# Innate Intelligence Techniques that Drive Engagement and Response in Advertising

**Nancy Harhut**
Chief Creative Officer
HBT

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@nharhut

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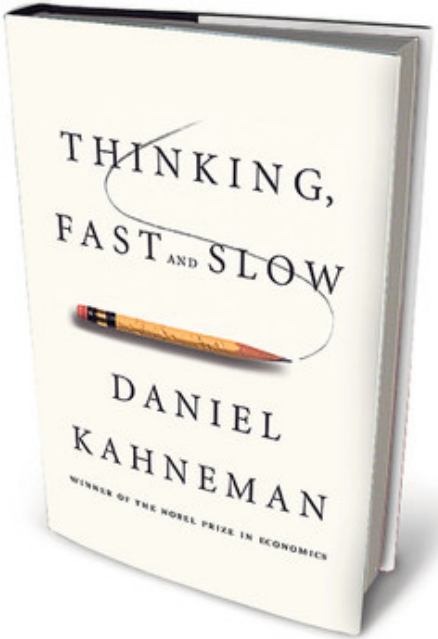
Image: LA Times

# Innate Intelligence

“The brain doesn’t like logical, rational, conscious thinking — and will take any shortcut it can.”

— Daniel Kahneman, “Thinking, Fast And Slow”

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Credit: Airplane the Movie

# Innate Intelligence

- Hardwired, evolutionary impulses
- Once kept us alive
- Now get us through the day

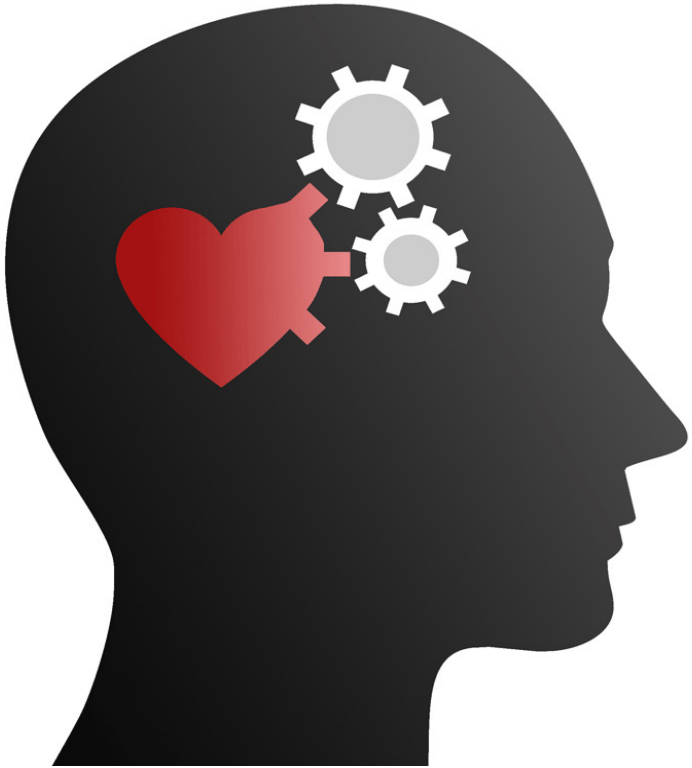
# #1

# It’s not about how we think, but how we feel

# Innate Intelligence

## Emotions drive our decisions

# Emotion



— Antonio Damasio

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**There's a reason they call them gut-wrenching.** The decisions you make determine whether people stay employed. Whether shareholders revolt. And whether your company complies with federal regulations. No wonder making them can tie you up in knots.

What it feels like to sit
in 25% fewer meetings.
slack
Work, simplified.

It’s 4pm. Your excavator just broke down. Concrete needs to be poured tomorrow.

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# Remember:

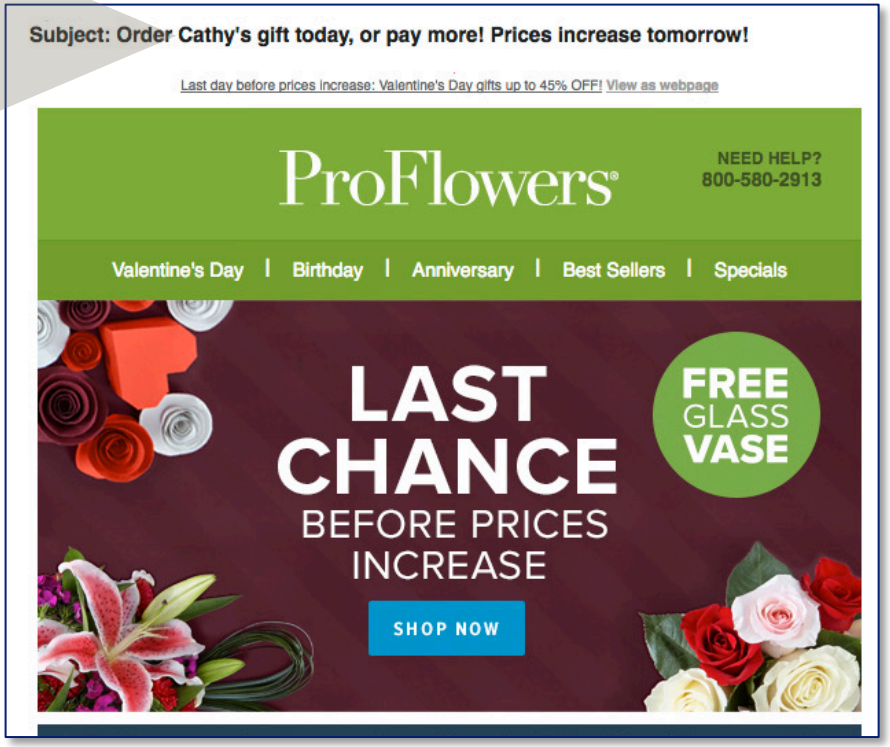
## Use emotion to connect with customers and prospects

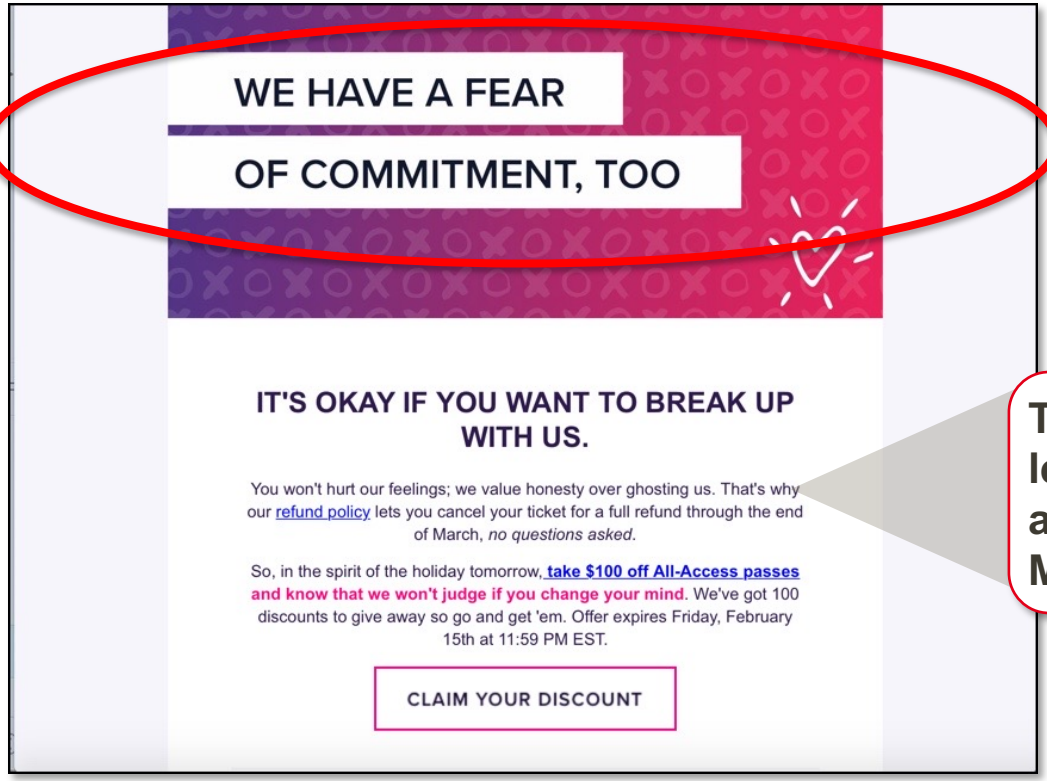
# Innate Intelligence

## People are afraid to lose

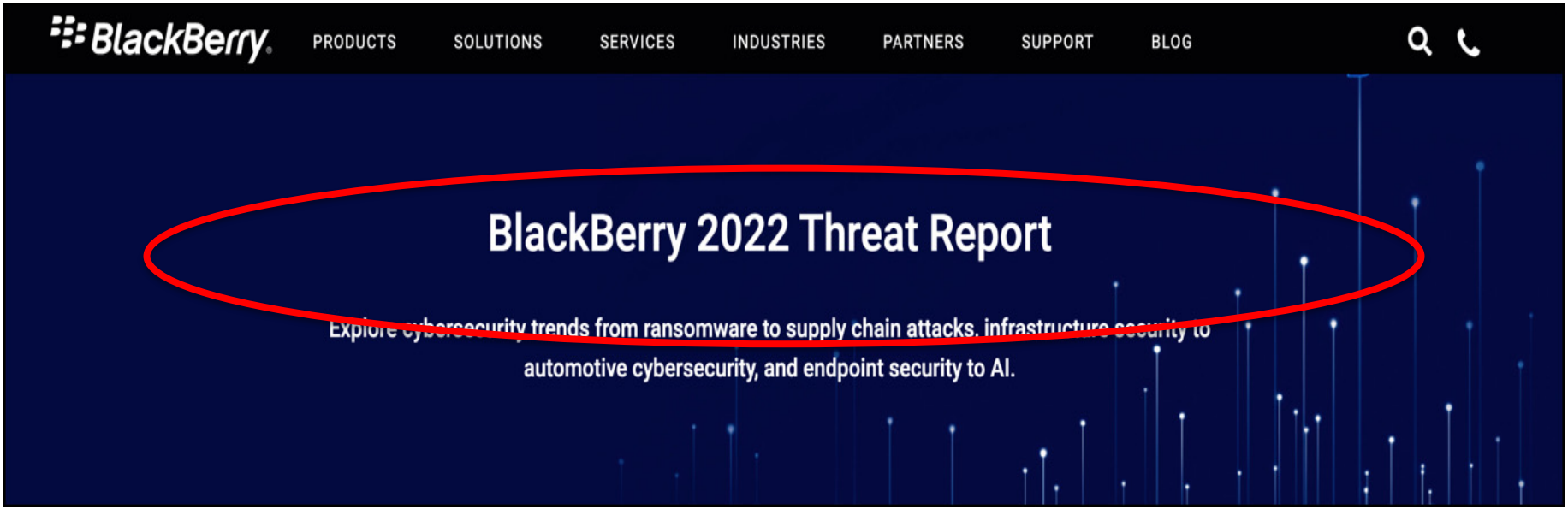
# Loss Aversion

**Order Cathy's gift today, or pay more! Prices increase tomorrow!**






**That's why our refund policy lets you cancel your tickets for a full refund through the end of March, no questions asked.**


BlackBerry
PRODUCTS
SOLUTIONS
SERVICES
INDUSTRIES
PARTNERS
SUPPORT
BLOG
BlackBerry 2022 Threat Report
automotive cybersecurity, and endpoint security to AI.

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# Remember:

## Avoid pain beats achieve gain

# Innate Intelligence

## If it’s ours, we feel it’s more valuable

# Endowment Effect

— Richard Thaler

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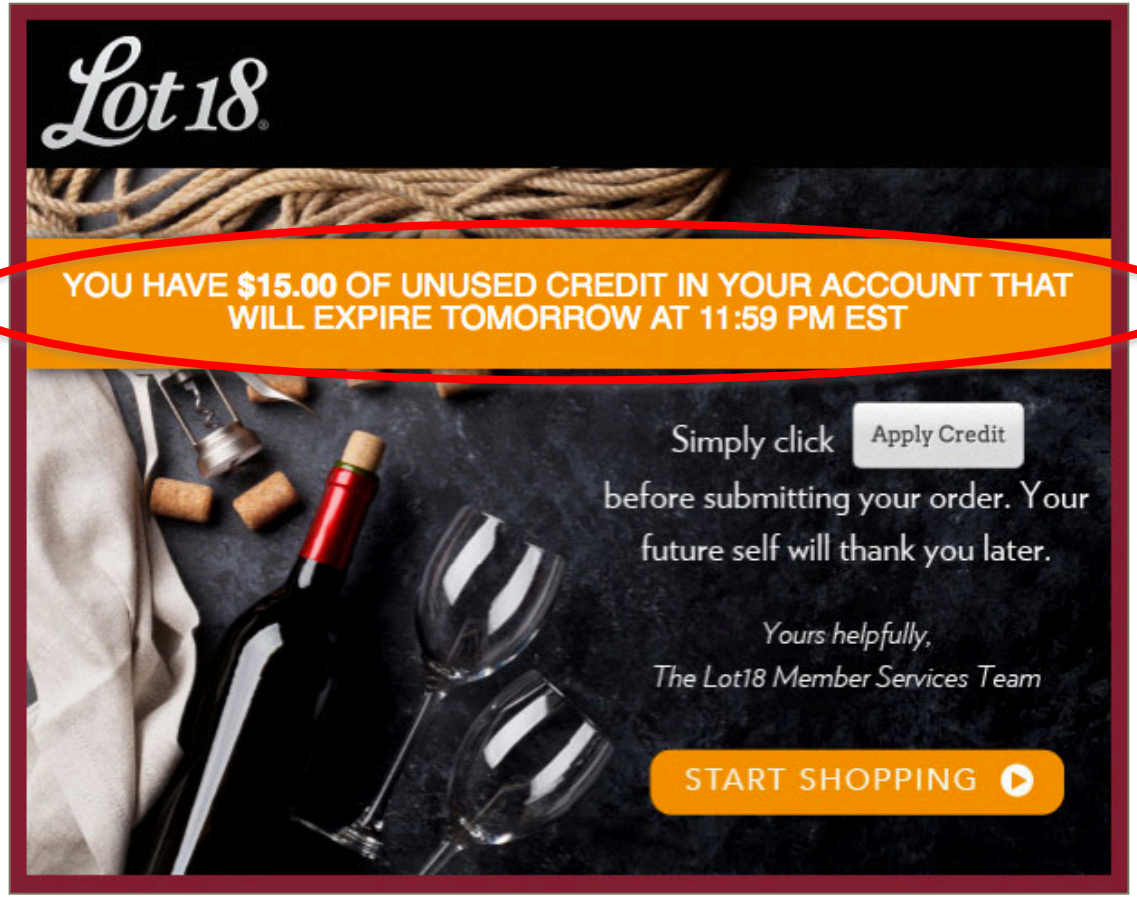
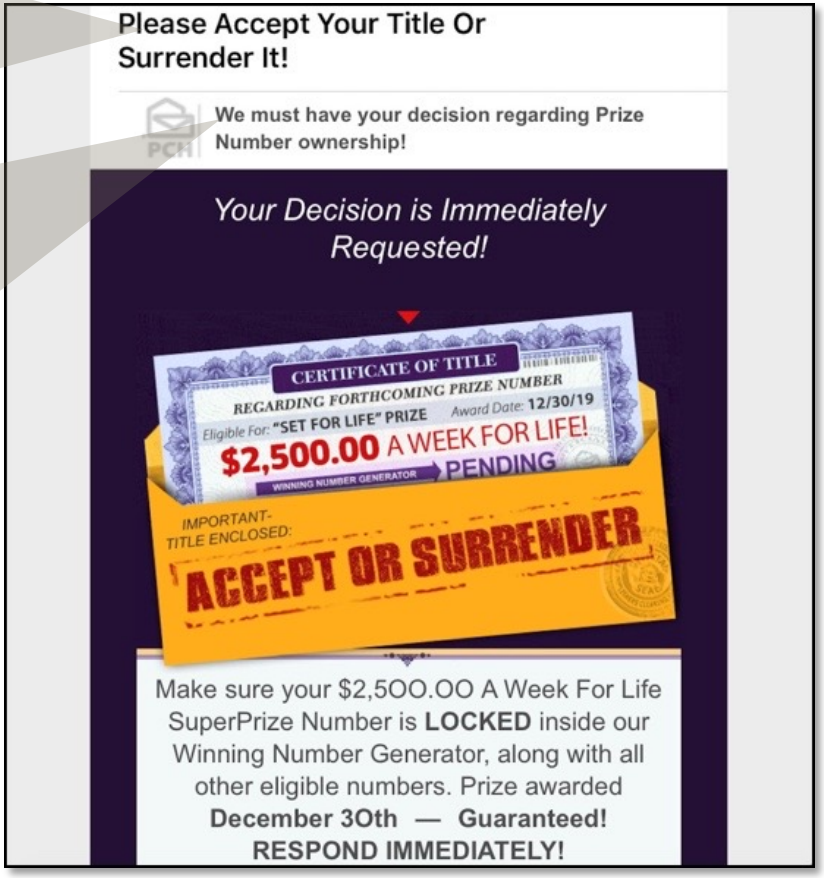

Lot 18
YOU HAVE $15.00 OF UNUSED CREDIT IN YOUR ACCOUNT THAT WILL EXPIRE TOMORROW AT 11:59 PM EST
Simply click Apply Credit before submitting your order. Your future self will thank you later.
Yours helpfully,
The Lot18 Member Services Team
START SHOPPING

**Please Accept Your Title Or Surrender It!**

**We must have your decision regarding Prize Number ownership!**

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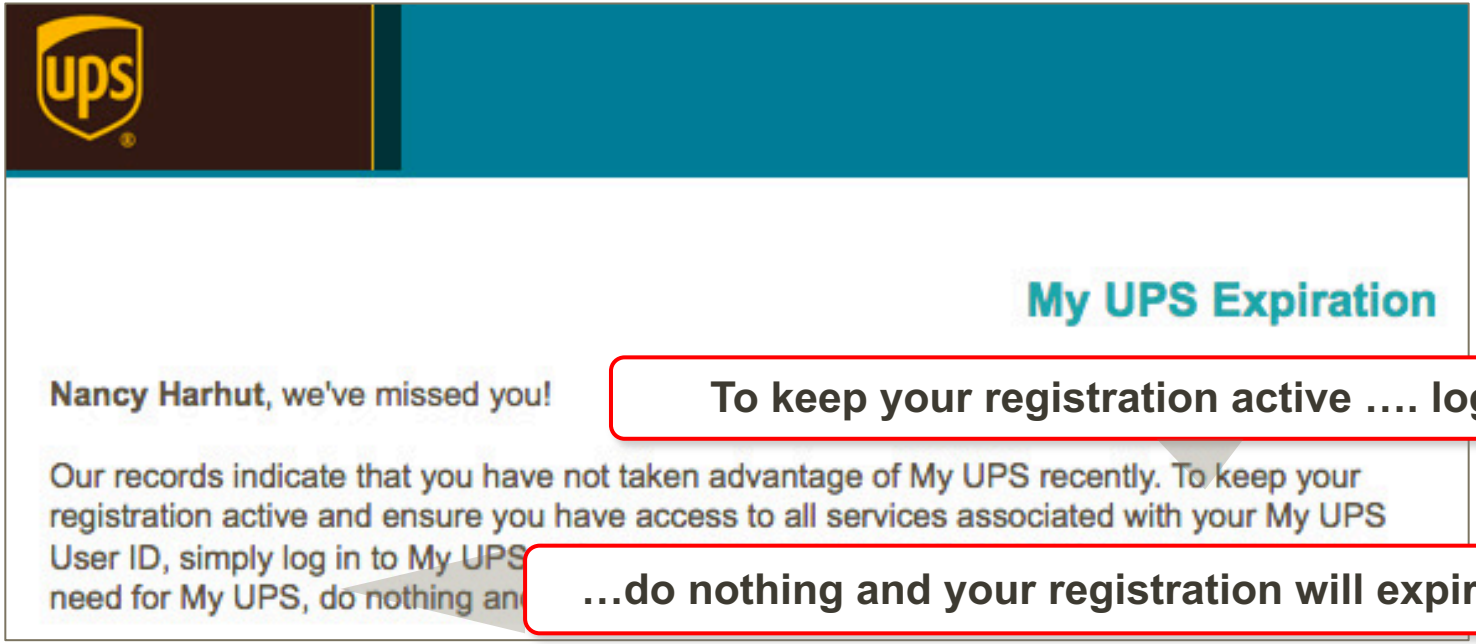

My UPS Expiration
Nancy Harhut, we've missed you!
Our records indicate that you have not taken advantage of My UPS recently. To keep your registration active and ensure you have access to all services associated with your My UPS User ID, simply log in to My UPS
need for My UPS, do nothing an
To keep your registration active …. log in
…do nothing and your registration will expire

# Remember:

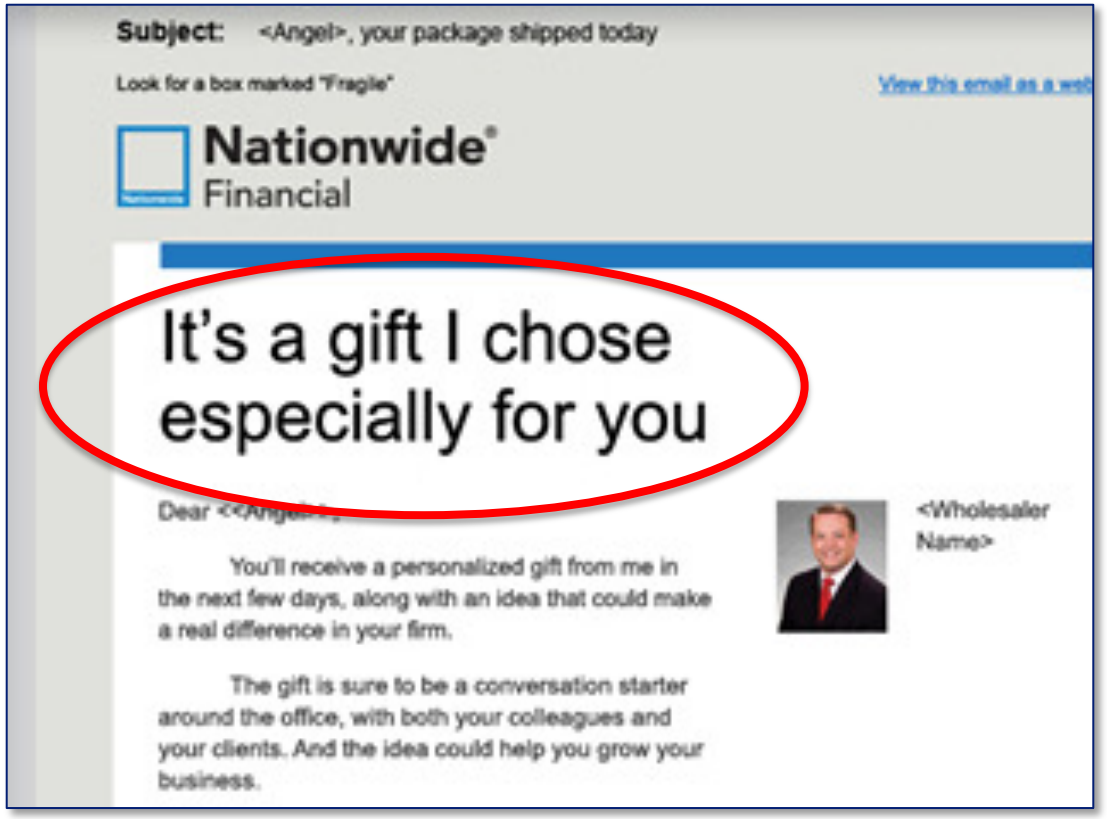
People are possessive – they don't want to lose what they have

# Innate Intelligence

## We feel guilty if we don’t pay back

# Reciprocity Principle

— Phillip Kunz, BYU
20% RR


Subject: <Angel>, your package shipped today
Look for a box marked "Fragile"
Nationwide®
Financial
It's a gift I chose especially for you
Dear
You'll receive a personalized gift from me in the next few days, along with an idea that could make a real difference in your firm.
The gift is sure to be a conversation starter around the office, with both your colleagues and your clients. And the idea could help you grow your business.
<Wholesaler Name>

$68 million

# Sun Life Financial

**free-to-use Bright Start Tool…**
**to help you reach your financial goals**

SMART ACCOUNTANTS
Accounting & Tax Services for Local Businesses
HOME
ABOUT US
SERVICES
RESOURCES
NEWS
VACANCIES
CLIENT AREA
OUR OFFICES
CONTACT US
FREE NO OBLIGATION CONSULTATION
Home
FREE NO OBLIGATION CONSULTATION
FREE NO OBLIGATION CONSULTATION

# Remember:

## People don’t like to feel obligated

# Recap:

## It’s not about how we think, but how we feel

- Emotion
- Loss Aversion
- Endowment Effect
- Reciprocity Principle

# #2

# Our choices are less rational and more reactional

# Innate Intelligence

## Having an option makes people more likely to choose

# Autonomy Bias

Image: Pixy.org

**Do this now: Create an income that puts YOU in charge**

**To:** Nancy Harhut
**Subject:** Do this now: Create an income that puts YOU in charge

Dear Nancy Harhut,

In this day and age, it's easier than ever to get paid to live where you want, work the hours you prefer, and enjoy a real measure of control over your time, your income, and your life.

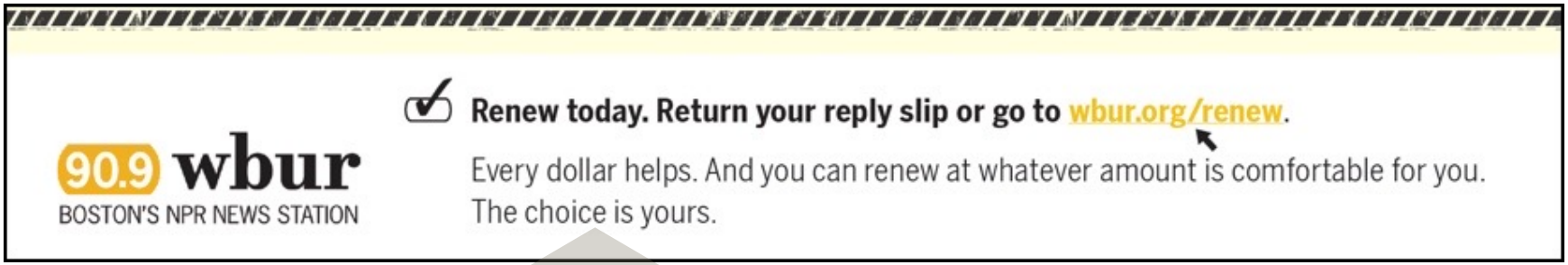
It's never been simpler to stay in touch from the far reaches of the globe. With good Internet access and improved infrastructure on the ground … whole swaths of the planet that were inaccessible just a decade ago are open for business. Countries once locked down today boast towns where you can buy fudge and postcards.

It means you have options when it comes to travel, adventure, even living abroad.

The trick, of course, is having a skill that'll allow you to take advantage of this great, big, accessible world.

And that's what I'd like to talk to you about today.

**It means you have options when it comes to travel, adventure, even living abroad.**




**The choice is yours.**

— Christopher Carpenter
Western Illinois University
2X

# McCain Foods

## Delicious Fries.

range of different offerings

delicious French fries which started our company over 60 years ago! And we are still making
es, fries and chips (as they are called in some countries) are the perfect partner for any meal!
We have a range of different offerings to meet different ta to or sweet potato, fried
or oven baked or microwaved, straight or crinkled, thin cu kin-off. What do you
prefer?

What do you prefer?

4X Tulane University

# Remember:

## Choices make people feel in charge

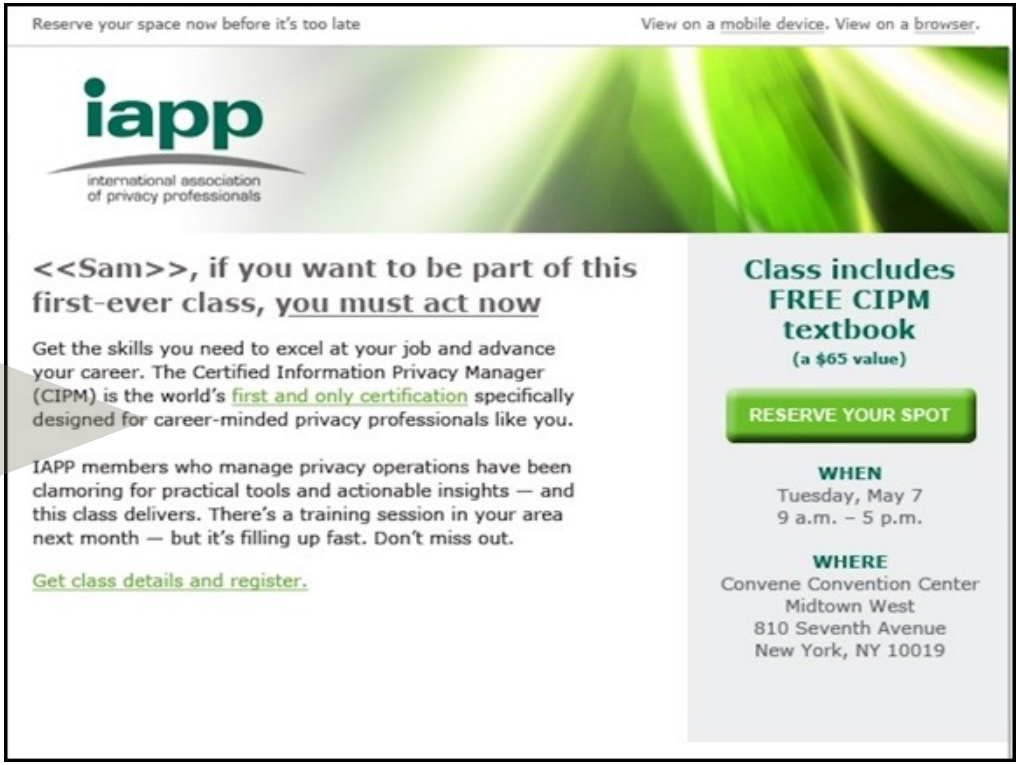
# Innate Intelligence

## Expectations influence people's behavior

# Labeling

15% more voters

… for career-minded privacy professionals like you.




Noun Identity Effect
Be a voter vs Vote, 11%

It takes a certain kind of person to see a vulnerable youth, a girl or boy who's been forgotten, and say, "How can I help?" You're that kind of person.

## Two Types of Sales People

I have worked with hundreds of sales people, both as employees in previous management jobs and now as independent contractors selling merchant services. Many books are out there about the different types of sales people. Some compare them to types of animals or different personality types. **Today I want to talk about the *two sales approaches* into which every sales person with whom I have ever worked can be identified.**

# Remember:

## Use labels that trigger the desired behavior

# Innate Intelligence

## We’re hardwired for instant gratification

# Present Focus Bias

vs

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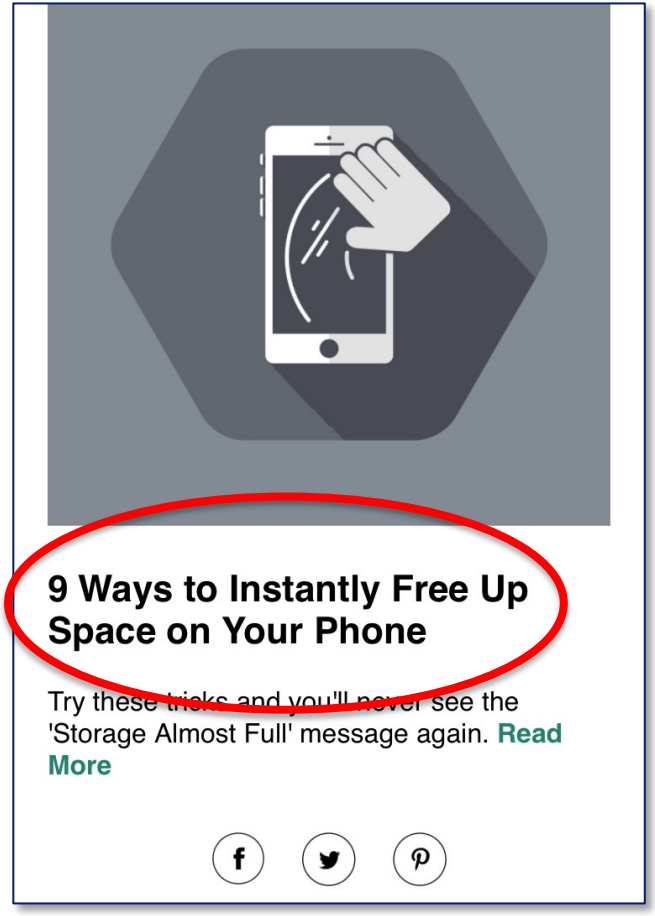
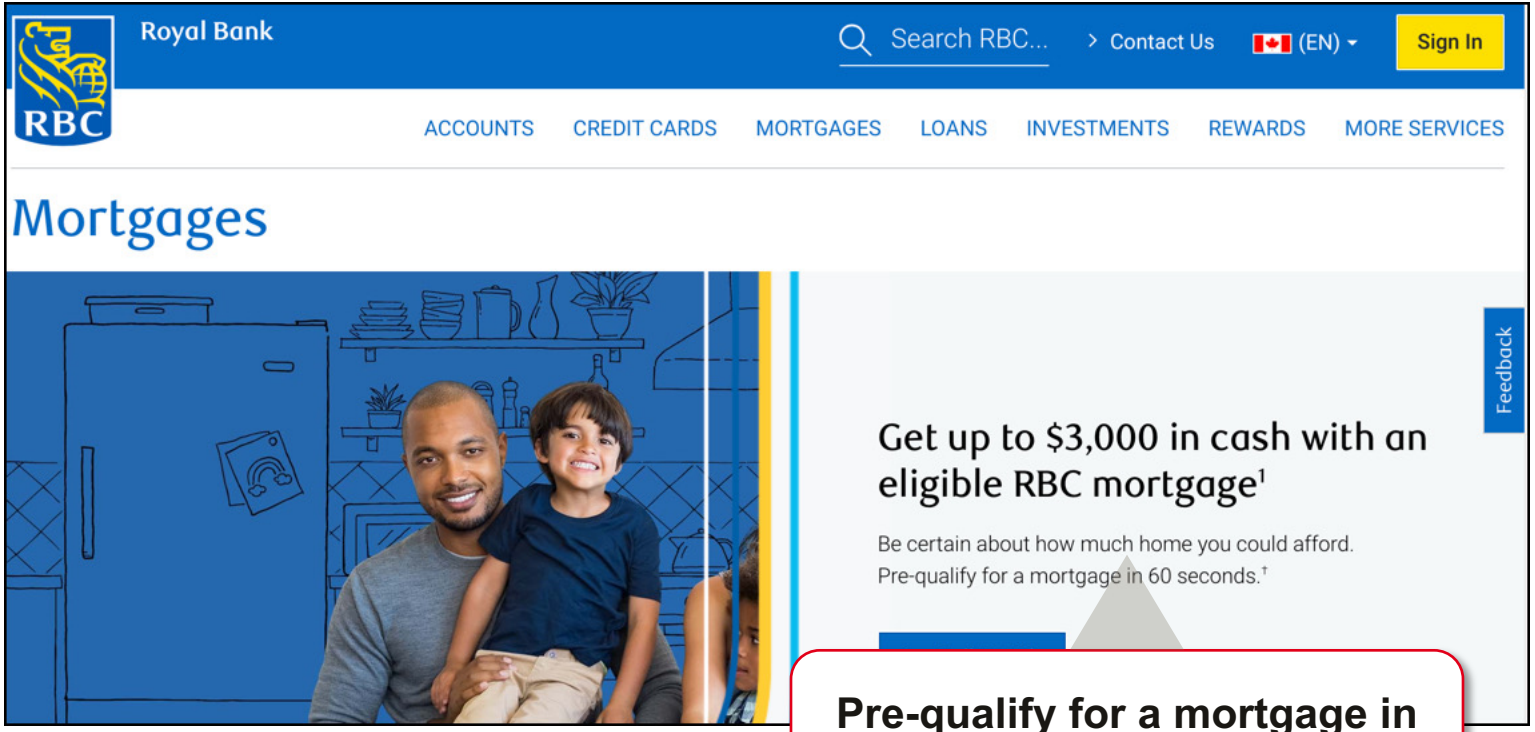



Top 5 Persuasive Words,
- Copyblogger
3X clicks - Sumo




**Pre-qualify for a mortgage in 60 seconds**

**Commencement is just around the corner — can you picture yourself on the stage?**

## Apply now – term starts 4/30

April 9

Found in College Mailbox

**Commencement is just around the corner – can you picture yourself on the stage?**

With SNHU's 100+ graduate degree programs, flexible class schedules and some of the lowest tuition rates in the nation, there's never been a better time to achieve your goals. Here's what a degree from SNHU can do for you:

- Take advantage of career-focused programs for in-demand fields such as business, technology and healthcare
- Those with a master's degree earn nearly 20% more per week than a bachelor's degree holder*
- Master's degree holders are less likely to be unemployed

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# Remember:

## Focus on immediate benefits

# Innate Intelligence

## We respond to the source of the information

# Authority Principle

**“The Coolest New Exhibit” - Thrillist**

“The Coolest New Exhibit” -Thrillist

From New York Aquarium
To nharhut@me.com
Reply-To Wildlife Conservation Society

Hide

New York Aquarium

Fulfill your mermaid dreams, get up-close with sharks, or take in a moment of zen. The coral reef tunnel inside Ocean Wonders: Sharks! is a must visit destination this summer. Don’t believe us? Take Thrillist’s word for it!

> *“...Catch a brief respite from life on land at the Ocean Wonders: Sharks! exhibit. Stroll through the crystal clear Coral Reef Tunnel and see how many varieties of the aquarium’s 12 shark species you can spy.”*

And if you buy online you can save 20% on tickets to the Aquarium. That’s a full day of

**Don’t believe us? Take Thrillist’s word for it!**

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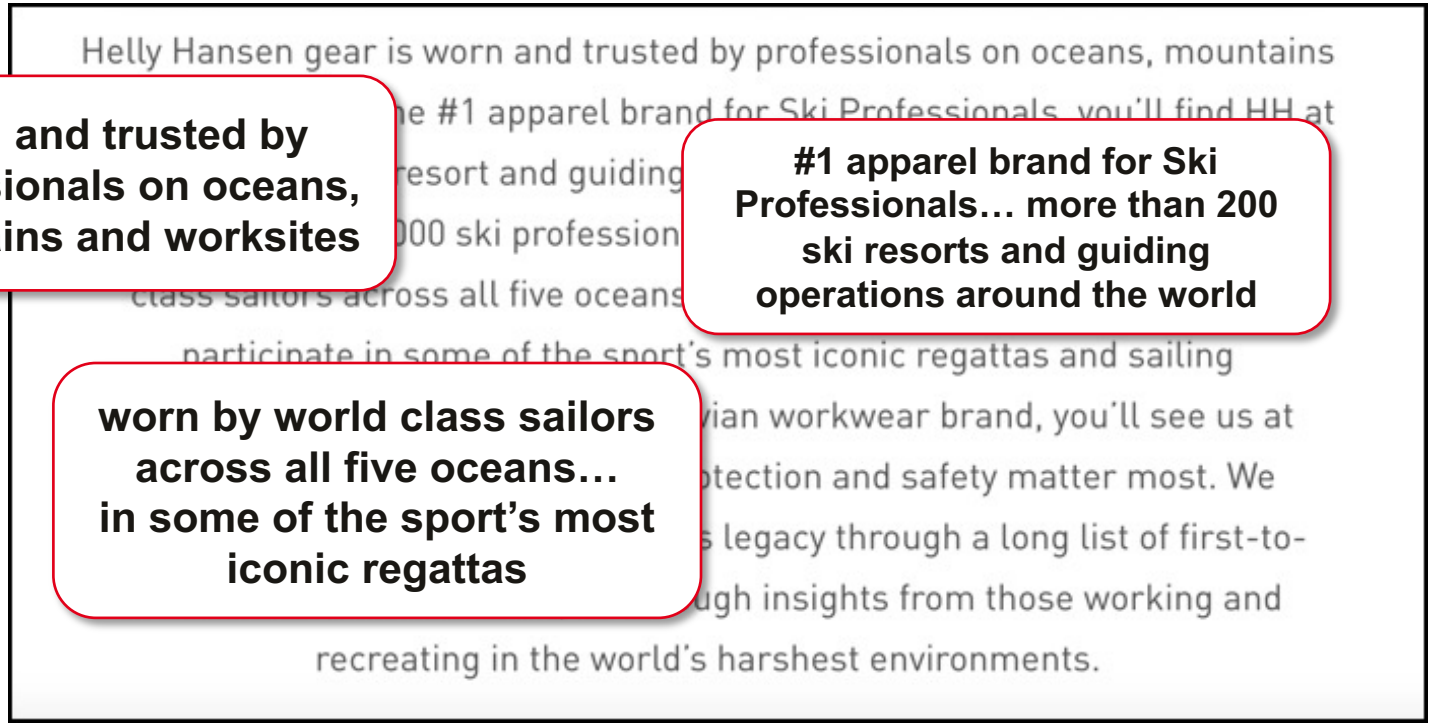
# Helly Hansen (subsidiary of Canadian Tire)



THE COMPLETE
110 POINT
ECOMMERCE OPTIMIZATION CHECKLIST
BRIAN MASSEY
CONVERSION SCIENCES
110 Point
ECOMMERCE CHECKLIST
with 110 testing ideas for any ecommerce website.
First Name *
Email *
GET YOUR CHECKLIST

# Remember:

## People defer to experts

# Recap:

## Our choices are less rational and more reactional

- Autonomy Bias
- Labeling
- Present Focus Bias
- Authority Principle

# #3

# We rely on auditory cues

# Innate Intelligence

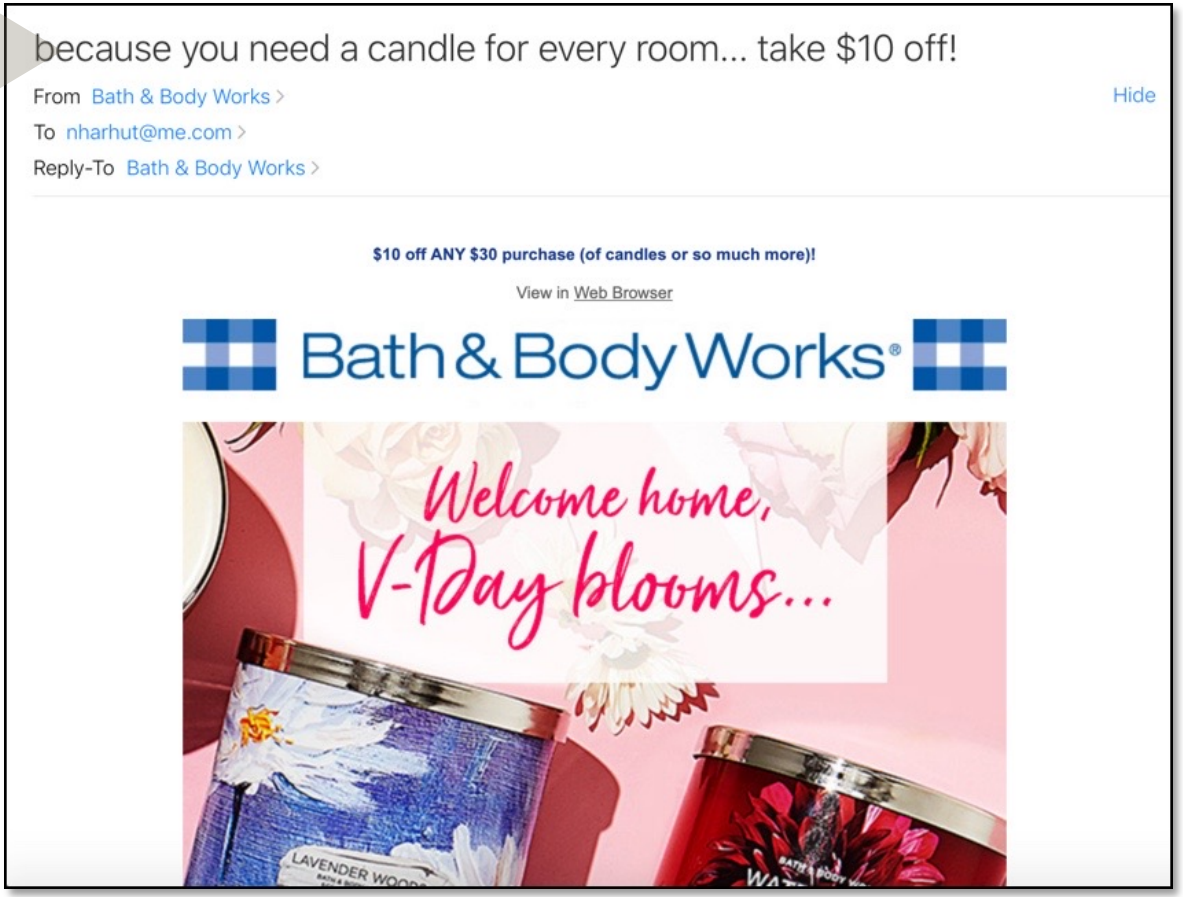
People respond to reasons

before they process them

# Reason Why

— Ellen Langer, Harvard

**Because you need a candle for every room…**



## From bean to cup

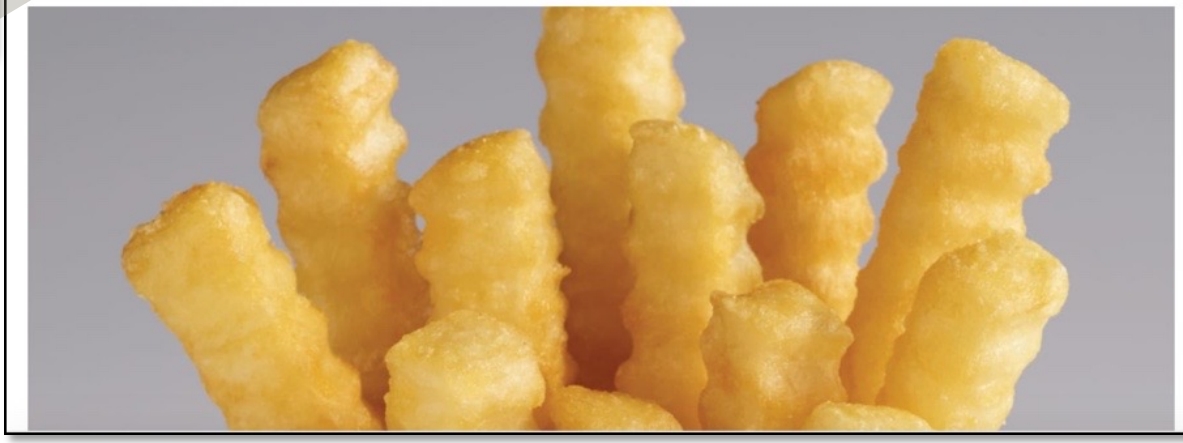
Our coffee has been Canada's favourite for more than 50 years because of our commitment to carefully overseeing every step in our coffee process, from bean to cup.

After a decade of research on two continents…

# Burger King's New French Fries Took Ten Years to Develop

NEW FRENCH FRIES!

After a decade of research on two continents, BK is rolling out new crinkle-cut fries.



Input Bias

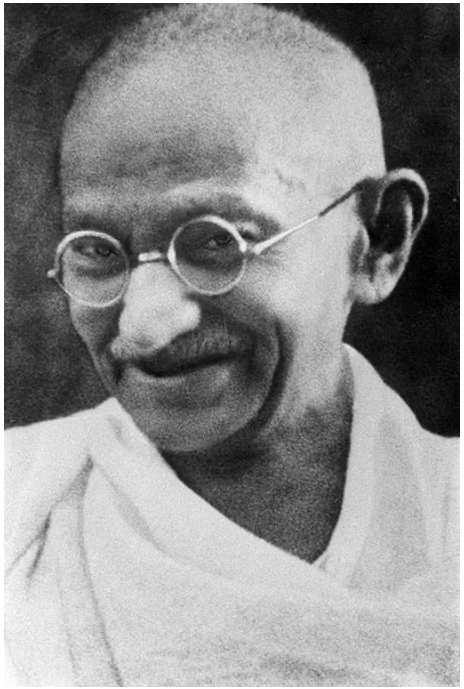
# Remember:

## Include because / the reason why to trigger compliance

# Innate Intelligence

## We’re influenced by first mentions and familiarity

# Anchoring



9 = 50; 140 = 67
Strack & Mussweiler

## Full Site - 90-minutes

What's Included:

- Interactive review of key conversion pages
- Video recording of your review
- A personalized copy of Tim Ash's Landing Page Optimization book
- An AttentionWizard heatmap
- Only $1099 - satisfaction guaranteed

order your
Full site review ▸

$1099

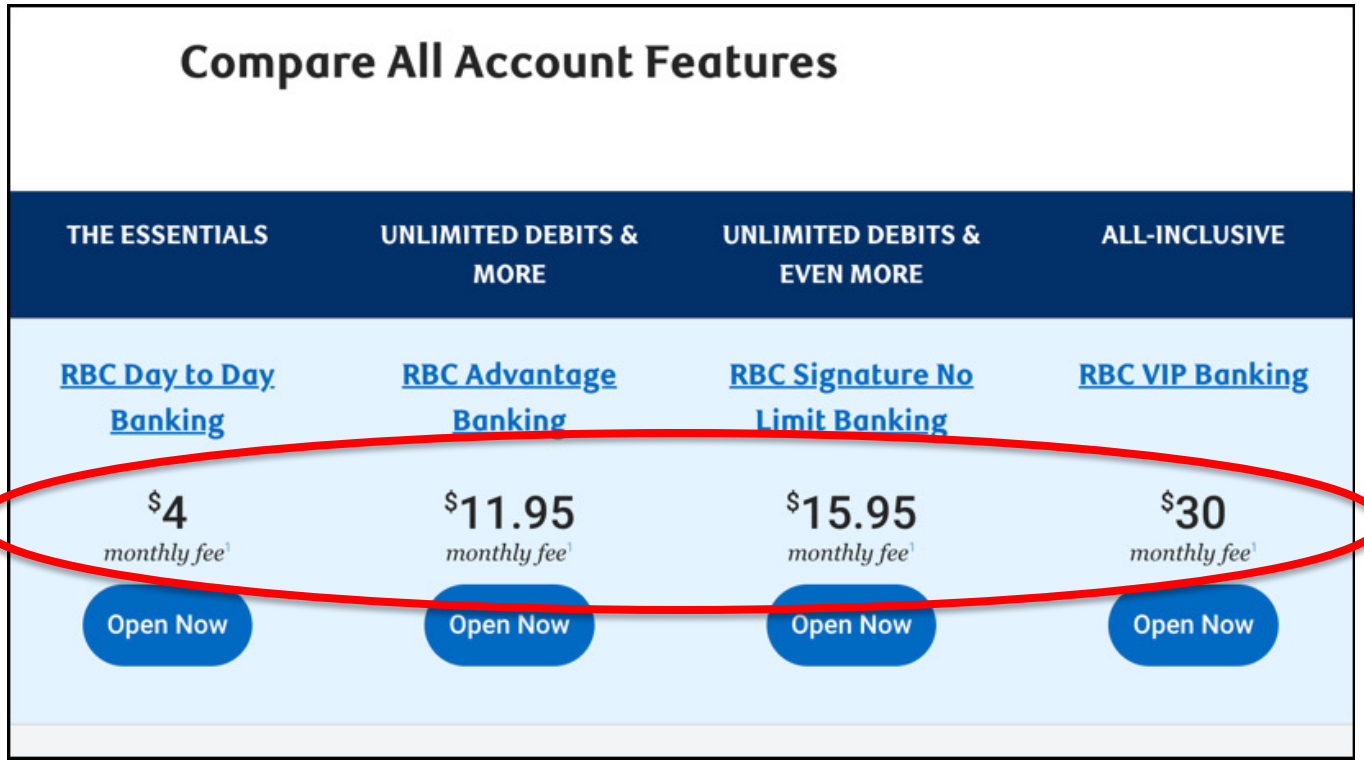
## Single Page - 45-minutes

What's Included:

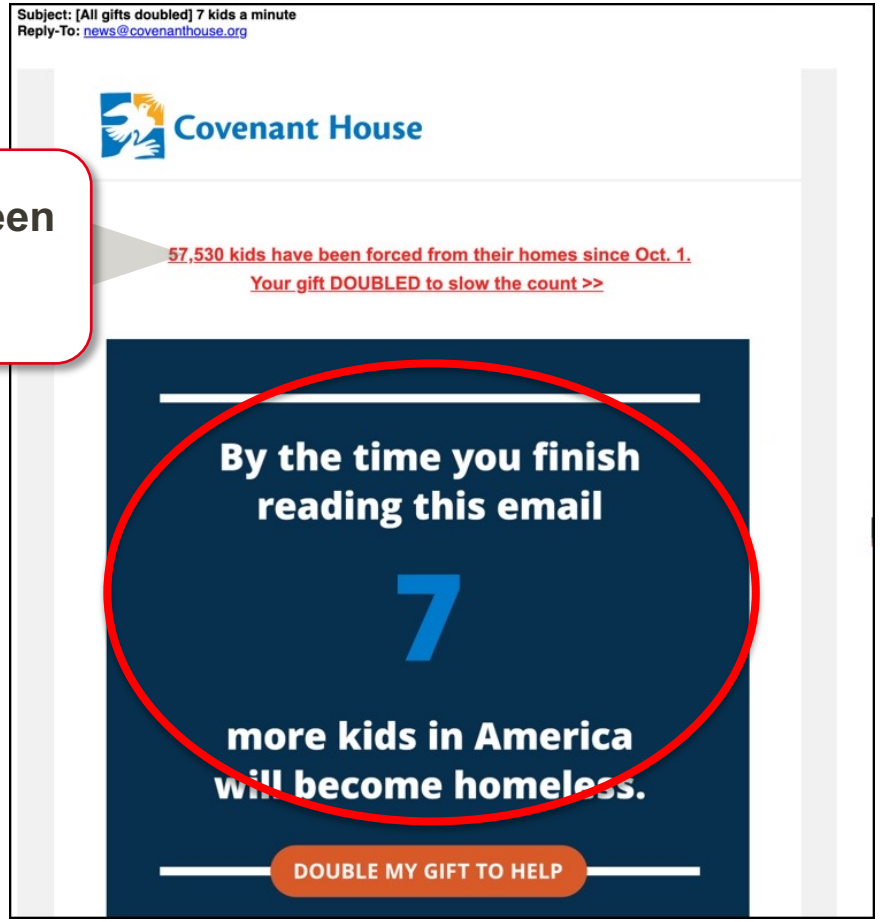
- Interactive review of key conversion pages
- Video recording of your review
- A personalized copy of Tim Ash's Landing Page Optimization book
- An AttentionWizard heatmap
- Only $699 - satisfaction guaranteed

order your
Landing page review ▸

$699


Compare All Account Features
THE ESSENTIALS
UNLIMITED DEBITS & MORE
UNLIMITED DEBITS & EVEN MORE
ALL-INCLUSIVE
RBC Day to Day Banking
RBC Advantage Banking
RBC Signature No Limit Banking
RBC VIP Banking
$4
monthly fee1
$11.95
monthly fee1
$15.95
monthly fee1
$30
monthly fee1
Open Now
Open Now
Open Now
Open Now

57,530 kids have been forced from their homes…



Subject: Free Quote, No Exam. New low rates can save you up to 70%.

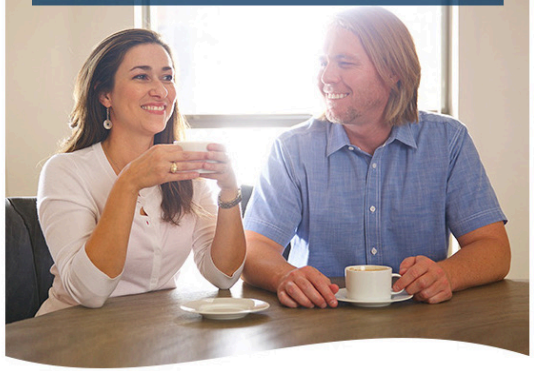
30 DAY *money back guarantee*

FIDELITYLIFE SV
Established 1896

CHEAPER THAN A
**CUP OF COFFEE A DAY!**
Get term life coverage starting at $9/month

GET MY FREE QUOTE!

- No medical exam
- Just a few health questions
- Choose your coverage amount
- Instant approval if qualified



If you are not completely satisfied with your term life insurance policy, you may cancel at any time within the **30-day money back period and receive a full refund.**

Rates shown for sample ages at issue are based on best class available and are available with monthly electronic drafts. Rates subject to underwriting and are not guaranteed. Other rating classes, level periods, and coverage amounts are available. Rates have been rounded to the nearest dollar. Like most insurance policies, Fidelity Life's policies contain exclusions, limitations, reductions of benefits and terms for keeping them in force. For complete costs and details, contact your Fidelity Life Representative.

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# Remember:

## Lead with higher prices,

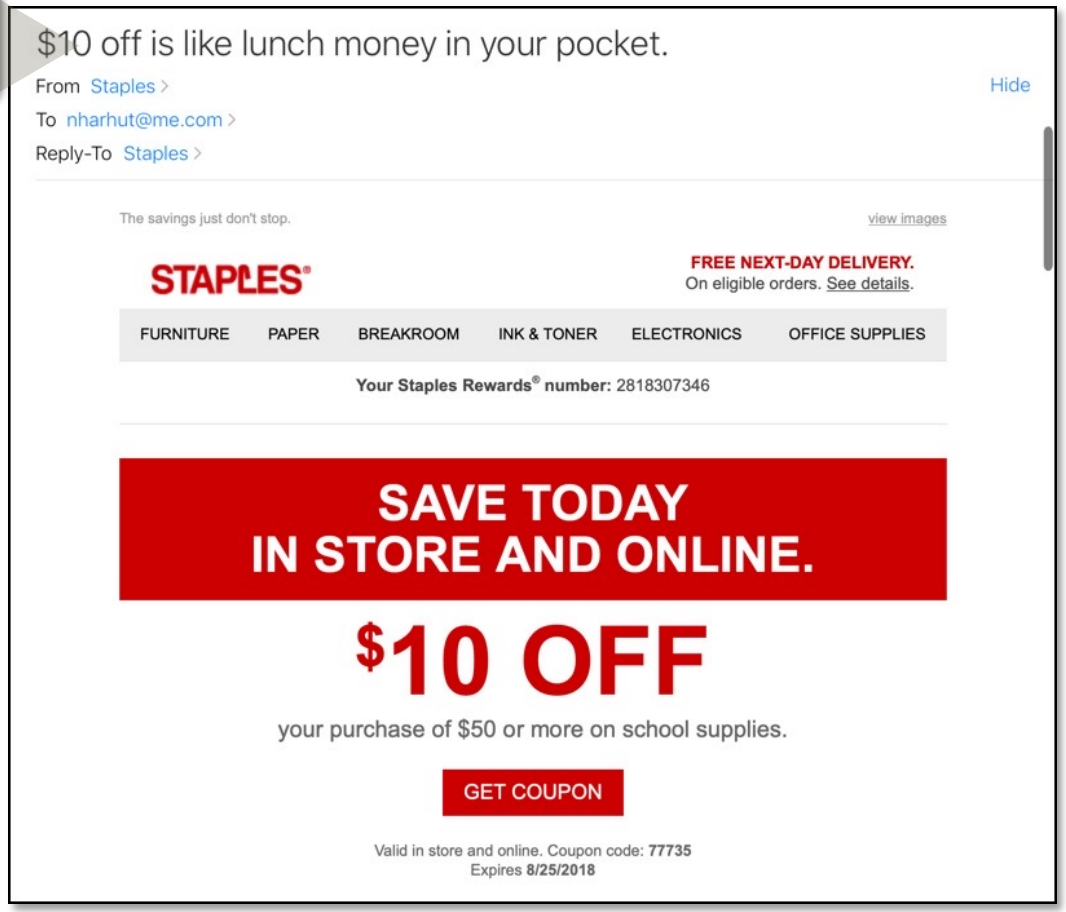
## link to easy numbers

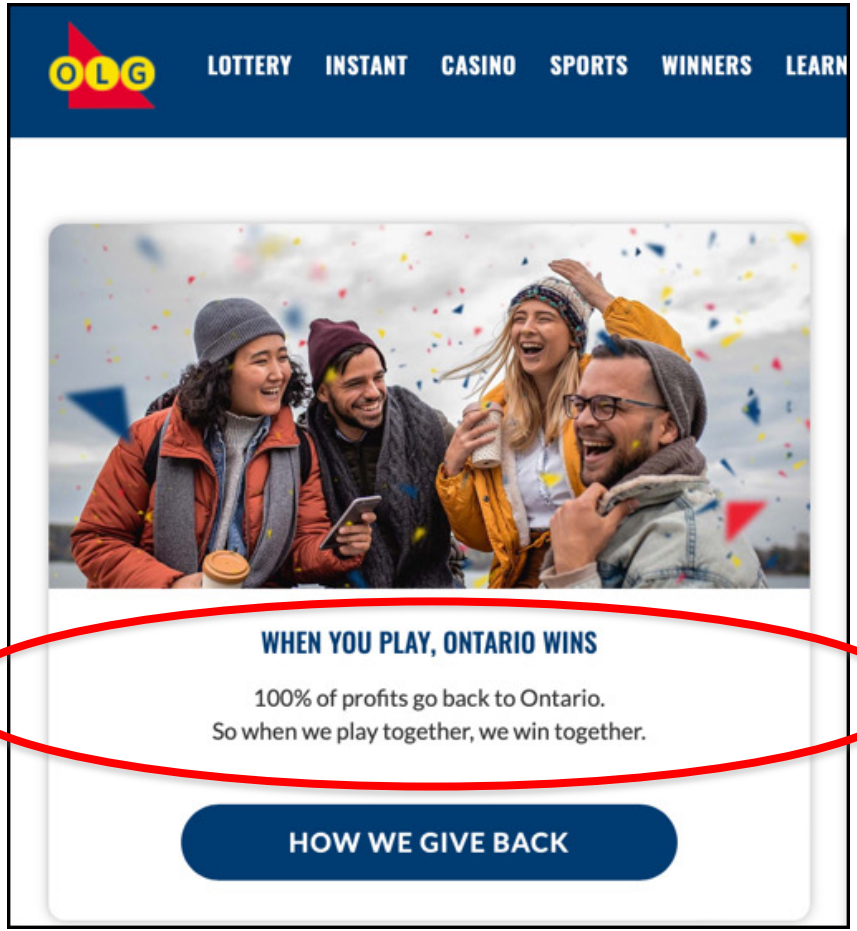
# Innate Intelligence

## Descriptions trigger default decisions

# Framing

**$10 off is like lunch money in your pocket.**




OLG
LOTTERY
INSTANT
CASINO
SPORTS
WINNERS
LEARN
WHEN YOU PLAY, ONTARIO WINS
100% of profits go back to Ontario.
So when we play together, we win together.
HOW WE GIVE BACK

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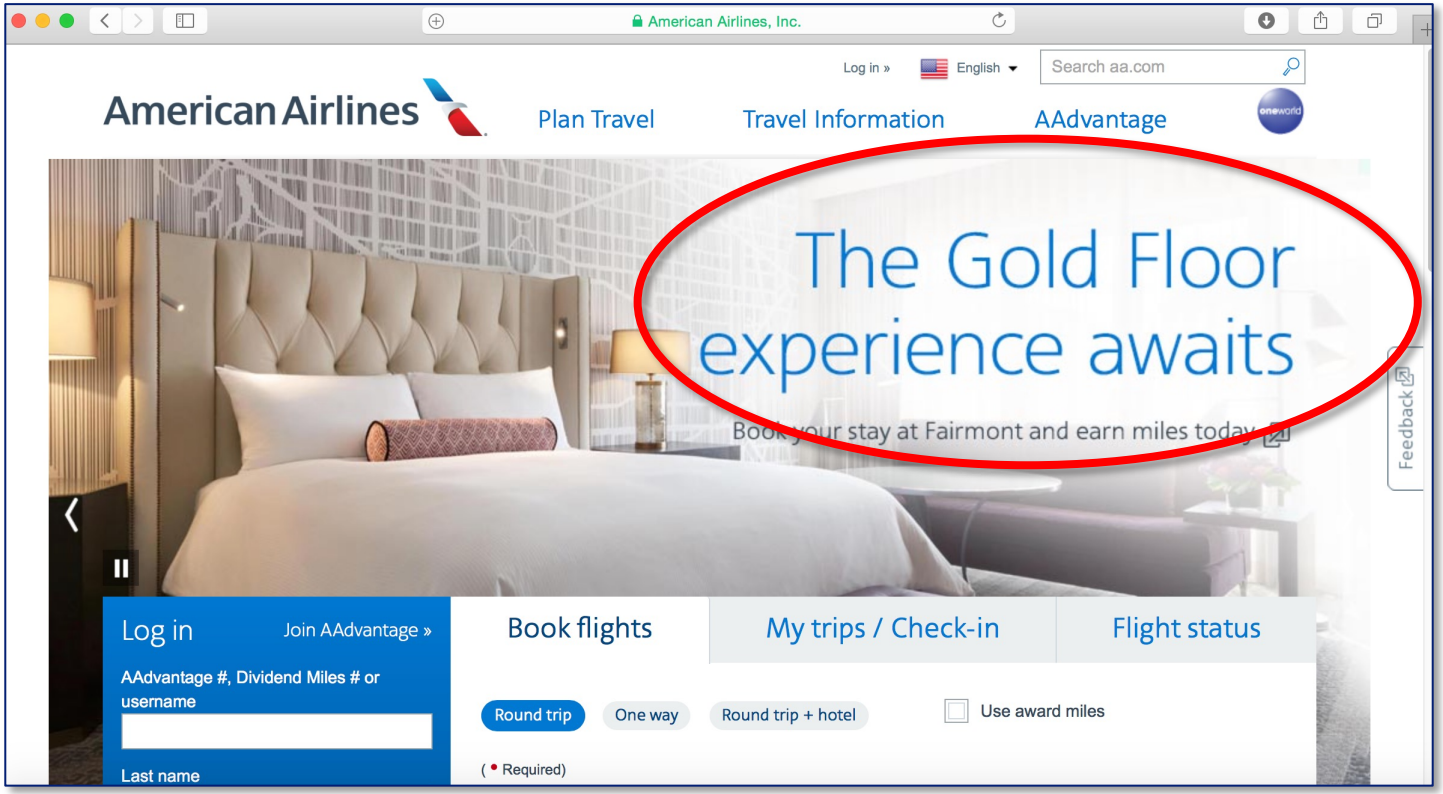



Stanford University

# Remember:

## Get people to see things in a different way

# Innate Intelligence

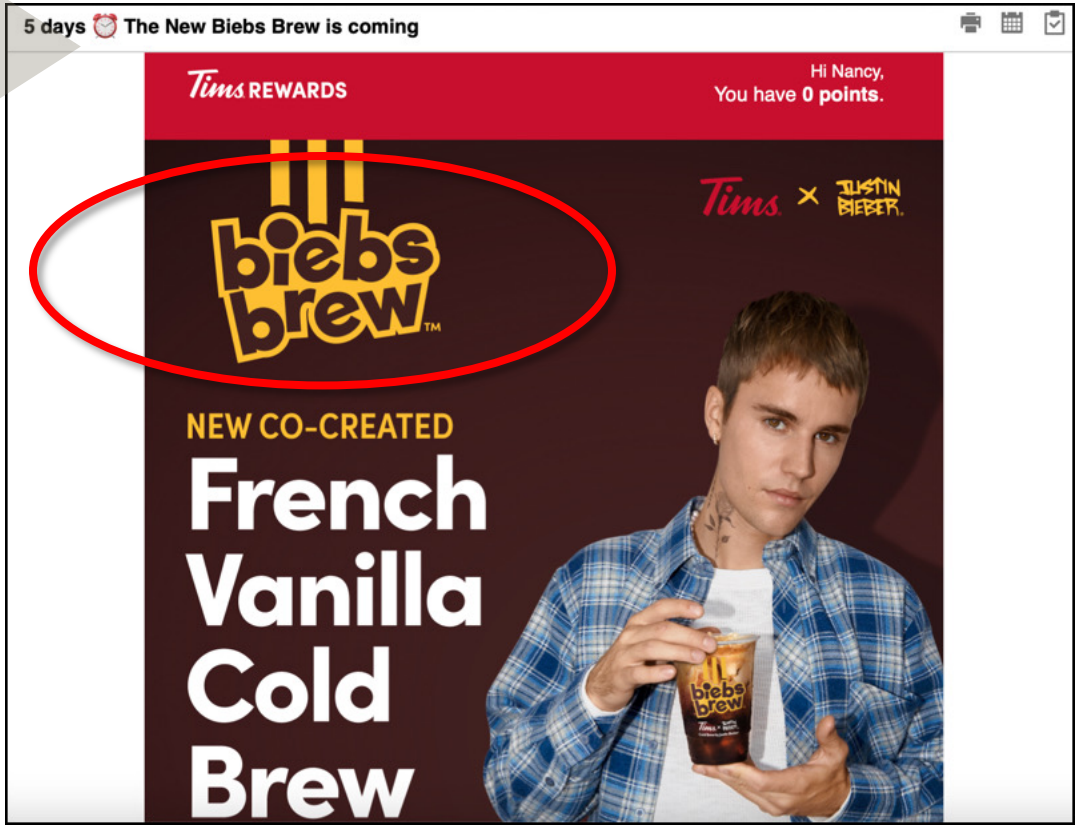
**Words that rhyme, start similarly, or sound alike affect our brains**

# Rhyme as Reason Bias

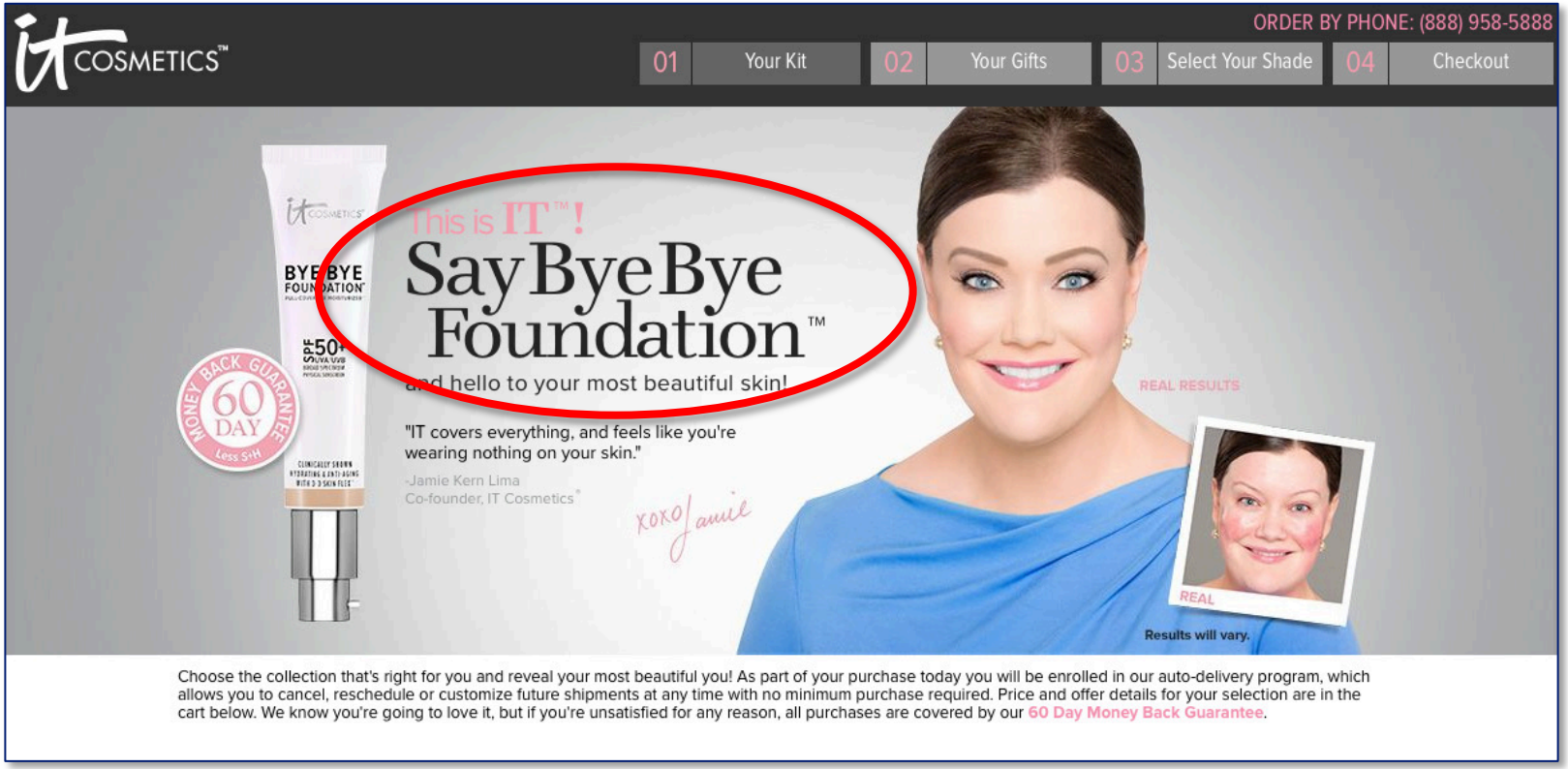
# The tank you'll thank

Rhyme

**5 days: The New Biebs Brew is Coming**




Alliteration




Homophone

$13 more

# Remember:

## Choose words with care

# Recap:

## We rely on auditory cues

- Reason Why
- Anchoring
- Framing
- Rhymes, Alliteration, Homophones

# Innate Intelligence

1. It's not about how we think, but how we feel
2. Our choices are less rational and more reactional
3. We rely on auditory cues

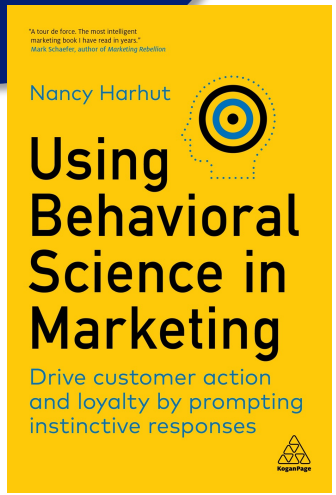
THANK YOU!

FREE
Cheatsheet
HBTmktg.com/think


**Nancy Harhut**

HBT Marketing

nharhut@HBTmktg.com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Driving Engagement with **Science**

Nancy.Harhut  @nharhut  Nancy Harhut