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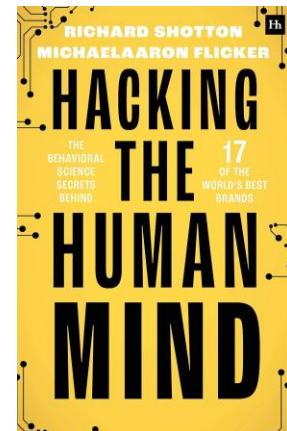
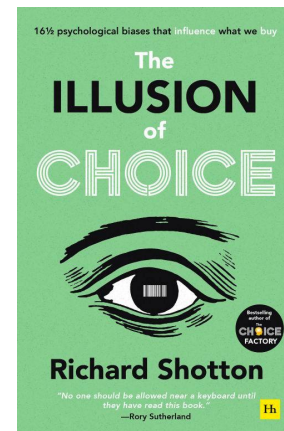
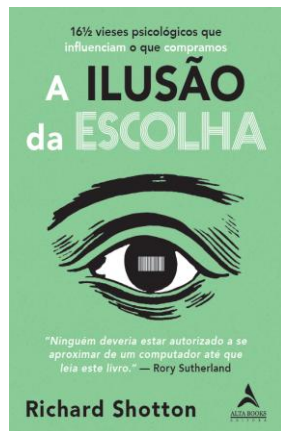
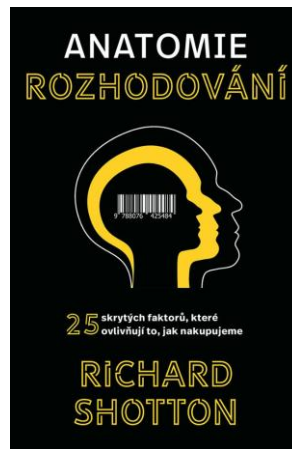
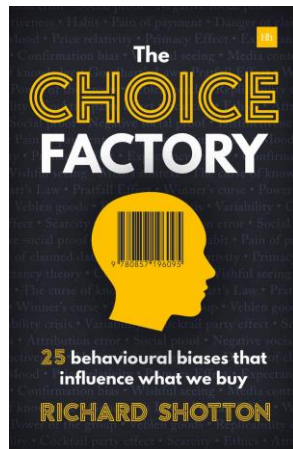
How marketers can apply behavioural science

Richard Shotton

The Choice Factory | The Illusion of Choice

@rshotton

ASTROTEN





***“Thinking is to
humans as
swimming is to cats;***



***“Thinking is to
humans as
swimming is to cats;
they can do it but
they’d prefer
not to” - Daniel
Kahneman***



square door
rusty engine
flaming forest
muscular gentleman
white horse

impossible amount
better excuse
apparent fact
common fate
subtle fault

Concrete Phrases (CC)

square door

rusty engine

flaming forest

muscular gentleman

white horse

Abstract Phrases (AA)

impossible amount

better excuse

apparent fact

common fate

subtle fault



LUXURIOUSLY CRAFTED. CONSCIOUSLY ENGINEERED.

THE LEXUS LS 500h

Ever since it launched the Lexus brand in 1989, the LS has been the flagship of impeccable luxury. The new fifth generation LS 500h extends relentless innovation to environmentally conscious engineering with a performance-centric Multi-Stage Hybrid System. Crafted with luxury in mind and engineered with the environment at heart.



Hybrid
Electric
Vehicle



EXPERIENCE AMAZING

A horizontal decorative banner with a dark, abstract background and some colorful, blurred shapes.

Olemme suomalainen tietoliikenne- ja digitaalisten palveluiden markkinajohtaja. Tehtävämme on tuoda digitalisaatiolla ratkaisuja, jotka ovat tärkeitä ihmisille ja yhteiskunnan kestäväälle kehitykselle. Innostus hyödyntää uutta tekniikkaa ja työtapoja on kulkenut mukana yli 140-vuotisella taipaleellamme. Tänään me elisalaiset palvelemme yli 2,8 miljoonaa asiakastamme Suomessa ja Virossa sekä yli 100 maassa kansainvälisesti. Työskentelemme joka päivä määrätietoisesti asiakaskokemuksen ja laadun kehittämiseksi.

A photograph of the interior of an Elisa Showroom. The text "ELISA SHOWROOM" is visible in the top left corner. The image shows a modern, brightly lit space with various digital displays and interactive elements.

ELISA
SHOWROOM

“We are the Finnish market leader in telecommunications and digital services. Our mission is to bring digital solutions that are important to people and the sustainable development of society. The enthusiasm to utilize new technology and working methods has accompanied us for over 140 years. Today, we at Elisa serve over 2.8 million customers in Finland and Estonia and over 100 countries internationally. We work purposefully every day to develop customer experience and quality.”



RED BULL GIVES YOU WIIINGS.

Red Bull Energy Drink – appreciated worldwide by top athletes, students, and in highly demanding professions as well as during long drives.

A close-up shot of a green gecko with large, expressive eyes, looking towards a large, overflowing bucket of popcorn. The bucket has red and white vertical stripes. The background is a solid dark red color. The word "GEICO" is superimposed in the center in a bold, white, sans-serif font, with a registered trademark symbol (®) to its right.

GEICO®





Fiksu
valinta!

SEHÄN ON SERLA.

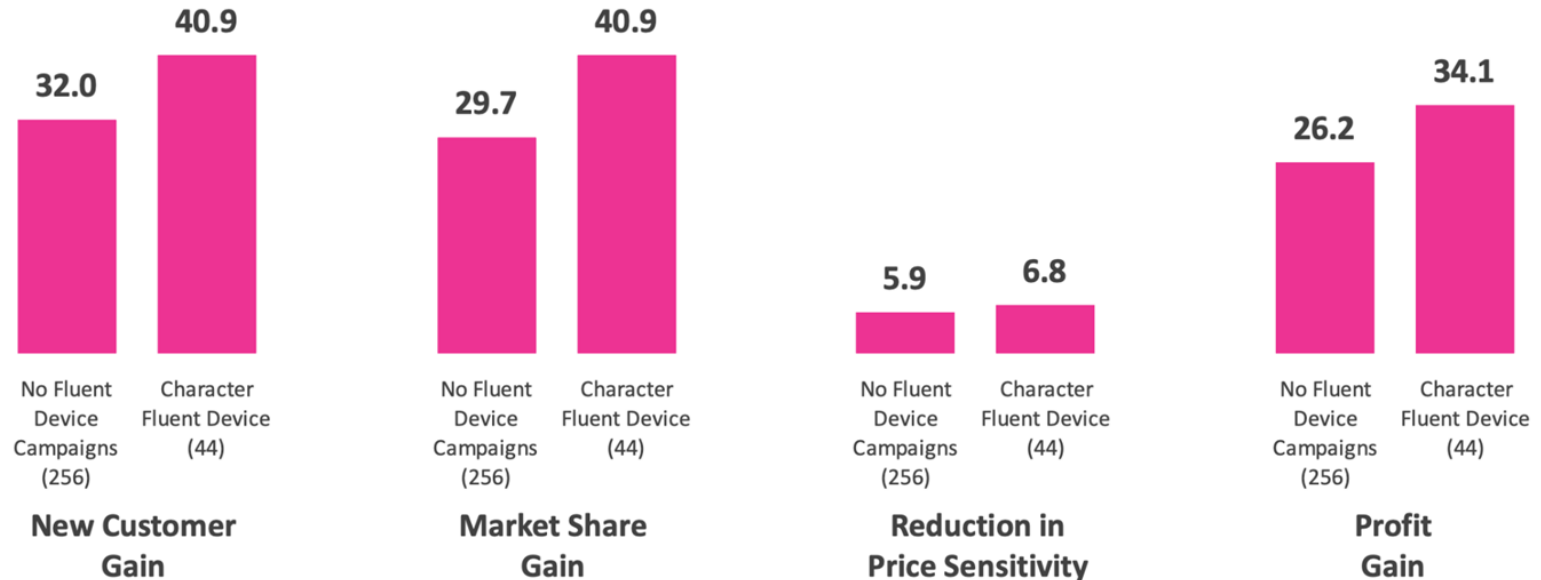


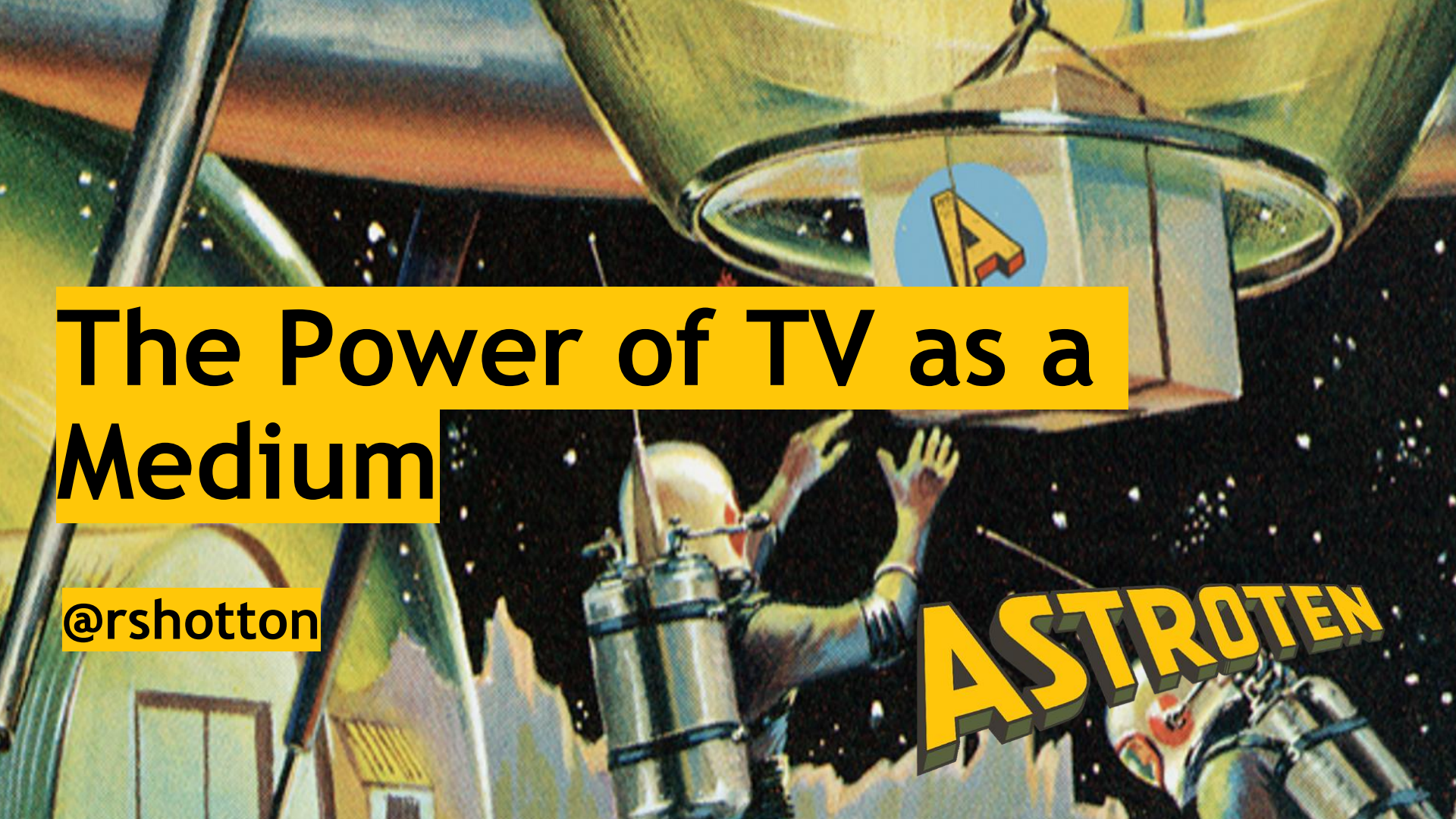
Moi



Character Fluent Devices generate larger longer and broader effects

% of Long-term Campaigns Achieving Very Large Effects on Each



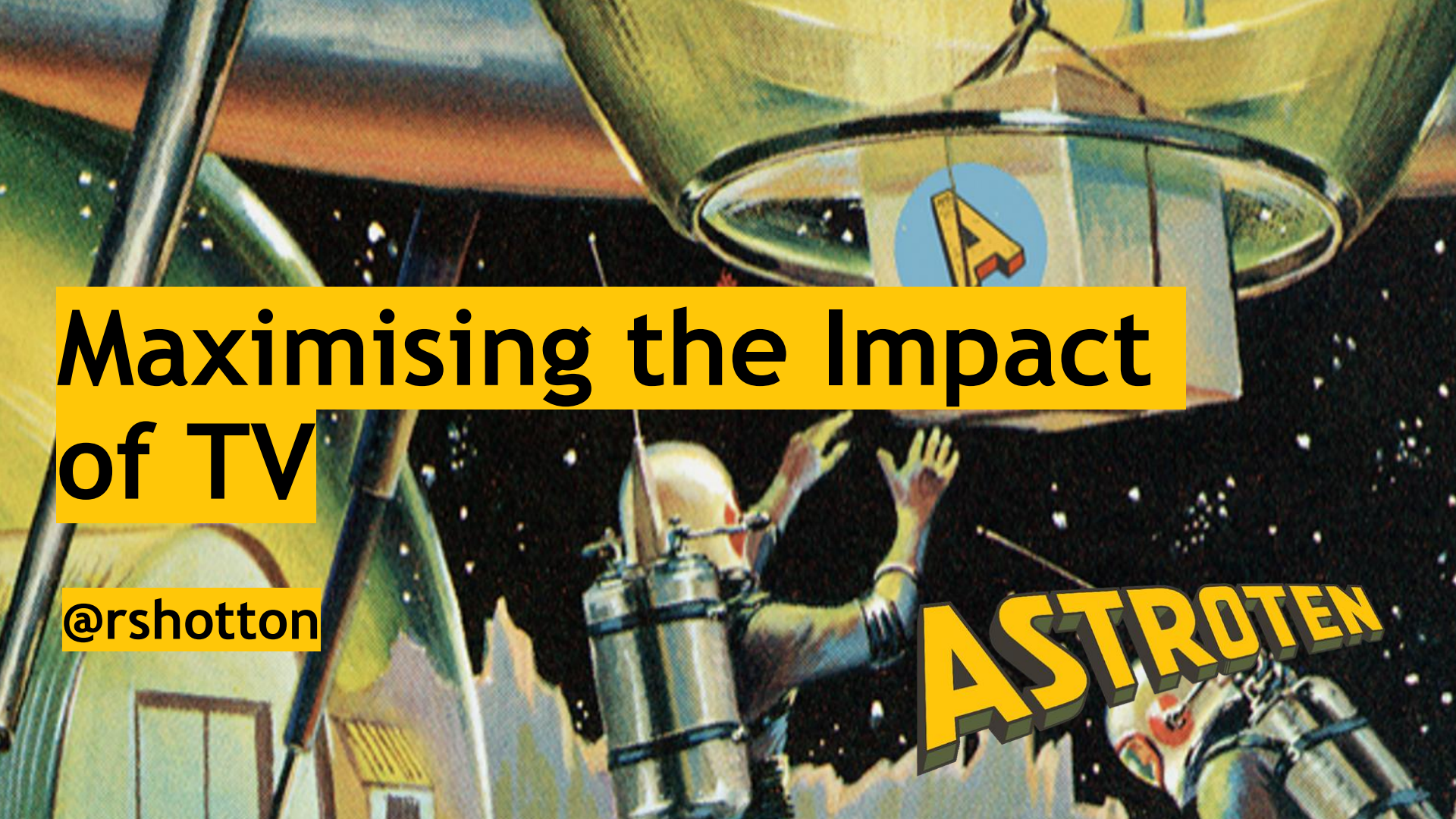
A classic Astro Boy comic book cover. Astro Boy is shown in a dynamic pose, floating or flying in space. He is wearing his iconic silver space suit with a large cylindrical tank on his back and a helmet with a single antenna. His hands are outstretched. Above him is a large, green, metallic structure that resembles a television set or a piece of machinery, with a blue circular logo featuring a yellow 'A' on its front. The background is a dark space filled with stars and a stylized cityscape with a yellow house and a red-roofed building visible in the lower left. The overall color palette is dominated by greens, yellows, and blues.

The Power of TV as a Medium

@rshotton

ASTROBOTEN



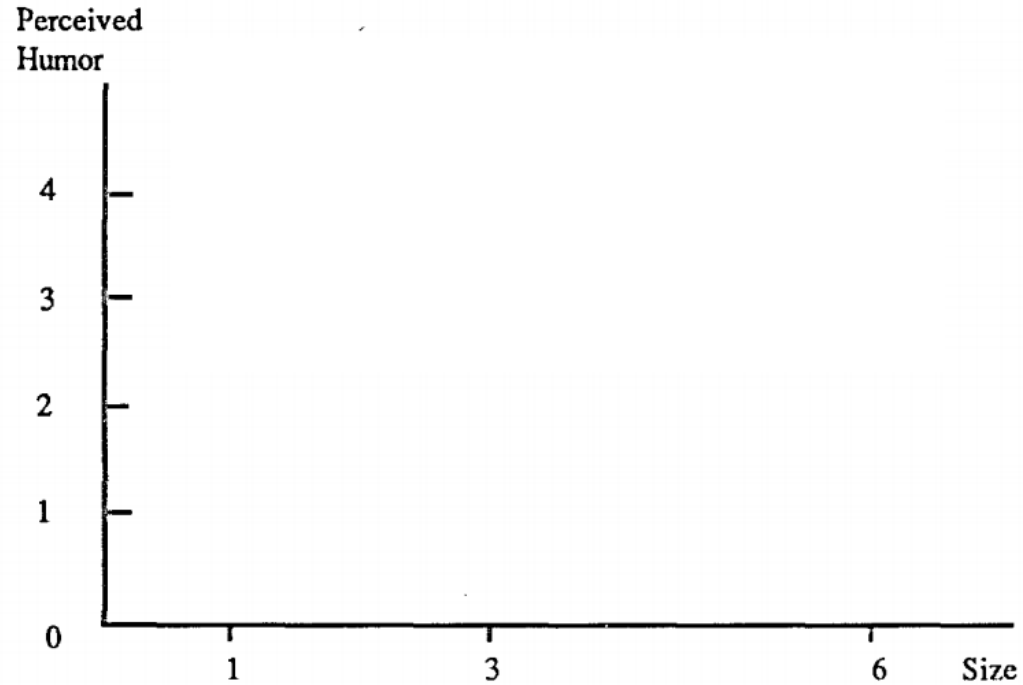
A classic Astro Boy comic book cover. Astro Boy is shown in a dynamic pose, reaching up towards a large, metallic, cylindrical structure that resembles a giant television set. The structure has a blue circular logo with a yellow 'A' on its side. The background is a dark space filled with stars, and a cityscape is visible in the lower left corner. The overall color palette is dominated by greens, yellows, and blues.

Maximising the Impact of TV

@rshotton

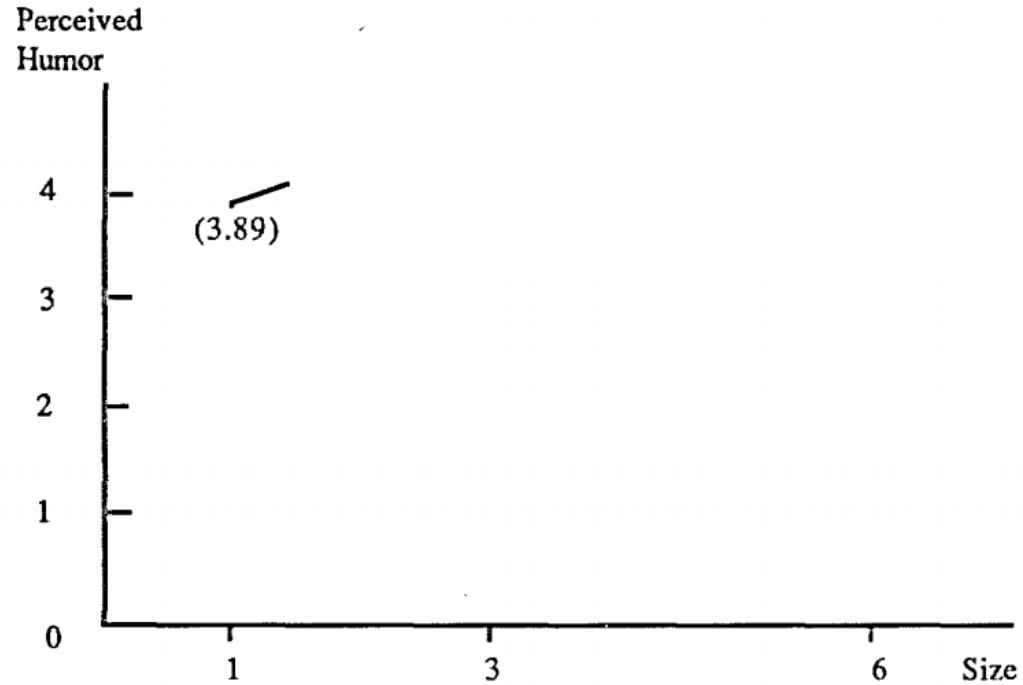
ASTROBOTEN

FIGURE 2
Perceived Humor Scores for the Humorous Ad across Each Level of Audience Size



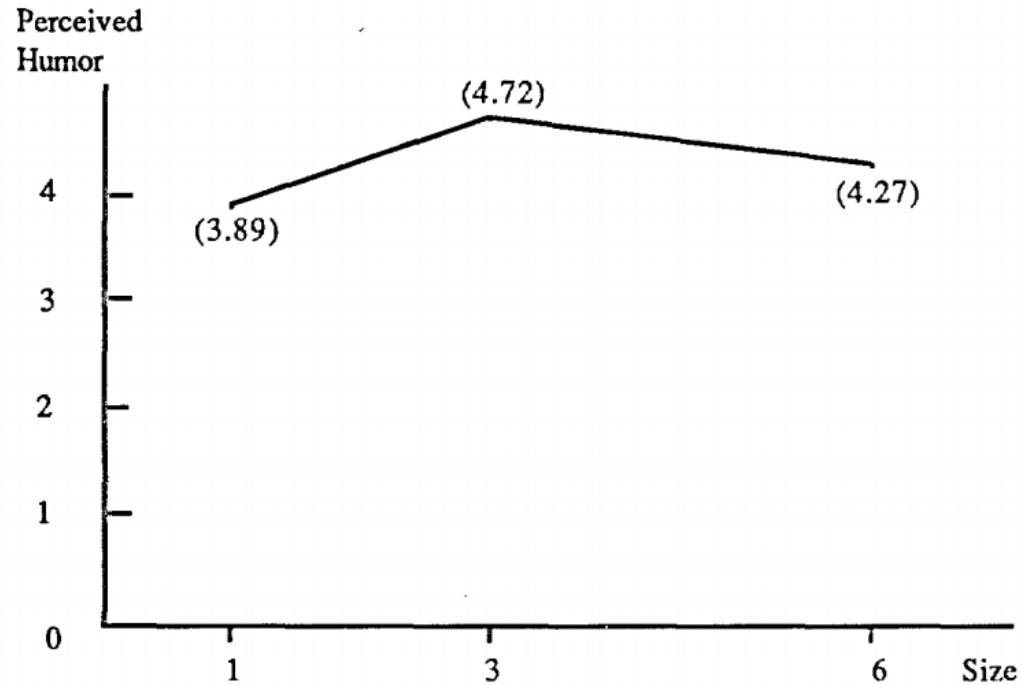
Source: Zhang & Zinkhan (1991)

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Perceived Humor Scores for the Humorous Ad across Each Level of Audience Size



Source: Zhang & Zinkhan (1991)

Summary

The Importance of Concreteness

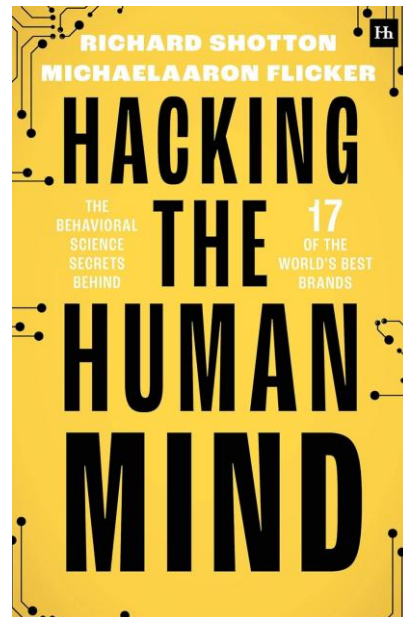
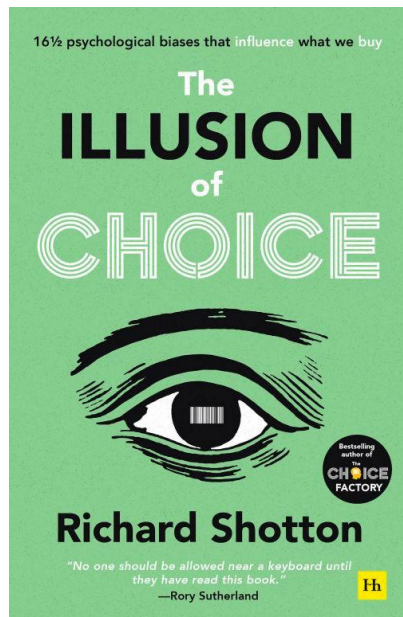
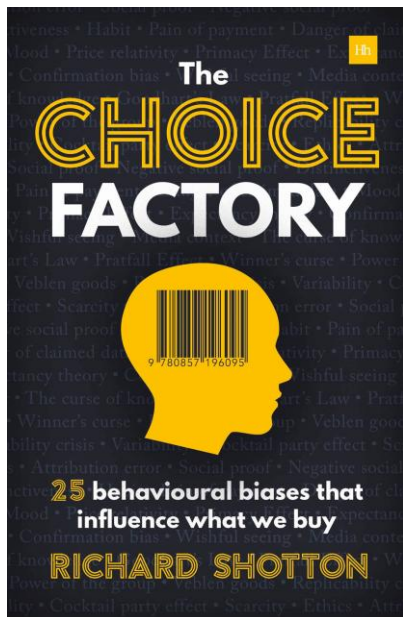
- A) Concrete information (i.e. visualisable) is more memorable than abstract information (i.e. non-visualisable).
- B) You can tap into concreteness by creating a visual representation of abstract principles (i.e. a fluent device).

The Power of TV as a Medium

- C) Statements made in public are much more believable than statements made in private

Maximising the Impact of TV

- D) We tend to find content more amusing when surrounded by others



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