

UNLOCKING LONG-TERM BRAND GROWTH THROUGH BEHAVIORAL INSIGHTS

Is Your Marketing Missing the Mark? Let's Fix That.

Let's face it: if you're relying solely on traditional marketing research to fuel long-term brand growth, you might be fighting an uphill battle. And I'm not saying that because I hold some secret formula for your brand's success—I don't need to know your strategy.

What I do know is this: I'm deeply fascinated by human behavior, especially that subtle art of subconscious decision-making. In a world overflowing with choices, cluttered with the noise of 4,000 marketing messages a day, the odds are stacked against you. Your marketing is competing not just for attention, but for a place in the hearts and minds of consumers who are filtering out 90% of ads without a second thought.

So, how do you break through that clutter?

That's the magic of behavioral science-based market research.



A close-up shot of a person's hands holding a complex, multi-colored geometric puzzle cube. The cube is composed of many small, irregularly shaped pieces in various colors including yellow, green, blue, and red. The background is a blurred crowd of people, suggesting a social or public event. The lighting is warm and soft, creating a bokeh effect with the background figures.

Here are four game-changing rules to help you
unearth insights that fuel long-term brand growth.

RULE #1: DECODE THE DECISION-MAKING PROCESS

People don't buy things without a psychological reason—so what motivates your audience to make a purchase? Start with their functional goals (what they *want*), then tap into their higher-order goals (the feelings they strive for), and don't forget their aspirational goals (the person they wish to become with your brand). What is the transformation they're after?

Next, dive deeper into their core motivations—whether it's belonging, freedom, status, or success. Are they cautious, looking to minimize failure, or optimistic, eager to seize opportunities? Finally, identify the shortcuts they take in their decision-making process.

Understanding these four psychological levers allows you to create messaging and products that genuinely resonate. But here's the kicker: knowing isn't enough. You've got to get them to change their habits and rituals to make your brand a go-to option. That's where understanding their immediate "hot-state triggers" comes into play. It's all about nudging them to act now.





RULE #2: USE INSIGHTS WITH INTENTION

Details matter like never before. When you harness these insights, you can craft messaging and products that tap into those psychological hot-states and encourage your customers to engage with your brand more often.

Remember how different customers approach their goals? If they're optimistic, frame your brand as innovative and cutting-edge. Use visuals that resonate—think expansive backdrops and open arms that scream possibility.

On the flip side, if your audience is cautious, your messaging should emphasize safety and reliability. Terms like “risk-free” and visuals that exude comfort and security will resonate more deeply with this crowd.

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Net takeaway: Design your marketing strategy around these insights to ignite those buying hot-states.

RULE #3: START WITH ACTION IN MIND

Keep this in your back pocket: the closer your marketing aligns with the desired behavior, the more likely people are to act. Traditional marketing often gets caught up in awareness campaigns—online, TV, print, you name it. Likewise, that's a piece of the puzzle but not the whole picture.

Here's a real-world example. I once partnered with a clothing retailer to drive credit card transactions. Instead of simply promoting the card, we focused on nudging the behavior we wanted—purchases.

We began by placing prominent stickers with the brand logo in the store windows to prime shoppers. Boom—a 2% lift in card usage. Next, we put stickers on the changing room mirrors, tapping into that hot-state moment of decision, resulting in a 3% lift. Finally, positioning stickers at the checkout? A whopping 4% lift.

Net: the most effective application of behavioral science insights happens at the point of decision.





RULE #4: EXPAND THE INFLUENCE OF BEHAVIORAL INSIGHTS

Once you get the ball rolling with behavioral insights in your marketing, don't stop there—let them permeate your entire organization. Just take a page from Wicked Crisps, a brand that built its entire identity around behavioral design, from name and logo to tagline and website.

And here's the million-dollar question: Is behavioral science relevant when brands face growth challenges? Absolutely! Every ounce of topline revenue growth boils down to shifts in customer decisions and behaviors.

So, if you face a behavioral challenge or see an opportunity, remember this—the insights you glean can propel you forward in every corner of your business.



MINDSTATE

So, what's the next step?

Don't follow the trends—
create them, powered by the
wisdom of behavioral
insights.

We use behavioral science-
based market research to
uncover new, smart, and
actionable consumer insights
that increase your
organizational impact.

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