

NEW TRENDS IN MARKETING RESEARCH APPLIED TO HEALTH PROMOTION PROGRAMMING

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FOR THE MOST CURRENT VERSION

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➤ Recent research in fields such as branding, the neuropsychology of marketing and consumer behavior offer relevant knowledge to health professionals who utilize social marketing models to inform students about healthy decision making.

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➤ This presentation will provide an overview of some of these concepts; discuss how information utilized by the marketing world at large can impact prevention programming on our campuses and demonstrate how these concepts are being applied to prevention education at SUNY Oneonta.

DEFINE BRANDING RESEARCH CONCEPTS

WHERE IT ALL STARTED



IMPLICIT THEORY OF SELF

Entry
Theorists

Incremental
Theorists



More likely to believe in fixed traits:

More likely to believe in malleable traits:

Need "brand personalities" to fix flaws:

More likely to not care so much about brand:

WHAT THEN IS "BRANDING?"

- Branding:
- Is strategic:
- A communication of the characteristics, values, & attributes that clarify what a particular brand is or is not; what sets you apart from competitors

Marketing:
Everything that communicates anything about a business to a customer. A brand is part of a marketing strategy.

Is tactical

Gets you to buy

- Keeps you coming back:

THINKING ABOUT HOW WE BRAND OURSELVES

- What kind of music do you play?

We communicate based on our brand choices:

Are you an Apple or PC/Android?

Are you a Coke or a Pepsi?

And with our decisions—particularly with our students:

Are you sexually active?

Do you drink?

What are the social consequences of being associated with the "bad" groups?

WHAT BRANDS DO YOU USE TO...

- Increase excitement?
- Decrease anxiety?
- Wind down too?

THINKING OF YOURSELF AS A BRAND MANAGER

- It is your job to manage your "brand" in terms of what people will classify it as.
- If you are a new brand consumers will try to fit you in with what they already know.
- If a high school student only heard absinthe only messages, they will assume you are the same.

DISCUSS NEUROPSYCHOLOGY OF MARKETING

Neural focus groups, font choices, color choices,

WHAT IS NEUROMARKETING?

- Term first coined in 2002, fairly new field of study.
- Can be defined as an overlap of neuroscience and marketing. As a field of study it looks at how brains will respond to marketing techniques.
- Frequently involves the use of the fMRI, EEG & Biomeasures.
 - what parts of the brain are active while the person performs a thinking task.
 - measure living brains in action.

MEASURING THE BRAIN-EEG

- Discovered in 1929
- Electrodes are placed on scalp
- Measure the electrical activity when groups of neurons fire up to 2000 times per second
- Can capture a brain response in milliseconds
- Does not measure the deeper brain (beneath the cortex)

MEASURING THE BRAIN-fMRI

- Measures the increase in oxygen levels in the flow of blood
- Indicates when activity in a certain area of the brain is increased
- Can take up to 5 seconds for the additional blood supply to reach a region of the brain
- Also costs are in the many millions
- Measuring emotional response in real time
- Emotions are being seen in a new light (how they affect attention)
- Low levels of arousal deliver less electronic activity
- baseline data is collected and then research begins



- You don't have to be the biggest and the loudest
- You just need to connect up with something already there
- Naturally we will pay attention of the most dominant thought in your brain
- If you have to use the bathroom right now, or are really hungry you aren't going to absorb this information
- When you are relaxed you are more likely to remember
- Are we reaching students when they are relaxed? When is that?

YOUR BRAIN

- Our senses take in 11 million bits of information every second
- Conscious brain can handle about 40 bits of info/second
- How do you get a brain to pay attention to your "bit"?
- Brain is capable of 200 million trillion calculations/second
- People do not have access to all of the sources of their decisions and behaviors; they can't tell someone why they do what they do
- 3% of the body's weight uses 20% of the energy

- Sitting comfortably in a chair your body is consuming energy at roughly 100 watts an hour, about the same as the average light bulb.
- Your brain consumes about a fifth of that.
- In current electricity charges, less than a quarter a day to operate!

INTERESTING BRAIN PHENOMENA

- The brain know what it knows as fast as producing the knowledge itself.
e.g. I know the answer give me a minute.
- How this relates... you know when you've seen something before, so telling people to your message works. Once you've seen a commercial you don't need to see the whole thing again, just a fraction of it will cue you to the product & message.
- Your brain records what things are and how it makes you feel.

BIO-MEASURES & DOPAMINE

- EEG-only measures activity near scalp and dopamine system is deeper in the brain.
- fMRI-measures less frequently and is less able to measure when activations occur.
- Can measure the extent to which something is activated. Could figure out what brand creates the most dopamine.

ON THE TOPIC OF DOPAMINE

- A major function of advertising is to create memories of dopamine moments and keep those moments fresh.
- 1. Pleasant things that actually happened to you as a result of the brand or when that brand was present.
- 2. Pleasant things that happened to you, not as a result of the brand or it's presence, but you think might have happened as a result of the brand being there (an implanted memory)
- 3. Pleasant things that might have happened to you.
- 4. Pleasant things that will happen to you if the brand is there.

THE PROBLEM WITH FOCUS GROUPS

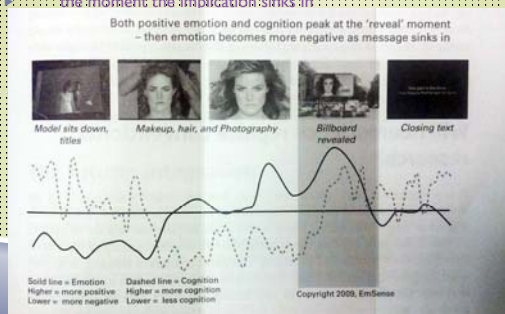
- Focus groups can capture facts and relate what the conscious mind captured.
- Not so good at finding how a consumer really felt about a specific product or how well they remembered something (what the unconscious mind captured).

NEUROLOGICAL FOCUS GROUPS

- Require about 10% of the subjects that traditional focus groups would use and brains as humans are rather alike.
- The process of accessing stored information and turning it into a physical response (verbal) that the brain alters the data.

WHAT BRAINWAVES CAN TELL US

- Brainwaves can tell us things that respondents don't convey verbally.
- make-up being applied.
- the moment the implication sinks in.



THE FAMOUS PEPSI CHALLENGE

- Read Montague, published in 2004.
- NH67 brain scanned while given the Pepsi challenge.
- half chose Pepsi (tended to light up brain region related to feelings of reward).
- they were told they had chosen Coke changed the brain activity to regions associated with memory.
- in theory Pepsi should have 50% of the market share based on the taste test.
- consumers are choosing Coke for reasons less related to taste preference and more for their experience with the coke brand.

THE SENSES

- » One-fourth of the brain is involved in visual processing
- » 70% of the body's sense receptors are in our eyes
- » Memory peak for visual memories: 15 to 30 years old
- » Message: don't use words when an image can suffice
- » Smells are maintained directly into our centers for emotion and memory
- » 1% of brain is devoted to smell
- » Peak smell ability is from 5 to 10 years old-why you associate so many smells with childhood

TIPS FROM THE NEUROMARKETING RESEARCH THAT MAY HAVE APPLICATIONS IN HEALTH PROMOTION

BRAINS CAN'T IGNORE

- » Novelty
- » Eye contact
- » Pleasure/reward

FRUIT FLIES

- » "When it makes a decision on which direction to fly, the fruit fly will have many options. It needs to consider some of these and decide on one. The best guideline is to decide which direction would make it feel the best. Generally that would mean towards something that it recognizes as **food**, or as **sex**, or it might simply be a **sunbny spot**."

YOU'VE ALREADY SEEN THESE IN ACTION

ANCHORS

- » What we think something costs: Think the Price is Right... how much is that refrigerator worth.

We use numbers a lot with social marketing and I think this is an area of research that needs to be considered.

DECOYS

- » If you are offering several choices, purposely have one that is good, but not as good as the others. It will drive more people to the better deal.
- » The experiment:
- » First round: \$59 internet only subscription or \$125 internet & print
- » Second round: added option of print: only \$325.

In round one: 68 people chose internet; 32 chose internet & print

In round two: 16 chose internet; 0 chose print; 84 chose internet & print

fMRI scanning found that brains choosing between two attractive offers displayed irritation due to the difficulty of choosing. The less attractive option makes the choice process easier.

DESCRIBE CONSUMER BEHAVIOR (AS A CONCEPT)

WHAT HAS NEUROSCIENCE CONTRIBUTED?

- The importance of emotions in creating attention
- Role of feeling in brand choice
- Measure arousal levels when people watch advertisements

MARKETING OBJECTIVE

- Humans can make decisions based on how they perceive that decision will affect their future feelings
- "It might get hungry later so I will bring a snack"
- A major objective of marketing is making sure their brand will make consumers feel good

HOMEOSTASIS?

- People use brands to return to their bodily state to a balance where they feel comfortable
- "[this snack] really satisfies you!"
- Treading on Maslow's territory here
- Issue here: a homeostatic system is a negative feedback system. It does not tell you when it is feeling good; it tells you something is wrong it feels bad and something should be done about it.
- People buy stuff in anticipation of future homeostatic states and this influences our attention.
- (I'll be tired, cold, hungry, ...)

FEELINGS

- » What neuromarketing offers us is a chance to explore the role of feelings in our decision making process.
- » Will our decisions affect our state of homeostasis?
- » Will our decisions affect our emotions (state of environment)?
- » Will our decisions affect our moods (state of brain)?

Everybody knows what feelings are, until asked to explain what they are.



GETTING ATTENTION

- » "touching" the consumer
- » packaging & design
- » advertisement
- » sponsorship
- » viral social media
- » Most marketing activities get little attention
- » Sometimes the attention they get is not good
- » #McDStories (tweetjacking)
- » Question: Is attention even necessary? What are the alternatives?

WHAT CAN NEUROSCIENCE TELL US

- » Implicit association measurement
- » I say "doctor" you are more likely to say "nurse" rather than "plumber"
- » If you feel positive towards something you will respond faster to positive words than negative ones
- » Eye tracking: simple and cheap to implement and can show us where focus goes

USE MONEY CUES WISELY

- » Which restaurant menu style is likely to cause you to spend more money?
- » \$12.00
- » £12
- » Twelve dollars

It's actually choice B. It is visually the smallest.

If you are considering utilizing a campaign slogan that attaches an idea of currency or uses currency symbols keep in mind that:

Currency symbols trigger feelings of selfishness and self-indulgence

So do not use them in campaigns that are targeted towards giving & caring

- The best predictor of advertising effectiveness is as liking

USE OF T-SHIRTS

- When did people read the shirts?
- in class
- at gym
- Feel good for participating this brand makes me feel good

GETTING THE BRAIN TO TAKE NOTICE

- Gestalt
- What will get our attention?
- loud & big
- connection to an emotional memory
- a solution to a current or future problem
- addresses a current mood
- current level of brain arousal

BRAIN DECISION MAKING

- What will give me the most pleasure?
- We associate brands with pleasure and memories are imbued with the connected emotion
- Feel good memories are there because of dopamine
- If you see a brand that you have fond memories of you will get a dopamine release

BRAND PERSONALITY

- Survey respondents will likely respond with who they think the typical user of the brand is, their actual experience with those users.

THE INFLUENCE OF CULTURE

- Hofstede-Five Dimensions of Culture
 - How might you change your communication style?
- Low vs high power distance-do people have more or less power within a group?
- Individualism vs collectivism-do people stand up for themselves or go with the group?
- Masculinity vs femininity-how does it stand up to the values associated with different genders?
- Uncertainty avoidance-do members of the group cope with anxiety by rationalizing uncertainty?
- Long vs short term orientation-more concerned with present or future?

GENDER DIFFERENCE

- When anticipating uncertain rewards:
 - women activate the brain regions associated with processing emotions-this is greater during the follicular phase than during the luteal phase.
- Men activate a brain region involved in motivation for receiving rewards.
- In stressful situations (count backwards from 1000 by 13s):
 - Woman-emotional responses
 - Men-fight or flight
- Scare tactic advertising (inducing stress) can change what part of the brain is responding to the message-tread carefully.

MORE ON THE FEMALE BRAIN

- More empathetic skills (evolutionarily as a result of spending time with babies)
- Female brain is hard wired to:
 - seek out community
 - engage with faces (direct eye contact is good)
 - respond positively to women in groups enjoying a shared activity and babies
- Female brains are designed to multi-task
- more right-left brain connection than male brain
- *ostracism from the group is a dangerous consequence

ADVERTISING & AROUSAL

- ▶ Advertising almost always is occurring at a low level of attention (maybe with the exception of Super Bowl ads)
- ▶ Being exposed at low levels still created exposure
- ▶ Once you've seen an ad and considered it you do not need to see all of it again to be triggered by it
- ▶ rates of recall have actually gone up with people fast-forwarding through commercials because they have to pay close attention when to stop
- ▶ the later exposures, although shorter are nearly as effective
- ▶ Engagement response of the brain happens quickly: later lobe communication takes place within 800 milliseconds and then a 4-second window occurs during which the brain decides to engage or be inattentive

ADVERTISING AND AWARENESS

- ▶ Why you are more likely to use a brand you always use
- ▶ It's less work for the brain
- ▶ choosing a new product takes a lot of time & decision making

BRAND SOMA

- ▶ Soma-the emotion connected to a memory
- ▶ Brand soma-the "feelings" that influence your rational decision making about a brand
- ▶ Happens instantaneously
- ▶ What it is = how we feel about it
- ▶ Your knowledge about a brand included your feelings about that brand
- ▶ From a marketing perspective then: make sure the soma you are generating is positive (strengthen the neural pathway)

WINNING ADVERTISING

- ▶ Combining reason with emotions is the best strategy
- ▶ Ads that evoke positive emotions have more motivational power
- ▶ Create memories of dopamine moments: anticipation of a dopamine moment is strong and can aid decision making

EASE OF PROCESSING

- ▶ Your brain is designed to conserve energy
- ▶ A complicated ad is likely to be ignored because it requires too many cognitive resources
- ▶ The brain is goal-driven: seek out and get what it needs for survival
- ▶ Jackson, Verbit & Dominant: imagine if you must convey "what you need is here"
- ▶ Use clean and clear language & imagery
- ▶ The brain is frustrated by:
 - ▶ tasks that take too long to resolve
 - ▶ clutter
 - ▶ messages that don't apply

IMPORTANCE OF EMOTIONAL CONTENT

- ▶ Regardless of gender, you must be emotionally engaged for a message to be remembered and acted upon

SUGGESTED READING

BOOKS REFERENCED

- ▶ Brainfluence: 100 Ways to Persuade And Convince Consumers with Neuromarketing by Roger Dooley
- ▶ The Branded Mind by Erik DePlessis
- ▶ Why We Buy by Paco Underhill

