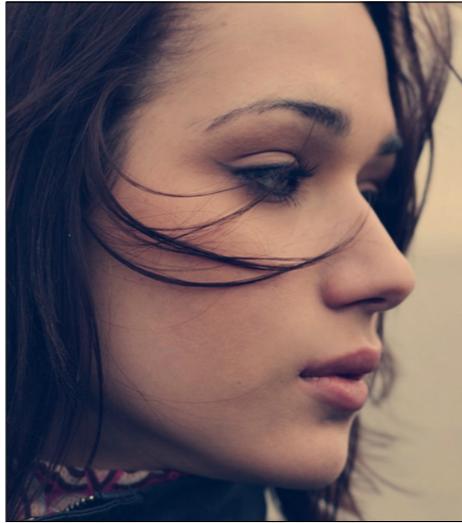
	Smart		Trendy		Romance
	Belonging		Pride		Successful
	Hope		Vigor		Love
	Clever		Hope		Joyful
	Fun		Safe		Exotic
	Cool		Feminine		Relief

- Does pleasing system one mean using only positive emotions?

	Envy		Betrayal		Naughty
	Frustration		Loss		Aversion
	Contempt		Villainy		Hoarding
	Greed		Injustice		Cheap
	Sarcasm		Shame		Martyr
	Disgust		Fear		Devious

- Not at all...
- Our research shows that system one find *negative* ads equally satisfying.

Negative to Positive



- But these ***negative*** emotions are turned into ***positives***.
- PERSONAL POWER.

The Loser



- Our research shows that seeing “a loser” makes us feel **powerful**.



13088 Ameriquest Don't Judge

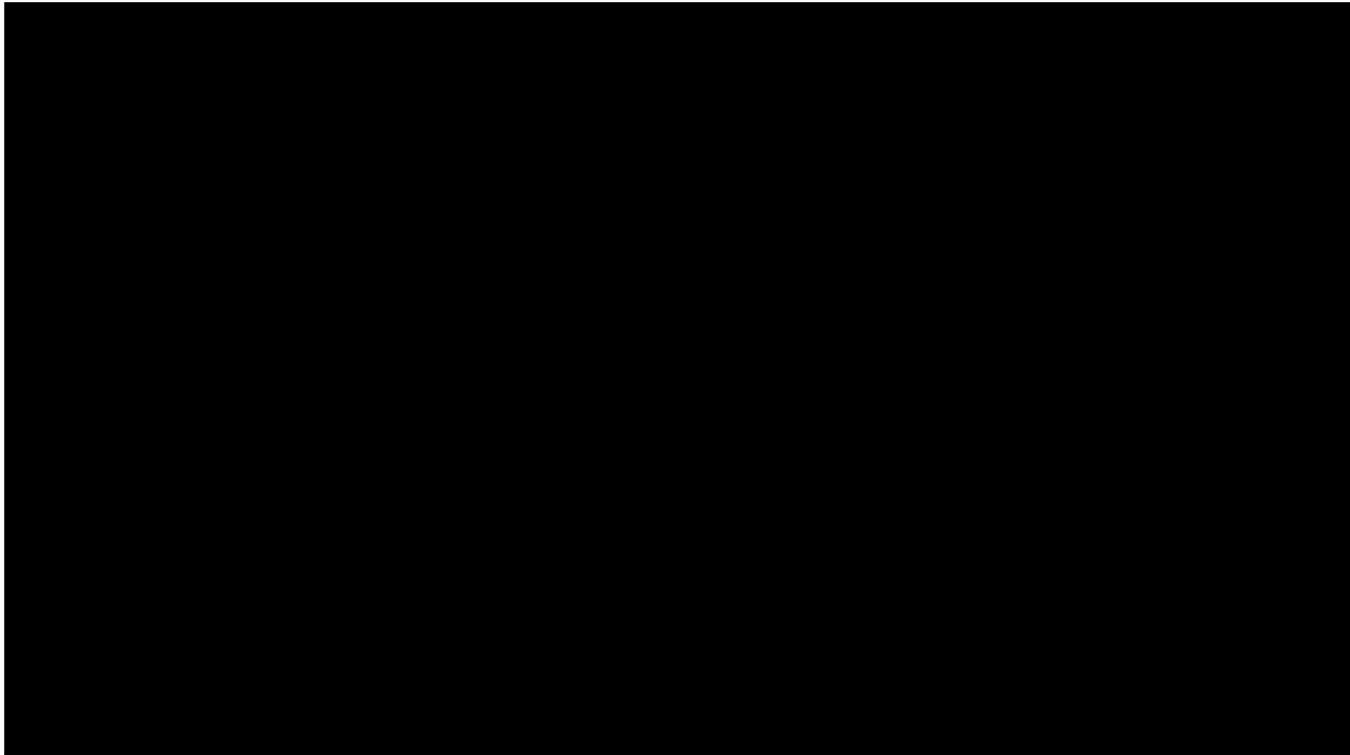
The Loser



- Despite the fact we're watching terrible things happen, system one loves it!
- We get to feel superior.
- I'm not some **loser** like that guy.



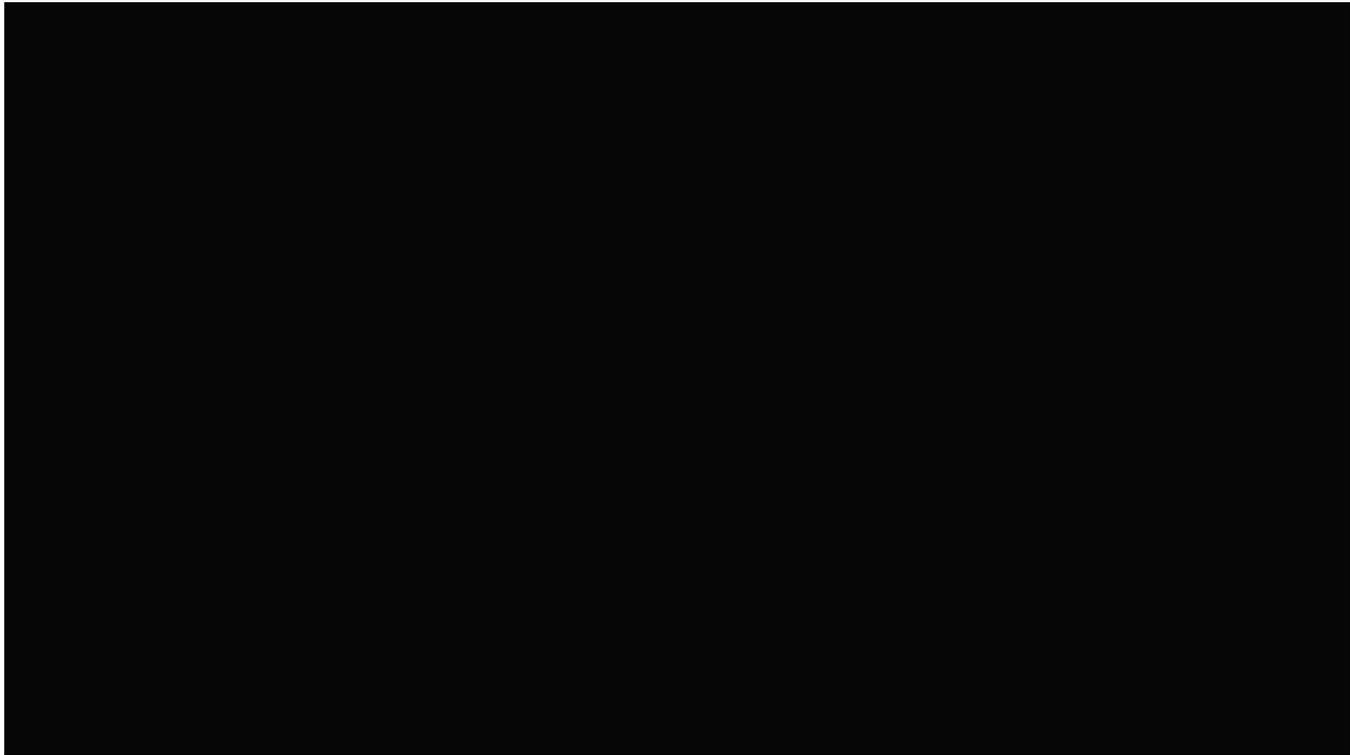
- Want to sell colas to 20 somethings...
- Don't start with your product features.
- Start with their most powerful system one motivations.
- ...like the need to defy authority.



18690 Pepsi Max



- “The loser” is the powerful emotional driver behind HBO’s success.



15402 HBO Birthday party

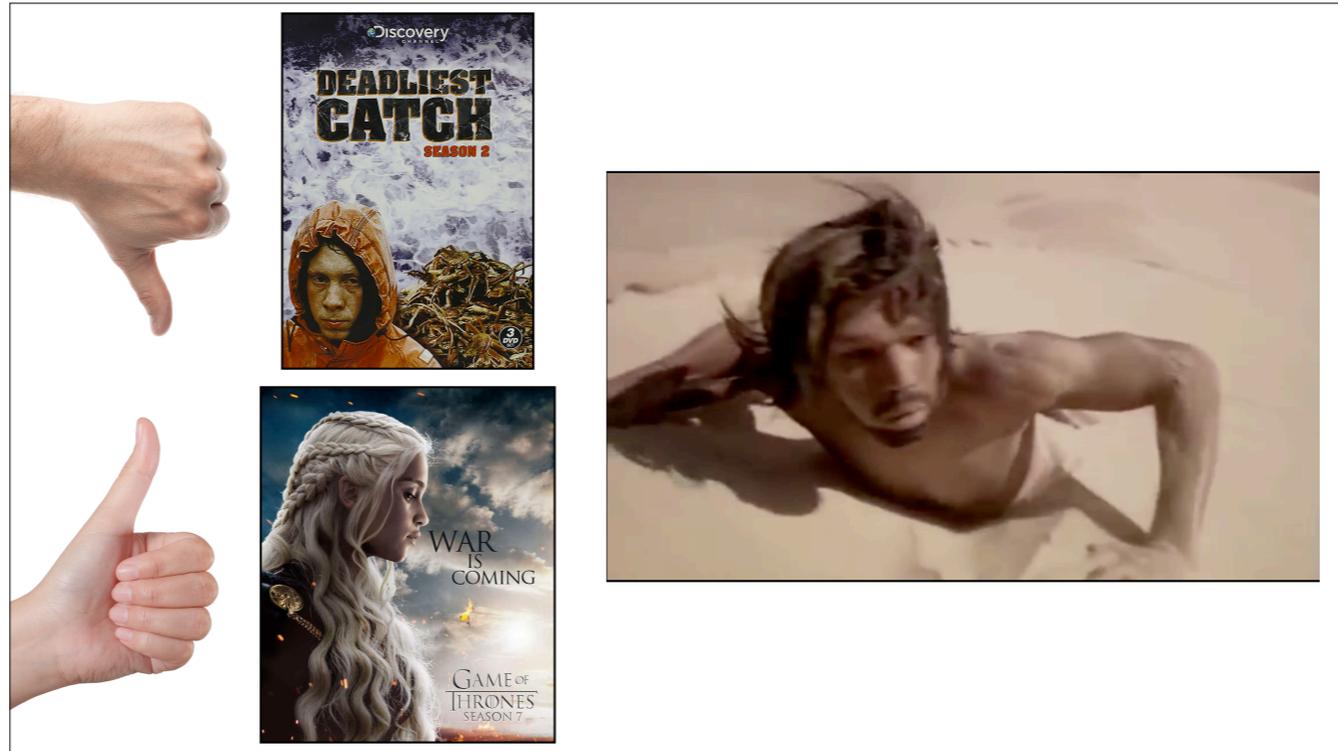


- HBO gets its amazingly broad audience to cough up ten bucks a month
- They can feel *smarter* and more imaginative than the other dumb regular cable saps.

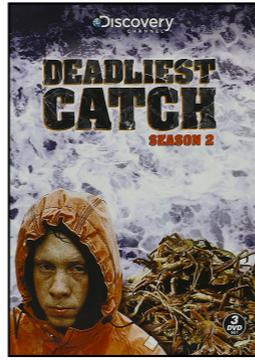
“I am smarter
than you.”



- This smart brand has universal appeal.
- **Everyone** wants to believe they're above average.
- HBO isn't in the **entertainment** business, they're in the **ego building** business.



- Caveman Graeme is watching less Discovery Channel these days and more HBO.



System One:

✓ You will dominate your tribe

System Two:

✗ You are macho



System One:

✓ You will dominate your tribe

System Two:

✓ You are smart

- Both shows reassure me I will dominate my tribe.
- But HBO gives me a system 2 benefit to boost my fragile ego.

Things to Remember



- Beware of purely rational approaches
- Make sure every piece of marketing has something for System 1
- Think like a Toddler Caveman
- Old school works

Things to Remember:

- Beware of purely rational approaches

>>>

- Make sure every piece of marketing has something for system 1

>>>

- Think like a toddler caveman

>>>

- Old School works best

602

The Artificial Creativity Project



Frank Buckler

3:45pm
Friday

- See more of our study on Friday at 3:45pm.

602communications.com

- Visit our website
- More than 100 training videos
- Best practice examples

Graeme Newell



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- Social media