



Nudge 101

Applying behavioural science to your campaigns

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MORE THAN A MILLION COPIES SOLD

‘Hot stuff’

SUNDAY TIMES

‘Hugely influential’

GUARDIAN

nudge

Improving decisions
about health,
wealth and happiness

RICHARD H. THALER
& CASS R. SUNSTEIN



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STRATEGIC COMMUNICATIONS
WITH A BEHAVIOURAL APPROACH

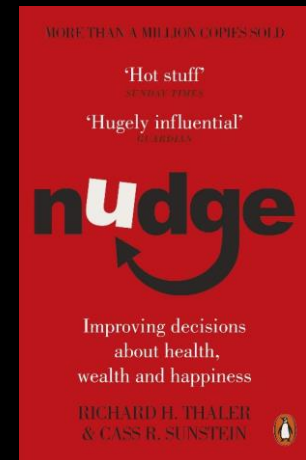
What is a nudge?

Opening the door to creating **alternative, creative options** which can be **more effective**.

Nudge approaches **avoid closing down choices**.
Creating an environment where we can guide or encourage audience behaviour but **without mandating, forcing or instructing**.

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Three strands of research

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1. **Experimental psychology:** implications for design and pricing
2. **Social psychology:** how others influence our actions and choices
3. **Cognitive psychology:** internal thought processes and mental shortcuts that we use everyday

Why nudge?

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Achieve better outcomes

At lower cost

With greater respect for personal choice

*“Do we stumble
blindly or do we seek
to understand these
influences and
choices?”*

David Halpern,
Chief Executive
Behavioural Insights Team





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Our automatic brain vs our reflective brain



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When do we need a nudge?

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We live in a complex world!

Do we really have the time to think about every decision?

How do we cope?

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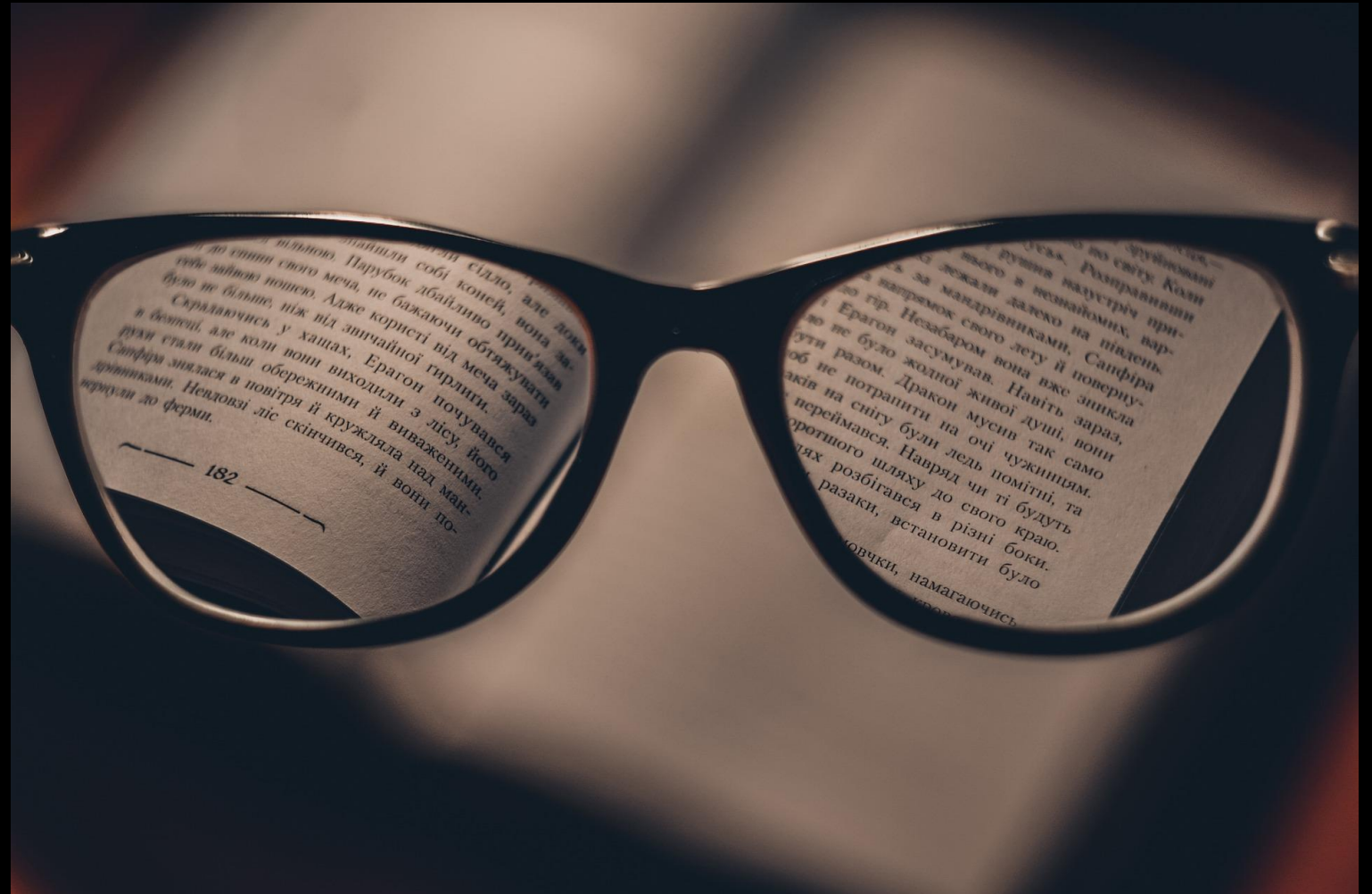
We take mental shortcuts and develop rules of thumb.

These are known as **HEURISTICS**.

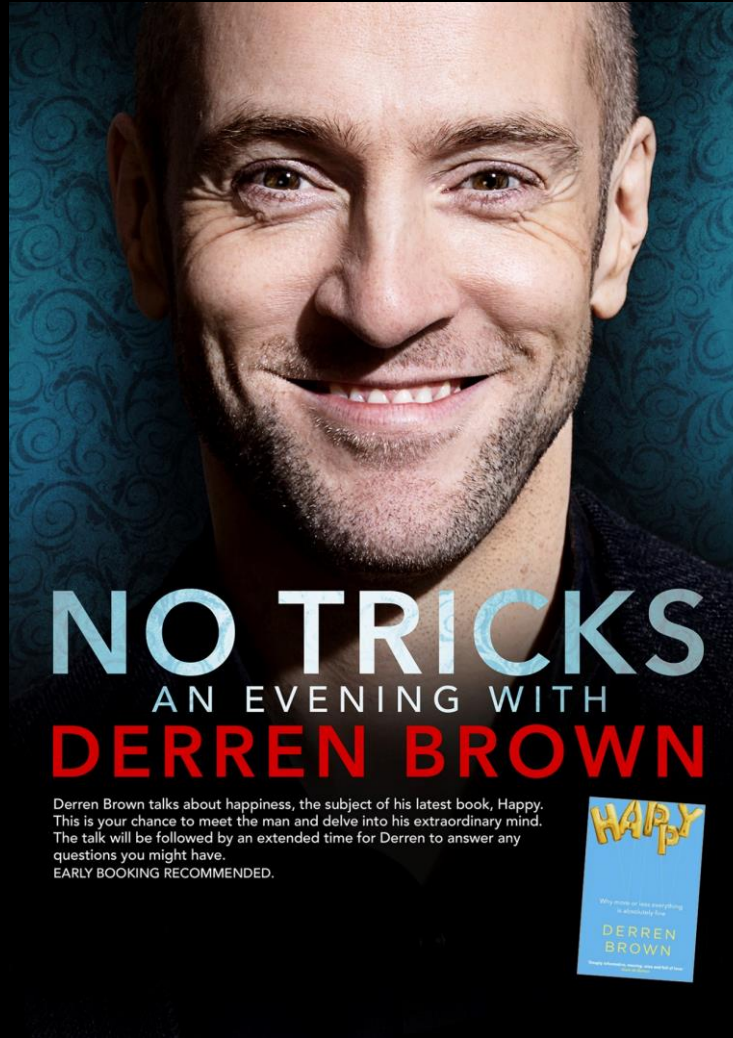
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Framing

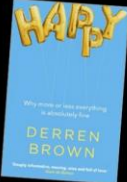


Priming



NO TRICKS
AN EVENING WITH
DERREN BROWN

Derren Brown talks about happiness, the subject of his latest book, Happy. This is your chance to meet the man and delve into his extraordinary mind. The talk will be followed by an extended time for Derren to answer any questions you might have.
EARLY BOOKING RECOMMENDED.



Why would we have ever thought
it was possible?
DERREN BROWN

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So, what does this mean?

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An understanding of human behaviour – including the mental shortcuts we all take and the cognitive biases these create – helps strategic communicators develop **smarter choice architecture**.

iNcentives

Understanding defaults

Defaults

Give feedback

Expect error

Structure complex choices

How can nudge theory be used in communications?

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to **start** or **adopt** a new behaviour

to **stop** a damaging behaviour

to **prevent the adoption** of a negative or harmful behaviour

to **change** or **modify** an existing behaviour

Campaign planning

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The OASIS framework

Objective setting



Example: Cutting childhood obesity

Policy objective

Halve the number of obese children by 2030

Policy objectives may be broad in scope with a long-term timeframe for implementation, as in this example.

Interventions to support delivery

There will usually be a number of interventions put in place to support the successful delivery of a policy. Each intervention will aim to change one or more specified behaviours and by doing so to contribute to the overall success of the policy objective. Communication activities will form part of the delivery plan for some or all of the interventions.

In this example, they might include:

- increased regulation of the food and drink industry;
- changes to advertising regulations to prevent harmful foods being advertised to children; and
- getting children to exercise more.

Audience insights

Specify behaviours for each intervention

Taking each intervention, specific behaviours can be identified. For getting children to exercise more this could be:

Get primary school children to exercise for 20 minutes per day as part of their school day.

This behaviour is clear and specific and links to the intervention.



Capability



Opportunity



Motivation



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Capability

Capability	How barriers might be addressed
Do they understand the issue?	Tell them why it matters to them now and in the future in ways that resonate with them and those who influence them – teachers and parents
Are they physically fit enough to do it?	Ensure that different activities are available for different levels
Are they able to understand what they should do?	Provide clear directions on what they're expected to do

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Opportunity

Opportunity	How barriers might be addressed
Do they have enough time to do it?	<p>Make it a compulsory part of the timetable so that head teachers put specific time into the day for exercise to happen</p> <p>Communicate benefits to teachers and head teachers so that they want to make time for the children to participate</p>
Do they have the right equipment to do it?	<p>Communicate benefits to teachers and head teachers so that they want to make time for the children to participate</p>
Is there space in the school for the activity to happen?	<p>Make exercise simple and ensure it can be done in uniform</p> <p>Create a programme that all schools can use</p>

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Motivation

Motivation	How barriers might be addressed
Do they want to do it enough?	Create a system of rewards to encourage participation Make it fun
Do they see the need to do it?	Ensure that they're reminded of why it's important
Can this be made into a habit?	Ensure exercise takes place at the same time each day
Do others around them encourage the behaviour?	Encourage teachers and parents to support children to exercise Encourage children to motivate their peers
Do they believe they can do it?	Reassure them that exercise is for everyone Structure sessions so that everyone can participate at their own level and praise them for taking part

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**So you've identified
behavioural barriers for
your audience, now
what?**

The EAST Framework

- Easy
- Attractive
- Social
- Timely

Case study – Alumni Volunteering campaign

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Business objective

Develop and deliver an Alumni Volunteering Programme to support UK and international student recruitment, enhance student employability, and support student experience initiatives

Setting C-SMART objectives

Baseline

Explanation/justification

Change

Business objective

Develop and deliver an Alumni Volunteering Programme to support UK and international student recruitment, enhance student employability, and support student experience initiatives

Communications objective

Increase alumni participation by 950% in order to recruit at least 210 alumni volunteers to the Programme by July 2018

Behaviour change objective

Achieve a 5% increase in awareness of the Volunteering Programme by October 2018



173,000 alumni

180 countries

Identified specific audience groups:

- Recent graduates
- Graduates who were active during their time at University
- Erasmus alumni
- Alumni who participated in Global Opportunities Programme
- Alumni who now own SMEs
- Alumni who own and / or work in senior positions in national and multinational companies
- Alumni who work in recruitment within business, law, engineering, media and other key sectors

Capability

- Do they understand the issue?

Opportunity

- Do they have enough time to take action?

Motivation

- Do they want to take action enough?
- Do they see the need to take action?
- Do others around them encourage / influence their behavior?

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- Clearly defined target audience
- Proposition
- Messages
- Channel strategy

The EAST Framework

Easy
Attractive
Social
Timely



The EAST Framework

- Avoid friction costs
1
- Attract! 2
 - attention channeling
 - personalisation
- Social Proof 3
- Privileged moments
4

1 Halpern D, 2015, *Inside the nudge unit*, 2nd edn, WH Allen, London.

2 Halpern D, 2015, *Inside the nudge unit*, 2nd edn, WH Allen, London.

3 Cialdini RB, 1984, *Influence: the psychology of persuasion*, 2nd edn, Collins Business, USA.

4 Cialdini RB, 2016, *Pre-suasion: a revolutionary way to influence and persuade*, RH Books, London.

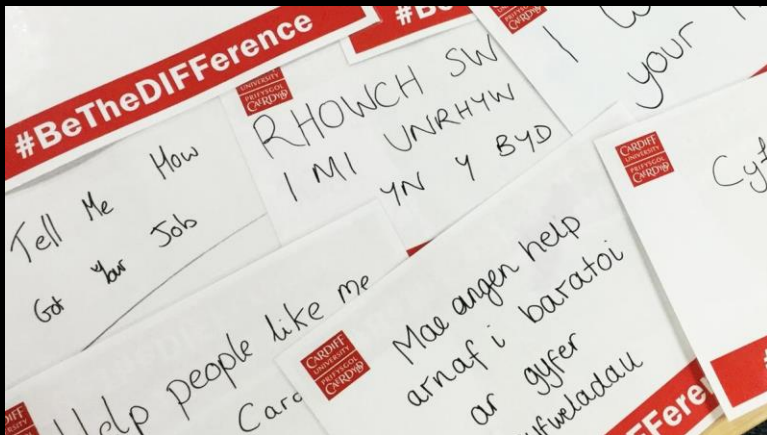


Testing – A/B + randomised control groups

- 6 months' testing – content, creatives, calls to action
- Landing pages
- Specificity
- Sender credibility

Launch

- [Launched on 31 January](#) – generated over 100 applications
- Integrated campaign
- Suite of creatives: [videos](#), [photos](#), [infographics](#)
- Channel mix: [emails](#), [website](#), [blogs](#), organic and paid social media, magazine



#BeTheDifference

So what?

INPUTS	OUTPUTS	OUT-TAKES	OUTCOMES	ORGANISATIONAL IMPACT
<ul style="list-style-type: none"> • Audience identification & segmentation • Audience polling • Content creation • Creatives (leaflets, videos, infographics) • Website incl. GA goals • x2 sign up forms • Tracking codes • Internal stakeholders' brief 	<ul style="list-style-type: none"> • 30+ emails • CTA in magazine • Targeted social media • 145,000 OTS • Social media reach 683,021 • Email reach 32,400 • Website 4,422 (total), 3,665 (unique) 	<ul style="list-style-type: none"> • 50 registrations from magazine • Facebook engagement rate 3.86% • Twitter engagement rate 3.43% • Email 36% open rate, 7% CTR • Survey completion rate 22% • Avg. time on webpage 1.11min • Bounce rate 50% 	<ul style="list-style-type: none"> - 500+ alumni registered to volunteer - 7% increase in awareness of the Volunteering Programme 	<ul style="list-style-type: none"> • 56 internships created • 36 alumni attended Open Days • 19 alumni attended international student recruitment events



Hire tomorrow's leaders today

For a year, Cardiff students such as Niall Curtis (**Computer Science 2016-**) have been shaping the success of companies like Simply Do Ideas.

"Having a placement student has enabled us to explore possibilities that we wouldn't normally have capacity to do," said Chief Technology Officer Will Webberley (**BSc 2010, PhD 2015**). "Working with students allows us to get access to unique and fresh viewpoints and insights."

"We would definitely recommend taking a Cardiff University student for work experiences."

In 2019, let students like Niall be a part of your Cardiff story.

[Hire a Cardiff student](#)

Control



Hire tomorrow's leaders today

Do you want to help Cardiff students with your knowledge and experience?

In 2018, hundreds of Cardiff alumni came together to offer their time and inspire the next generation. Together, they created over 50 workplace opportunities that benefitted them and their organisations.

In 2019, you can inspire Cardiff students onto even greater heights.

[Hire a Cardiff student](#)

**Test:
Pre-suasion**

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22.5% response rate

Power of default - 90% engaged when they had to do nothing

Other successes

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- Increased from 2,000 to nearly 10,000 contact details captured from graduating cohort in one year (95% collected)
- Increased survey responses resulting in 13 point climb in UK league tables
- 98% opt-in to email communications, two years running
- Introduction of one simple message increased attendance and funds raised at a bucket collection event
- Over 500 tangible actions (from updating details to offering time) within 24 hours from an email sent
- c.3,000 members in closed Facebook groups within 5 months (organic)

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Any questions?

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