MINDSTATE MARKETING

Using Behavioral Economics and Behavioral Design to Non-Consciously Drive Consumer Engagement and Behavioral Change.

triggerpointdesign.com
Influence
- to affect the nature, development or condition of;

Goals
What you want
Activate What they want

Motivations
Why you want it
Prime Why they want it

Approach
How you approach it
Frame How to approach it

Heuristics
How you decide
Trigger the action
A **mindstate** is a temporary moment of high emotional arousal, psychologically what we call a hot-state. When in hot-states, we are much more susceptible to influence.

- The science behind emotional marketing
- Messages to the “to-the-heart” and “to-the-mind”
- Each has unique behavioral design strategy and tactics
- From “Marketer” to “Behavioral Designer”
Applied behavior design is the application of behavioral science to messaging and product development to change behaviors and other important problems. It is one element of the larger discipline of behavior analysis, which consists of the experimental analysis of behavior, radical behaviorism, and applied behavior analysis. The field of applied behavior analysis emerged in the 1950s and 1960s from early theory (Skinner, 1938, 1953; Terrace, 1966) and animal research identifying basic principles of behavior (Honig, 1966).

The goal in applied behavior analysis is the direct study of behavioral phenomena. If eating were the focus of the analysis, then the study would likely involve observing and counting bites or calories ingested. The study would not, for example, focus on verbal descriptions of what was eaten. Verbal descriptions would be an indirect measure of what was eaten (though a direct measure of talking about eating). Similarly, if a study were examining a child’s screaming, the analysis would not focus on fear or anxiety (which are not observable or countable) but on the behavior of screaming, and the conditions when screaming was most and least likely.

The emphasis on direct study of observable behavior reflects concern about the potential for confusion and calculation that can occur when inferred emotions, intentions, and motivations are used as the heart of an analysis. A hallmark of applied behavior analysis is excruciating precision in the definition of, and direct observation of, the behavior under study.
King Albert Buys a Hamilton Watch

IF you were a king, and wanted a watch—how would you make your selection? King Albert sought the advice of America’s railroad men on how to make his selection, asking their opinion as to the most accurate, most dependable watch. The answer, almost unanimously, was “The Hamilton.”

The King is a lover of watches and, like many railroad men, likes the American made watch. So King Albert went to New York and tested the Hamilton. He was so pleased with the watch that he decided to buy a Hamilton. He thought it was not too much for King Albert to decide to use a Hamilton watch, make a splendid appearance for his son-in-law, the American Railroad magnate, Mr. Harriman.

In the Hamilton for there’s every kind of watch. From pocket watches up to the newly railroad type—both are all Hamiltons. Let your watch show you more of the man. Hamilton made watches. Prices from $10.00 to $20.00. Various watches, $25.00 (in Canada $25.00) and up.

HAMILTON WATCH COMPANY
Incorporated

The King of the Belgians said his own locomotive for ten miles today. The speed test was stopped at Wiesbaden, where the King himself climbed into the engine and took his seat behind the throttle. The King had not the least knowledge of locomotive engineering, and ran the heavy train for ten miles without a hitch.”


The Gift of Gifts...A WATCH
The watch to give...a Hamilton

THE watch to give as a gift is Hamilton... the watch that is sure to bring happiness, a watch that is sure to bring contentment, a watch that is sure to bring pleasure...a Hamilton.

The Hamilton Watch Company, 82 Columbia Avenue, Lancaster, Pennsylvania. U.S.A.
UNSTOPPABLE.

ELI MANNING IS.
So is his Citizen Eco-Drive.

Fueled by light, it never needs a battery.

IT'S UNSTOPPABLE.
Just like the people who wear it.

citizenwatch.com
The power of behaviorally-designed experiences

• **Increased Persuasion and Buying Momentum**  

• **Happier, Confident Decisions**  

• **More Enjoyable Experiences**  

• **Increased Understanding**  

• **Increased Perceived Value**  
And if you want more effective messaging...

- **Increased** Breakthrough
- **Increased** Engagement
- **Increased** Understandability
- **Increased** Memorability
- **Increased** Trust & Believability
You've been sent an email with a copy of the workbook
INDUSTRY: Financial Planning & Wealth Management

SITUATION: EOY bonuses aren’t invested

BEHAVIORAL PTS: Call your advisor for a check-up
Mindstates driving finances change by season of life

Security / Competence  Achievement  Empowerment

Promotion
Maximizing Wealth

Prevention
Minimizing costs/risk

As Wealth Builds...

Cautious Security  Cautious Competence  Optimistic Achievement  Optimistic Empowerment
EMAIL INTERVENTIONS
Primes COMPETENCE
Motivations vs. ACHIEVEMENT or EMPOWERMENT

Frames PREVENTION and PROMOTION
Have you ever daydreamed about receiving a sudden windfall?

At some point many of us will receive an insurance payout, a significant tax refund or a bonus for a job well-done.

Though it would be tempting to put the whole amount toward a luxurious vacation or a new car, it’s important to think about your long-term financial goals, too.

You can still have a little fun, but if you really want to make the most of a windfall, here’s what to keep in mind.

- Pay down high-interest debt first. Credit cards often carry up to a 20% interest rate. After knocking out any of these balances you may have, consider attacking your student or personal loans.

- Build your emergency fund. Sudden unemployment can hurt when you have fixed expenses like rent or a mortgage, groceries, children’s tuition and medical bills. Saving at least three months of living expenses in an emergency fund helps to prepare for a rainy day.

- Up your employee contribution to your 401(k). If you’re part of a 401(k), consider increasing your contribution (especially if you benefit from an employer match). In 2019, you can contribute $19,000 a year or $25,000 a year if you’re 50 or above.

- Invest in a balanced portfolio. Reach out anytime to determine your risk tolerance and discuss your personal goals. From there we can work together and can create a smart investment plan.

- Contribute to your children’s education. If you have a 529 plan for your kids, consider putting a portion of your windfall toward a one-off incremental contribution.

- Invest in yourself. This can be the perfect time to enrich your skills. For example, you might decide to enroll in a “learn to code” boot camp or take a management course. Consider this an investment in yourself and your future earnings.

Have questions? Get in touch to discuss your financial goals and plans.
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• **Up your employee contribution to your 401(k).** If you’re part of a 401(k), consider increasing your contribution (especially if you benefit from an employer match). In 2019, you can contribute $19,000 a year or $25,000 a year if you’re 50 or above.

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At some point many of us will receive an insurance payout, a significant tax refund or a bonus for a job well-done. Though it would be tempting to put the whole amount toward a luxurious vacation or a new car, it’s important to increase control over long-term financial goals, too.

You can still have a little fun, but be sure to keep growing fortune to reach your goals.

• **Gain more control over debt.** Credit cards often carry up to a 20% interest rate. After knocking out any of these balances you may have, consider attacking your student or personal loans.

• **Build your emergency fund.** Sudden unemployment can hurt when you have fixed expenses like rent or a mortgage, groceries, children’s tuition and medical bills. Building at least three months of living expenses in an emergency fund helps to maximize your ability to overcome the unexpected.

• **Up your employee contribution to your 401(k).** If you’re part of a 401(k), consider increasing your contribution (especially if you benefit from an employer match). In 2019, you can contribute $19,000 a year or $25,000 a year if you’re 50 or above.

• **Invest in a balanced portfolio.** Take control over your financial risk and discuss your personal goals with your wealth advisor now. From there we can work together and can create a smart investment plan.

• **Contribute to your children’s education.** If you have a 529 plan for your kids, consider putting a portion of your windfall toward a one-off incremental contribution.
Topline growth rests in the ability to **UNDERSTAND** and **DESIGN** for behavioral change.
Check your inbox!

Mindstate Marketing Workbook
Access all 18 MindState Profiles™ and Behavioral Activation Briefs™
THANK YOU