



# **The Four Behavioral Science Insights Needed to Solve Any Brand Challenge**

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## Introduction

In the fast-paced, ever-evolving marketing landscape, understanding and harnessing human behavior is critical to unlocking a boundless treasure trove of brand growth opportunities. As marketing research professionals, you possess a unique advantage – your daily immersion in the intricate tapestry of human behavior, revealed through the powerful lens of behavioral science research.

Behavioral science has exploded in popularity and usage, captivating savvy marketers with its unparalleled ability to unveil the true drivers of behaviors. But what sets it apart is its transformative potential in providing market research professionals like you with actionable recommendations that can shape consumer perceptions and behaviors, propelling brands to new heights of success.

When your brand team turns to you for answers, seeking that elusive insight to surmount their specific brand growth challenge, do you possess the precise behavioral science-based illumination they seek?

**If you don't know what specific insights you need to grow your brand, fear not, for we have you covered.**

This eBook delves into the four behavioral insights needed to solve almost any brand growth challenge. These behavioral insights will help you increase brand penetration and product trial, elevate repeat purchases, amplify frequency, revive lapsed users, and more. This isn't just about insights; it's about transforming your role into a brand growth catalyst.



# Insight #1: Identify and Understanding Your Customer's Goals to Increase Brand Penetration and New Product Trial:

The first critical insight involves peering into the minds of your customers to uncover their goals. What drives them to try a new product or engage with your brand? By unraveling their functional and aspirational goals, you can strategically capture and maintain attention on your messaging and increase brand penetration and product trial. This insight isn't just about understanding their needs or their "job to be done." It's also identifying what they aspire to achieve and making your brand an enabler along their journey from being where they are today - to becoming their best self.

Our goals heavily influence our minds, as they help us focus on thoughts, decisions, and actions in everyday life. If you want breakthrough marketing that grabs and maintains customer attention so that customers will buy your product, you need to identify their goals.



**Market researchers should identify three types of goals for each of their customers: Functional, Higher-order, and Aspirational.**

- **Functional Goals** are important "jobs" your customers ask you to solve. These often arise when customers give feedback on the key features they want you to build into your product or solution.
- **Higher-order Goals** are the collective "why" they want you to build these key features, or functional goals, in the first place. These are often expressed as the unmet needs they hope you will solve. Higher-order goals are often used to build new products and marketing campaigns.
- **Aspirational Goals** help people envision "the ideal person" they can become if all of their higher-order goals are fully met. These are often expressed as emotional benefits and aspirational in nature. Iconic brands position themselves as being able to help their customers reach their aspirational goals for that specific category.



Take the case of Nike, a brand that masterfully leverages this insight. This ad features arguably the most decorated athlete in history, the great gymnast Simone Biles. Instead of simply showing her holding up gym sweats and listing the technical features of any number of products, Nike taps into the aspirational goals of amateur athletes and everyday sports enthusiasts - the desire to be known as the best in our chosen sport or athletic hobby. This is why they show Simone mid-air executing what looks like a perfect 10 vault to win gold in yet another Olympic event.

Can we win a gold medal and be recognized as the world's best in our sport? Absolutely not, and we rationally know this. However, do many of us subconsciously wish we could be recognized as the best shooter in our community basketball league? Yes, indeed! And Nike knows this, too.

So they show you "greatness in action" and hope that seeing Simone Biles reach her aspirational goals will inspire you to do the same, and Nike has just the piece of equipment you need to "Just Do It". This is why they show Simone mid-air executing what looks like a perfect-10 to win gold in yet another Olympic event.

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**Their iconic "Just Do It" branding aligns with these aspirations, inspiring loyal buyers to achieve things that seemed unattainable. This approach doesn't just sell water bottles; it sells the promise of attaining greatness, which extends to hundreds of Nike products across categories.**

The key takeaway here is that to drive trial and penetration, marketers need to understand and speak to their target audience's aspirational and functional goals. By weaving these insights into their communications, brands can capture and maintain attention, reinforcing the belief that their product will help consumers reach their desired future state. It's not just about conveying product features; it's about aligning with the consumer's aspirations to truly resonate.

This approach can transform marketing strategy, especially when launching innovations or driving growth. By focusing on the consumer's inner motivations and aspirations, brands can create compelling narratives that go beyond the superficial and tap into the deep-seated desires of their audience. This not only grabs attention but also influences behavior, leading to increased brand engagement and, ultimately, sales.



## Insight #2: Discovering the Motivators That Drive Repeat Purchases and Bring Back Lapsed Users:

When reviving a brand's appeal, especially for increasing repeat purchases or re-engaging lapsed users, delving into motivational psychology is a game-changer. Understanding which of the nine core motivations drive consumers to engage with a brand is pivotal in crafting a compelling re-engagement strategy. These human motivations serve as the emotional fuel that reignites the connection between consumers and brands, fostering repeat frequency and brand loyalty.

It's essential to recognize that only nine distinct human motivations lead to nine specific desires. Whether it's the desire for success, freedom, acceptance, mastery, control, captivation, admiration, care, or safety, everyone is driven by one or more of these motivations. A tailored re-engagement approach can be developed by deciphering which of these desires are most relevant to your brand's audience to bring lapsed users back into the fold.

Modelo's 2023 football campaign perfectly illustrates this concept in action. Following the significant share losses that Bud Light experienced in the summer of 2023, Modelo saw an opportunity to "reengage" their lost customers back into the Modelo brand by creating an advertising campaign connected with the belonging motivation to kick-off football season.



Instead of merely creating ads about football, they leverage the motivational desire for affiliation or belonging, tapping into consumers' longing to be associated with a famous and widely embraced brand. By showcasing a stadium full of people holding Modelo beer, they establish an aspirational affiliation to belong with other similar fans, enticing new users and rekindling the relationship with past consumers.



Understanding and leveraging these core human motivations can work wonders in rejuvenating brand appeal, increasing repeat purchases, and re-engaging lapsed users. By aligning brand strategies with these motivations, marketers can effectively reignite consumer engagement and foster lasting brand loyalty. Marketers who understand and apply these principles can address the challenges of brand re-engagement with innovation and success.

### **Insight #3: Decoding Customer Regulatory Approach to Increase Trips, Build Baskets and Enhance Value Perceptions:**

Understanding shopping decisions from a Regulatory Approach standpoint is a strategic game-changer when seeking to increase shopping trips, build basket rings, and navigate price increases. By identifying whether customers are “optimistic” or “cautious” when making category decisions, brands can strategically frame their benefits and features to fit their customers’ natural inclinations, reducing resistance and heightened engagement.

Optimistic framing caters to customers seeking more positivity and good in their lives, while cautious framing appeals to those aiming to mitigate negativity and bad outcomes. Understanding which approach resonates best with customers facilitates the communication of product features in a way that feels intuitive and natural, minimizing resistance to price adjustments and facilitating a smoother purchase decision-making process.



## The Four Behavioral Science Insights Needed to Solve Any Brand Challenge



An exemplary illustration of this regulatory approach can be seen in the campaign by McGuigan, a wine brand based in Australia. Instead of following the conventional advertising tropes emphasizing picturesque vineyards and accolades, McGuigan's campaign tackled the hesitations of novice wine drinkers head-on. Recognizing the prevalent fear of bringing a subpar wine to a party, McGuigan positioned its wines as the antidote to this anxiety, promising an easy solution to avoid potentially harmful experiences.

This approach resonated significantly with new wine buyers, alleviating the decision-making stress associated with choosing the right wine and driving increased store visits and purchases.

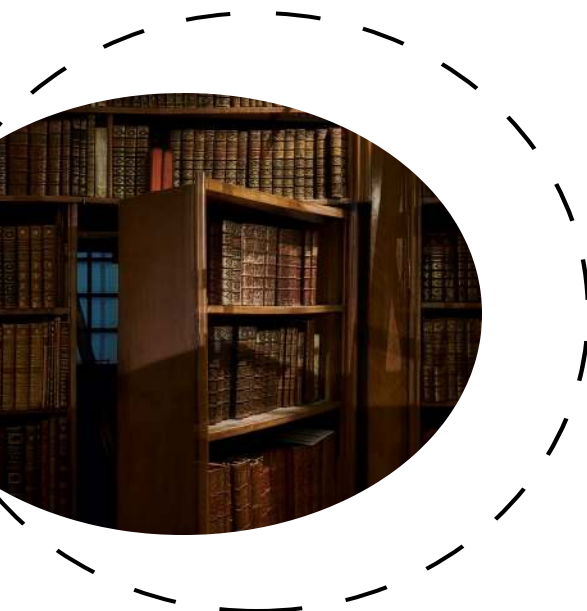
By intelligently leveraging their customers' natural approach to decisions in marketing, brands can effectively minimize purchase doubt, increase basket ring, and elevate perceived value because the purchase seems natural. Understanding and aligning with customers' natural inclinations and framing your benefits accordingly leads to more seamless and persuasive messaging, ultimately fostering customer satisfaction and increased spending.



## Insight #4: Harnessing Cognitive Heuristics to Drive Impulsive Purchases:

The final insight takes you deep into the field of Behavioral Economics and the study of cognitive heuristics – those subconscious mental shortcuts we all take when making decisions. By tapping into these psychological tendencies, you can ignite a spark of impulsivity in your customers. This translates to more items per purchase, driving up the average transaction value.

Cognitive heuristics, also known as "triggers", are ingrained in human decision-making processes, enabling shoppers to make quick and efficient choices. Marketers can leverage these triggers to drive impulse purchases and influence consumer behaviors. From the scarcity effect to social proof, cognitive heuristics offer a range of powerful tools to trigger impulsivity and increase the average basket size in your favor.

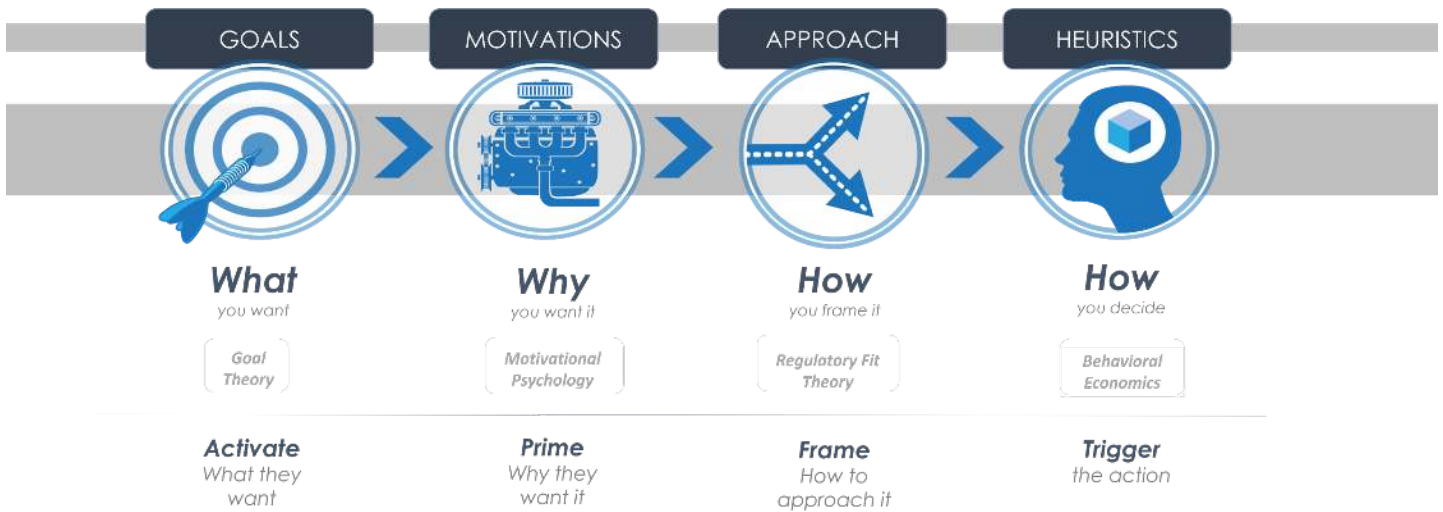




Booking.com is a prime example of harnessing cognitive heuristics to spur impulsive purchases and enhance their site's appeal. Their strategic use of social proof, as evident in the assertion of being the "Planet Earth's number one accommodation site," creates a sense of widespread popularity and instills trust in potential users. Moreover, the deliberate deployment of the scarcity effect, prominently displaying the limited availability of rooms, creates a sense of urgency, prompting consumers to expedite their decision-making process in fear of missing out.

Understanding the nuances of cognitive heuristics and how they can be employed to create impulse purchases and drive basket growth is a powerful asset for marketers aiming to achieve short-term sales growth. By strategically weaving these psychological triggers into their marketing strategies, brands can effectively stimulate impulsive buying behavior and enhance the value of each purchase.

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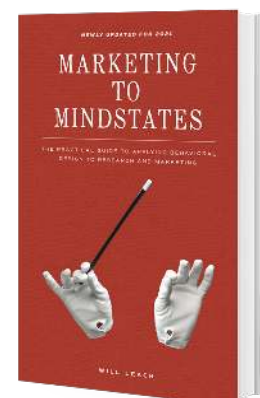
## Transforming Insights into Action:

As marketing research professionals, you're uniquely poised to shape the future of your brand's growth. By embracing behavioral research and weaving these four insights into your research studies, you'll have what you need to drive brand penetration, repeat purchases, and almost any other growth challenge.

The Mindstate Behavioral Model is the secret weapon for market researchers seeking more precise and nuanced insights into customer behavior. This model allows researchers to delve deeper into the complexities of consumer decision-making by analyzing a broader range of factors that shape behaviors. And since the model was created by a market research professional in the "real world," it is easy to explain and even more straightforward to brands to apply in marketing, innovation and CX.

Most importantly, each "mindstate" has specific strategic and tactical guidelines that can be followed to tailor brand marketing and innovations so that they subconsciously align with your customer's preferences to help your brands grow.

**Net: These insights are very actionable.**



# Ready to Connect?

At Mindstate Group, we use behavioral science-based market research to uncover new, smart, actionable insights to grow brands and increase your organizational influence and impact.

To discuss how behavioral science research can be used to grow your brand, visit <https://mindstategroup.com> to schedule a discovery call or access our free resources.

