

**GROWING  
YOUR  
BUSINESS  
IS ALL IN  
THE MIND**



# MOVING PEOPLE

**“THE DEFINITION OF INSANITY IS DOING THE SAME THING OVER AND OVER AGAIN, BUT EXPECTING DIFFERENT RESULTS”.**

Albert Einstein

With next year rapidly approaching and with a vast number of uncertainties, the dreaded B word, declining sales, the growth of electric cars, consumer uncertainty and even profit warnings all make marketing decisions in 2020 harder and more crucial than ever before.

One thing that is for certain though is that just carrying on and doing more of the same isn't going to cut it. You'll be dragged into the downward spiral of increasing budgets to stay still or slashing them with the consequential loss of business. Whilst Albert Einstein wasn't a businessman he understood the fundamental laws of the world and recognised that if you want different results than you're getting, you have to try different approaches.

Humans are creatures of routine – even the most spontaneous of us stick with a lot of ways and habits in life. The things you did yesterday are probably very similar to the things you're going to do today and tomorrow.

As marketing folk our job is to recognise consumer barriers and create behaviour change using compelling communication.



## BUYING IS MORE ABOUT WHAT YOU THINK THAN IT IS ABOUT WHO YOU ARE

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When it comes to creating effective communications you have to remember that you only have milliseconds to grab someone's attention. Vision is a critical component of how we understand the world, around 30% of the brain's cortex is devoted to processing messages from our eyes compared to only 8% from touch and just 3% from hearing.

It's no wonder that we process images 60,000 times faster than text, our mind is overstretched and we naturally take shortcuts to help us survive, the majority of us only read a quarter of the words on a page, so if you have read these words you need to think how you grab a potential buyers attention in the short time you have with them.

**80% OF PEOPLE  
REMEMBER WHAT  
THEY SEE COMPARED  
TO ONLY 20% OF WHAT  
THEY READ AND 10%  
OF WHAT THEY HEAR**



**I BUYING IS MORE  
ABOUT WHAT YOU  
THINK THAN IT IS  
ABOUT WHO YOU ARE.**

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Our job is to grab someone's attention and sell them what you've got, our skill is to translate your complex business objectives and proposition into a series of compelling and motivating messages that cut to the chase. To gain even the slightest attention of an individual you have to understand them, why and how they're going to buy, and serving a message that is relevant. Only by understanding the purchase process can we create customer journeys that resonate.

If you're going to change your fortunes next year, then change the way you segment your audience and the messages that you serve them, as Einstein would have said step away from your path to insanity.



## MINDSET DRIVEN CONSUMER JOURNEYS

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We have adopted the four mind framework for journey planning in the knowledge that understanding the reasons why a consumer takes a specific path to purchase provides the insight required to deliver the right sequence of messaging and positively move an individual towards a decision.

Success ultimately comes down to understanding how people—whether customers, investors, or employees—make these decisions. This knowledge helps us anticipate which choices will be preferred, and nudge people toward certain options and away from others.

Understanding subconscious barriers and drivers help you change consumers' behaviour no matter where they fall in any demographic breakdown. Rather than over-segmenting audiences you should be asking how consumers are alike, not how they're different.

People are much more similar than we think. Virtually all buyers, no matter their demographics or attitudes, have similar associations with brands. Specific codes and cues bypass the conscious brain and build positive brand associations at a subconscious level. This is what's really happening when people say they have a good 'gut feeling' about something.

Understanding which mindset a customer is in allows us to focus on the most important creative messages meaning efficiency and savings in marketing spend alongside increased effectiveness.

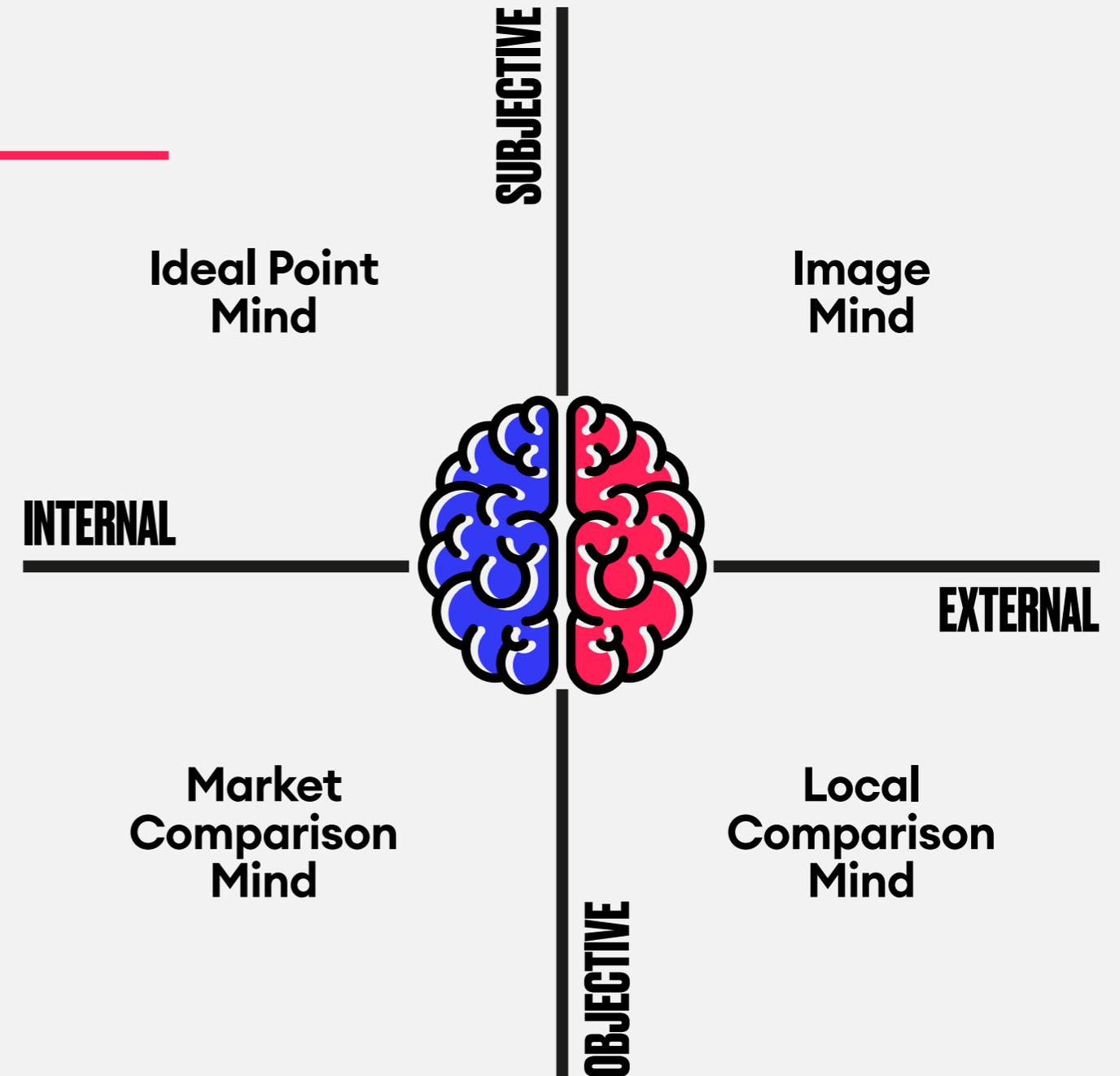
We have focused our research on understanding the role these different states of mind play when consumers are considering different mobility options which is how we can give you the edge when creating the most effective strategies and communications within the emerging sector.

**UNDERSTANDING  
SUBCONSCIOUS  
BARRIERS AND  
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ANY DEMOGRAPHIC  
BREAKDOWN**



# THE FOUR DECISION MINDSETS

Ideal Point, Market Comparison, Local Comparison, and Image, can be characterised by two dimensions: the type of evaluation they rely on and by the points of comparison they employ.



## IDEAL POINT MIND

Sometimes customers know exactly what they want. They might have lots of experience making decisions just like the one they're facing. Or maybe they've devoted a lot of time to extensive research. These customers approach the decision with the perfect option in mind.

These options may not be the 'best' in any objective sense, they are a subjective ideal that best match a customer's preferences at a point in time.

Every alternative the customer encounters is judged in comparison to this ideal and the option that is ultimately selected is the one that comes closest to matching it. An example might be when a customer aspires to own a Range Rover and every car they see will be judged against this regardless of budget.

HIGH EFFORT / HIGH ACCURACY



← IDEAL POINT



LOW EFFORT / LOW ACCURACY



# THE MARKET COMPARISON MIND

Sometimes customers start the decision process by figuring out what is available, especially in terms of the attributes that seem most important. Their expectations may be a result of an experience, research, or word-of-mouth, but they generally reflect how a product or service performs against real options (as opposed to an idealised option).

When customers activate this mindset, they evaluate options relative to normal expectations when making their decisions. A customer with a Market Comparison Mindset is likely to be especially sensitive to feeling like they are getting a good deal.

Given the natural limitations of memory and attention, decisions tend to focus on just a few key and/or common attributes, rather than on a thorough comparison of every dimension.

Market Comparison decisions tend to be based upon quantitative attributes like price, horsepower, and mpg—those that are easy to compare to a reference point—rather than qualitative attributes like brand, luxuriousness, and handling.

HIGH EFFORT / HIGH ACCURACY

4

MARKET COMPARISON



3

2

1

LOW EFFORT / LOW ACCURACY



## THE LOCAL COMPARISON MIND

Sometimes when making a decision, all that matters to people are the options that are in front of them at the time, the most obvious examples of this are a restaurant menu or Google search results.

When customers use a Local Comparison Mind, they are only interested in choosing the best of what is immediately available than they are in choosing the best option possible. One behaviour that results from Local Comparison decisions is based on the natural human tendency toward the moderate options.

Anecdotally, many restaurants report that their best selling wine is the second cheapest option on the menu. This tendency toward moderate or middle options is known as the 'compromise effect': an option will be more attractive when a more extreme option (generally higher price or lower quality) is added to the set.

The compromise effect suggests that if you want your premium option to sell better, you should add a super-premium option to your offerings. Understanding this mindset has an impact on how service plans might be presented, choice of hire or lease car made, or even train ticket bought.

HIGH EFFORT / HIGH ACCURACY

4

3

2

1

← LOCAL COMPARISON

LOW EFFORT / LOW ACCURACY



# THE IMAGE MIND

Sometimes the most important driver of a customer's decision isn't the performance of individual attributes, but instead the consumer's general impression of the brand, product or service.

Image Mind decisions occur when a choice is based on a manufacturer's reputation for reliability, on the perception that the prices of a brand are high/low, or on the general impression that a service provider is trustworthy. Research that has shown that people think their car performs better after a clean can be explained by the image mind.

Typically for two identical used cars, one for sale at a car supermarket and one for sale at a franchised dealer, buyers automatically assume the car for sale at the dealer is more expensive even if priced the same or lower.

Image Mind decisions are easier to make and are most frequently used when making low-engagement decisions are made or when an individual is time pressed. This is probably the least accurate decision making mindset so the subconscious often reverts to the other three first.

HIGH EFFORT / HIGH ACCURACY

4

3

2

1

IMAGE →

LOW EFFORT / LOW ACCURACY



At RLA we use 3D data overlaid with some sharp human understanding and thinking to give us the insight needed to create communications and a series of bespoke and best in class tools to construct effective customer journeys based on how your customers are thinking.

When it comes to thinking about tackling your challenges for 2020 we can help you create and deliver your vision by bringing fresh new thinking to create the change you need to beat the competition.

We are passionate about automotive and the vision of the new world of mobility and bring our 35 years of knowledge to create standout communications at a time when you need it most.

We do this by fusing entertainment, technology, media, data, design and smart thinking, and glue it together using creativity. Creativity beyond what you can do with crayons, but creativity in new thinking about how to solve problems and create experiences that inspire people to change the way they think about their world and the relationship they have with your brand, product, or service.

So don't fall into Einstein's definition of insanity, get in touch and we can chat about how we can help you break out of the straight jacket of traditional agency thinking.

[r.la.co.uk](http://r.la.co.uk)

MOVING  
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