

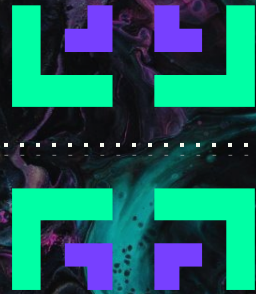
Project Nudge

Playbook

2024

2.0

Applying



the
behavioural
nudges

Nudge: Descriptive Social Norm

Execution

Include a statement demonstrating that a majority endorse the product.

Behavioural Principle

Social Norms

8 in 10 people agree protecting and restoring nature today is vital to create a positive legacy for future generations

Reese's Halloween Candy Converter | Halloween 2018

90% OF AMERICANS V TRADE THEIR HALL

80% OF PRMS STUDENTS CHOOSE NOT TO VAPE.

Did you know one JUUL pod has the same nicotine as an entire pack of cigarettes?

Trust Us

Source: 2018 PRMS Student Social Norms survey and Prevention Action Alliance Survey. Message brought to you by Healthy Minds for Lincoln County.

Thank you for sponsoring this campaign.

Merrill Lynch United Way United Way Ascension Great Southern Hospital

Behavioural Science Rationale

Social Norms is the tendency of humans to be influenced by the opinions and behaviours of others. Descriptive norms inform people of the typical behaviour of others in a certain group. This can be accomplished either through direct messaging about norms or observation of norms.

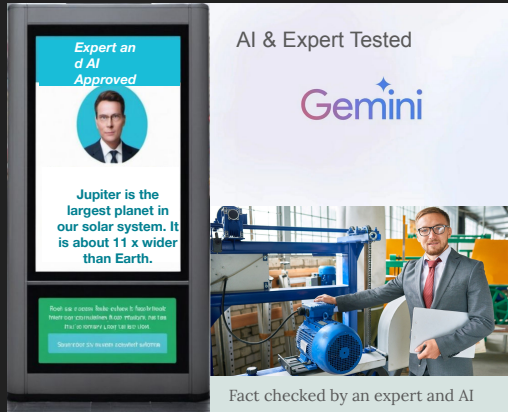
Application

- 1. Conformity to Social Group:** Behaviour change is driven by a desire to conform to the social group. By showing that a majority of people endorse the product, you tap into this desire for conformity.
- 2. Reassurance at Consideration Stage:** Reduce the perceived risk of purchase by tapping into social proof at the consideration stage via referencing a descriptive social norm.
- 3. Visibility and Trust:** Just as with Authority, people want visibility over who is endorsing the product. This visibility helps determine if they can trust these individuals sufficiently to make a purchase. Ensure that the endorsers are reliable and credible to the target audience.

Nudge: Expert & AI Fact Checked

Execution

Include information in your communication accompanied by the text "Fact checked by AI and an expert." This combines the rigour of AI with the sensitivity and experience of a human



Behavioural Principle

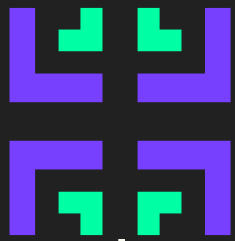
Authority

Behavioural Science Rationale

Authority Bias is our tendency to assign greater significance to information from sources we perceive as more legitimate or possessing a higher level of expertise. This bias is particularly powerful when the brand, product, or service being advertised lacks its own established authority.

Application

- 1. Combination of AI and Human Expertise:** The combination of AI's precision with the experience of a human expert creates a powerful authority endorsement. AI provides detailed data analysis, while human experts add context and sensitivity, addressing areas where AI may lack understanding.
- 2. Addressing Trust Concerns:** Even among those who view AI positively, there are concerns about its reliability and effectiveness to influence. By pairing AI with a human fact-checker, you alleviate these concerns, enhancing the overall trustworthiness of the information.
- 3. Visibility of Endorsement:** Clearly state in the communication that the information has been "Fact checked or approved by AI and an expert." This transparency reassures the audience of the thoroughness and reliability of the fact-checking process.



Nudge: Expert Fact Check

Behavioural Principle
Authority

Execution

Include information in your communication accompanied by the text "Fact checked by an expert".

GOOD HYGIENE IS IN YOUR HANDS.

Wash your hands thoroughly with soap and water for at least 20 seconds to prevent passing on germs. Dry your hands.

TOGETHER WE CAN HELP STOP THE SPREAD AND STAY HEALTHY. For more information about Coronavirus (COVID-19) visit [health.gov.au](https://www.health.gov.au)

HELP STOP SPREAD and stay safe

Be informed, stay safe

Get the latest news and advice on COVID-19, direct from the experts.

Get the facts on health

Fact checks about medical conditions, the NHS, social care and government funding of national health services

fullfact.org/health

Behavioural Science Rationale

Authority Bias is our tendency to assign greater significance to information from sources we perceive as more legitimate or possessing a higher level of expertise. This bias is particularly impactful when the brand, product, or service being advertised lacks its own established authority.

Application

1. Effective Fact Checking: For this to be effective, fact-checking must be explicitly attributed to an expert. The authority comes from the expert's endorsement; the phrase 'fact checked' alone is insufficient. The word 'expert' is crucial in establishing this authority.

2. Trusted Industry Experts: The inclusion of an expert's reference is more powerful if the expert is known to be from a trusted industry, such as Health. The credibility is further enhanced if the expert is endorsed by an independent and relevant organization, such as Australian Health Practitioner Regulation Agency (AHPRA).

3. Visibility of Expert Endorsement: Clearly state in the communication that the information has been "Fact checked by an expert" and provide details about the expert's credentials and affiliations. This transparency reassures the audience of the reliability and accuracy of the information presented.

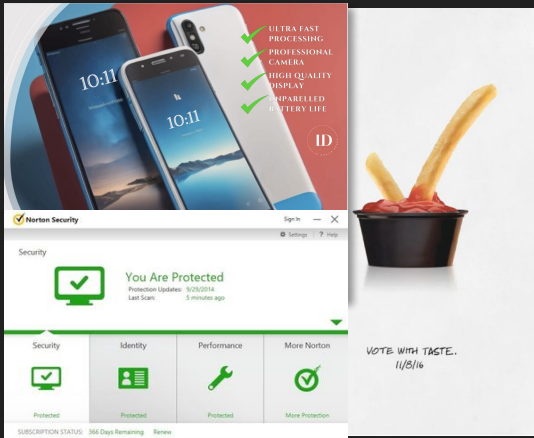
Nudge: Green Ticks

Execution

Include a list of features in communication that are reinforced by green ticks of approval.

Behavioural Principle

Priming



Behavioural Science Rationale

Our thinking and behaviour can be influenced at a subconscious level by different principles and stimuli. These principles can include words, sounds, smells, images, symbols and even actions.

Application

- 1. Subconscious Influence:** Use green ticks to influence the effects of priming, that influences our perceptions and reactions at a subconscious level. The green tick is an instantly recognised symbol of approval and positivity.
- 1. Visual Reinforcement:** List features with green ticks, and create a positive association in the viewer's mind. This visual cue reinforces the desirability and credibility of the features listed.
- 1. Immediate Recognition:** Green ticks are widely understood and require no additional explanation. This makes them an efficient tool for quickly conveying approval and positive endorsement.

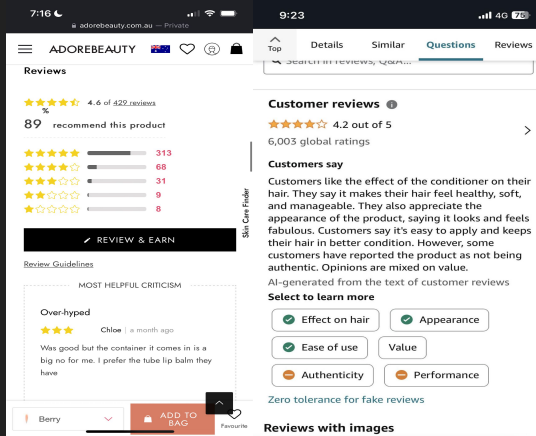
Nudge: The Good and the Bad Customer Reviews

Execution

Display the top positive and negative aspects of the product based on customer reviews.

Behavioural Principle

Transparency



Behavioural Science Rationale

Transparency allows us to clearly understand what is happening, why, and how decisions are made. This transparency fosters trust by increasing visibility into a company and reducing uncertainty, suspicion, and the potential for misinterpretation.

Application

- 1. Balanced Information:** Help consumers feel they have a fair and comprehensive understanding of the product by displaying both positive and negative aspects of the product.
- 2. Trust Building:** Transparency in displaying reviews increases trust. When consumers see both sides, they are more likely to trust the information provided and the company behind the product.
- 3. Informed Decisions:** By providing a clear picture of the product, consumers can make informed purchase decisions. This reduces the likelihood of them leaving the funnel to seek additional reviews or information elsewhere.

Nudge: Government Endorsement

Execution

Include a logo and the name of an official government department in your communication.

Behavioural Principle

Authority



Behavioural Science Rationale

Authority Bias refers to our tendency to assign greater significance to information from sources we perceive as more legitimate or possessing a higher level of expertise. This bias is particularly influential when the brand, product, or service being communicated lacks its own established authority.

Application

1. Government Endorsement: Including the logo and name of a recognized government department in your communication leverages the authority associated with government sources. People generally believe that government sources provide trustworthy and accurate information.

2. Independent, Trusted Sources: In addition to government endorsements, messages from other independent and known sources, such as the ABC, can also lend significant authority. These sources are perceived as reliable and impartial, enhancing the credibility of the communication.

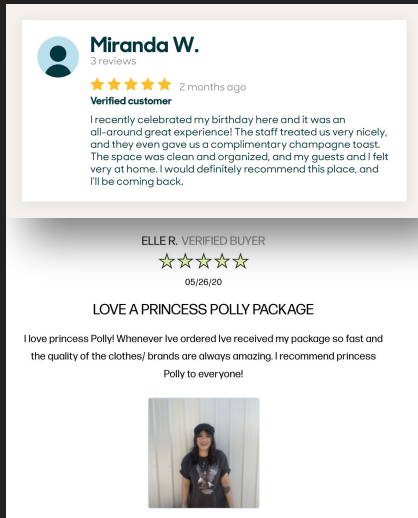
3. Visibility and Trust: Make the government or independent source endorsement clearly visible in the communication. This transparency reassures the audience of the reliability and accuracy of the information presented.

Nudge: Identifiable Customer 5-star Rating

Execution

Include a positive review from one customer identified with details such as a picture, name, or location.

Behavioural Principle
Authority



Behavioural Science Rationale

Authority Bias is our tendency to assign greater significance to information from sources we perceive as more legitimate or possessing a higher level of expertise. This bias is particularly impactful when the brand, product, or service being advertised lacks its own established authority.

Application

- 1. Personalised Customer Reviews:** Where a high number of reviews via an independent site are not available, a positive review by an identified customer can be highly effective. Including details such as an image, name, and location adds a layer of authenticity and credibility.
- 2. Creating Trust through Identification:** By providing specific details about the reviewer, you make the review more relatable and trustworthy. People are more likely to believe a review that comes from a real, identifiable person.
- 3. Visibility and Detail:** Ensure the customer review is prominently displayed and includes all relevant details. This transparency reassures the audience of the authenticity and reliability of the review.

Nudge: Limited Time Offer

Execution

Include a limited time offer to leverage the principle of scarcity.

Behavioural Principle

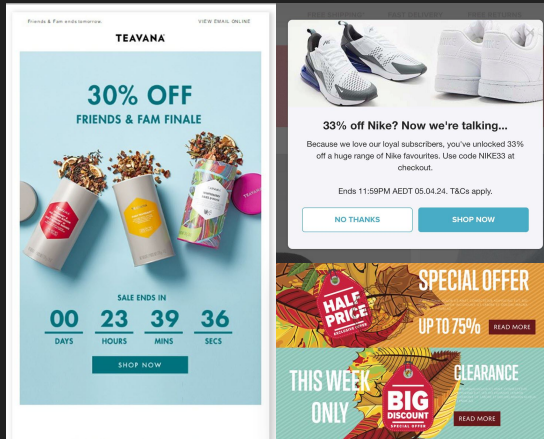
Scarcity

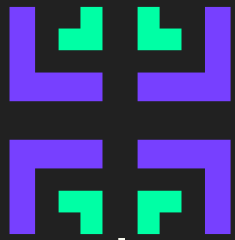
Behavioural Science Rationale

Scarcity is the tendency for people to value things more highly when they are scarce. The perceived scarcity of an item makes it feel more desirable.

Application

- 1. Increased Perceived Value:** Use a limited time offer to increase the perceived value of the product or deal, as consumers tend to value things more when they are limited or scarce
- 2. Fear of Missing Out:** A limited time offer creates urgency and leverages the fear of missing out. People do not want to miss out on a good deal, which motivates them to act quickly.
- 3. Desirability through Scarcity:** Highlighting the limited availability of an offer makes it more desirable. The scarcity effect is powerful in driving quick decision-making and purchase behaviour.



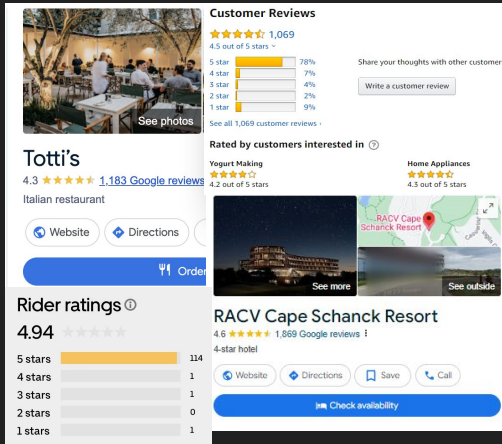


Nudge: Many People - 5 star Customer Ratings

Behavioural Principle
Authority

Execution

Provide evidence of a high number (1,000+) of five-star reviews, preferably collected by an independent source such as Google reviews.



Behavioural Science Rationale

Authority Bias is our tendency to assign greater significance to information from sources we perceive as more legitimate or possessing a higher level of expertise. This bias is particularly influential when the product or service being advertised lacks its own established authority.

Application

- 1. Role of Reviews in Purchase Decisions:** People often look for reviews to check the company or sales channel and to see if the product is good. Making these reviews easy to find can keep them interested during their decision-making process.
- 2. Social Proof and Positive Ratings:** Lots of positive ratings show that many people are happy with their purchase. However, these reviews need to be credible to effectively use Authority Bias. Reviews should come from trusted, independent sources like Google.
- 3. Verification and Trust:** For reviews to be persuasive, people need the ability to verify and read them. Concerns about fake or tampered reviews make it essential that the reviewer is trusted, and the reviews are seen as authentic and reliable.



Nudge: Person Like Me Video/ Visual Authority

Behavioural Principle
Authority

Execution

Use online video reviews by micro-influencers or individuals who have the characteristics of being an 'ordinary person', likely to use the product being shown.

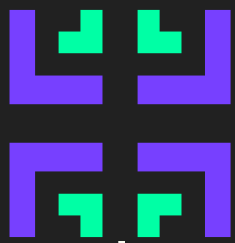


Behavioural Science Rationale

Authority Bias is our tendency to assign greater significance to information from sources we perceive as more legitimate or possessing a higher level of expertise. This bias is particularly impactful when the brand, product, or service being advertised lacks its own established authority.

Application

- 1. Comfort and Familiarity with Video Reviews:** The rise of platforms like Tik Tok has made people more comfortable and familiar with watching video reviews. They often seek these out before making a purchase.
- 2. Building Trust through Video Reviews:** Video reviews can help boost trust by addressing concerns about image editing and misrepresentation. Seeing a product in action reduces doubts about its quality and authenticity.
- 3. Detailed and Helpful Information:** Videos provide valuable information such as the relative size of a product and descriptions of its quality. In the context of online shopping, videos are the next best thing to experiencing a product in-store.



Nudge: Product Specific Descriptive Norm + Niche Authority

Execution

Reinforce consumers with the 'niche Authority' of an expert group. For example "The choice of the best photographers).

Behavioural Principle

Social Norms



Behavioural Science Rationale

Social Norms or Norming is the tendency of humans to be influenced by the opinions and behaviours of others. Descriptive norms inform people of the typical behaviour of others in a certain group. This can be accomplished either through direct messaging about norms or observation of norms.

Application

1. Informing Typical Behaviour: By using descriptive norms to provide information about what others in a specific group typically do, it helps individuals align their behaviour with the group standard.

2. Direct Messaging and Observation: Norms can be communicated directly through messaging or indirectly through observation. For instance, stating that "the best photographers choose this product" directly informs the audience of the norm.

3. Combining Norms with Expert Opinion: Pairing descriptive norms with evidence of expert opinions can be even more effective. By stating that experts in a field prefer a certain product, you enhance the credibility and influence of the norm.

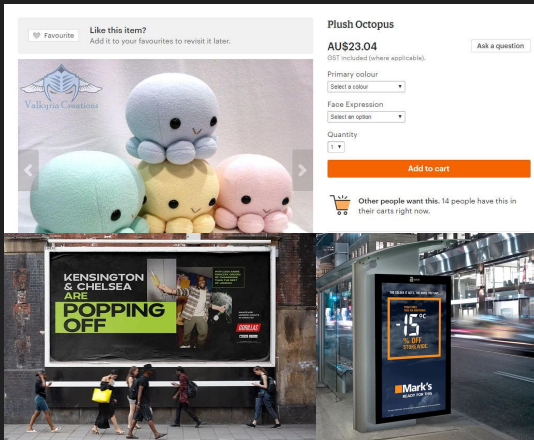
4. Desire to conform: Tap into consumers desire to conform, through highlighting what others in the social group, especially experts, are doing.

Nudge: Real-Time Dynamic Norm, Location Specific

Execution

Communicate that purchase behaviour is increasing in the consumer's area.

Behavioural Principle
Social Norms



Behavioural Science Rationale

Social Norms or the Herd Effect is the tendency of humans to be influenced by the opinions and behaviours of others. This principle leverages **Dynamic Social Norms**, which occur when the social norm in a group is changing, and behaviour change is accelerating.

Application

- 1. Influence through Changing Norms:** By highlighting that attitudes and behaviours are *changing* in a consumer's community are leaning towards a particular trend, this can encourage the consumer's awareness to follow it.
- 2. Effectiveness of New Products:** This approach is particularly effective for products or services that are new and only beginning to gain traction. Demonstrating that others are starting to purchase can create a sense of momentum and encourage adoption.
- 3. Awareness and Adaptation:** Dynamic norm messaging can make consumers aware of how people's behaviours and attitudes are changing and adapting to future contexts. This can further motivate them to align with the emerging norm.

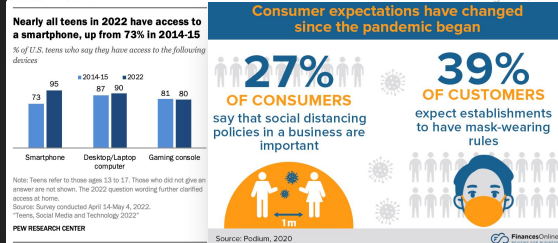
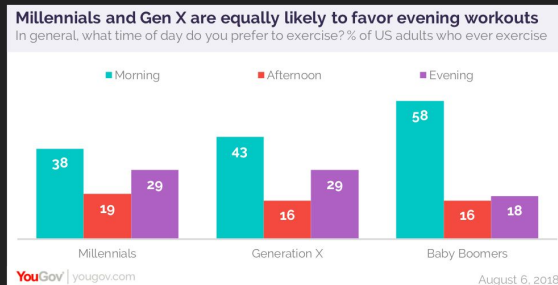
Nudge: Sourced Customer Review Statistics

Execution

Include a positive, clearly sourced statistic from a customer review.

Behavioural Principle

Authority



Behavioural Science Rationale

Authority Bias is our tendency to assign greater significance to information from sources we perceive as more legitimate or possessing a higher level of expertise. This bias is particularly impactful when the brand, product, or service being advertised lacks its own established authority.

Application

- 1. Clear and Credible Sourcing:** When leveraging customer reviews as an authority, it is crucial to clearly and credibly source the data. There is a common belief that customer information shown by retailers may not always be accurate due to potential editing for advantage.
- 2. Impact of Sourced Statistics:** A statistic from a customer survey can more than double purchase intent if it is properly sourced. This demonstrates the significant influence of credible data on consumer decisions.
- 3. Negative Impact of Unsourced Data:** If the data is not sourced, it undermines both consideration and intent to purchase. The absence of sourcing does not have a neutral effect; it is actively negative, diminishing trust and credibility.

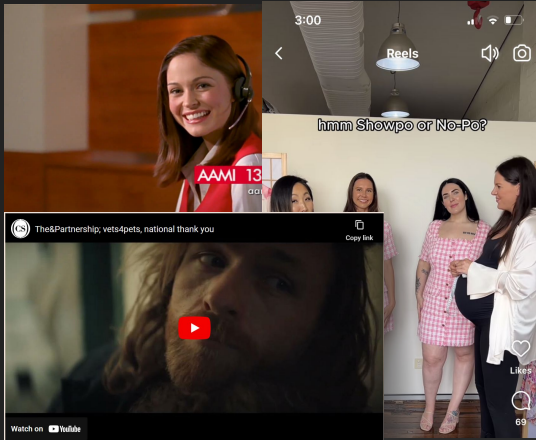


Nudge: Talk to a Real Person

Behavioural Principle
Transparency

Execution

Display real team members of the company to suggest a human presence behind the communication.



Behavioural Science Rationale

Transparency allows us to clearly understand what is happening, why, and how decisions are made. This fosters trust by increasing visibility into a company and reducing uncertainty, suspicion, and the potential for misinterpretation.

Application

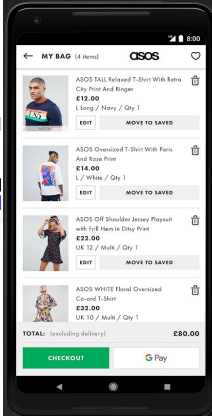
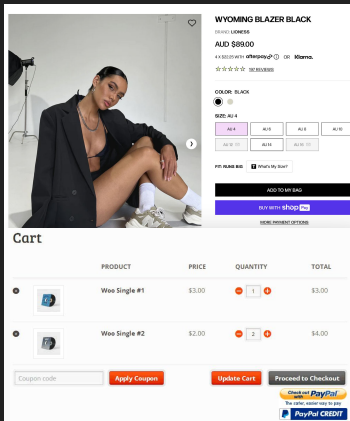
- 1. Human the Brand:** Bring visibility to the humans behind a product and boost trust at the key moment of purchase. It reassures consumers that the brand is real, and the products are authentic.
- 2. Building Relationships:** When the company or source of communication doesn't feel immediately familiar, displaying real team members is effective because it contributes to building a relationship with the consumer.
- 3. Enhancing Credibility:** Showing the people behind the brand increases credibility and trust, making the brand more relatable and trustworthy.

Nudge: Trusted Payment Options

Execution

Include icons for well-known and trusted payment providers in an easily visible place on your communication materials.

Behavioural Principle
Anchoring



Behavioural Science Rationale

We look for reference points (anchors) that we can rely on and adjust our judgments and decisions from there. Anchors can come from almost anywhere and be based on an existing association that we hold (existing perception of the brand), or an association that is introduced in the context of communication.

Application

- 1. Anchors and Reference Points:** We look for reference points (anchors) that help us adjust our judgments and decisions. Anchors can be based on existing associations (e.g., brand perception) or introduced through communication.
- 2. Types of Anchors:** Different types of anchors include price, experience, brand, occasions, or social norms. In this context, well-known payment provider icons serve as anchors for trust and professionalism.
- 3. Trust in Payment Providers:** This principle leverages the inherent trust consumers have in well-known payment providers. Displaying these icons provides a reference point for the reliability and security of the transaction process.
- 4. Perception of Thorough Screening:** People generally assume that for a company to be associated with a trusted payment option, it must have undergone a thorough screening process, enhancing the overall credibility of the brand.

Nudge: The Word “Free”

Execution

By including the words “Free shipping” or an alike offer/feature in communications.

Behavioural Principle
Power of Free

Behavioural Science Rationale

The Power of Free refers to the tendency for humans to prefer or choose a product if it includes a free element, even if that element has little inherent value. For this principle to be effective, the actual word 'Free' needs to be present and prominent.

Application

- 1. Make an emotional Impact:** When people see the term FREE! They get excited and they can forget about the other factors of a purchase, with the fact that they're gaining something for free being good enough to warrant a purchase.
- 2. Comparison with Similar Offers:** FREE! Holds a lot of weight compared to other offers such as “shipping included” and is more effective to move people down the purchase funnel.
- 3. Implementation:** If you're offering something for FREE! Make sure it's clearly visible and celebrated in your communications to maximise its impact on consumer perception and behaviour.

