

The background is a classic comic book cover for 'Astro-Ten'. It depicts a superhero in a blue suit with a yellow 'A' on his chest, floating in space. He is holding a large, glowing yellow 'A' that is part of a larger, multi-colored structure. The scene is set against a backdrop of a planet's horizon and a starry sky. The title 'ASTRO-TEN' is written in large, bold, yellow letters with a black outline at the bottom right.

# Optimising media with behavioural science

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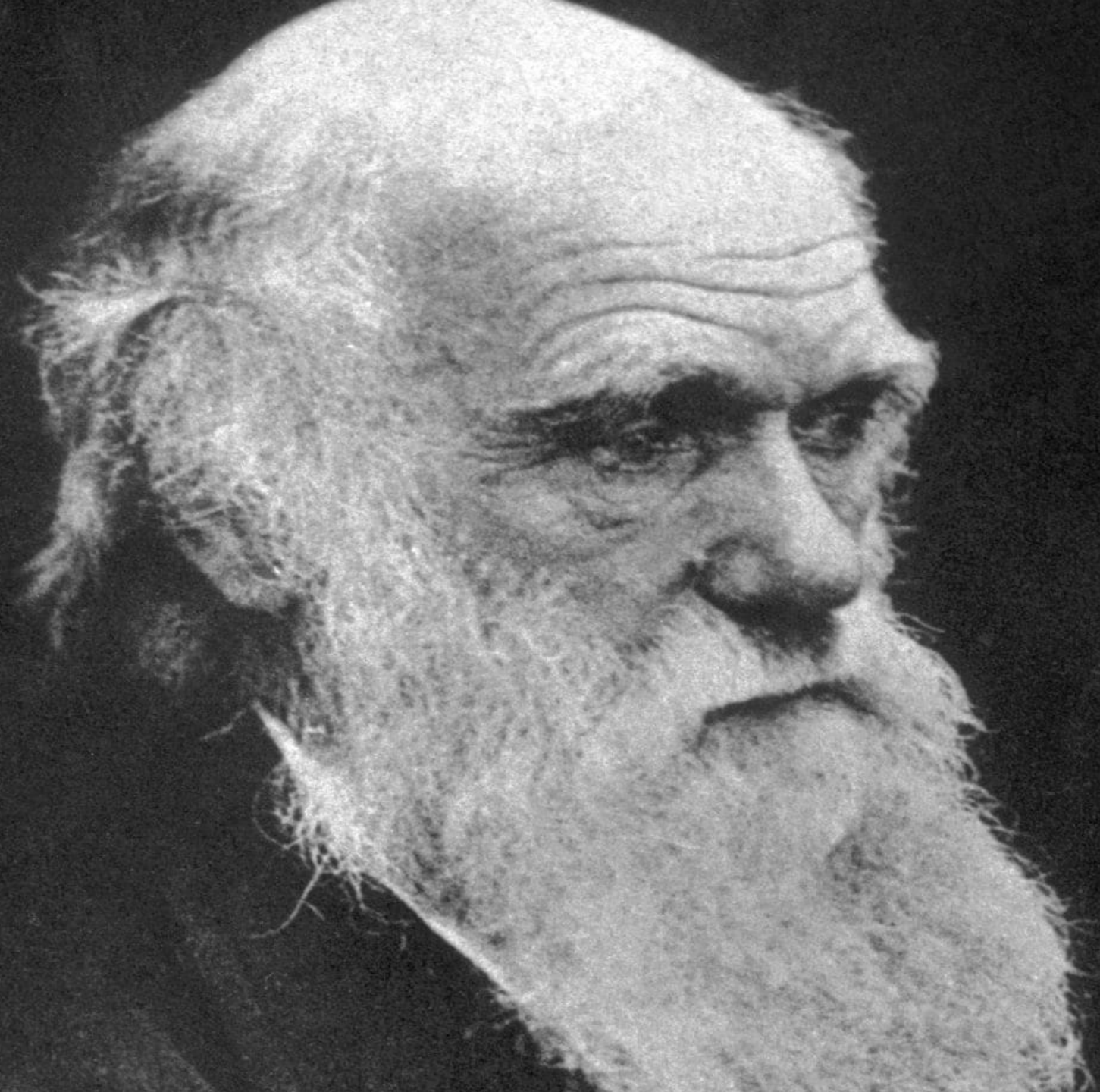
**ASTRO-TEN**

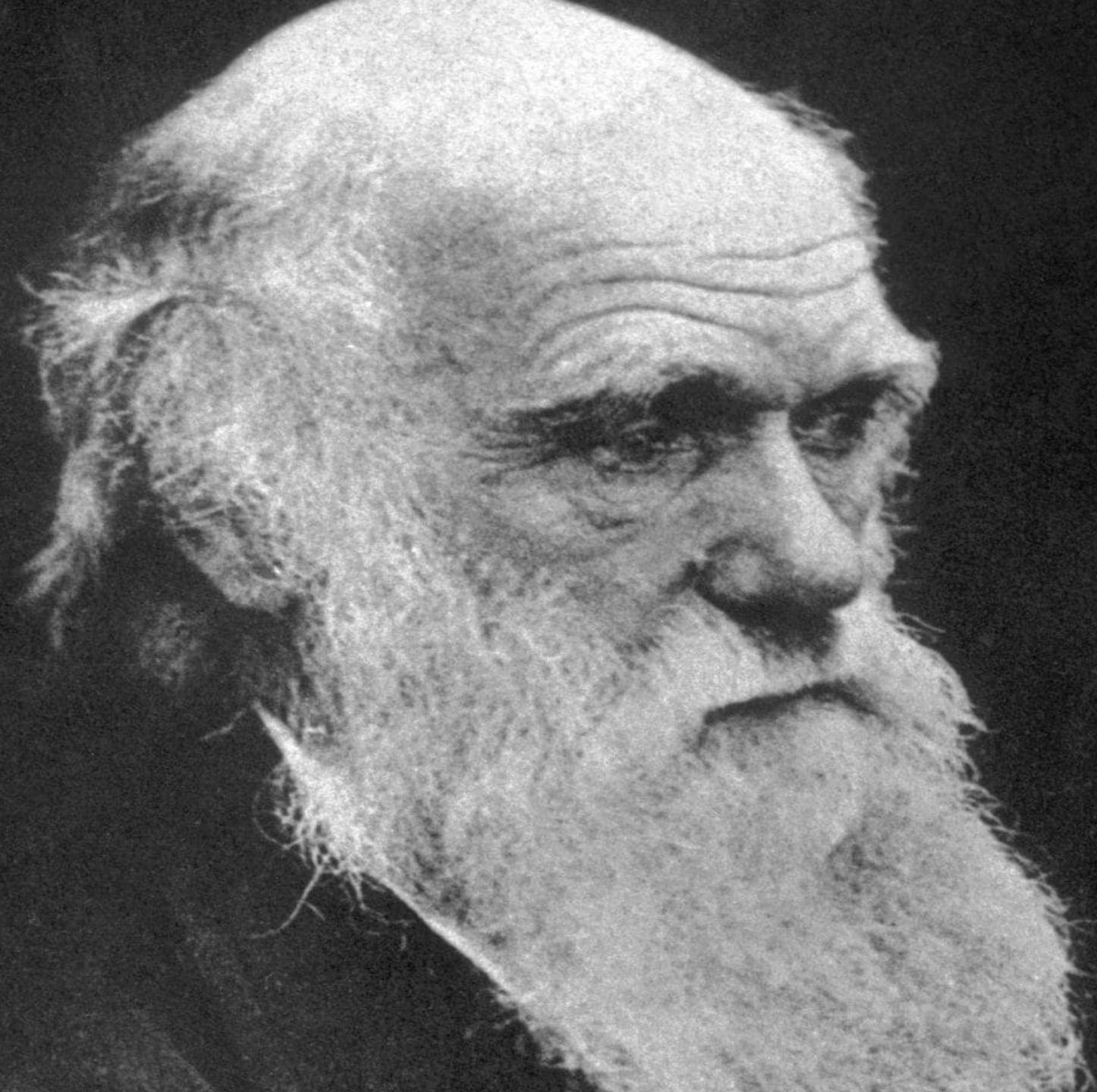


# Channel selection and behavioural science

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**ASTROTEN**





*“The sight of  
a peacock’s  
tail,  
whenever I  
gaze at it,  
it makes me  
sick”*





**Table 1.** Average perceived quality rating at each ad spend level

<b>Ad spend (million \$)</b>	<b>Average perceived quality rating</b>
2	
10	
20	
40	

Number of subjects = 214

*Source: Kirmani & Wright (1989)*

**Table 1.** Average perceived quality rating at each ad spend level

<b>Ad spend (million \$)</b>	<b>Average perceived quality rating</b>
2	5.4
10	
20	
40	

Number of subjects = 214

*Source: Kirmani & Wright (1989)*

**Table 1.** Average perceived quality rating at each ad spend level

<b>Ad spend (million \$)</b>	<b>Average perceived quality rating</b>
2	5.4
10	5.7
20	
40	

Number of subjects = 214

*Source: Kirmani & Wright (1989)*

**Table 1.** Average perceived quality rating at each ad spend level

<b>Ad spend (million \$)</b>	<b>Average perceived quality rating</b>
2	5.4
10	5.7
20	6.2
40	

Number of subjects = 214

*Source: Kirmani & Wright (1989)*

**Table 1.** Average perceived quality rating at each ad spend level

<b>Ad spend (million \$)</b>	<b>Average perceived quality rating</b>
2	5.4
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**ASTROTEN**







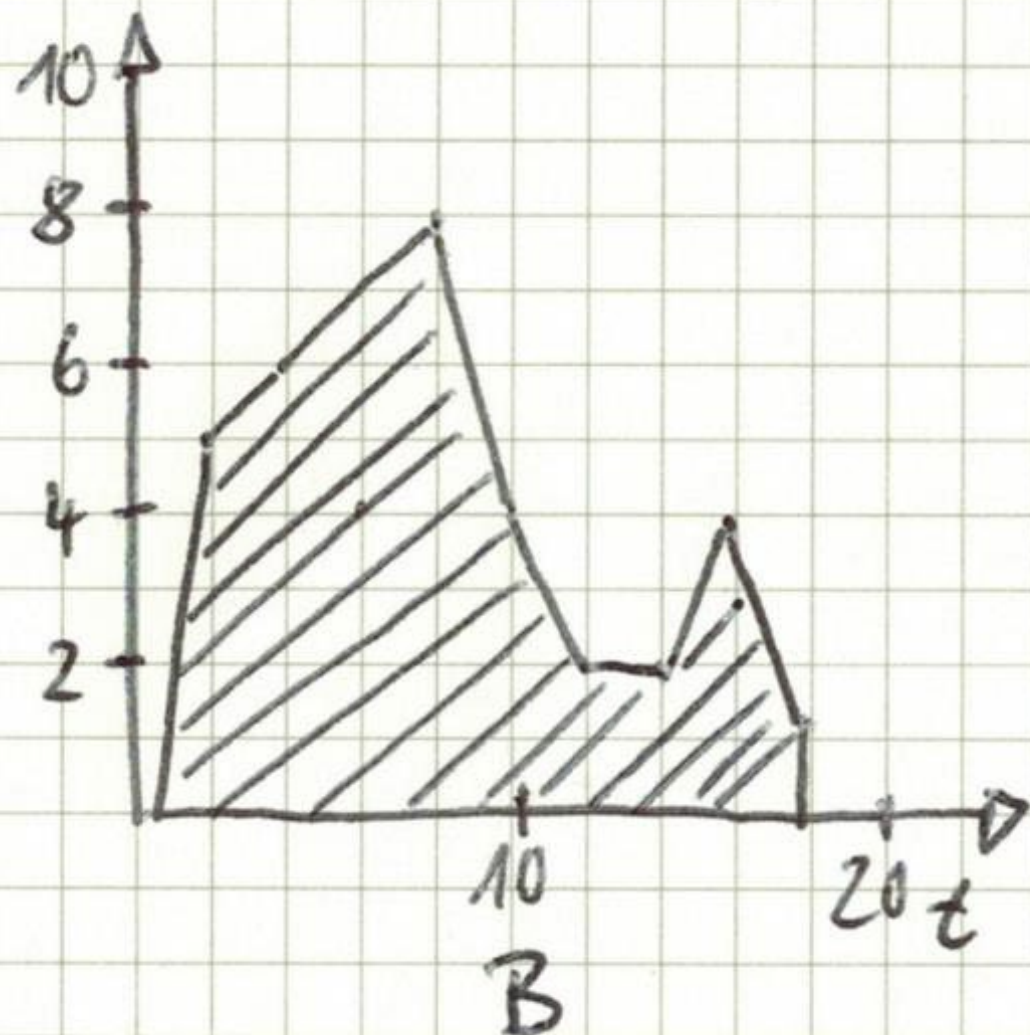
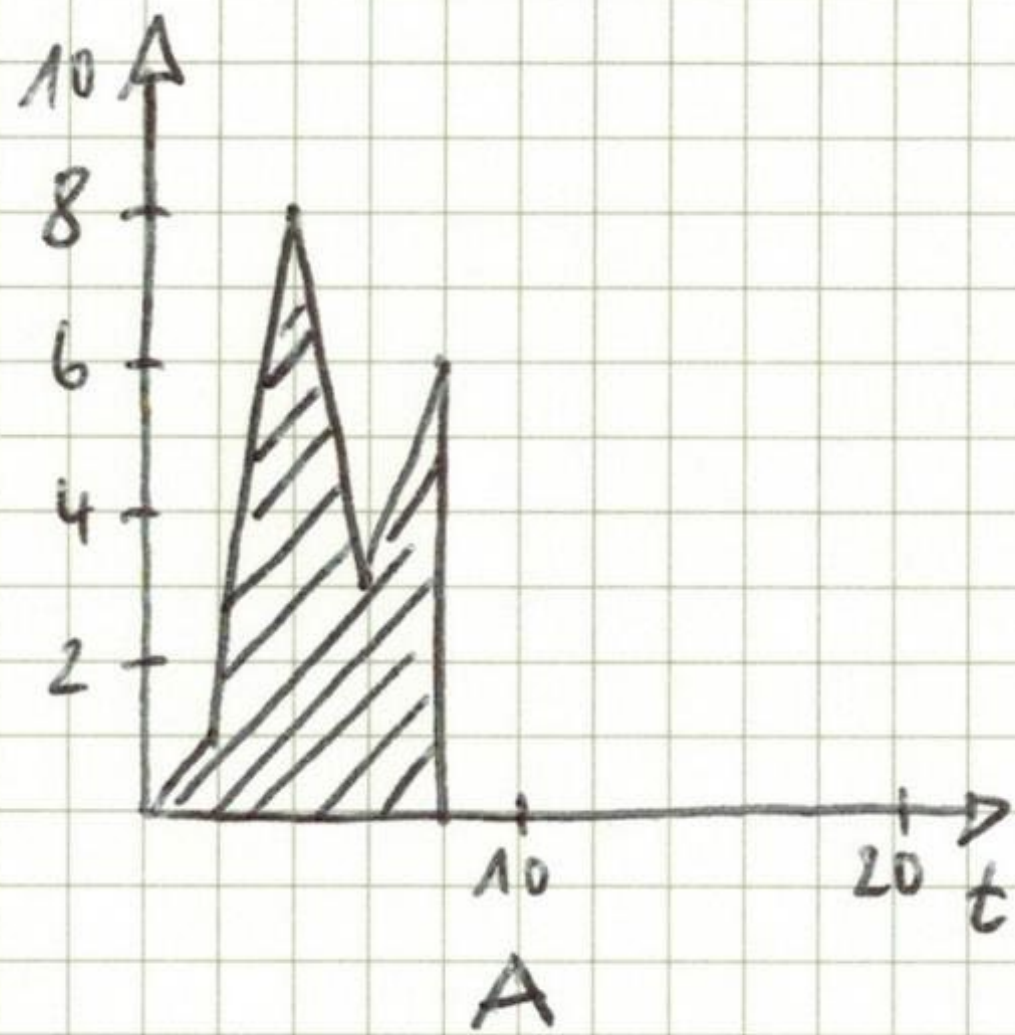
GOOD THINGS COME TO THOSE WHO WAIT.





A black television set is shown from a front-facing perspective. The screen displays a close-up, macro shot of coffee bubbles, which are dark brown and glistening. The text "OUR NEW DARK ROAST" is centered in the upper half of the screen, and "THE BOLDEST COMEBACK EVER" is centered below it. The text is white and in a bold, sans-serif font. The television has a thin black bezel and a simple black stand.

OUR **NEW DARK ROAST**  
THE **BOLDEST** COMEBACK EVER



A vibrant, stylized illustration of Astro Boy in space. He is floating in the foreground, wearing his iconic blue suit and having his arms outstretched. He has two large, cylindrical silver oxygen tanks attached to his back. In the background, a large, white, cylindrical satellite or space station is visible, featuring a prominent blue circle with a yellow letter 'A' on its side. The scene is set against a deep black space filled with numerous white stars. The overall style is reminiscent of classic Japanese anime or manga art.

# Media planning optimisation and behavioural science

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**ASTRO TEN**



Chez Bayet & C<sup>ie</sup> R. du Croissant, 16

Imp. d'Aubert & C<sup>ie</sup>

#### LE CLaqueur.

Nom d'un ; il va falloir chauffer ça ce soir, une pièce nouvelle en trois actes ; le comique veut que j'éclate de rire, l'héroïne veut que je pleure, l'auteur veut que je trépigne, jusqu'à la vieille mère noble, qui désire que je la claque. . . . en voilà de l'ouvrage.



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**ASTROTEN**