



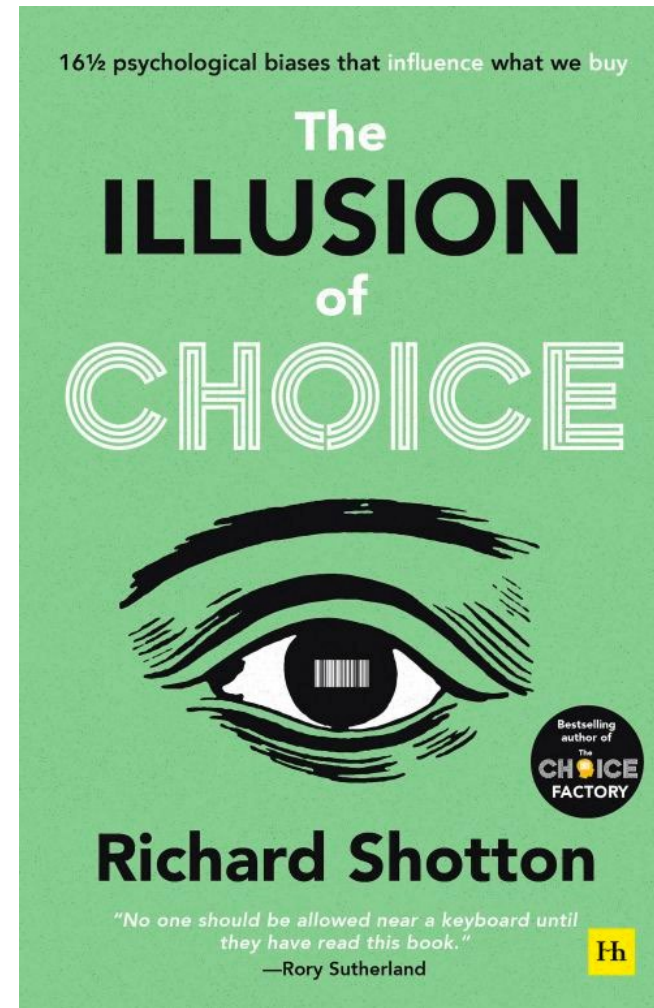
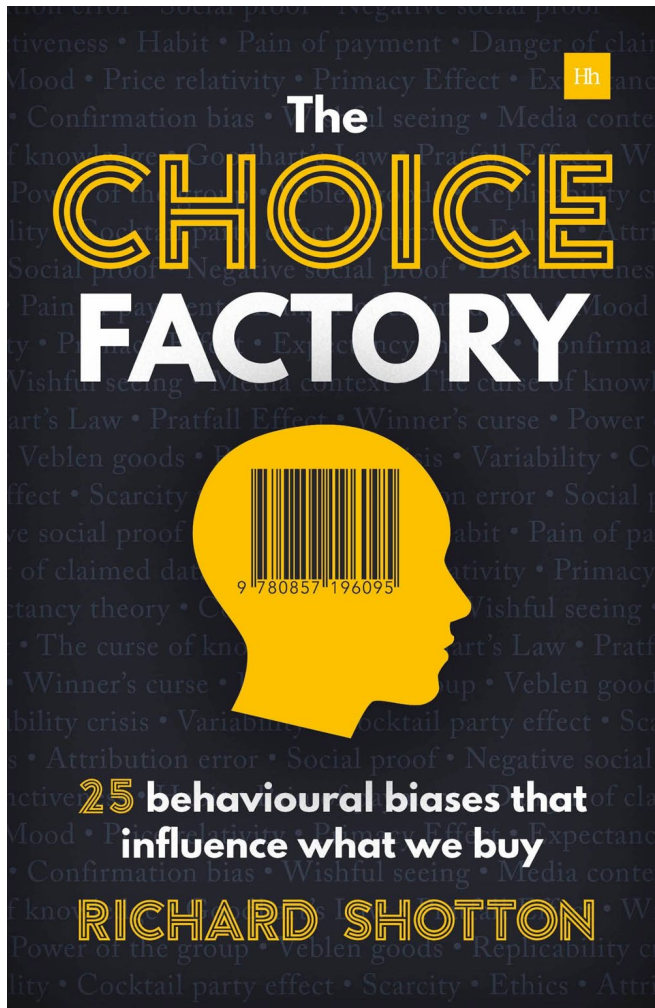
# The Appliance of Behavioural Science

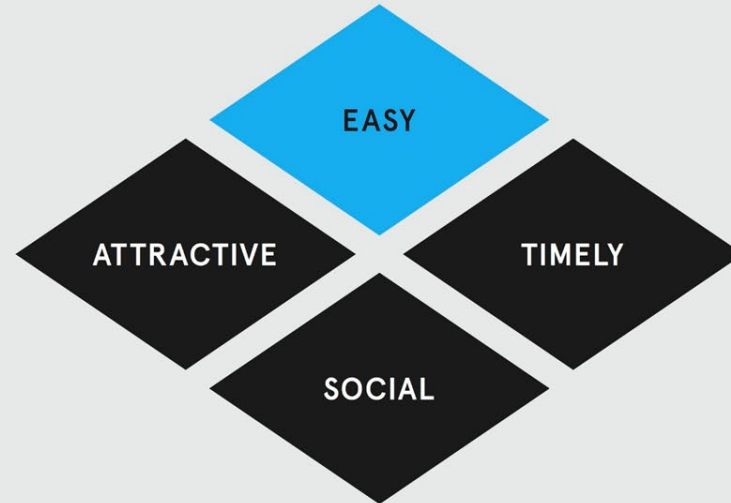
Richard Shotton

*The Choice Factory | The Illusion of Choice*

@rshotton

**ASTROTEN**





## EAST

### Four simple ways to apply behavioural insights

Owain Service, Michael Hallsworth, David Halpern,  
Felicity Algate, Rory Gallagher, Sam Nguyen, Simon Ruda, Michael Sanders  
with Marcos Pelenur, Alex Gyani, Hugo Harper, Joanne Reinhard & Elspeth Kirkman.



**Make it Social**

**@rshotton**

**ASTROTEN**





Half a Million Businesses  
Choose Zoom.  
How the World Connects



Only convertible that outsells

**FORD**

Standard





*Source: Keizer et al. (2008)*



Source: Keizer et al. (2008)





Red Bull®

ENERGY DRINK

With Taurine. Vitalizes body and mind

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**Make it Attractive**

**@rshotton**

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square door  
rusty engine  
flaming forest  
muscular gentleman  
white horse

impossible amount  
better excuse  
apparent fact  
common fate  
subtle fault

### Concrete Phrases (CC)

square door

rusty engine

flaming forest

muscular gentleman

white horse

### Abstract Phrases (AA)

impossible amount

better excuse

apparent fact

common fate

subtle fault

## MP3 in full motion

256MB (128 MB + 128MB card) digital audio player

Philips' wearable 3-in-one digital audio player is your perfect music companion while you're on the move.

### Multi-function basics

- Plays MP3 and WMA digital audio
- Voice Recording Function for recording anything, anytime!
- Digital FM tuner with 10 presets
- Equaliser for optimised sound to suit your music style

### Durable data storage

- 128MB\* built in memory
- 128MB memory card included
- MMC/SD memory card slot

### Styled for motion

- Versatile wearability with neck-strap and armband
- Tri-Colour Backlight for a distinct colour for different modes



# PHILIPS



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# PHILIPS



Say hello to iPod.  
1,000 songs. In your pocket.

## See the transformation

Move the toggle below to see the difference VELUX roof windows could make to your project.



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Move the toggle below to see the difference VELUX roof windows could make to your project.



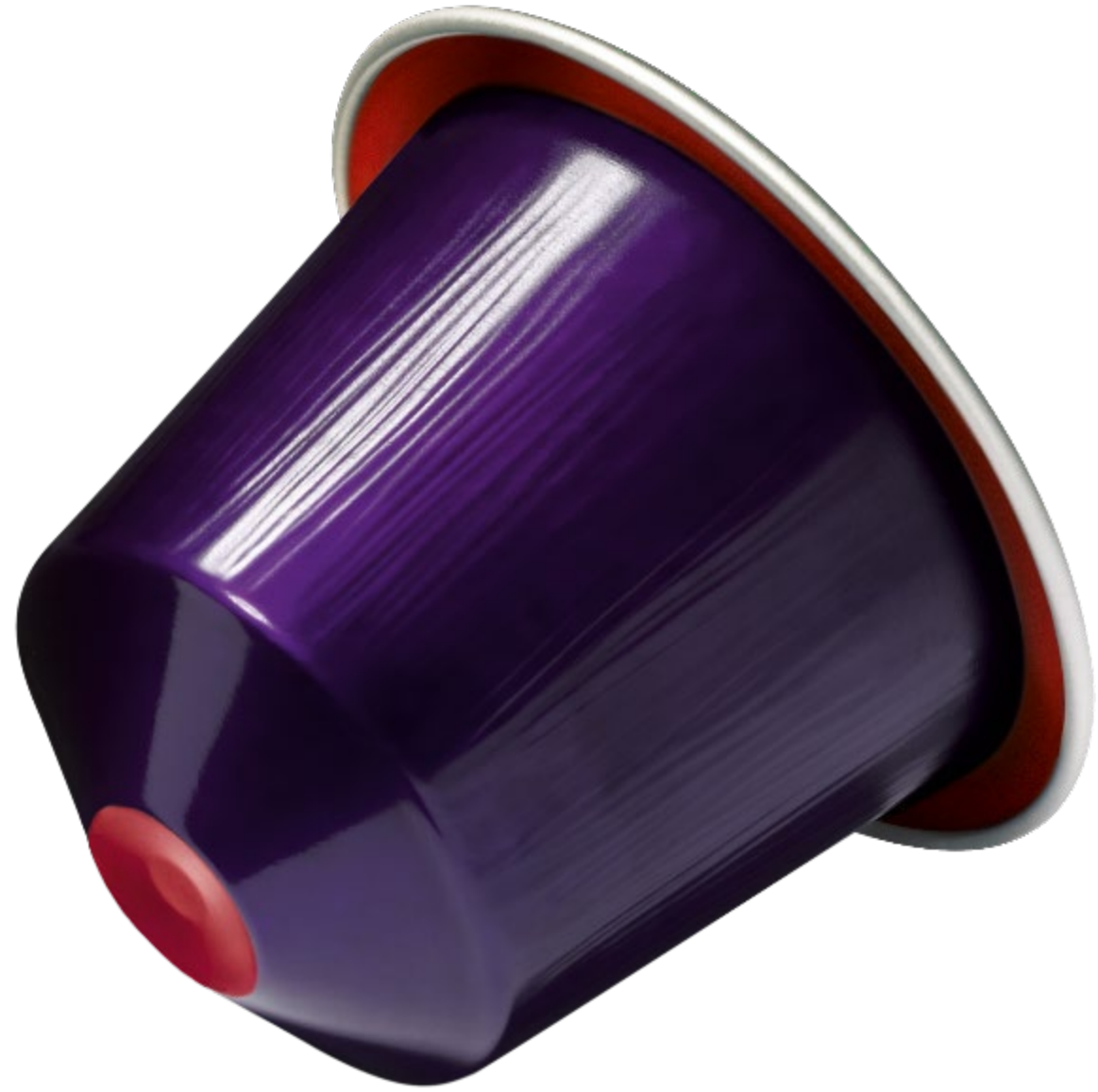


## See the transformation

Move the toggle below to see the difference VELUX roof windows could make to your project.











COMPARE AND SAVE

Trojan Condoms  
\$3.25

Huggies Diapers  
\$22.00



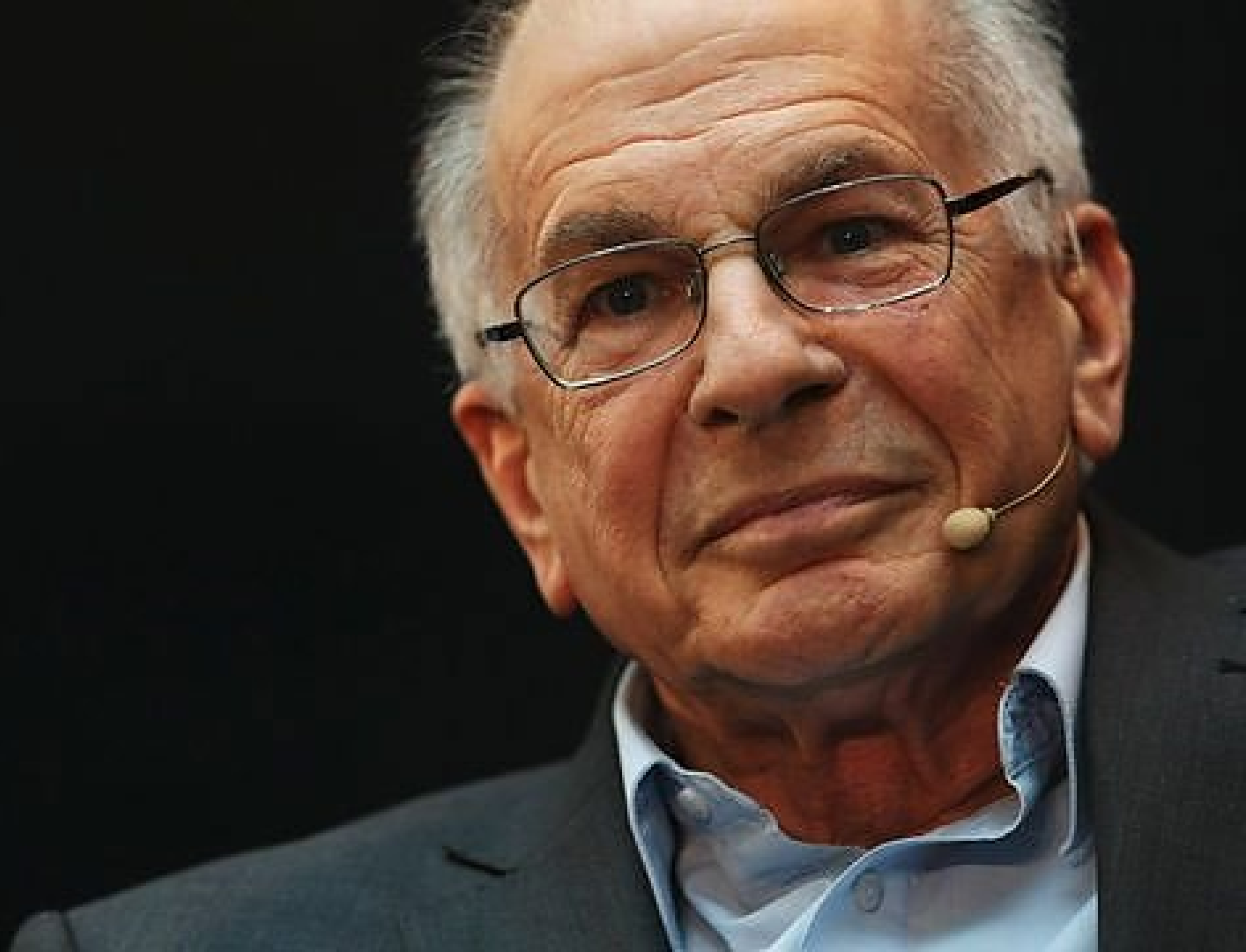




**Make it Easy**

**@rshotton**

**ASTROTEN**











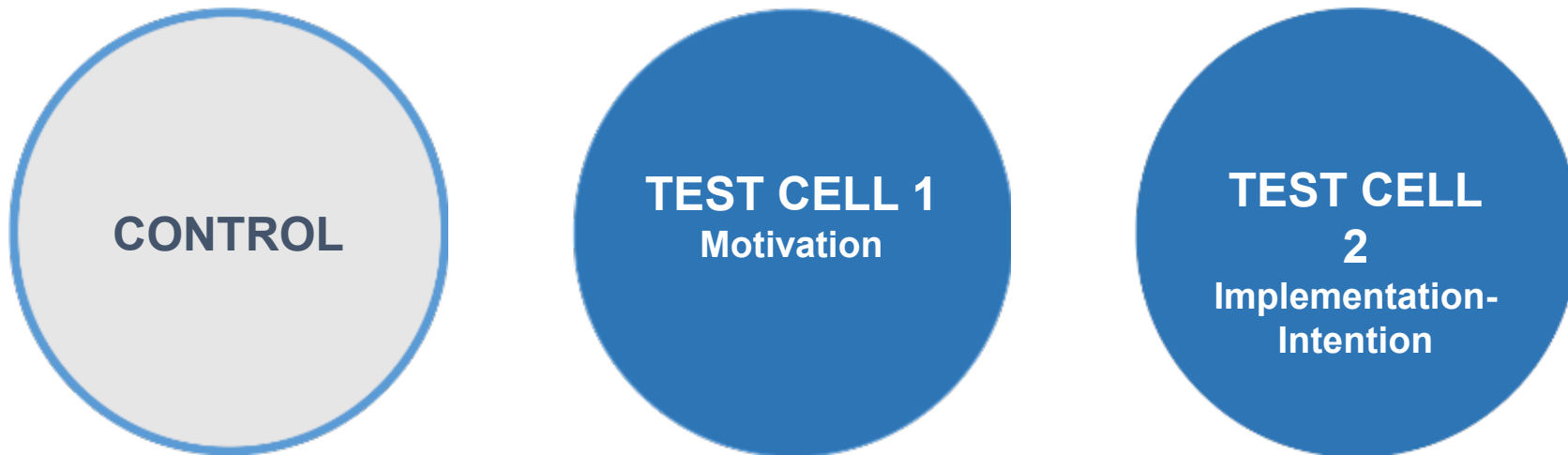




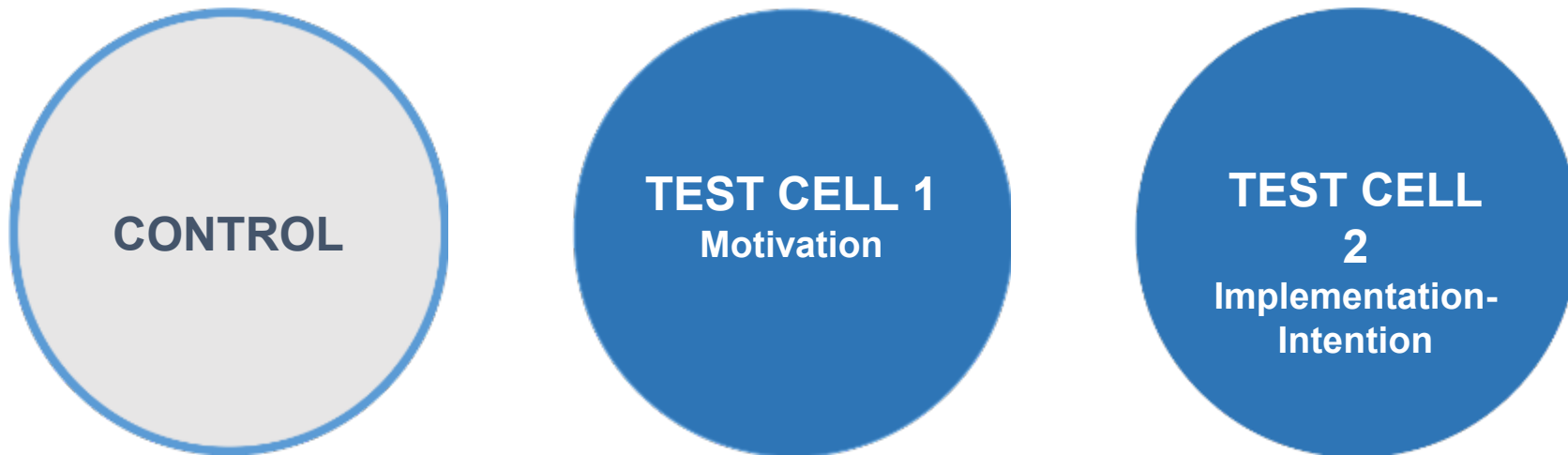
**Make it Timely**

**@rshotton**

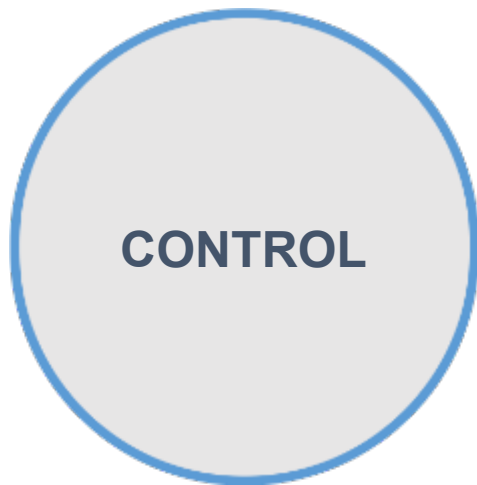
**ASTROTEN**







**35%**



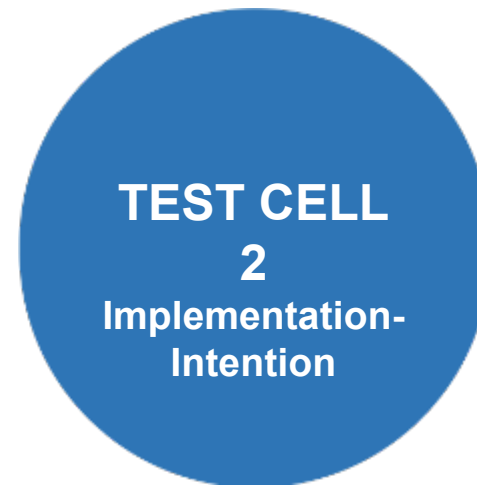
**CONTROL**

**35%**

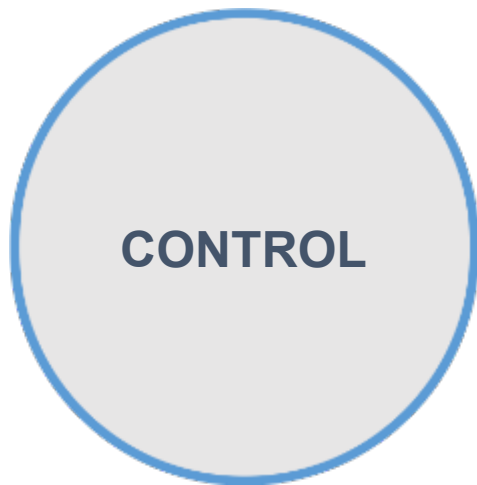


**TEST CELL 1**  
Motivation

**38%**

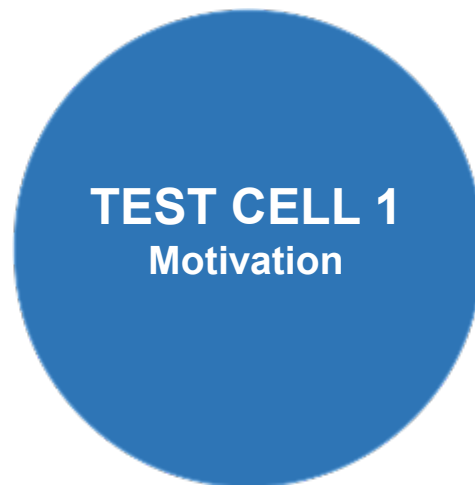


**TEST CELL 2**  
Implementation-  
Intention



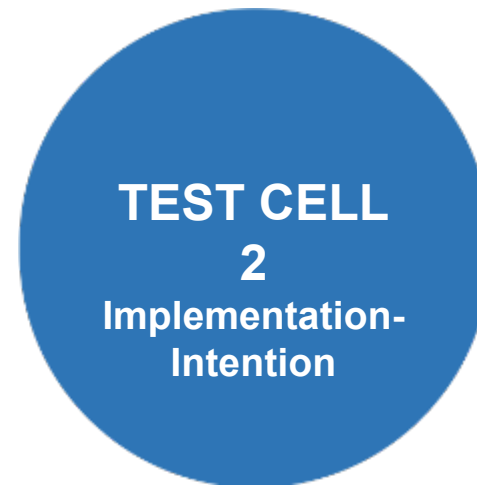
**CONTROL**

**35%**



**TEST CELL 1**  
Motivation

**38%**



**TEST CELL 2**  
Implementation-  
Intention

**91%**



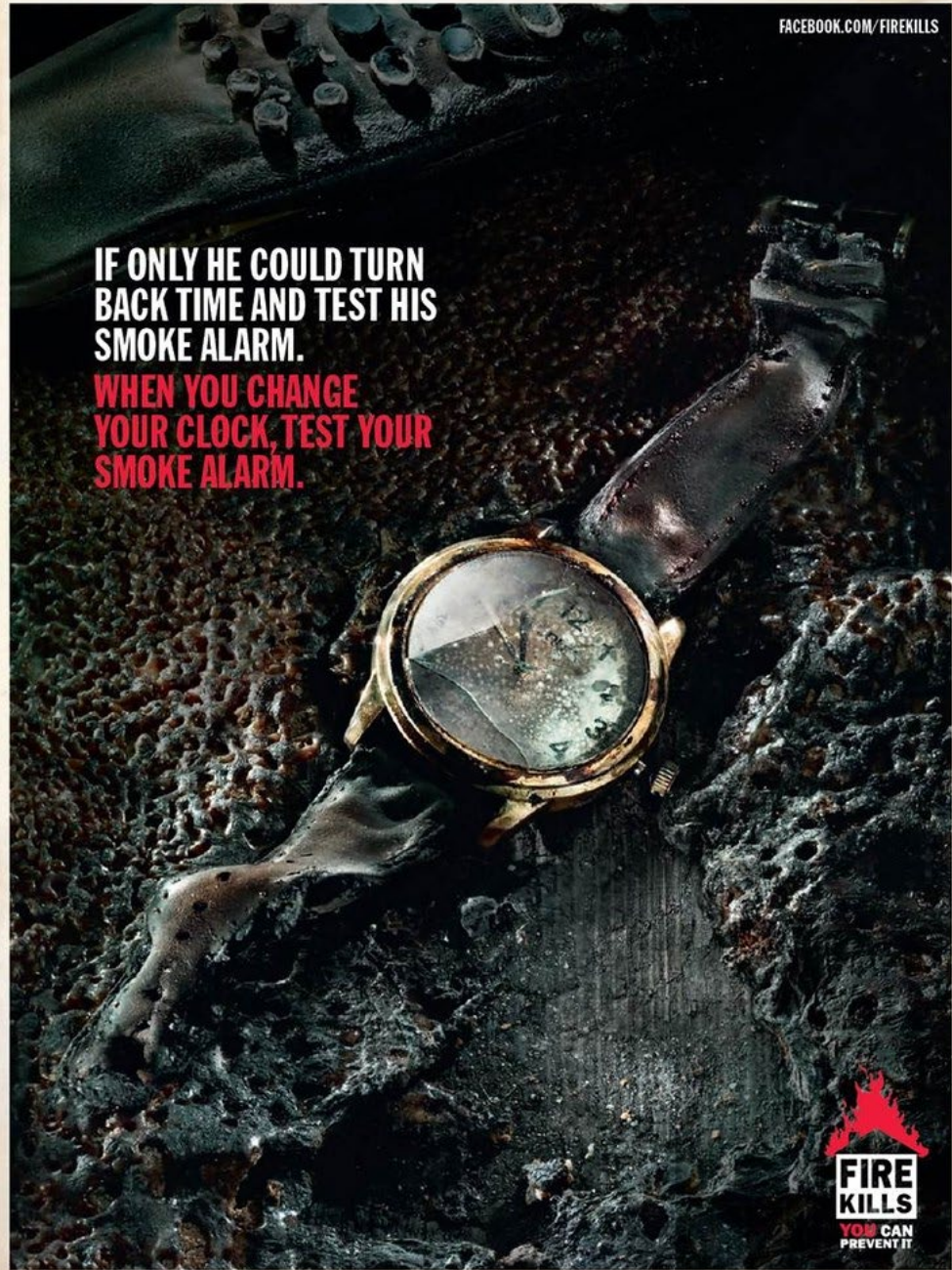


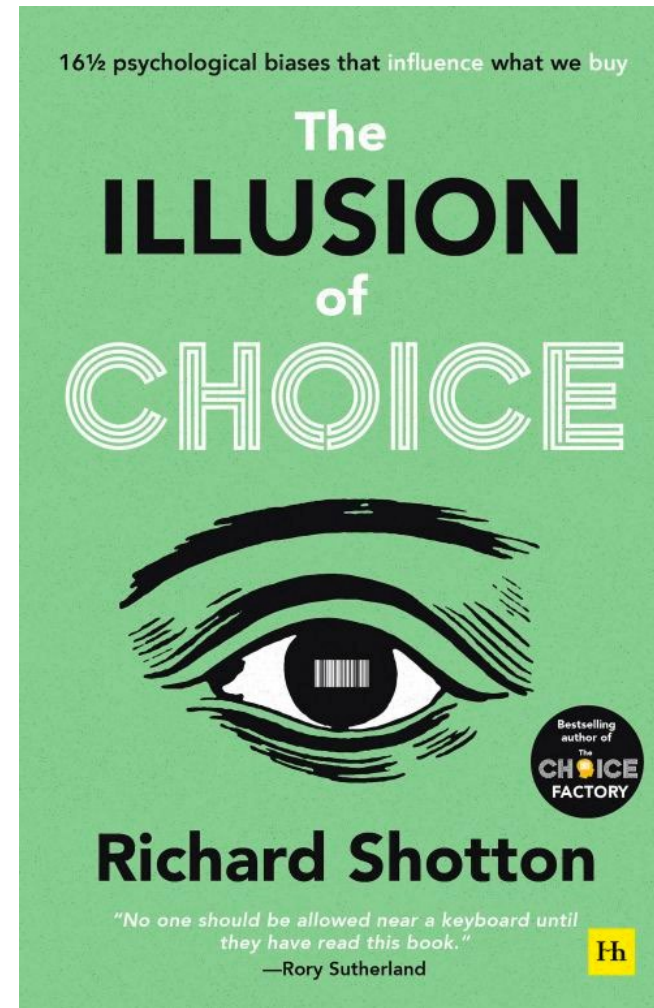
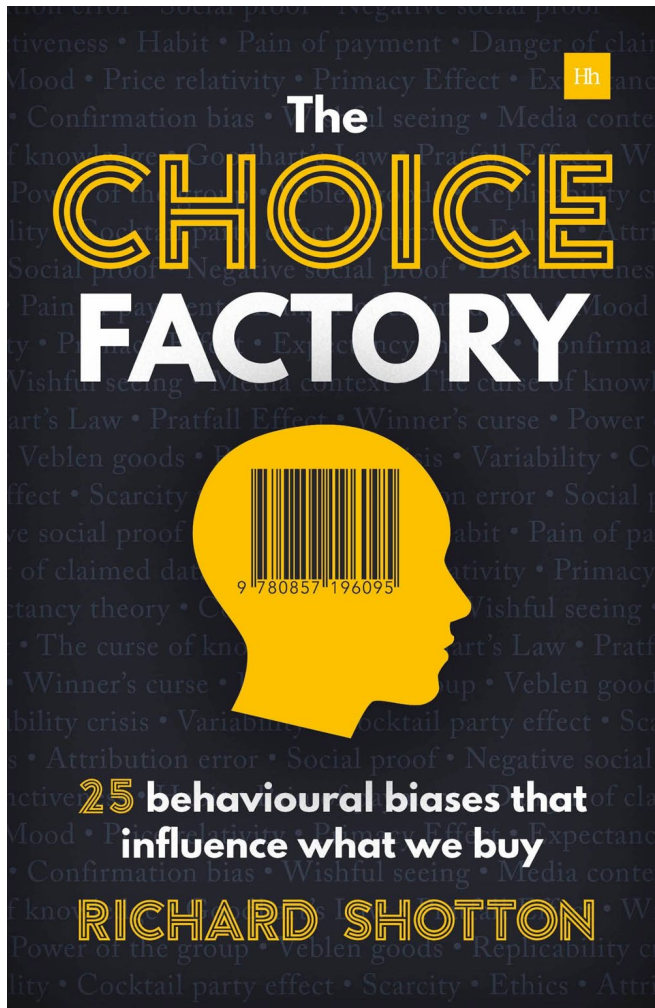


FACEBOOK.COM/FIREKILLS

IF ONLY HE COULD TURN  
BACK TIME AND TEST HIS  
SMOKE ALARM.

WHEN YOU CHANGE  
YOUR CLOCK, TEST YOUR  
SMOKE ALARM.









# The Appliance of Behavioural Science

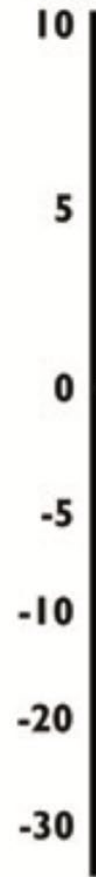
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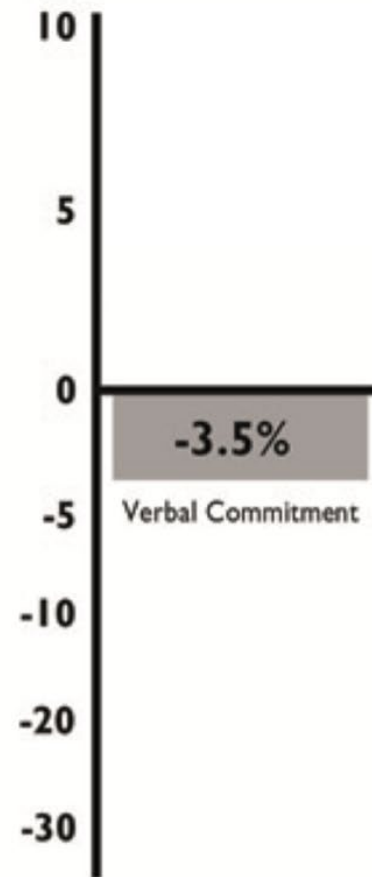
**ASTROTEN**

**Figure 2**  
**Reduction in DNAs following interventions**



Source: Martin et al. (2012)

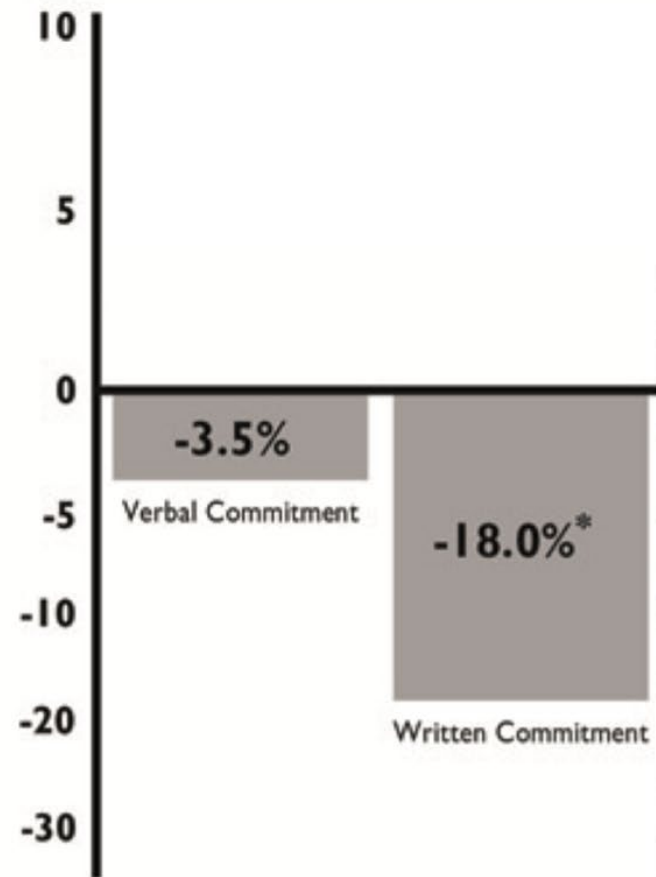
**Figure 2**  
**Reduction in DNAs following interventions**



Source: Martin et al. (2012)



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Source: Martin et al. (2012)