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Addressing the major  
behavioural challenges  
of our time

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The 2nd World  
Non-Profit & Social  
Marketing Conference

11-12 April 2011 Citywest Hotel, Dublin, Ireland



# Why understanding lifestyles tells us almost nothing about how to change behaviours

Nick Pecorelli  
Associate Director, The Campaign Company

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**Could these two women be motivated by the same things?**



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**Why did this woman buy this car?**

**The environment?  
Cameron Diaz has one?  
Fuel economy?**





## Why are these two behaving like this?



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## What are values and how do we understand them?

- “trans-situational goals we set for ourselves” (Shalom Schwartz)
- Values > Emotions > Attitudes > Behaviours
- Shalom Schwartz, Ronald Inglehart
- The British Values Survey, began 38 years ago, and every few years asks 8,000 people 1,000 questions

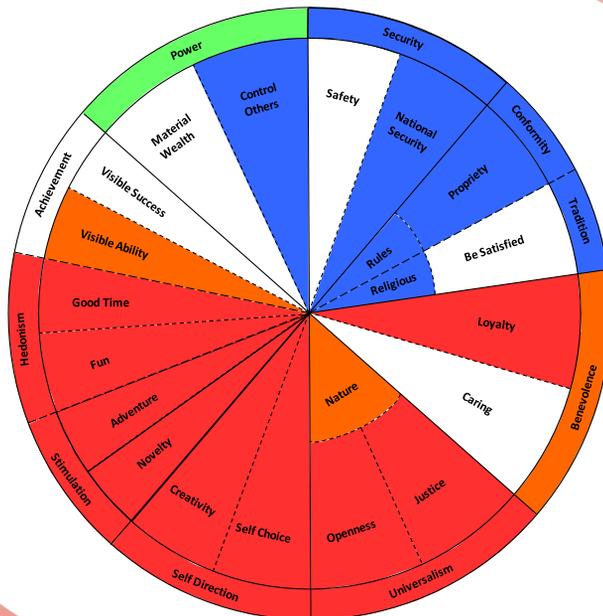
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## By asking 10 questions we can find out the likely answers to 1,000

- I'm a gambler at heart
- The tried and tested way is the best
- I tend to go along with what other people want
- I enjoy the feeling of walking around with no clothes on

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## The fundamental drivers

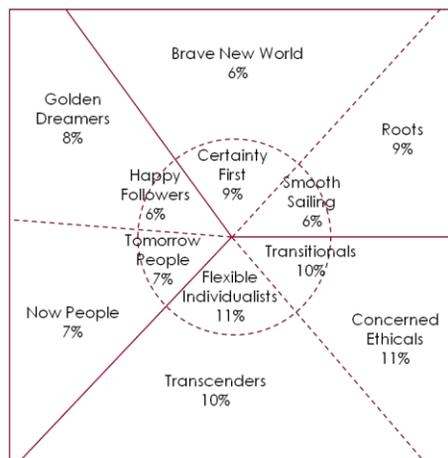
- **Inner Directed:** aesthetic, cognitive, self-actualisation
- **Outer Directed:** esteem of others, self esteem
- **Sustenance Driven:** core needs, safety, belonging

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## The values space

Outer Directed



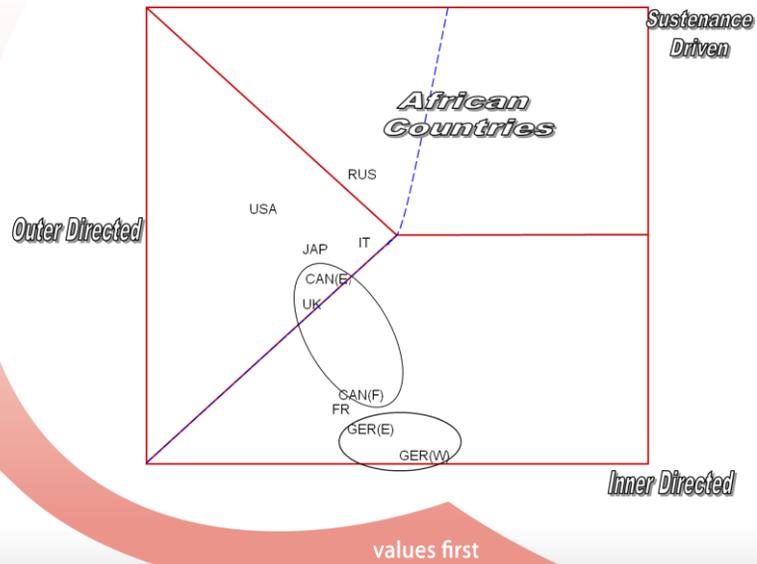
Sustenance Driven

Inner Directed

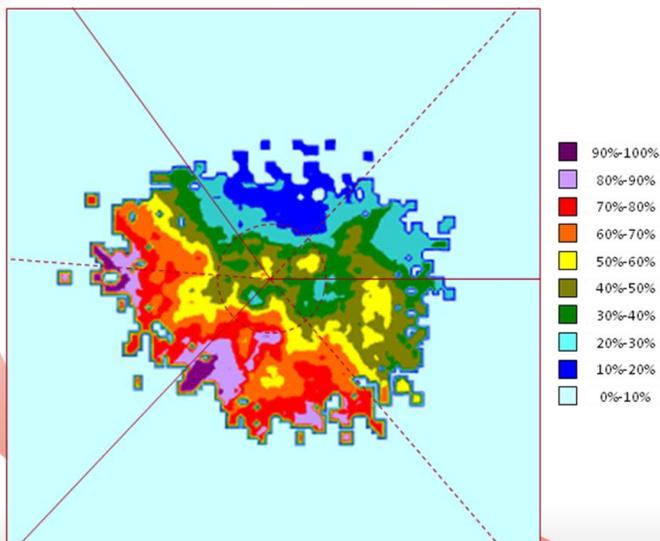
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## Global values



## Self efficacy – the belief that you will achieve your goals

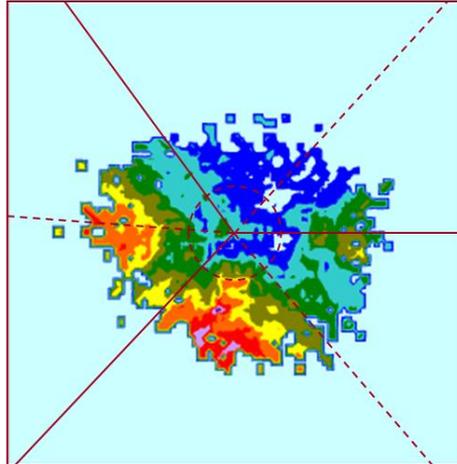




# The world is getting more complex and exciting

Observed response rate = Key rate + Scale Factor

- 90%-100%
- 80%-90%
- 70%-80%
- 60%-70%
- 50%-60%
- 40%-50%
- 30%-40%
- 20%-30%
- 10%-20%
- 0%-10%



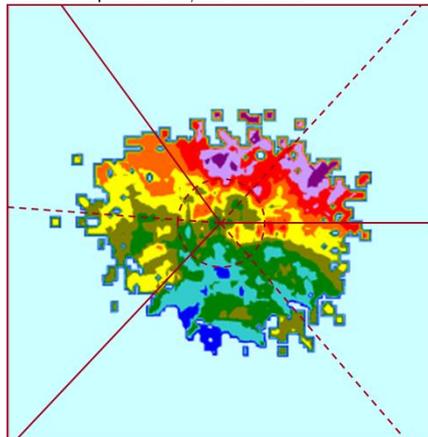
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# The world is getting more complex and confusing

Observed response rate = Key rate + Scale Factor

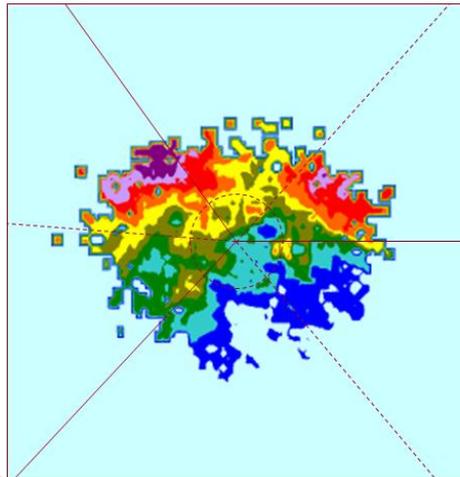
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## I no longer feel safe living in this area

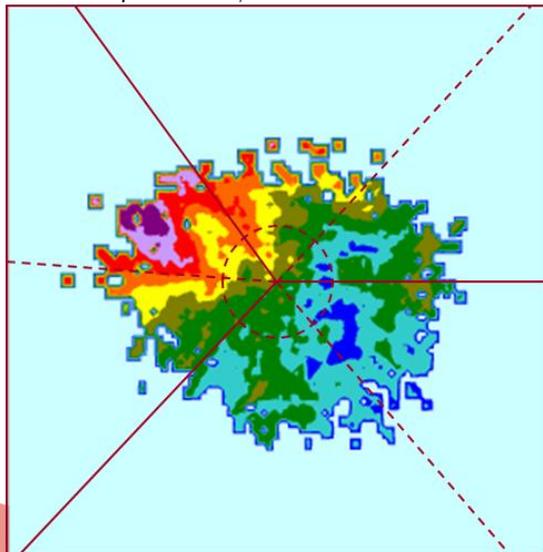
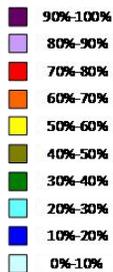


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## In order to get along with people you have to say things that they like

Observed response rate = Key rate + Scale Factor

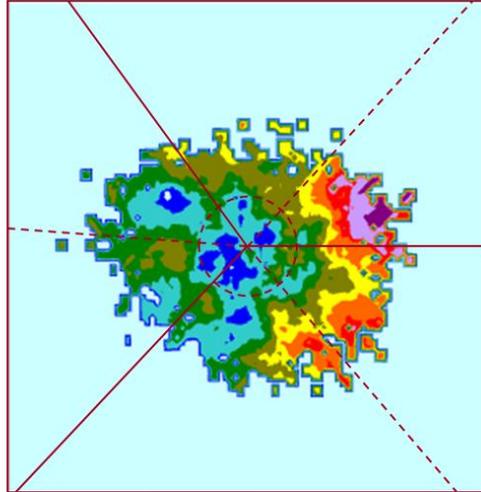




## People who feel that few products live up to the claims of advertisers

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- 10%-20%
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*The Campaign Company will sell you your dream at a price you can afford*



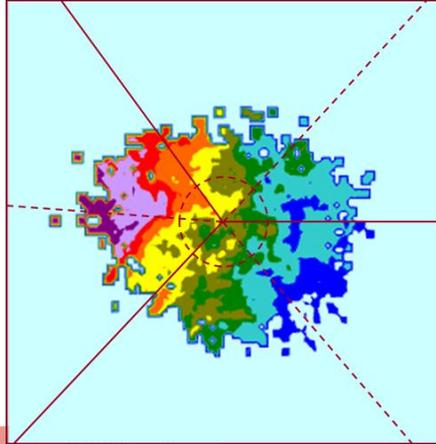
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## At work titles and grades are important so you know how well you are doing

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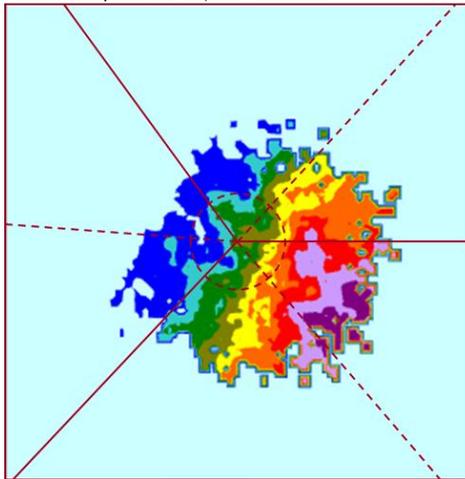
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## People who don't worry what others think of them

Observed response rate = Key rate + Scale Factor

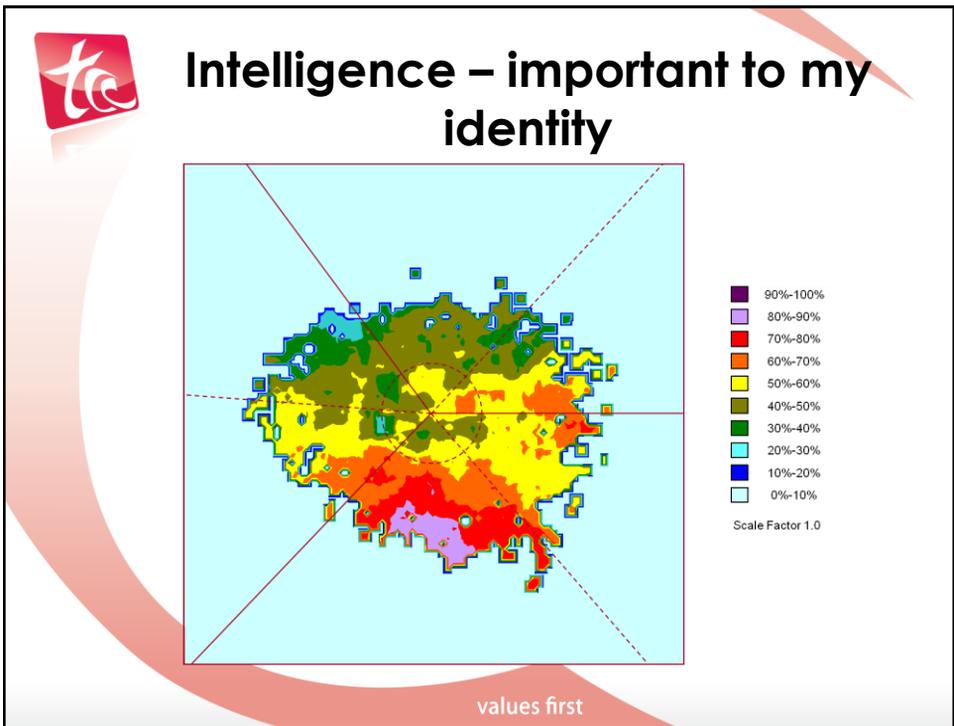
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	<b>Messenger</b>	We are heavily influenced by who communicates the information	<b>Sustenance Driven</b> audiences are far more likely to trust local people who are seen as like them and prefer face to face contact
	<b>Incentives</b>	Our responses to incentives are shaped by predictable mental shortcuts such as strongly avoiding losses	<b>Outer Directed</b> audiences are more likely to respond to incentives that associate with status and trend and <b>Inner Directed</b> audiences are the least likely to respond to financial incentives
	<b>Norms</b>	We are strongly influenced by what others do	<b>Outer Directed</b> audiences are the most likely to follow social norms
	<b>Salience</b>	Our attention is drawn to what is novel and seems relevant to us	<b>Sustenance Driven</b> audiences often feel uncomfortable with the novel and want the safe and predictable

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# Thank you

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