

What We Are Going to Discuss?

- Science, Economics, Best Practices
- WHY...because they can help us understand and predict human:
 - Behavior
 - Preferences
 - Attitudes
 - Reactions...because at the core we are in the business of influencing, changing and affecting human behavior
- How best to understand the power of the above
 - Draw parallels
- To what end...to have happy customers and make more money



But First, a Little Story

"Storytelling is among the oldest forms of communication. Storytelling is the commonality of all human beings, in all places, in all times."

[Rives Collins](#)
([The Power of Story: Teaching Through Storytelling](#))





**IT IS NO LONGER ABOUT
"THINKING OUTSIDE OUR BOX"**

It is about seeing what other people have inside their boxes.

Other Peoples' "Boxes"

- Billions of dollars spent on research and testing
- Understanding people from multiple vantage points and perspectives



Just A Little Review



- We're not scientists
- We're not economists
- We're not psychologists or therapists



Science

Behavioral Science, Social Science and
"New Wave" Sciences

It is all about using
established and new science
together in innovative ways
to draw new conclusions



Behavioral Science

The systematic analysis and investigation of **human behavior through controlled** and naturalistic experimental observations and rigorous formulations.



Social Science



Science of society, social institutions, and social relationships... the study of collective behavior of organized human groups



"New Wave" Science

- Behavioral Economics
- Neuroeconomics
- Neuromarketing
- Attention and Perception Economics

– And understanding the role emotion plays in all the above



Emotional Understanding

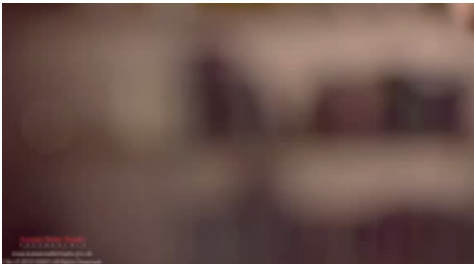
“When dealing with people, remember you are not dealing with creatures of logic, but creatures of emotions.”

–Dale Carnegie

Emotional Triggers: events that cause a reaction...and science has shown that emotion often beats out reason.



Emotional Effectiveness



Proven Triggers

Emotior
encode



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IF EMOTION OFTEN WINS OUT...

How should this change the way we do signage?

Emotionally Intelligent Signage

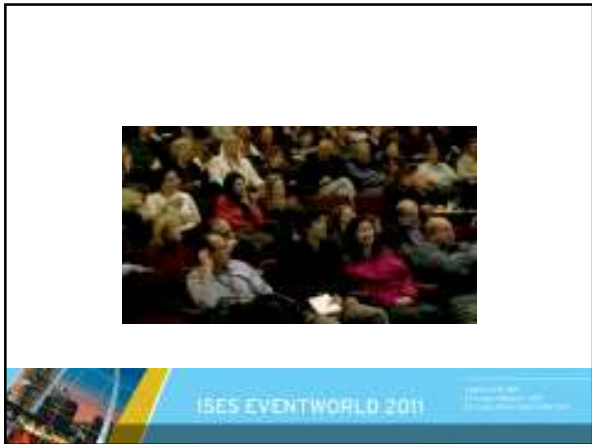


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IF EMOTION OFTEN WINS OUT...

What does that mean in regards to our pricing strategies?



Behavior Economics

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From Dan Ariely Experiment

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On Emotion?

On Emotion – is creating the right
emotional trigger for response at the
right time and in the right way

Campaigns that leverage emotional connections are
Proven to:

- Reduce Price sensitivity
- Create better brand differentiation
- Change preconceived ideas or ideals



“New Wave” Economics



- Attention Economy
- Perception Economics
- The Power of Scarcity



Attention Economics

- Historical look at gaining attention
 - Buy it – Advertising
 - Beg for it – PR and Medial relations
 - Bug people for it – Sales

NOW YOU MUST EARN IT!

*Information consumes attention...
so a wealth of information creates a poverty of attention!*



Combating Attention Scarcity



- Focus on their Attention not your Intention
- Understand that automation leads to disengagement
- Harness the power of human interaction

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Perception Economics



- Value vs. Time
- Power of perception

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Scarcity and Loss

- Understanding the effect of scarcity
 - Groupon, Daily Deal, Home Shopping Network
- Acknowledging loss aversion
 - Free trials

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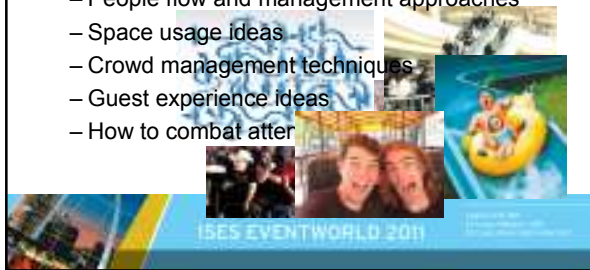
Whose Boxes Should We Explore?

- Retail Industry
- Amusement Park Industry
- Restaurant
- Sports



Parallel Thinking

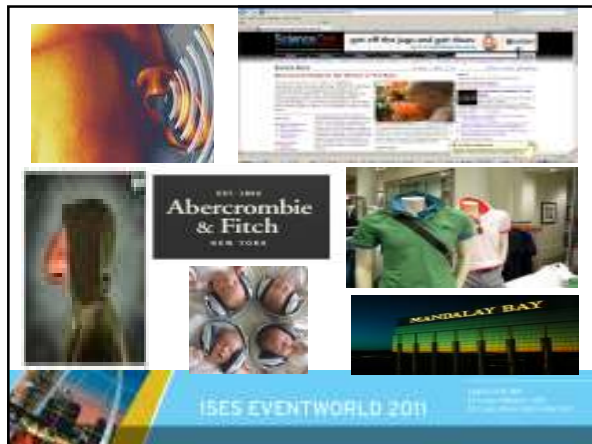
- What can we learn from these other boxes?
 - People flow and management approaches
 - Space usage ideas
 - Crowd management techniques
 - Guest experience ideas
 - How to combat after



Retail Lessons

- Decompression Zone
- Dwell time
- Downshift Time
- Recognizing emotional power
- Walk the way we drive
- Sensory Design





Restaurant / Food Services

- Menu Architecture
- Color Usage – Fast Food vs. Fine dining
- Furniture – Bars vs. restaurant
- Seating





American Airlines Seating Arrangements
San Francisco International Airport



Amusement Park Hints

- Use of emotions
- Looking for a center





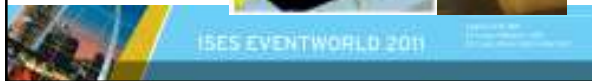
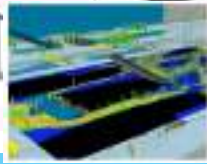
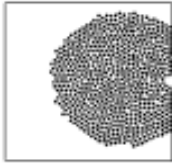
Amusement Park Hints

- Use of emotions
- Looking for a center
- Invariant Right
- Capacity or Size –
don't build a church for Easter Sunday



Sporting and Outdoor Events

- Boundaries
- Crowd Management

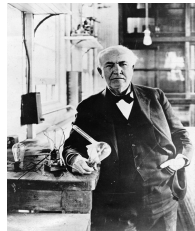


In Closing...

- Understand that science is paramount to our success
- Do not discount any of the “new” sciences...they are here to stay and can help us
- Respect emotion as a key driver in our brain
- Remember that perception is stronger than reality

Look for parallels to our industry
EVERYWHERE





“Opportunity is missed by most people because it is dressed in overalls and looks like work.”

– Thomas Alva Edison





Resources

- www.psychologytoday.com
- www.neurosciencemarketing.com/blog/
- <http://danariely.com/>
- http://www.uxmatters.com/authors/archives/2010/11/colleen_roller.php
- <http://chipconley.com/musings/>
