



Optimistic Engagement

Mindstate Marketing Blueprint

MINDSTATE

Optimistic Engagement Mindstate Blueprint



Engagement Motivation using a Promotion Regulatory Approach in Decision Making

Feeling pleasure and excitement in our life's activities is something we need daily. Whether it's losing ourselves in a new video game or tasting the perfect birthday cake that we've waited all day for, we all want to feel emotionally and physiologically engaged to bring a greater enjoyment to life. This desire to feel fully engaged in key moments and get the most stimulation out of products is a part of the Optimistic Engagement mindstate.

- **Engagement Motivation:** *To feel captivated, excited, and absorbed in activities. When in this mindstate, people seek to feel engrossed and captivated while reaching the key goal they desire.*
- **Promotion Focus:** *The state of mind where people are focused on maximizing progress towards reaching their goal. In this state, people seek strategies that help them maximize their chance for success vs. minimizing their chance of failure.*

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BEHAVIORAL SCIENCE

MINDSTATE CHARACTERISTICS

Use this to develop greater empathy with the mindstate influencing their attitudes, beliefs, and behaviors at the moment of decision.



Driven to feel that they are getting the most out of their product, service, or experience. In this mindstate people will look for strategies that provide experiential ways of pursuing their goals.

Desire tools that help them live the experience to the fullest, in a way that is fresh and absorbing. Being fully immersed and involved in the experience is highly desired.

Value the feeling of emotional lift (or relaxation) that comes from having fully engrossing, sensory-based experiences. In this mindstate, balancing boredom and over-stimulation across the entire experience is highly valued.

Believe in the power of being fully engaged (or lost) in the moment via ongoing pulses of novelty and unpredictability to heighten the experience.

Behave by looking for opportunities to get the most out of the moment by focusing on the product/service and how it can help start and maintain pleasure or tranquility.

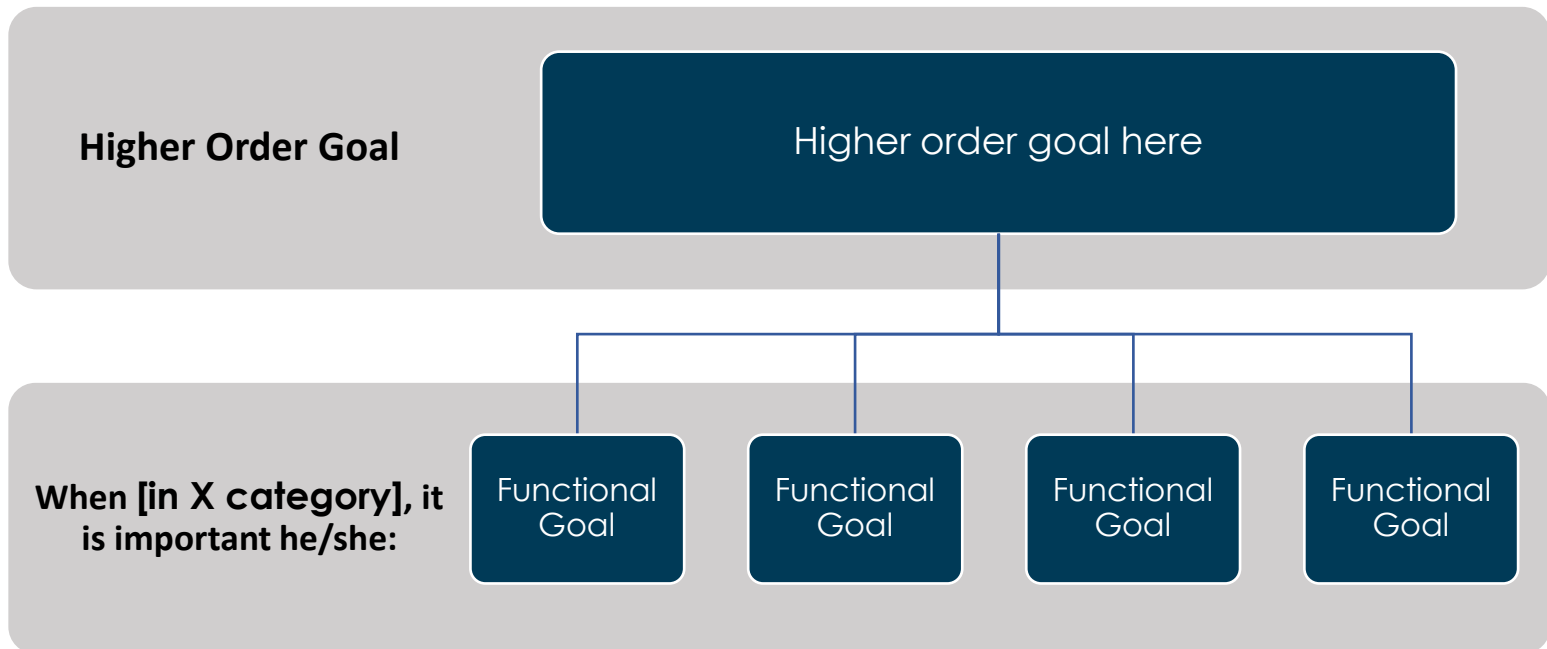
Prefer novel, innovative approaches and solutions that allow them to increase and then hold their attention and pleasure/serenity throughout the experience.

GOAL TO ACTIVATE

Use this to brainstorm creative ways to activate their higher-order goals, thereby making your messaging more salient and meaningful in key decision moments.



To successfully reach their goals by maximizing their ability to feel excitement or release in-the-moment.



Application:

Telegraph how your brand/product helps your customers reach their higher order goals.

MOTIVATION TO PRIME

Use this to brainstorm ways to prime this human motivation in creative, thereby driving their implicit, emotional desire to pursue their goal.



Engagement:

To feel captivated, excited and absorbed in activities. When in this mindset, people seek to feel engrossed and captivated while reaching the key goal they desire.



Application:

Highlight ways that your brand/product helps your customers feel engrossed in the moment or experience.

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APPROACH TO FRAME

Use this to psychologically frame, or message, your brand and product/service to people so that it better fits with how they non-consciously approach decisions in your category.



Promotion Regulatory Focus:

The state of mind where people are focused on maximizing progress towards reaching their goal. In this state, people seek strategies that help them maximize their chance for success.

Application:

Show how your customers will maximize their potential to win by using your brand/product.

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TRIGGERS TO CONSIDER (Cognitive Heuristics):

Brainstorm ways to use these to bypass people's need for critical thinking/effort when making decisions. These help people make choices with less effort and that feel more intuitive.

Peak End Rule: The tendency to judge an entire experience largely based on how they felt at its peak (i.e., its most intense point) and at its end, rather than the entire experience in aggregate.

Temporal Discounting: The tendency to place higher value on rewards that are immediate vs. longer-term.

Sunk Cost Fallacy: The tendency to place higher value on continuing actions that they have already committed towards a goal even when evidence says they should discontinue the pursuit.

FEELINGS TO EVOKE

Use these to increase emotional engagement with your communications. Focus on visuals first, followed by copy.



Desire to feel **MORE**

- Adventurous
- Dynamic
- Captivated
- Engrossed
- In the moment
- Enthralled
- Enthusiastic

Application:

How can you evoke the feelings above in an authentic way?

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CONTENT STRATEGY:

Use this to understand how your consumers see themselves and the role of your brand in broad terms.



Customer: Portray your customer as a hero actively engaging in your product to either elevate their mood or get an emotional release out of an experience.

Brand: Portray your brand as being a guide who can provide fully immersed and involved experiences.

CONTENT TACTICS

Brainstorm ways to design visuals and copy that activate emotional arousal and hot-state decision making. These can also be used to evaluate future creative using a behavioral science lens.



General Guidelines

- Highlight the **pleasure** of getting the most out of the experience vs. possible pain of being bored.
- Emphasize **why** your solution works to provide full engagement (e.g. stimulates all the senses).
- Emphasize **change, taking chances, innovation, and your product's ongoing novelty in experiences.**
- Show **independence** of the customer and how the solution contributes to his/her engagement.

Specific

- Show **enchanted, captivated** expressions, particularly when using the product in-the-moment.
- Use **animated** gestures, faster speed/cadences, open arms and postures, straight back with chin up.
- Pose model to face away from the camera which makes the reader/audience a **witness to the moment of having greater engagement.**
- Utilize **abstract, slightly unfocused** backgrounds with broader visuals of the product and moment of choice.

VISUAL INSPIRATION



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COPY INSPIRATION



Captivated Taken with Immersed
Engrossed Wrapped up in Engagement
Immersion Absorbed Delighted Hooked
Obsessed Fascination Attentiveness
Caught up in Captivation Intrigued
Attentive Engrossment
Engaged Entranced Enthralled
Relax Fascinated Obsession

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CONSIDER WAYS YOU CAN HELP PEOPLE...



ENGAGEMENT

*To feel captivated, excited
and absorbed in activities*



- Make their home their personal **sanctuary**.
- Increase the number/intensity of **tranquil, happy moments**.
- **Engage multiple senses** to set the mood. *Think brand experiences!*
- See their “**aspirational selves**” and what is possible.
 - *Avoid direct eye contact in photos so they can imagine themselves in these moments, NOT spectators of others.*
- Highlight how they will feel **fully engrossed** when using your brand.
- Provide **novelty** by emphasizing change and innovation.
- **Plan for the day** when they can leave their home for a new refuge.

Need additional help?

Schedule a free 30-minute consultation at:
www.mindstategroup.com/consultation



MINDSTATE **SALES CONSULTATION FORM**

Complete the following form for each PROSPECT call.

CONTACT NAME & TITLE:

CONTACT EMAIL & PHONE:

COMPANY NAME:

DATE OF CONSULTATION:

PLANNED AGENDA (include our business value and client industry issues):

1. Introductions
2. Objectives
3. Product overview
4. Capabilities
5. Q&A
6. Next Steps

COMPETITIVE ISSUES AND OBSTACLES:

REQUIRED RESOURCES & PREPARATION:

NOTES:

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