



#### **Why BeSci?** Beyond attitudes, toward changing behaviours

March 29<sup>th</sup>, 2021



#### We are the BVA Nudge Unit Experts in behaviour change



Enhancing customer experience



Improving digital adoption and conversion

Optimising Communications



New product adoption and easing shopper journey

Addressing management challenges (Diversity, workplace safety, etc.)



#### We help you see through a behavioural lens

We believe if you are in business you are in the *business of behaviour* 

And your challenges are *behavioural challenges* 

we can help you influence your teams your stakeholders your consumers to achieve successful outcomes



#### Facing the reality of how decisions are made

## We are not rational agents maximizing self-interest...



... but only fallible humans driven by impulse, habits, herd... easily confused, and often inconsistent...





Having relevant information is not enough to help us make the right decision even when the stakes are vital

> New Years Resolutions for 2009 2010 2011 2012 1. LOOSE weight 2. Exercise 30 min. a do y 30 minutes on Facebook p the resolutions this year!!!



#### We need to work on both the System 1 & System 2



System 1 operates **automatically, non consciously and quickly**, with **little or no effort** and no sense of voluntary control, **24/7**.

System 2 allocates **attention to the effortful** mental activities that demand it, including **complex computations**.

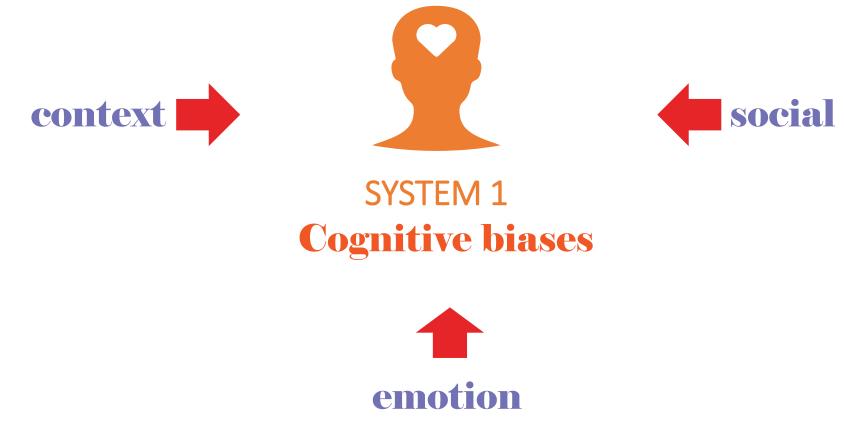




# the journey to real decision making is the exploration into these 2 systems and what influences them

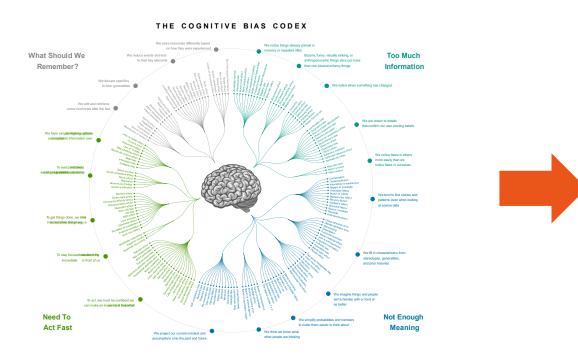


Beyond its imperfections, System 1 has 3 major influences:





#### It's complex, but we can affect how our consumers decide





30+ years of academic research and over 200 cognitive biases and heuristics, translated and hand-picked into 21 key drivers for consumer behaviour



Creating behaviour change

# Intention Action

Behavioural Science is the most effective approach in closing the Intention to Action gap, by facilitating choices or behaviours that suit the consumer's need or fulfill an intention they are yet to meet.

- Helping them drink more water, or stay more hydrated
- Guiding them to use less single-use plastic
- Assisting them to save money
- Facilitating a better user experience
- Removing frictions on the path to purchase
- etc





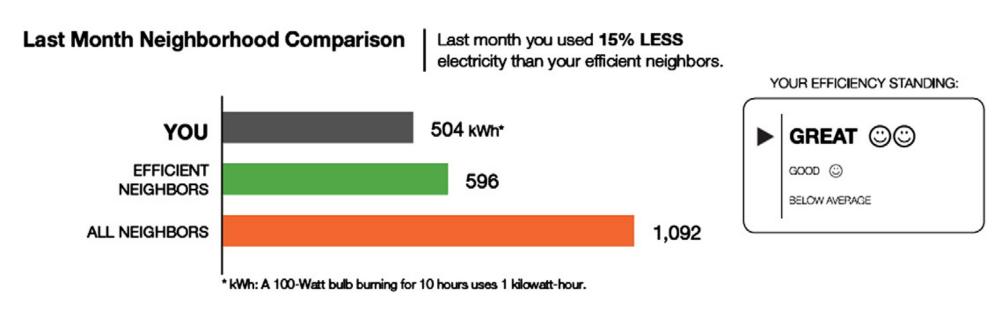
#### Reducing litter in Copenhagen

By placing footprints on the ground leading to the nearest rubbish bin, the city of Copenhagen reduced litter by 46% in the street where the nudge was placed.

#### A 'nudge' is a small aid that helps people to adopt a desired behaviour.



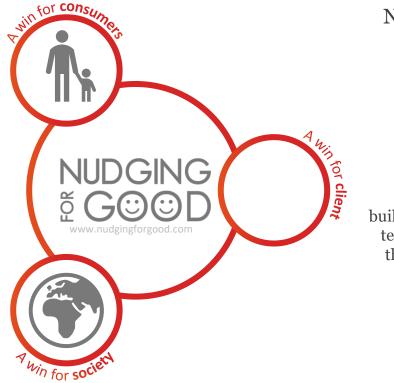
#### Reducing electricity consumption in California







#### We work for 'win-win-win' behavioural change



Nudging is about influencing people's behaviour positively and without constraint. Therefore, it must result in changes that are beneficial for the consumer, the client organization, and society as a whole.

#### Why is this important to the client?

build trust and longterm brand value through healthy usage

support consumer awareness and demand for sustainability be part of the solution by working alongside the public innovate through social value, fostering relationships











#### What we can do *with you*

If you need to *identify* the behaviour to be changed...



# Behavioural Sprint

Our Business Intelligence Unit can't get through to our Sales, Finance and C-Level Executive teams, and we don't know where to start... If you identified the behaviour and need to know how to *change* it...



NudgeLab

How can we get consumers to use contactless payments for purchases under £20?

### If you have solutions and they need **optimisation**...





40% of the customers that go onto our website to apply for a Credit Card never finish the application form...



#### What we can do *with you*

An **issue-driven WORK-Shop** to instil behavioural science thinking



Learn behavioural science diagnostic tools

Apply them to your business issue

Get a clear plan to act, test and learn A **co-creation process** to develop interventions



Unearth levers and barriers for behavioural change Co-create 30+ nudges rooted in science

Get a full **'NudgeBook'** with the best ideas to implement and test

An *expert review* to improve communication



Examine your product or comms 8-10 optimisations with testing suggestions Get clear guidance for creatives and researchers



We have the knowledge and the *experience* 





























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### **Case Studies**



#### Encouraging sign-up



- A lofty goal: Get 1 billion men to sign up for HeForShe
- Plenty of media attention
- Plenty of big names and organisations
- And yet.... Struggling to reach their numbers



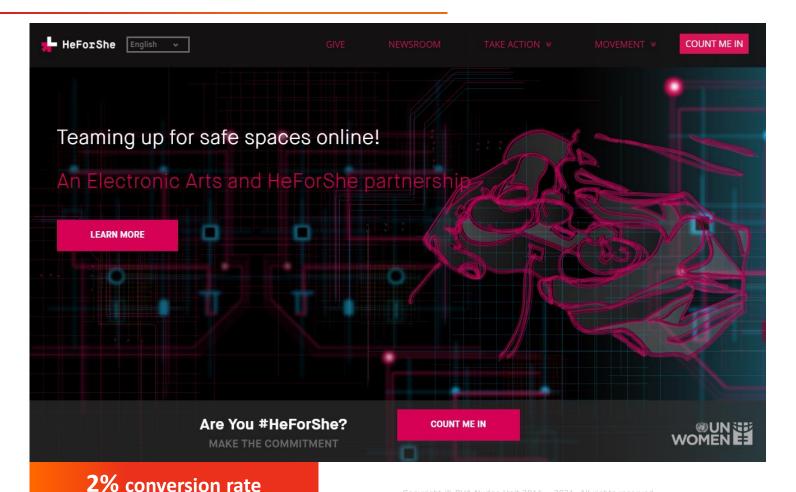
#### Our invovlement

- Interviews with men in: France, USA, South Africa, Chile
- Uncovering levers and barriers to signing up
- A co-creation session with UN Women and their agencies resulting in nearly 100 ideas
- Focusing in on touchpoints that matter
- Addressing the landing page





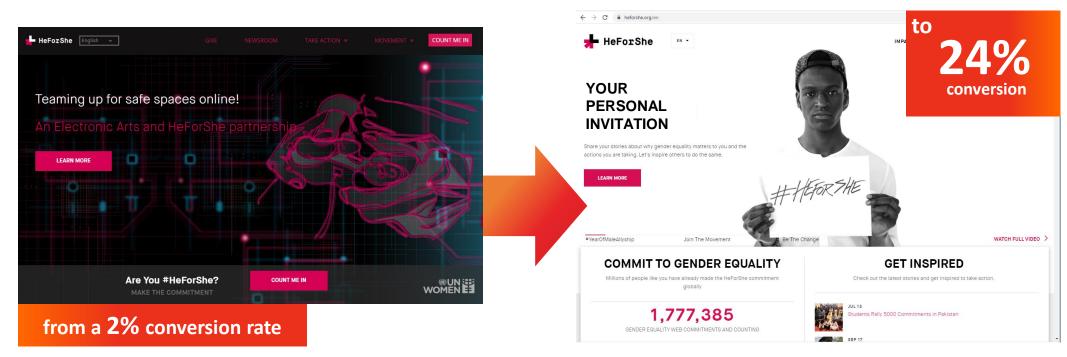
#### A key touchpoint



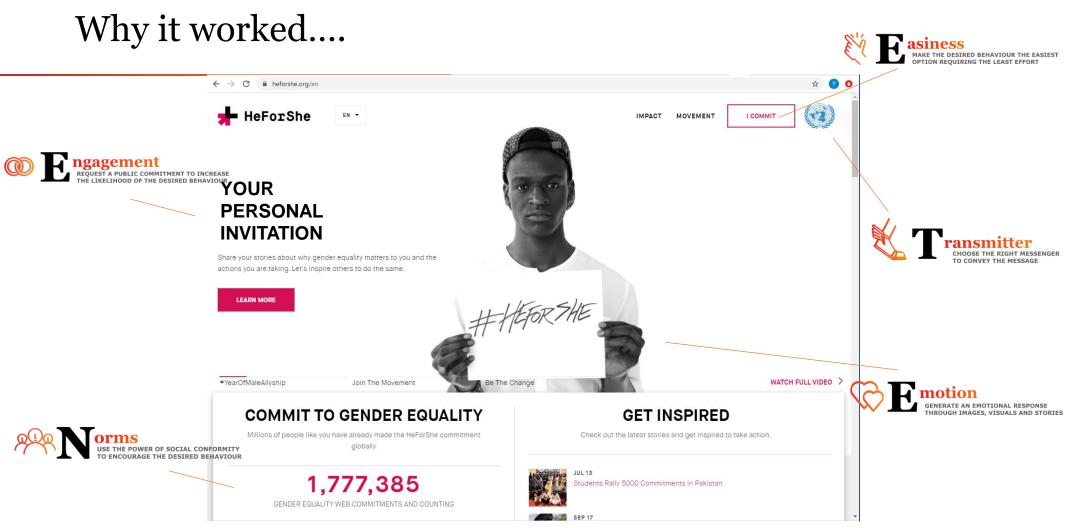


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#### Almost *immediate success*







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