

**USING MINDSTATE PROFILING TO
DRIVE MARKETING STRATEGY**

THE SITUATION AT PERRIGO

PLENTY OF RESEARCH ON HAND

- In-home ethnography
- Store visits / shop-alongs
- Focus groups / discussion boards
- Attitude and usage studies

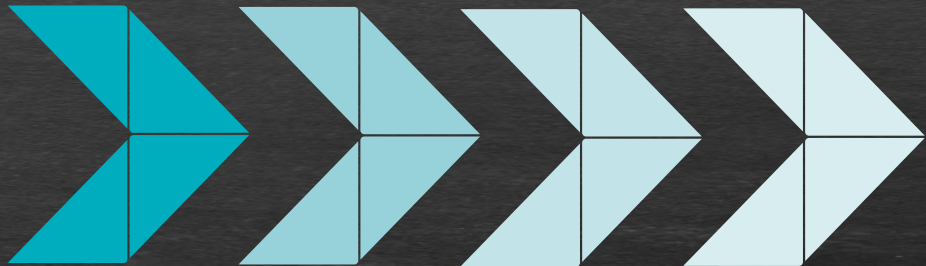
SOLID UNDERSTANDING OF ...

- ✓ Brand awareness and usage
- ✓ Product need gaps
- ✓ Consumer attitudes and perceptions
- ✓ Habits and practices

BUT STILL MISSING SOMETHING

How do we activate?





THE CASE FOR BEHAVIORAL DESIGN

20th century models are failing us



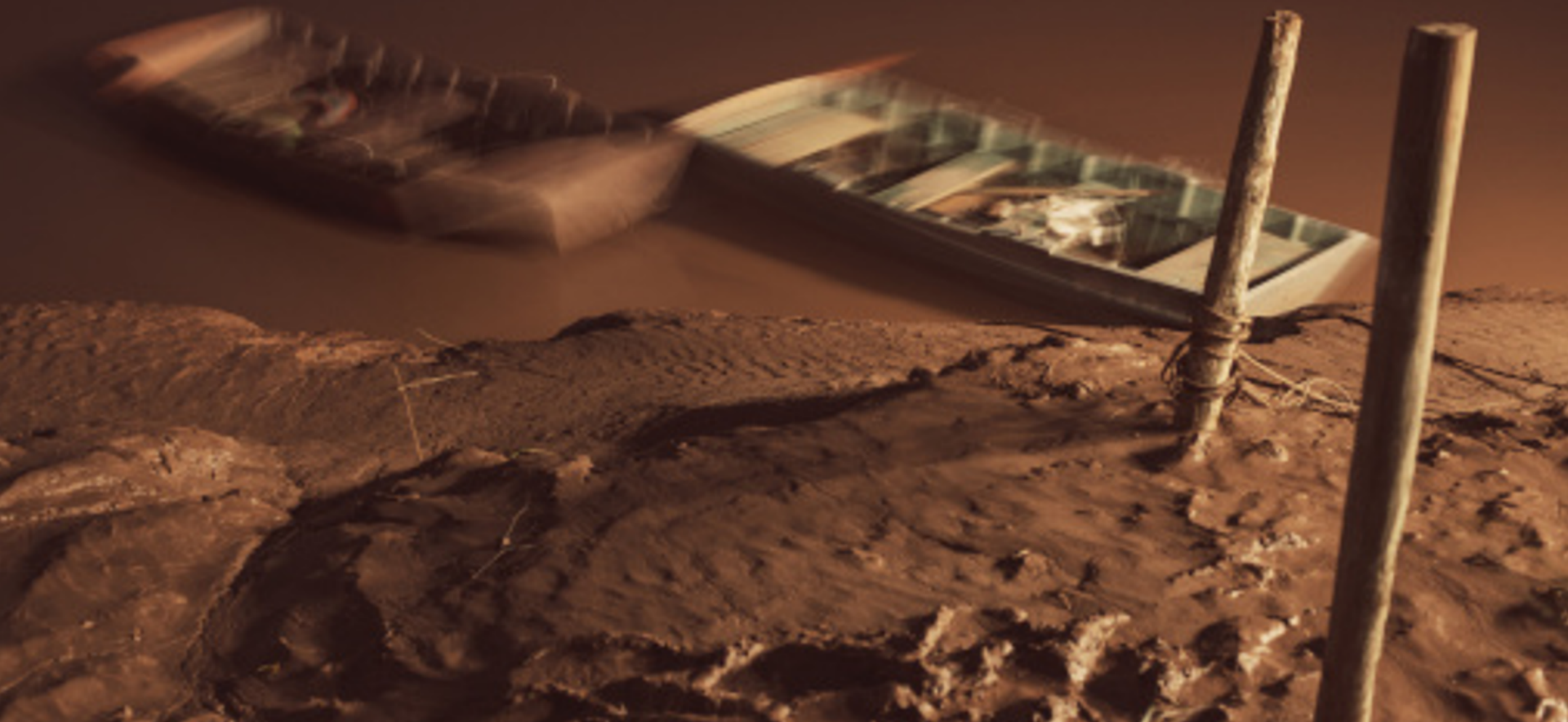
“Today a person is subjected to more new information IN A DAY than a person in the middle ages was in his ENTIRE LIFE. If you're not confused, you're not paying attention.”

— Tom Peters, *Thriving on Chaos: Handbook for a Management Revolution*

Well of accessible insight?

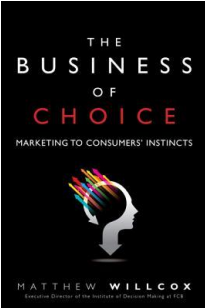
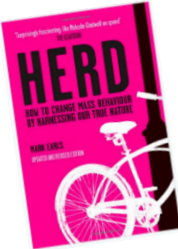
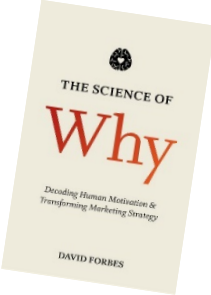
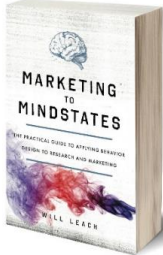
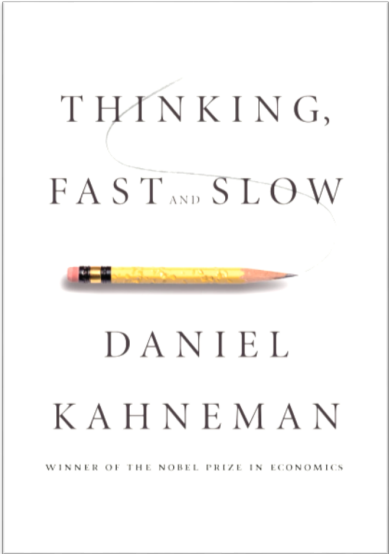


...or muddy and susceptible to change?



BEHAVIORAL ENLIGHTENMENT

IS UNDERWAY





RAPID MINDSTATE PROFILER™ (RaMP)



BEHAVIORAL CONTEXT IS KEY IN CONSUMER DECISION-MAKING

Our preferences aren't stable and we aren't always guided by consistent beliefs and rational thought



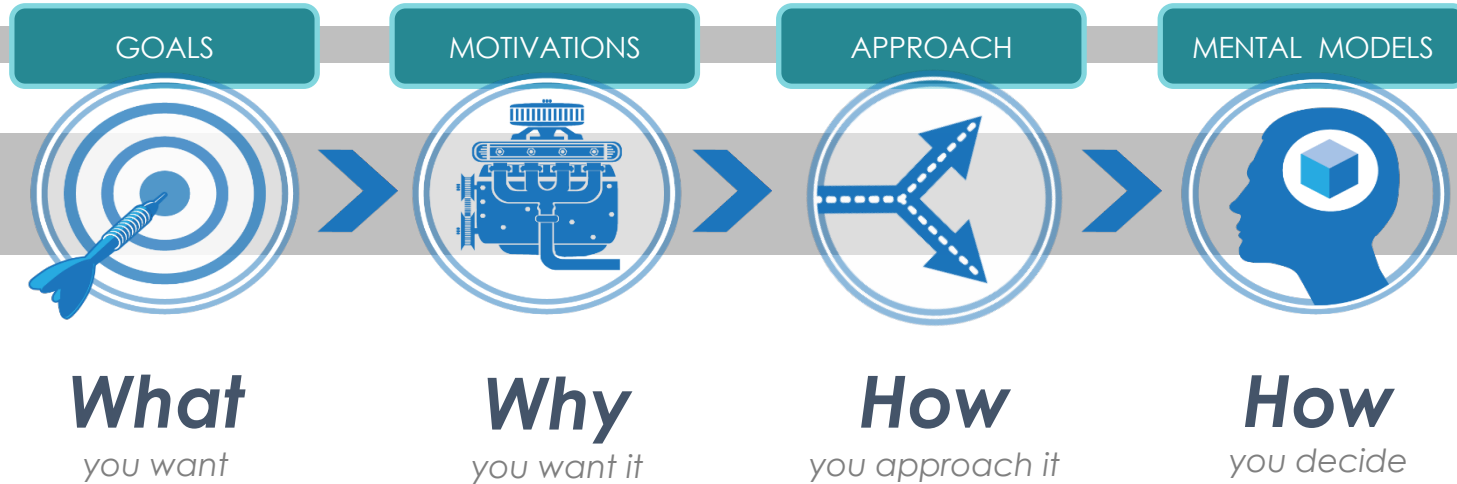
Attitudes, Beliefs & Behaviors are
influenced
in-the-moment and depend on:

where we are,
who we're with,
how we're feeling
how choice is architected

The Behavioral Context



BEHAVIORS ARE BROKEN INTO FOUR PSYCHOLOGICAL FACTORS AND ARE LEVERAGED TO DRIVE INNOVATIONS, COMMUNICATIONS AND ACTIVATIONS



MOTIVATIONS FALL PRIMARILY INTO ONE OF NINE EMOTIONAL TERRITORIES



MOTIVATIONS



ACHIEVEMENT

To feel successful, victorious, and proud by overcoming obstacles

AUTONOMY

To feel unique, independent, and distinct from others

BELONGING

To feel aligned, accepted, and connected with others

COMPETENCE

To feel capable by being qualified, prepared, and skilled in an activity

EMPOWERMENT

To feel empowered, authorized, and equipped to act

ENGAGEMENT

To feel captivated, excited, and absorbed in activities

ESTEEM

To feel approval, respected, and admired by others

NURTURANCE

To feel appreciated, loved, and taken care of by others

SECURITY

To feel secure, safe, and protected from threats

Motivation: Biological, Psychological, and Environmental. Lambert Deckers 4th Edition 2014



MOTIVATIONAL FOCUS TENDS TO REFLECT EITHER A PROMOTION OR PREVENTION STRATEGY



APPROACH

PROMOTION FOCUS

*Strategies to “Maximize Their
Chance of Success”*

Approach Behaviors

PREVENTION FOCUS

*Strategies to “Minimize Their
Chance of Failure”*

Avoidance Behaviors



GOALS

What do they want?



MOTIVATIONS

Why do they want it?



Rapid MindState Profiler™ Provides the

FRAMEWORK

REGULATORY APPROACH

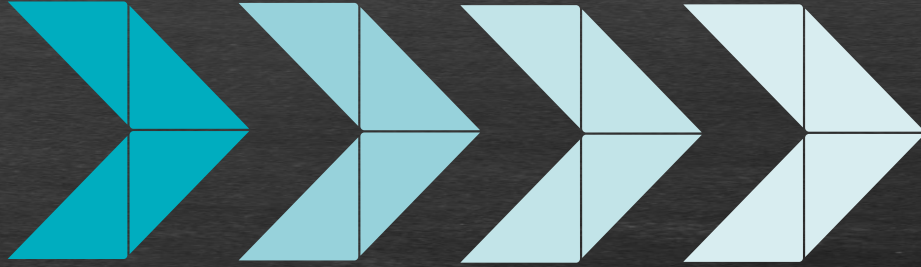
How will they approach it
psychologically?



MENTAL MODEL

What *mental shortcuts*
do they use when making
decisions?





APPLYING MINDSTATE PROFILER

Perrigo[®]

Perrigo®

**A Leading Global Over-The-Counter
Pharmaceutical Company**

Perrigo is the world's largest manufacturer
of OTC healthcare products

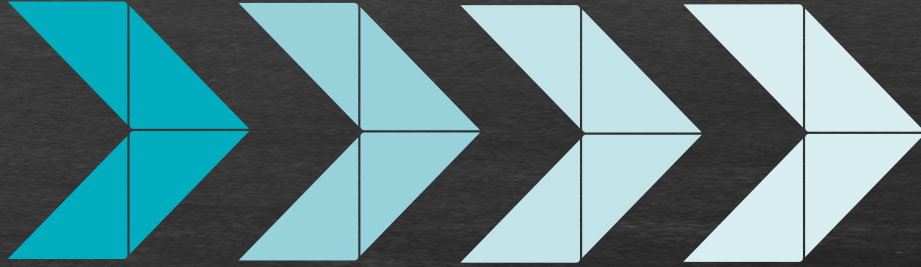


BUSINESS SITUATION

Problems in the Pet Behavior category:

- ✓ Lots of brand fragmentation / unproven products
- ✓ Retailers are looking for a partner to lead the category
- ✓ Category/packaging messaging confusing to consumers
- ✓ Identifying the core motivation that drives product selection





WHAT WE LEARNED

Perrigo[®]



Higher Order Goal: Because I love my pet, I want to be the best pet parent I can be

THE NEED FOR SECURITY IS THE DOMINANT EMOTIONAL MOTIVATION

*Security – to feel secure, safe and protected
from threats*



Regulatory approach is overwhelmingly promotion focused –
OPTIMISTIC ORIENTATION



Regulatory Approach

Optimistic Orientation vs. Cautious Orientation



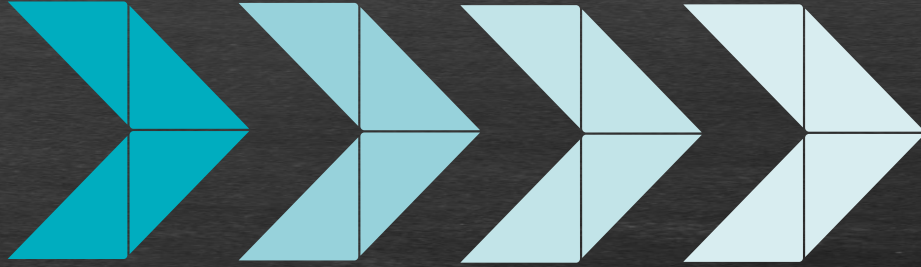
MINDSTATE PROFILE: OPTIMISTIC SECURITY



Regulatory Approach:
Promotion
(Optimistic)

Key Emotional
Motivation:
Security





**BEHAVIORAL ACTION BRIEF:
OPTIMISTIC SECURITY MINDSTATE**

Behavioral Activation Brief: **Optimistic Security MindState**



OPTIMISTIC SECURITY MINDSTATE

BEHAVIORAL STRATEGY & TACTICS for the **OPTIMISTIC SECURITY MINDSTATE**

MIN

Use this to develop a moment of decision

Driven to
In this mind state, you are driven to achieve good balance.

Desire to
Having strong, precise, and cautious preparation.

Value the
goal. In this mind state, you value the overall experience.

Believe in
way to reach the goal. In this mind state, you believe in the transparency of the process.

Behave in
that they are safe.

Prefer to
safe outcomes.

BEHAVIORAL STRATEGY & TACTICS for the **OPTIMISTIC SECURITY MINDSTATE**

FEEL

Use these to increase emotional arousal

Desire

1. C
2. C
3. T
4. P
5. C
6. S
7. S

BEHAVIORAL STRATEGY & TACTICS for the **OPTIMISTIC SECURITY MINDSTATE**

C

Use this to

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BEHAVIORAL STRATEGY & TACTICS for the **OPTIMISTIC SECURITY MINDSTATE**

CONTENT TACTICS

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



- Highlight the **confidence** behind possible success vs. the **insecurity** of possible failure.
- Emphasize **why** your solution protects (e.g. we have the most experience) vs. specifically **how** it protects.
- Accentuate the **feelings of certainty** they will experience while preparing/using your solution vs. **reasons** that it protects.
- Provide **concrete steps on how it can prepare** them to succeed vs. **abstract examples**.
- Emphasize **process and structure** used when designing your products.
- First, highlight **the entire** solution/overall benefit it provides and then how **specific features benefit/prepare** them.
- Show **independence** of the customer and how the solution **contributes to his/her preparation for success**.
- Show **cheerful, certain** expressions, particularly when overcoming a barrier to success.
- Use **slower, controlled** gestures, slower speeds/tempo, slightly opened postures, straight back with chin up.
- Pose model to face away from the camera which makes the reader/audience a **witness to the Preparation needed to ultimately reach their goal**.
- Utilize **abstract, slightly unfocused** backgrounds with broader visuals of the product and moment that security is realized.



INFLUENCE ON BRAND POSITIONING

**GOOD
BEHAVIOR**

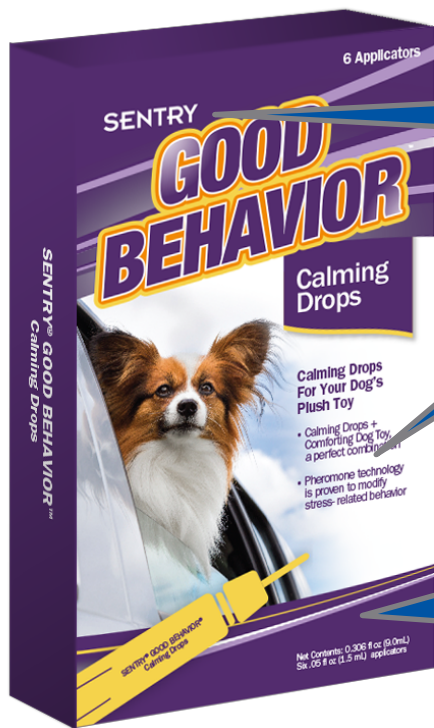
SENTRY

1. Science driven – How it works
2. Quality of ingredients
3. Harsh/bold brand tone
4. Fast-follow strategy

1. Connect on care and concern for pets
– happy less stressful lives
2. Enable Good Pet Parenting
3. Emphasize Security in the brand
4. Optimistic brand tone
5. Instill confidence that products work



ACTIVATION EXAMPLE: PACKAGING DIRECTION



Sentry brand downplayed

How it works

Dark Purple does not suggest security or optimism

Sentry brand prominent

Happy optimistic pet; accentuates feelings

Safety and efficacy messaging

That it works



Open background = optimism and security

Re-assurance that it's working





“This was the most detailed market and consumer data we have ever received on a project.”

“Coming up with concepts was made easy with the consumer behavioral research.”

SENTRY®



THANK

»»»» YOU ««««

for entertaining a different perspective.

John Rindone
Will Leach
Cobey TenBensel

