

The Power of Priming

Dalibor Šumiga

Google Growth Engine Ambassador (Adriatics)

Behavioral Marketing Specialist



Watch the video.
How many times a baby elephant
appears in this video?





The challenge

- How to make users to watch the whole video?
- How can we make them remember the brand?

Complete video watched %: 50 % higher than any other video in the same industry

Brand recall: 30 % higher than any other video in the same industry

Keys to success

- For video completion: Gamification (find the elephant)
- For a brand recall: Priming

What is priming?

Priming

Priming is an implicit memory effect in which exposure to one stimulus influences the response to another stimulus (Wikipedia).

Priming is the psychological mechanism by which System 1 influences what we think and do as human beings and as consumers. Priming can be thought of as the System 1 **alternative** to persuasive messaging.
(Steve Genco)

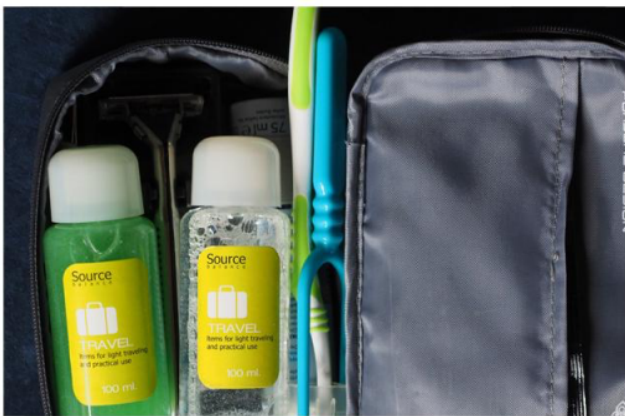
Persuasion requires that people pay attention to a message, judge it to be correct and reasonable, and remember it. Priming requires **none of these things.**

What is prime?

1. **Red**
2. **Blue**
3. **Orange**
4. **Yellow**
5. **Gr___**



So_p



So_p

Product placement



Supermarket priming



Why is priming so important?



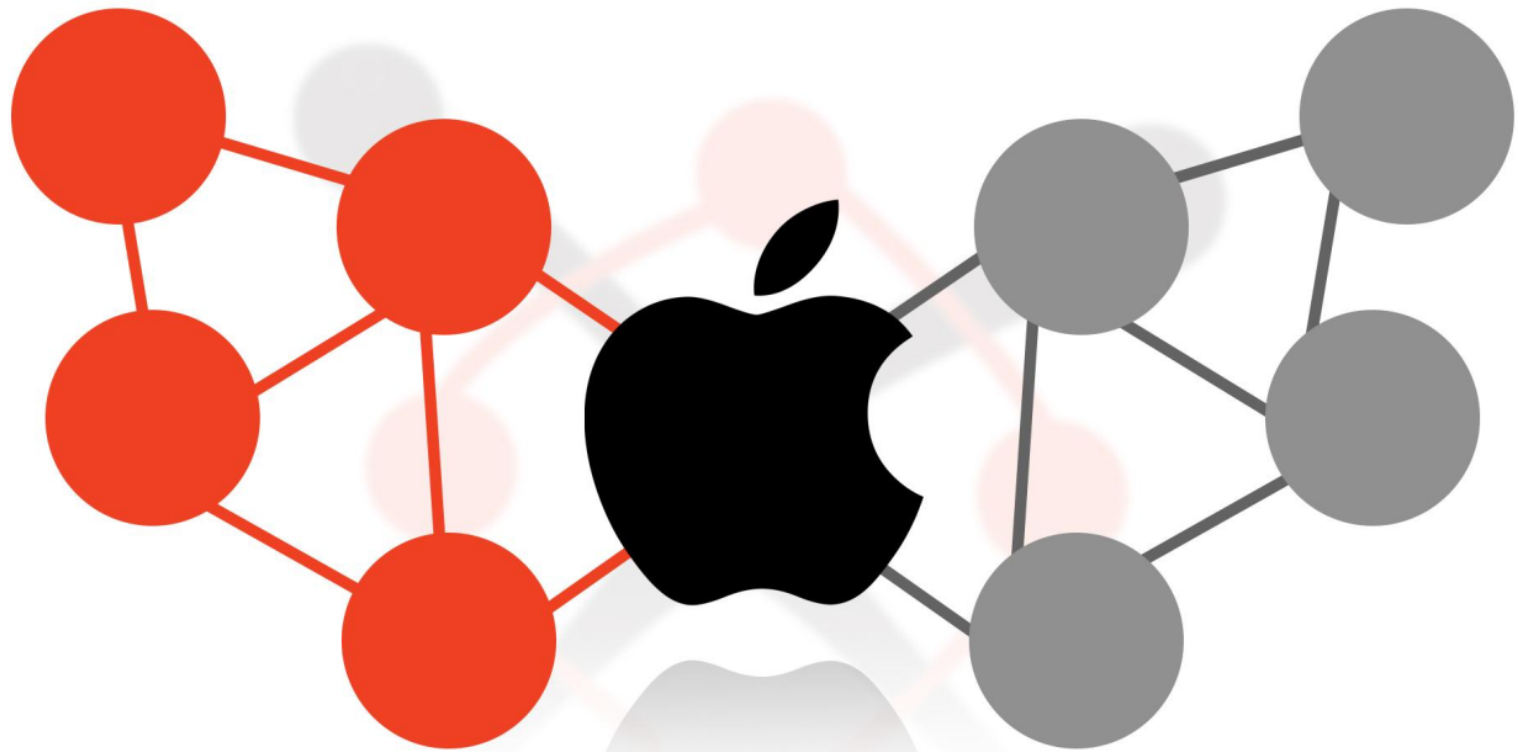
YES

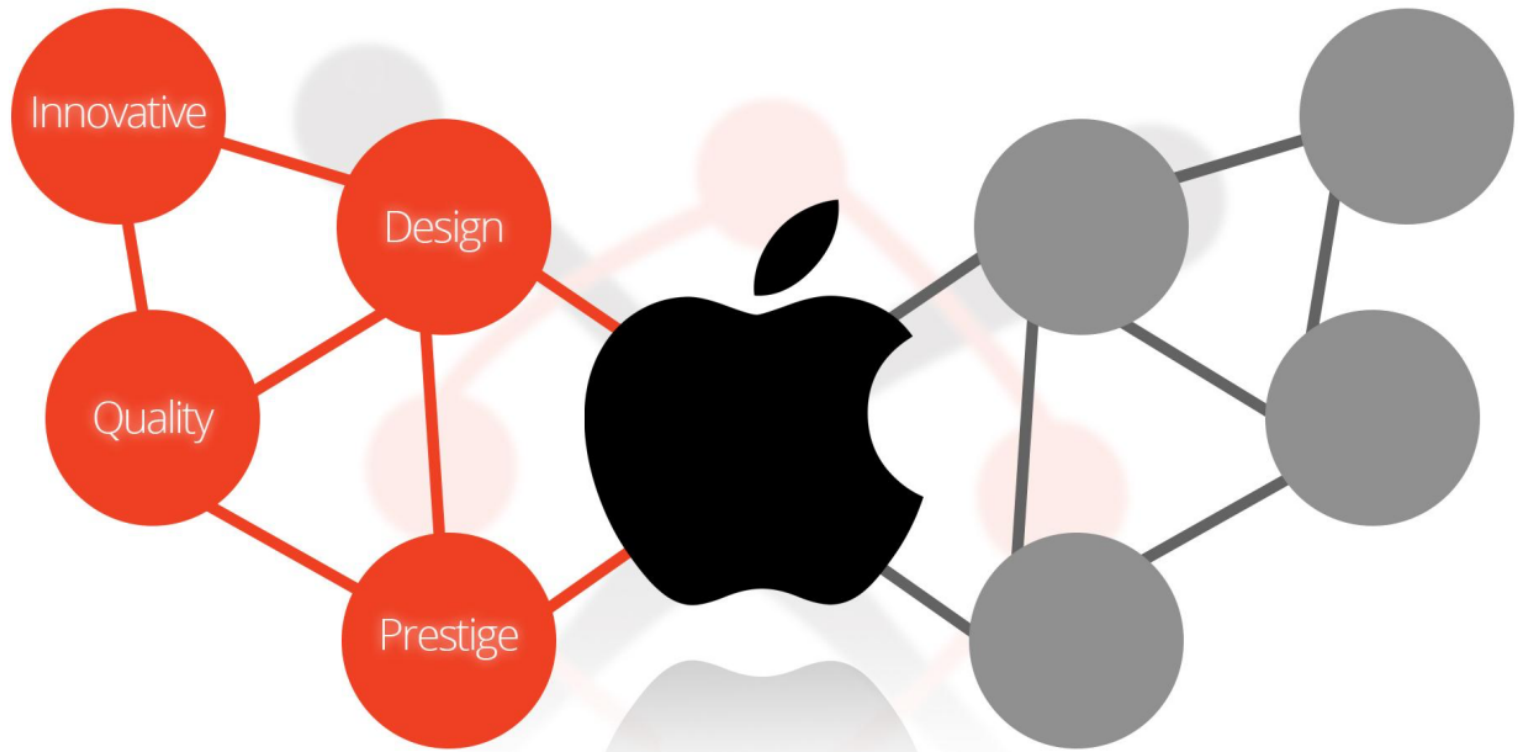
NO

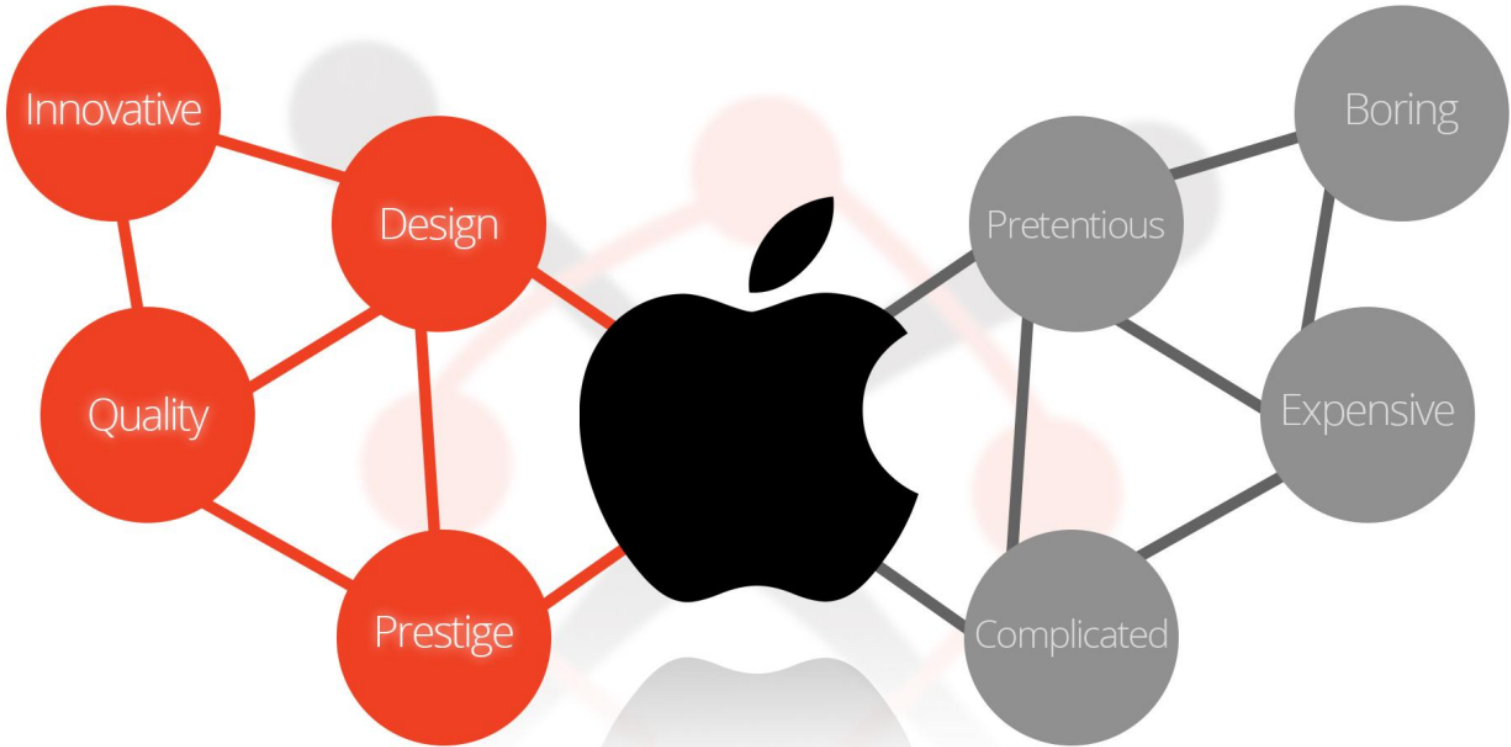
I'm married

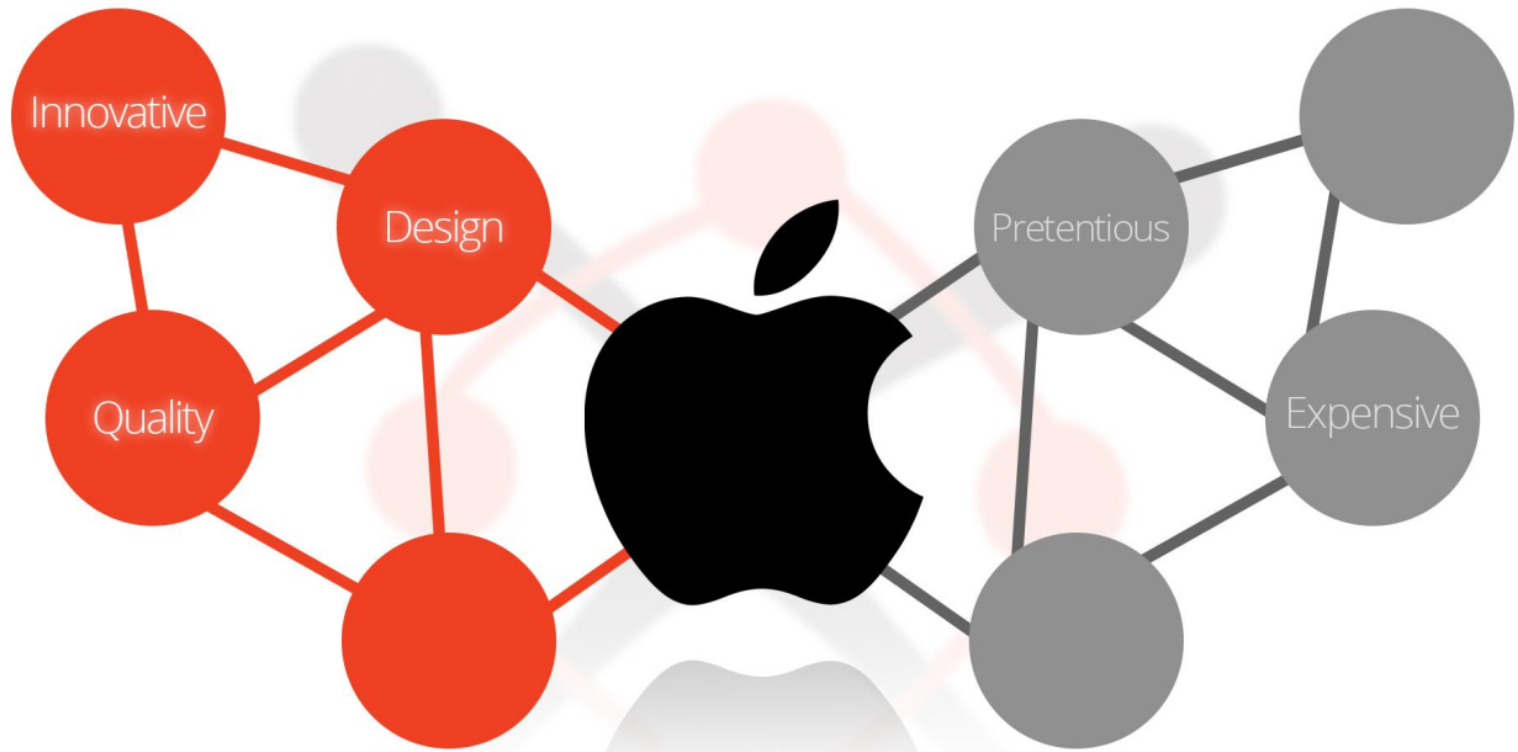
I don't LIKE you


I don't KNOW you











But I didn't
HEAR YOU
saying NO
a hundred
times



Well, Wolf, you don't really need big ears to hear good. Just clean'em.



Enjoy it
with someone
special...



FOUR SEASONS
HOTELS AND RESORTS

Brand experience is what matters the most...

Even before you buy...

Challenge

- 150 gastroenterologists at a gala dinner
- 5-6 competitors present at the dinner, giving their invitation cards

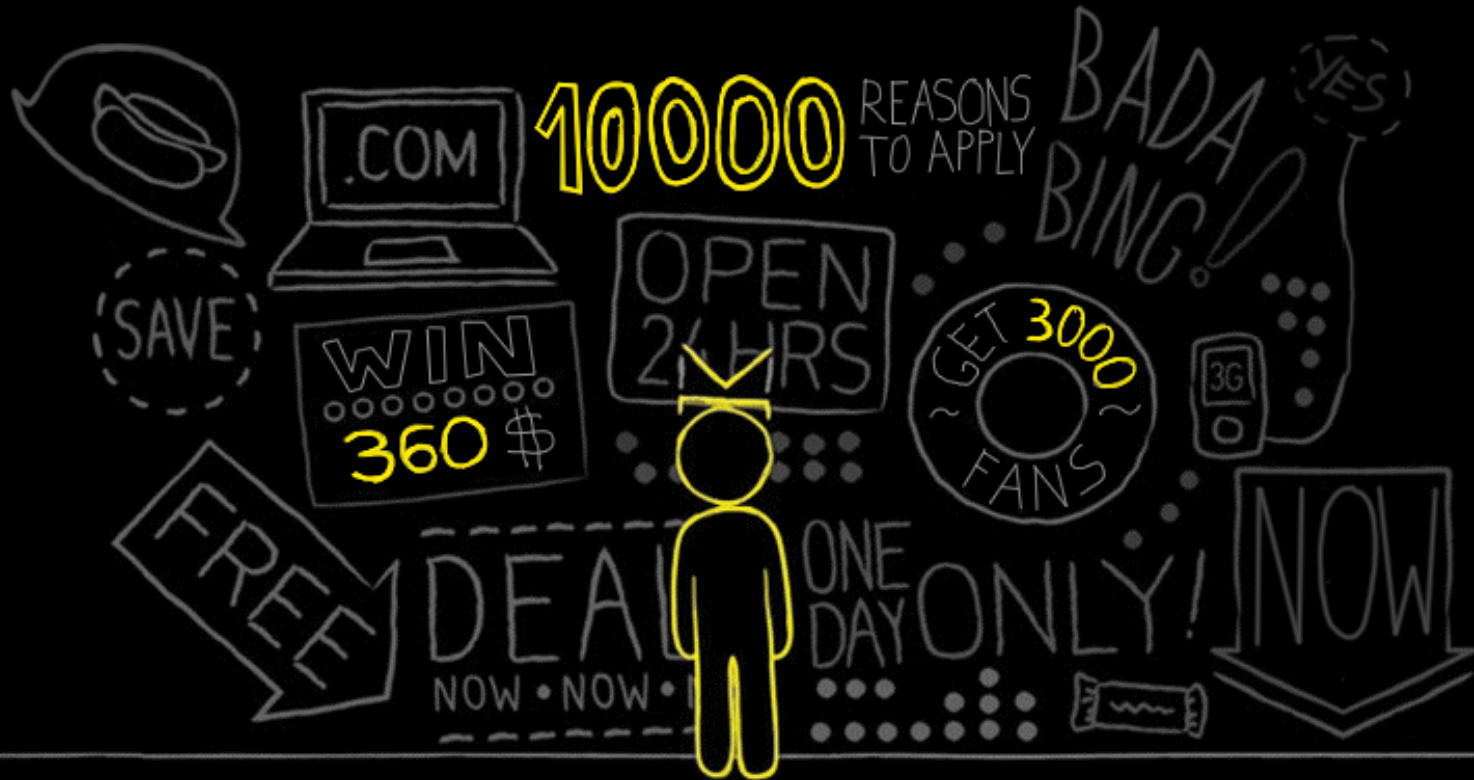
How can we stand out from the competitors and leave a positive impression?



GE Congress
5-6. June, Amsterdam
Be our guests. :-)
Sincerely, BRAND

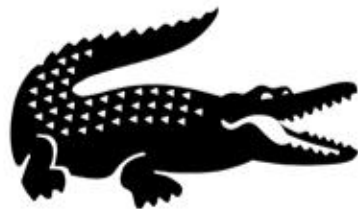
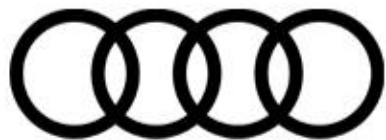
Why should I use **priming**?







Name these brands



Name these plants





What feeds your brain,
controls your life.

Thank you 😊



dado@promosapiens.hr



Dalibor Šumiga



@DaliborSumiga