

Project

Nudge

2024

Before we begin...



What is project nudge?

In partnership with The Behavioural Architects, we explore how consumers are navigating the new information landscape; **identifying the mental shortcuts most relevant in 2024 for advertisers and publishers.**



Why is it important now?

In the wake of a changing information landscape - driven by generative AI, this work will highlight **why we instinctively gravitate to what is trustworthy** and what isn't, and **most importantly, how to drive desire.**



How can you use it in your world?

It will provide **a new and updated playbook on how brands with publishers can leverage the most relevant mental shortcuts** or “nudges” used by consumers to help establish trust, and drive brand preference.



Give me the short version



Trust is under attack

The rise of AI, more consumer touchpoints, and increasing misinformation are complicating purchase decisions, eroding trust, and ultimately stalling the purchase journey.



Decision making is more instinctive

Consumers are becoming more instinctive in their decision-making. Marketers who know which cues effectively nudge consumers to the next purchase stage will thrive in this complex landscape. Brands can use these nudges to build trust and drive engagement.



Tailored nudges are vital to win

Tailored nudges are vital to win trust, and then to illicit desire - This work has uncovered that different nudges are more effective at different stages of the purchase funnel, vary in their impact across different categories and publication channels. How brands leverage this knowledge is crucial.



Project

Nudge

2024

1.0

The Misinformation Landscape

The current landscape, the challenge and why nudging is more important than ever.

The world is
grappling with a
*misinformation
pandemic*

that is growing in
both its visibility
and sophistication.



#1 Risk

Misinformation and disinformation emerged as the top risk over the next two years, presenting more of a threat than extreme weather events and societal polarization.

— World Economic Forum,
Global Risks Report 2024



The effects are widespread.



95%

of Australians are concerned about the **amount of misinformation** they encounter.



76%

of Australians **anticipate an increase** in misinformation in the next five years.



Misinformation *spreads rapidly*

Digital environments have made information more accessible but also enables the unchecked spread of misinformation, blurring the line between truth and falsehood.

1 in 3

Australians have been **convinced** by misinformation

1 in 5

Of those convinced by misinformation, **shared it**, further spreading distrust.

AI is a Catalyst, accelerating the spread and sophistication of misinformation

AI technologies, like deepfake videos and automated bots, can create highly convincing false information. This makes it harder to tell what is real from what is fake, accelerating the spread of misinformation.



ChatGPT: Optimizing Language Models for Dialogue

We trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for us to answer followup questions, admit its mistakes, correct premises, and reject inappropriate requests. This is a sibling model to InstructGPT which is trained to follow instructions in a prompt and provide a





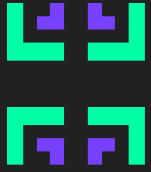
Additionally, consumers are constantly navigating an abundance of information, leading to widespread

Cognitive overload



"In the course of a day, the average person in a Western city is exposed to as much data as someone in the 15th century would encounter in their entire life."

**Gaia Vince,
Cities: How Crowded life
is changing us,
BBC online**



The
impact



Consumer *trust* is being *eroded*

Misinformation confuses and misleads consumers, creating doubt and cynicism. When consumers can't trust the information they receive, their trust in the brands conveying it diminishes.



And the consequences for brands are clear



Decline in loyalty and premium power

Trust-driven behaviors such as advocacy, loyalty, and willingness to pay a premium significantly decline when consumer trust is compromised.

-PwC study



Reduced marketing effectiveness

Consumers are more skeptical and discerning, reducing their responsiveness to advertising. Advertising's effectiveness has halved over the past three decades.

- University of Oxford meta-analysis.



Reputational damage and financial loss

Failure to maintain trust can lead to reputational damage and financial losses. This erosion of trust can result in decreased sales and ultimately lower market share.

-Edelemen





Today, maintaining trust is
not just advantageous—it's
essential for survival



71%

Of people say that it is **more important to trust** the brands they buy/ use today than it was in the past.

- Edelman

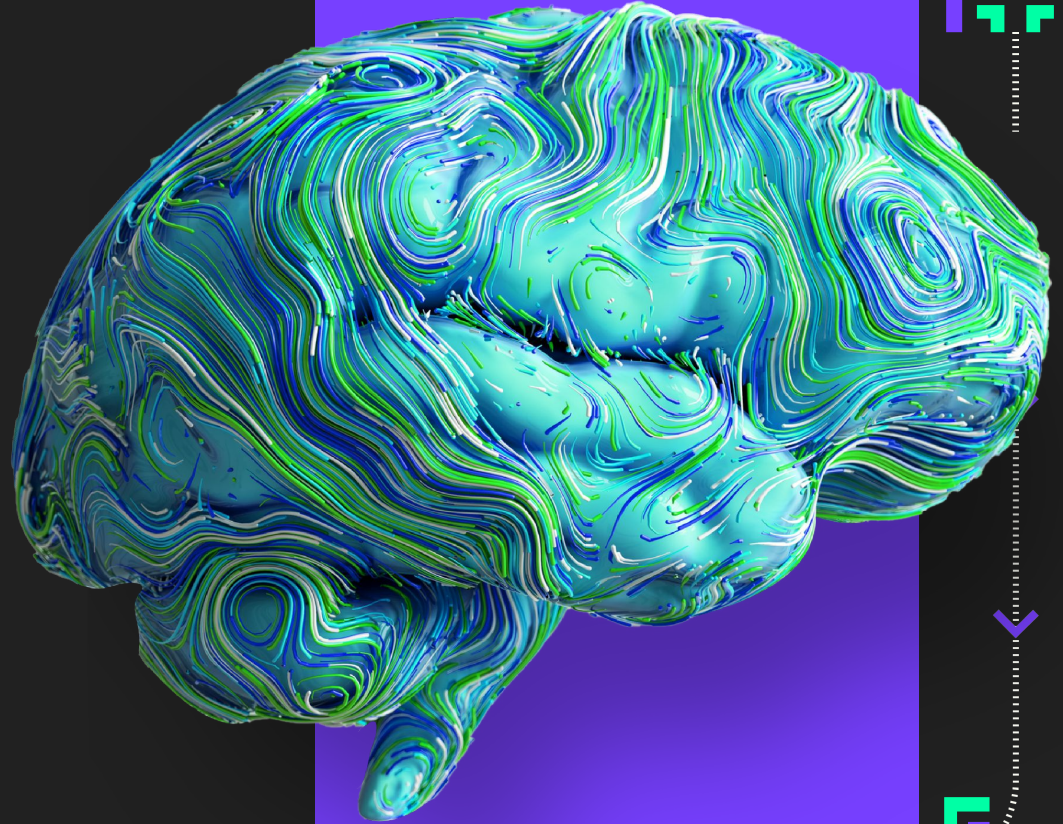
2.0

The Behavioural Science

How cues and heuristics can impact what communication we trust and find desirable, in order to nudge consumers to the next stage of the purchase journey

People revert *to instincts* to navigate overwhelming information.

In today's noisy environment, clouded by misinformation, overwhelmed consumers are increasingly relying on instincts to decide what information to engage with and, more importantly, what to trust.



This means relying on **System 1** thinking.

This instinctual approach leverages mental shortcuts, such as cues, biases, and heuristics, which help people quickly determine what matters and whom to trust.



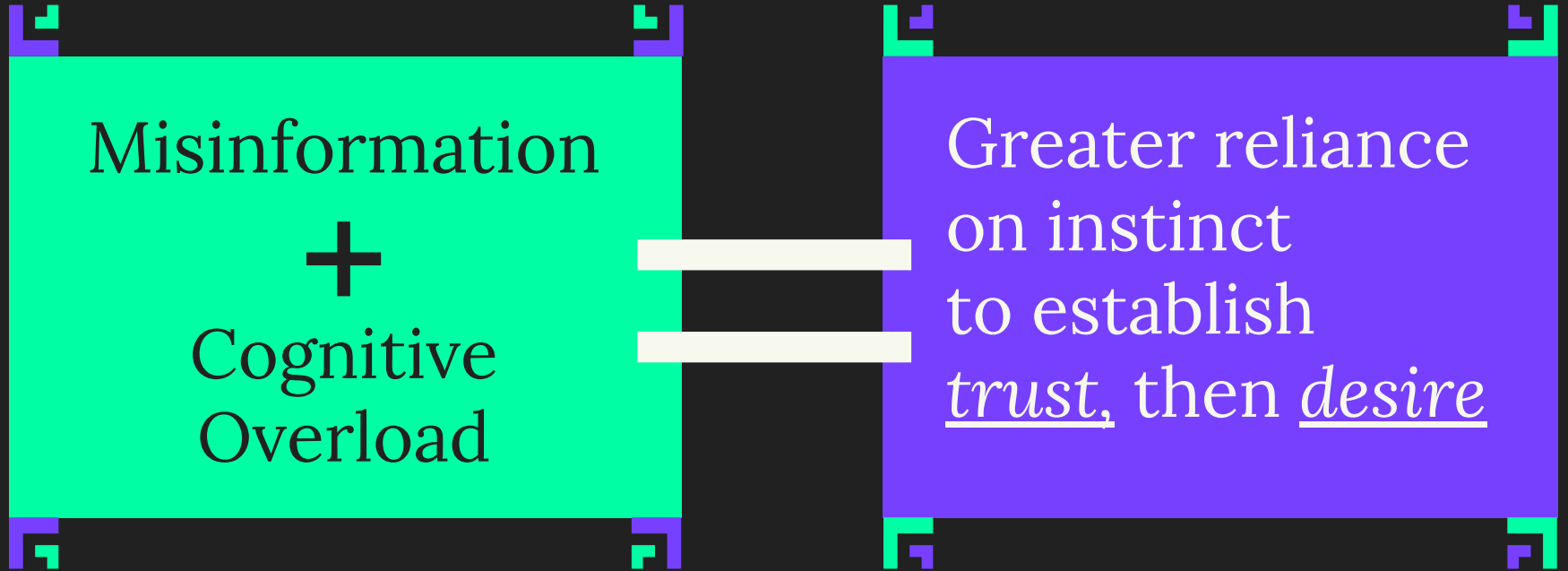
System 1 Thinking

- Intuitive
- Fast
- Automatic

System 2 Thinking

- Analytical
- Slow
- Deliberate

To put it simply...





That's where
nudges come in

money
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noun

Nudge

A nudge is a subtle cue or piece of information that influences behavior and decision-making without restricting choices or forcing a particular outcome.

Nudges help consumers quickly navigate information, building trust and enhancing the desirability of communications.

HOW THEY WORK



Subtle Guidance

They provide simple mental shortcuts, that make decision-making quicker and easier.



Behavioral Science

They leverage cognitive biases and heuristics to influence choices.

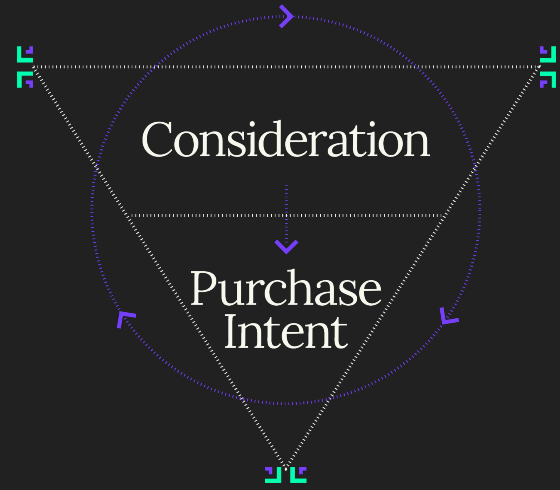


Instinctively Useful

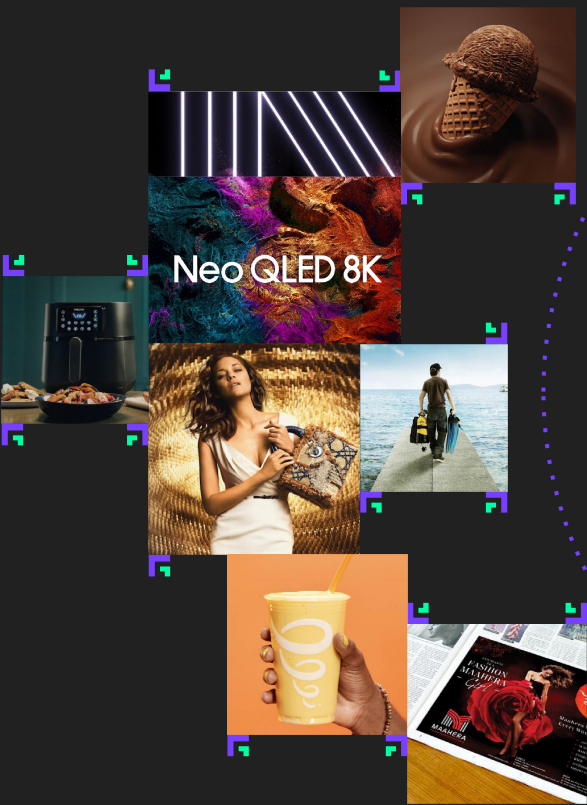
They make actions feel intuitive and easy, subtly guiding decisions without coercion.

Why does this matter?

Marketers' & publishers equipped with the cues that are most powerful to **nudge consumers to the next stage of the purchase journey** will be best placed to grow amidst increasing complexity.



Leveraging nudges helps to create communications that resonate on an instinctive level, compelling the desired action and ultimately driving engagement and conversion. Advertisers can be more confident in their ability to help consumers not only trust what they say, but also find it desirable.



In partnership with
The Behavioural Architects
(famous for the 'Messy Middle'),

We explored the **most powerful instinctive 'cues'** from 4 key lenses

- 01 **Content environment**
 - Home/ Retail
 - Health
 - Food
 - Travel
 - News

- 02 **Client category**
 - Food
 - Luxury
 - Health
 - Subscriptions
 - Telco
 - Home Retail
 - Finance
 - Tech
 - Travel

- 03 **Channel used**
 - Print
 - Digital
 - Native
 - Social / Video

- 03 **Audience**
 - Age
 - Gender
 - Education
 - Location

Check out The Growth Distillery's **Nudge Simulator** to explore a tailored set of Nudges for your specific needs

Three staged methodology



Behavioural Science Literature Review

Comprehensive literature review of the landscape of building trust and desirability.

What we did

- Literature review of latest behavioural science thinking
- 3-day audit of how ads currently execute strategies for trust, desirability and misinformation across five target categories (travel, food, home, retail, health).



Behavioural Consumer Deep Dive

Longitudinal citizen science methodology where Australians shared their experiences with misinformation, desirable and undesirable content

What we did

- We worked with N=42 Australians over a period of 10 days - a mix of white collar, blue collar, retired, CALD, <35s and news subscribers.
- Throughout the ethnography we collected hundreds of examples of misinformation and desirable content from participants.
- Identified identified and isolated 34 specific cues, leveraging eight cognitive biases.



Large scale quant experimentation

Conducted a large scale experiment exploring the impact of behavioural biases on both trust and desirability.

What we did

- Online survey with n=3000 Australians, using trade-off tasks to assess the 34 concepts for trust, desirability, and impact on consideration and purchase intent
- We ran an adapted MaxDiff analysis to create utilities for each cue and using episodic priming established how the most impactful cues differ across channels and categories.

3.0

How to Leverage Nudges

How to harness nudges to elevate and optimise the effectiveness of your communication



So how can marketers' & publishers' leverage behavioural science principles in 2024, to navigate this evolving landscape?

In a nutshell, it's complicated*...
but to save you time here are;

1. 5 'no regret' nudges
 2. 5 myth busting fact checks
-

* Understanding the specific nudges, for you category, channel and audience will supercharge effectiveness.

For a deep dive look [here.....](#)

5 no regret nudges



Nudge 1

Trusted Payment Options

Behavioural Science Principle:
Anchoring

Highlighting the ability to use well-known payment options (Visa, PayPal, Afterpay) demonstrates security and enhances brand trustworthiness.

It provides external validation, giving consumers a clear way to assess and trust the brand.



Nudge 2

Quantified Positive Ratings

Behavioural Science Principle:
Authority Bias

Providing positive ratings by a large number of customers offers social proof of a positive purchase.

A convincing number of clearly sourced positive customer reviews can reassure potential buyers.



Nudge 3

Using the Word Free

Behavioural Science Principle:
Power of Free

Inclusion of the word 'free' can substantially uplift consideration and purchase intent.

A free element enhances the attractiveness of the offer even if that element has little inherent value.



Nudge 4

People like me - video

Behavioural Science Principle:
Authority Bias

Video reviews boost trust and authenticity by overcoming concerns about image editing.

They provide a relatable and trustworthy source of information, leveraging authority bias to enhance consumer confidence.



Nudge 5

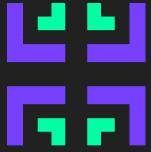
Visual Trust Cues

Behavioural Science Principle:
Priming

Simple priming with colors and imagery creates a salient and desirable communication.

For instance, green ticks inherently signify that something is good or positive, priming consumers to associate the product with positive attributes and enhancing its appeal.

Nudge #1



Behavioural Science
Principle

Anchoring

Trusted Payment Options

So What:

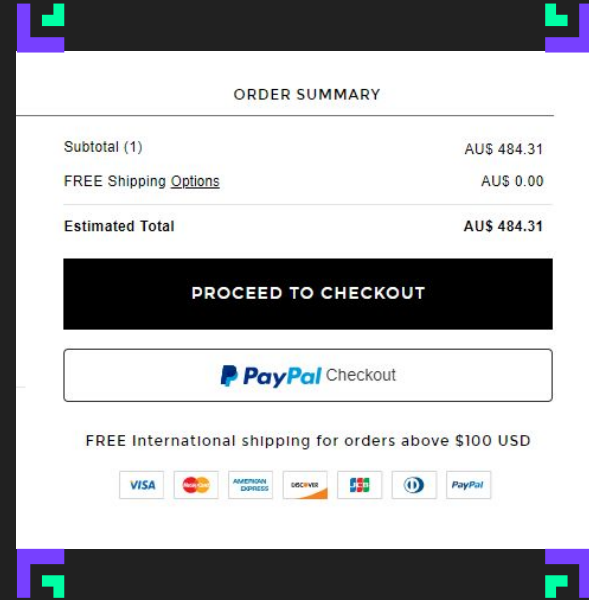
Highlighting the ability to use well-known payment options (Visa, PayPal, Afterpay) demonstrates security and enhances brand trustworthiness.

It provides external validation, giving consumers a clear way to assess and trust the brand.

Why it works:

We look for reference points (anchors) that help us make judgments and decisions, and identify who to trust.

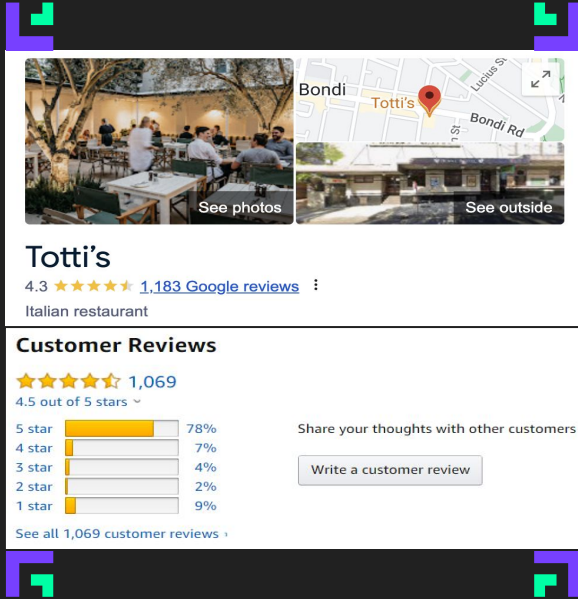
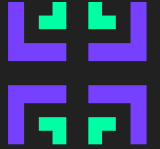
Association with well-known payment providers reassures consumers about the safety of their transactions, and in turn the trustworthiness of the brand.



NUDGE EFFECTIVENESS

6.3x At top of Funnel

8.1x At bottom of Funnel



Quantified Positive Ratings

So What:

Providing positive ratings by a large number of customers offers social proof of a positive purchase.

A convincing number of *clearly sourced* positive customer reviews can reassure potential buyers.

Why it works:

People assign greater significance to higher volumes of information, particularly from independent sources.

Leveraging social proof builds confidence in the decision-making process, encouraging consumers to trust and choose the product.



NUDGE EFFECTIVENESS

2.2x At top of Funnel

4.9x At bottom of Funnel



Power of Free

Using the Word Free

So What:

Inclusion of the word 'free' can substantially uplift consideration and purchase intent.

A free element enhances the attractiveness of the offer even if that element has little inherent value.

Why it works:

People prefer or choose a product if it includes a free element, as it enhances the perceived value of the offer.

This added value makes the offer more compelling and increases the likelihood of purchase.



NUDGE EFFECTIVENESS

5.8x At top of Funnel

2.9x At bottom of Funnel



NUDGE EFFECTIVENESS

1.5x At top of Funnel

5.3x At bottom of Funnel

People like me video

So What:

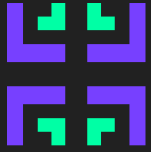
Video reviews, from relatable people, boost trust and authenticity by overcoming concerns about image editing.

They showcase everyday scenarios where the product is used by your target audience, making the reviews relatable and trustworthy.

Why it works:

Seeing real people and influencers positively review and use products in authentic settings enhances credibility and encourages purchase decisions.

Video reviews leverage visual authority bias to enhance consumer confidence, providing a relatable and trustworthy source of information.



Priming

Visual Trust Cues

So What:

Simple priming with colors and imagery creates a salient and desirable communication.

For instance, green ticks inherently signify that something is good or positive, priming consumers to associate the product with positive attributes and enhancing its appeal.

Why it works:

Simple list of features reinforced with green ticks can elevate the desirability and credibility of the features listed.

Green ticks and similar visual cues are widely understood and require no additional explanation, making them an efficient tool for quickly conveying approval and positive endorsement.



NUDGE EFFECTIVENESS

2.8x At top of Funnel

3x At bottom of Funnel

5 myth busting fact checks



Myth 1
Scarcity tactics don't work

FALSE: Scarcity Still Sells

Limited-time offers and genuine use of scarcity nudges create urgency and drive purchases. Consumers act quickly to avoid missing out, viewing these offers as opportunities to be savvy shoppers.



Myth 2
Free offers have lost their appeal

FALSE: The Power of "Free" Prevails

The word "free" significantly boosts consideration and purchase intent. "Free shipping" and similar offers draw attention and enhance perceived value, making consumers more likely to engage.



Myth 3
People don't trust 5-star ratings

FALSE: Credible Reviews Build Trust

Visible, reliable reviews and endorsements increase consumer confidence. Sourced and verified ratings provide essential social proof, guiding purchasing decisions and enhancing trust.



Myth 4
Transparency won't drive purchase

FALSE: Transparency is Key

Showing both positive and negative reviews builds trust and keeps customers in the purchase funnel. Transparency nudges provide a full picture, making consumers feel informed and confident.



Myth 5
Hyper-local marketing is always effective

FALSE: Credibility Matters in Local Marketing

Social norms used in hyper-local marketing work best when credible. They excel in metro areas and on social media but can backfire in regional areas if perceived as unrealistic or misleading.

Myth #1



Behavioural Science
Principle

Scarcity

Scarcity tactics don't work anymore

FALSE: Scarcity Still Sells

Why it works:

Limited-time offers and genuine use of scarcity nudges create urgency and drive purchases.

Consumers act quickly to avoid missing out, viewing these offers as opportunities to be savvy shoppers.

Watch out:

Scarcity fails when a product doesn't feel genuinely scarce or exclusive. Limited stock availability can seem outdated, and limited editions only succeed in specific categories, like food.

How scarcity nudges impact effectiveness



Myth #2



Behavioural Science
Principle

Power of Free

Free offers have lost their appeal

FALSE: The Power of "Free" Prevails

Why it works:

The word "free" significantly boosts consideration and purchase intent.

"Free shipping" and similar offers draw attention and enhance perceived value, making consumers more likely to engage.

Watch out:

This nudge is substantially more successful at driving consideration than it is at purchase.

The word 'free' is appealing enough to draw attention to the ad, but at point of purchase when people seek deeper verification it is less impactful.



3x

Offering "Free Shipping" is 3x more effective than "shipping included", highlighting the power of the using the word free.



People don't trust ratings and reviews

FALSE: Credible Reviews Build Trust

Why it works:

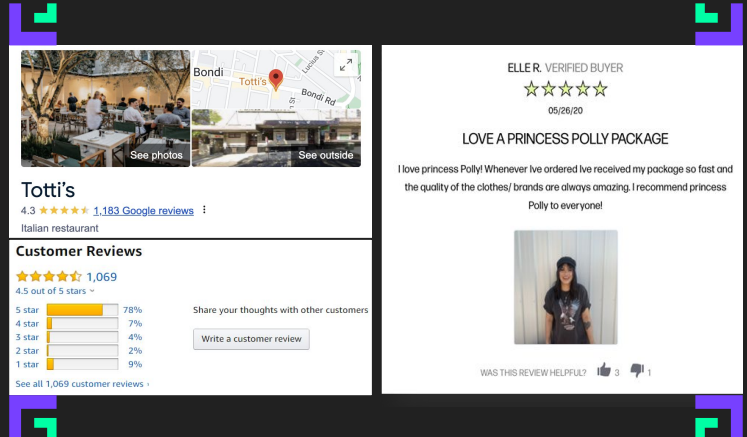
Visible, reliable reviews and endorsements increase consumer confidence.

Sourced and verified ratings provide essential social proof, guiding purchasing decisions and enhancing trust.

Watch out:

Reviews must be sourced to be effective. Consumers are skeptical of unsourced reviews, and clearly identifying the source of customer feedback boosts trust and purchase intent.

People need to have the ability to verify and read the reviews.



NUDGE EFFECTIVENESS

Quantified 5-star reviews

2.2x At top of Funnel

4.9x At bottom of Funnel

Identifiable 5-star ratings

0.7x At top of Funnel

1.6x At bottom of Funnel

Myth #4



Behavioural Science
Principle

Transparency

Transparency won't drive purchase

FALSE: Transparency is key

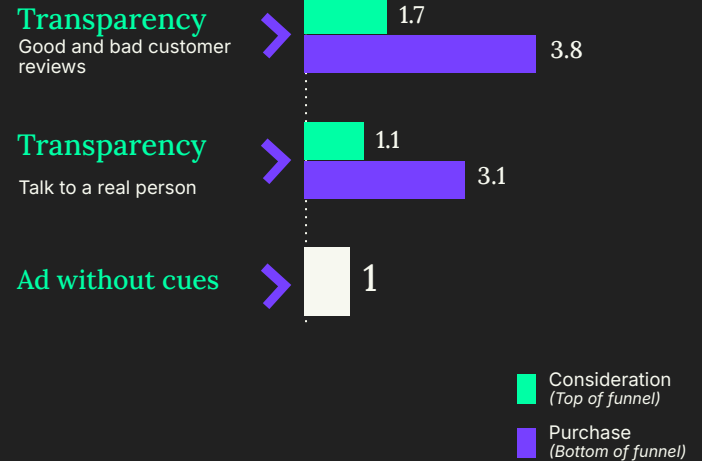
Why it works:

Showing both positive and negative reviews builds trust and keeps customers in the purchase funnel. Transparency nudges provide a full picture, making consumers feel informed and confident.

Watch out:

Transparency linked to customer perceptions of product or a direct line into the company is most effective at the bottom of the funnel, as such it is more effective in driving purchase over consideration.

How transparency nudges impact effectiveness



Myth #5



Behavioural Science
Principle
Social Norms

Hyper-local marketing is always effective

FALSE: Credibility Matters in Local Marketing

Why it works:

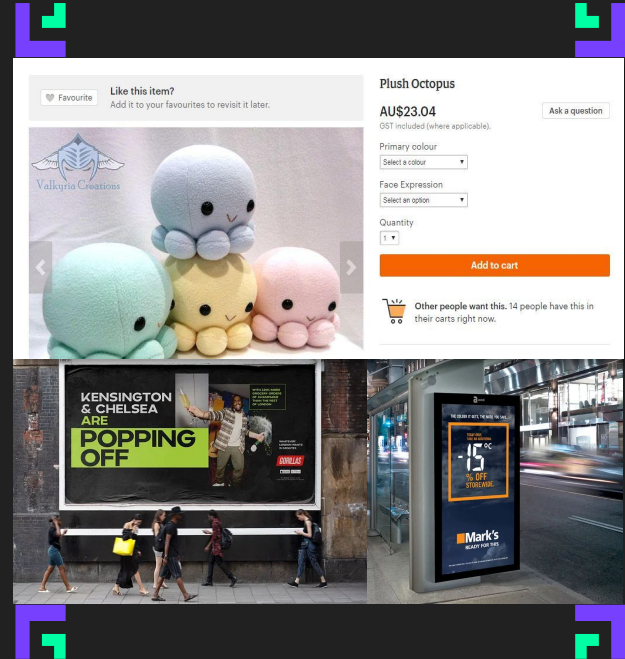
Social norms using local area trends can influence purchase behavior.

Highlighting increasing purchase activity in a consumer's area encourages them to follow the trend. Showcasing shifting attitudes and behaviors taps into the natural inclination to conform and join the trend.

Watch out:

This only works where it feels credible.

It's most effective in metro areas and through digital channels, where tailored communications are common. It has little to no impact in regional areas, where such trends may seem less relevant.

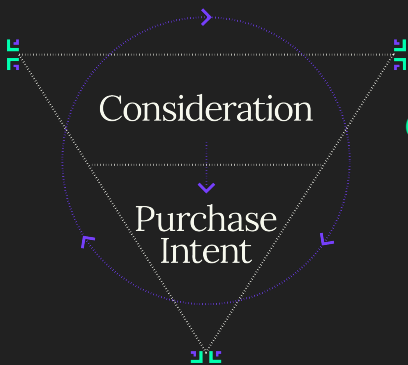




But here's the caveat.

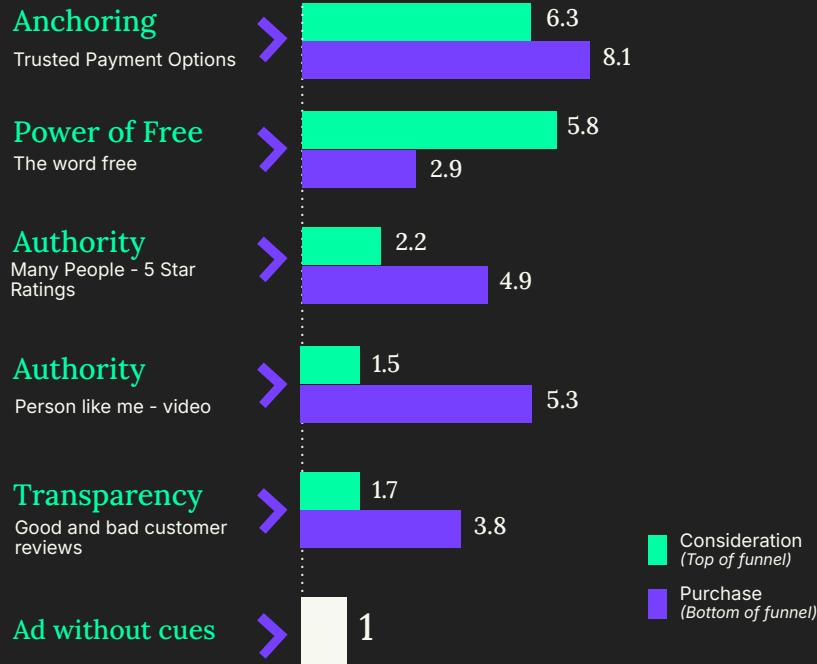
Understanding the specific nudges,
for you category, channel and
context *will supercharge*
effectiveness.

Some nudges will have greater impact than when deployed at *different stages of the funnel*



01 Not all nudges are equal, and this work shows that knowing where and when to deploy nudges, can further optimize the effectiveness of comms.

How top nudges vary across the funnel



Some nudges will be more effective for *different categories*



Finance, Mobile, Health

Clearly highlighting the **comparative benefits** of products or services is highly effective, as consumers seek detailed information to make informed decisions.



Luxury and Travel

Descriptive social norms are more impactful, as consumers are influenced by the **behaviors and endorsements of others** in these aspirational categories.



Technology

A **large number of positive reviews** is most effective, as consumers rely on extensive feedback to trust and choose high-cost, complex products.

4.0

Appendix



Category, Publisher
and Channel fact
sheets

4.1

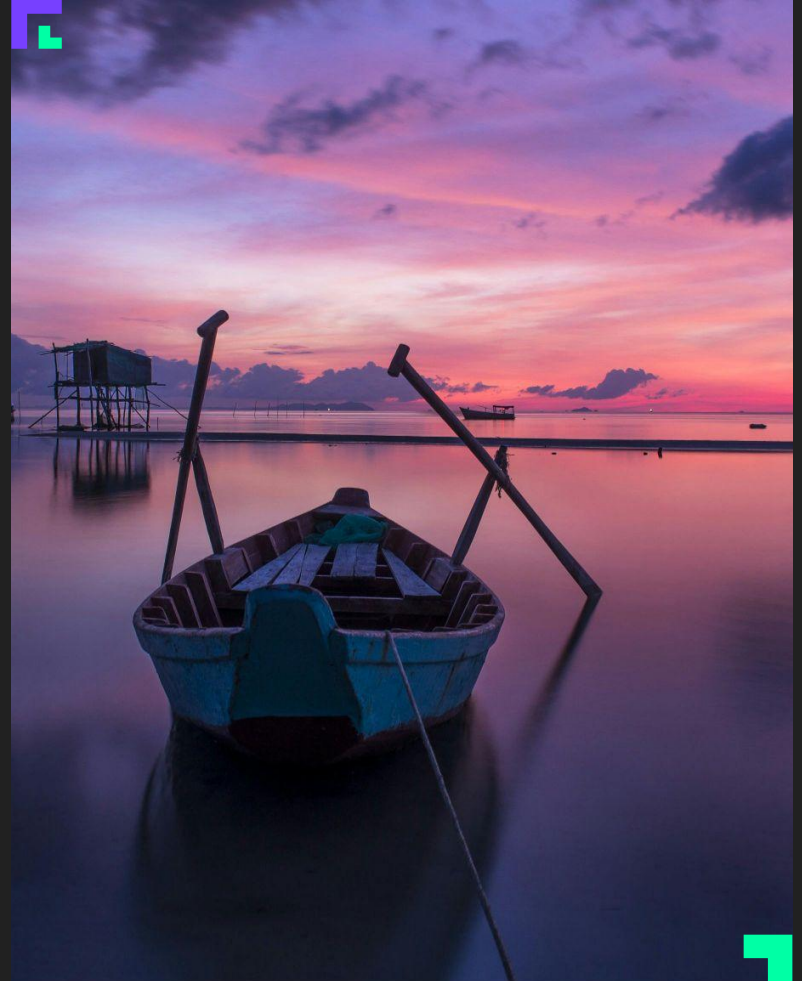
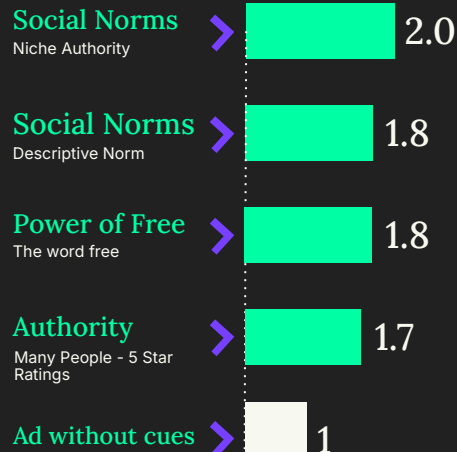


Product Category

Nudging for Travel Brands

In the travel category, consumers' decision-making is heavily influenced by personal experiences and recommendations, as well as the fear of making the wrong choice. The emotional and financial investment involved in travel plans makes trusted sources, social proof, added value offers, and credible reviews essential for building confidence and driving engagement.

Impact of Top Nudges



Nudge #1



Social Norms



Niche Authority

Effectiveness

2x

So What:

Use niche authorities of a passionate or expert individual to enhance the credibility of the message.

Do What:

Utilize opinions from people with a deep understanding of the specific travel option or location.

Includes recommendations, approvals or insights from local or subject matter experts.

Highlight unique, insider knowledge to enhance credibility, featuring local experts or guides.

Why it works:

Builds credibility and trust through niche expert insights.





Social Norms



Descriptive Norm

Effectiveness

1.8x

So What:

Descriptive norms inform people of the behaviour of others in a certain group.

Do What:

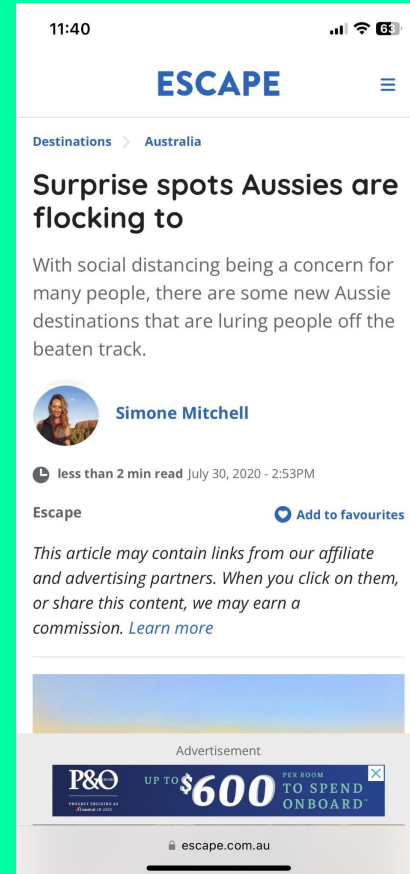
Highlight the popularity of destinations to build social desirability.

Use headlines and content that emphasize the number of people who have used the service, been to the destination etc.

Phrases like "Why everyone is going to the Amalfi this year!" can drive interest and engagement.

Why it works:

Creates a bandwagon effect, encouraging others to follow.



Nudge #3



Power of Free

The word free

Effectiveness

1.8x

So What:

People prefer or choose a product if it includes a free element, even if that element has little inherent value

Do What:

Include 'free' elements within the proposition to add perceived value.

Include offers such as free breakfast, airport transfers, or complimentary amenities.

Ensure these offers are highlighted and the word free given prominence in all marketing materials.

Why it works:

Enhances the attractiveness of the offer through added value.



Nudge #4



Authority



Many People - 5-star Ratings

Effectiveness

1.7X

So What:

People assign greater significance to higher volumes of information particularly from independent sources.

Do What:

Provide evidence of a high volume of five-star reviews, preferably collected by an independent source

Prominently feature the number of five-star reviews in ads.

Use visuals and quotes from these reviews to reinforce the quality and reliability of the travel service.

Why it works:

Leverages social proof to build confidence in the decision-making process.



See photos



See outside

Totti's

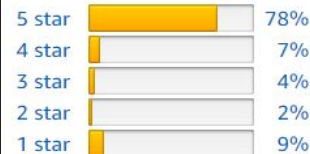
4.3 ★★★★★ [1,183 Google reviews](#) :

Italian restaurant

Customer Reviews

★★★★★ 1,069

4.5 out of 5 stars ▾



Share your thoughts with other customers

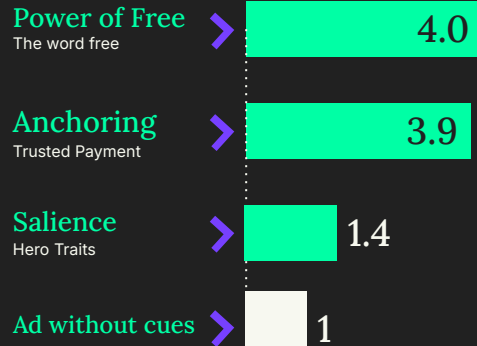
[Write a customer review](#)

[See all 1,069 customer reviews](#) ▾

Nudging for Home Retail Brands

In the home retail category, consumers prioritize value, trustworthiness, and clear benefits due to the significant investment involved in purchasing home products. The decision-making process is influenced by the need for reliable information and assurances of quality. Trusted sources, added value offers, and credible comparisons are key to building confidence and driving engagement.

Impact of Top Nudges



Nudge #1



Power of Free



The word free

Effectiveness

4x

So What:

People prefer or choose a product if it includes a free element, even if that element has little inherent value

Do What:

Include 'free' elements within the proposition to add perceived value.

For home retail, free shipping/delivery is particularly effective, overcoming a potential barrier of the category.

Ensure these offers are highlighted and the word free given prominence in all marketing materials.

Why it works:

Adding 'free' components makes the offer more attractive and reduces the perceived risk of purchase.

free fabric upgrade

Offer valid for a limited time only

Upgrade to a Premium Plain fabric for the price of a House Plain Fabric

Nudge #2



Anchoring Trusted Payment Options

Effectiveness

3.9x

So What:

We look for reference points (anchors) that help us adjust our judgments and decisions, and identify who to trust.

Do What:

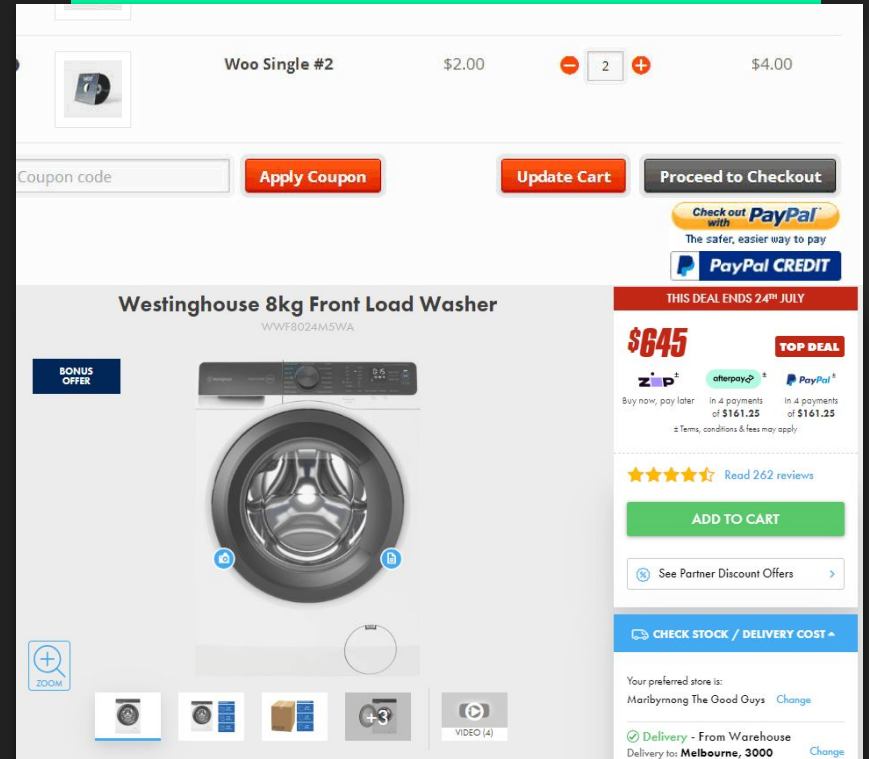
Include trusted payment options to enhance credibility and security.

Highlight accepted payment methods such as PayPal, Apple Pay, AfterPay and major credit cards.

Make this information visible during all stages of the purchase process.

Why it works:

Association with well-known payment providers reassures consumers about the safety of their transactions, and in turn the trustworthiness of the brand.



Nudge #3



Saliency



Hero Traits

Effectiveness

1.4x

So What:

Simple list of features reinforces the desirability and credibility of the features listed.

Do What:

Emphasize the key features and benefits of your product to simplify comparisons.

List 3-5 compelling reasons why your product is superior, different or unique.

Use clear and concise language to highlight these benefits.

Why it works:

Provides clear, strong reasons for why your product stands out help consumers make informed decisions.

Magic of dyson

A spectrum of enchanted colours to suit everybody's taste.

Style - Unique, modern, fashionable.

Colour - Meaningful, bright, tasty.

Easy to use - One, two, three.

Functions - Extra clean, powerful, bacteria-killer.

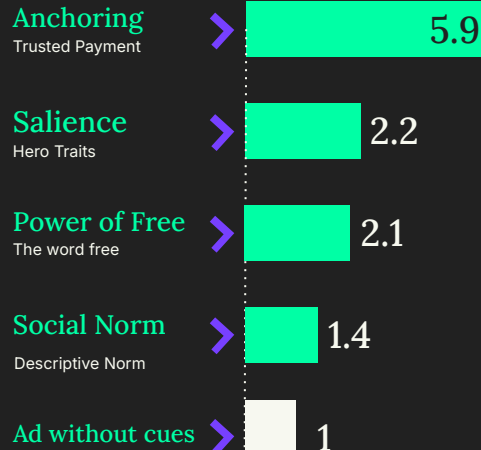
Clean expelled air - Delicate, fresh, enjoyable.

30 Years of Design Innovation

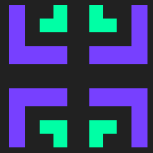
Nudging for Mobile Brands

In the mobile category, consumers are highly influenced by the need for cutting-edge technology, security, and social validation. The high cost and long-term commitment associated with mobile devices make consumers cautious. Trusted sources, clear benefits, and social proof are essential for building confidence and driving conversions.

Impact of Top Nudges



Nudge #1



Anchoring Trusted Payment Options

Effectiveness

5.9X

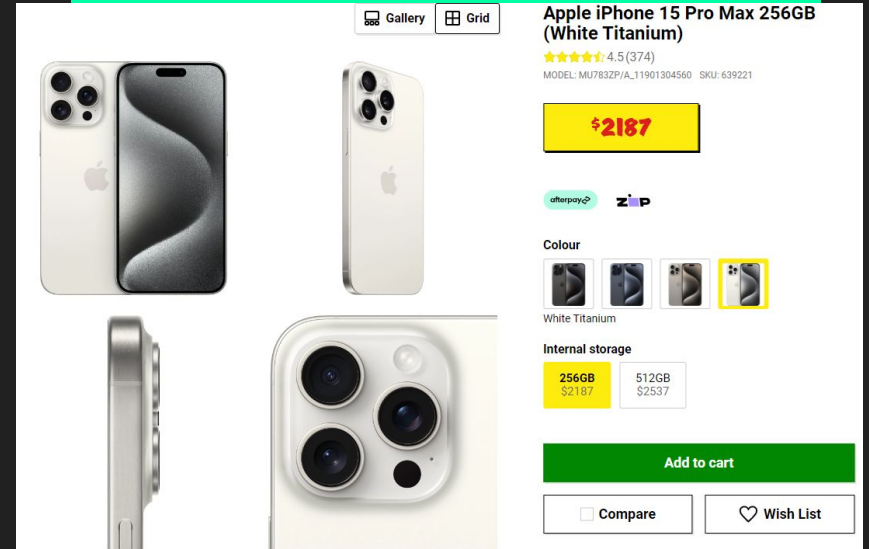
So What: We look for reference points (anchors) that help us adjust our judgments and decisions, and identify who to trust.

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Make this information visible during all stages of the purchase process.

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Nudge #2



Saliency



Hero Traits

Effectiveness

2.2x

So What:

Simple list of features reinforces the desirability and credibility of the features listed.

Do What:

Emphasize the key features and benefits of your product to simplify comparisons.

List 3-5 compelling reasons why your product is superior, different or unique.

Use clear and concise language to highlight these benefits.

Why it works:

Provides clear, strong reasons for why your product stands out help consumers make informed decisions.



Nudge #3



Power of Free



The word free

Effectiveness

2.1x

So What:

People prefer or choose a product if it includes a free element, even if that element has little inherent value

Do What:

Include 'free' elements within the proposition to add perceived value.

Include offers such as free insurance, interest free, free shipping or free accessories.

Ensure these offers are highlighted and the word free given prominence in all marketing materials.

Why it works:

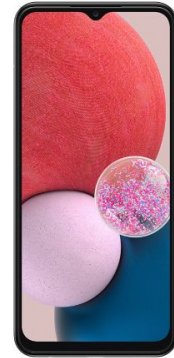
Enhances the attractiveness of the offer through added value.

Samsung

Galaxy A13

4G

Colour: Black



Choose your capacity

128GB

In stock ⓘ

Free delivery ⓘ



~~\$329~~ \$179

Nudge #4



Social Norms



Descriptive Norm

Effectiveness

1.4x

So What: Descriptive norms inform people of the behaviour of others in a certain group.

Do What: Use headlines and content that demonstrating that a majority endorse the product.

Particularly call out key audiences, demographics or social groups.

Phrases like "The most popular phone this year" can drive interest and engagement.

Why it works: Social validation encourages others to follow suit, building trust and driving conversions.

Most wanted

The tech in everyone's search bar

Bestseller



iPhone 13

128 GB - Midnight - Unlocked

★★★★☆ 4.4/5 (258)

Starting at

\$638.00

~~\$1,099.00~~ new

Bestseller



iPad 10.2 (2020) - Wi-Fi

128 GB - Space Gray

★★★★☆ 4.5/5 (50)

Starting at

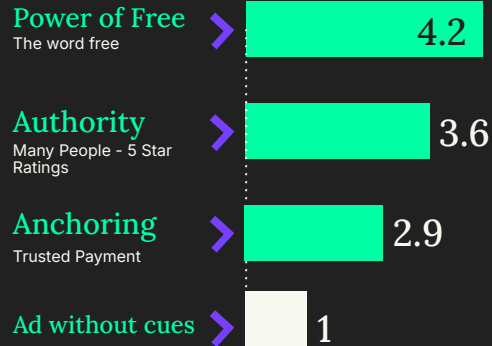
\$399.00

~~\$529.00~~ new

Nudging for Technology Brands

In the tech category, consumers' decision-making is driven by the need for reliability, cutting-edge features, and seamless user experiences. Given the complexity and high cost of tech products, consumers are particularly cautious and seek reassurance. Nudges that emphasize trusted review, good value and secure payment options are particularly effective.

Impact of Top Nudges



Nudge #1



Power of Free

The word free

Effectiveness

4.2x

So What:

People prefer or choose a product if it includes a free element, even if that element has little inherent value

Do What:

Include 'free' elements within the proposition to add perceived value.

Include offers such as free insurance, free shipping or free accessories.

Ensure these offers are highlighted and the word free given prominence in all marketing materials.

Why it works:

Enhances the attractiveness of the offer through added value.

Harvey Norman®

60 MONTHS INTEREST FREE*1

NO DEPOSIT NO INTEREST

with 60 equal monthly payments until August 2025. Minimum financed amount \$1000.

Offer ends 14/09/20. Apply in store/online. Available for in-store and selected online purchases. Approved applicants only. Fees & charges apply. Interest applies if you do not comply with terms and conditions.



\$1299

HP 15s Laptop.*
10th Generation Intel® Core™ i7 processor, 8GB RAM, 512GB SSD, Intel® Iris™ Plus graphics, 15.6" Full HD screen, Windows 10, #W0074

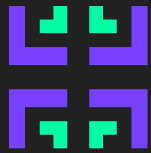


\$548

Lenovo IdeaPad 3-94 Laptop.*
AMD Athlon™ Silver 3050U Mobile processor with Radeon™ graphics, 4GB RAM, 128GB SSD, 14" HD screen, Windows 10 S, #W0074



Nudge #2



Authority

Many People - 5 Star Ratings

Effectiveness

3.6x

So What:

People assign greater significance to higher volumes of information particularly from independent sources.

Do What:

Provide evidence of a high volume of five-star reviews, preferably collected by an independent source

Display aggregated 5-star ratings and detailed reviews from real users. Use proof points to emphasize the reliability of these ratings.

5 star ratings from an identified real person is also a powerful substitute (1.5x) if the crowd isn't available.

Why it works:

Consumers rely on the experiences of others to validate their choices, especially in complex categories like tech.

Customer Reviews

★★★★★ 1,069

4.5 out of 5 stars

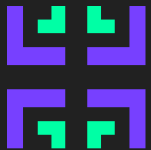


Share your thoughts with other customers

Write a customer review

See all 1,069 customer reviews

Nudge #3



Anchoring Trusted Payment Options

Effectiveness

5.9X

So What: We look for reference points (anchors) that help us adjust our judgments and decisions, and identify who to trust.

Do What: Include trusted payment options to enhance credibility and security.

Highlight accepted payment methods such as PayPal, Apple Pay, AfterPay and major credit cards.

Make this information visible during all stages of the purchase process.

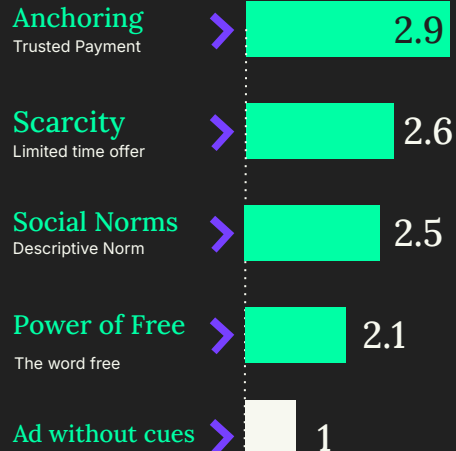
Why it works: Association with well-known payment providers reassures consumers about the safety of their transactions, and in turn the trustworthiness of the brand.

The screenshot shows a product page for an LG 65" QNED86 4K UHD LED Smart TV (2024). The page includes a gallery view, a price of \$2295, and a 'Compare' button. A 'KEY FEATURES' section is visible at the bottom, listing 'Advanced Gameplay'.

Nudging for Luxury Brands

In the luxury category, consumers' decision-making is driven by the desire for exclusivity, prestige, and exceptional quality. Given the high cost and aspirational nature of luxury products, consumers seek reassurance and validation. Nudges that emphasize scarcity, social norms, trusted payment options, and high-value complementary elements are particularly effective in enhancing desire and trust.

Impact of Top Nudges



Nudge #1



Anchoring Trusted Payment Options

Effectiveness

2.9x

So What: We look for reference points (anchors) that help us adjust our judgments and decisions, and identify who to trust.

Do What: Include trusted payment options to enhance credibility and security.

Promote the use of high-end, trusted payment options such as American Express, luxury-specific payment plans, and exclusive financing options.

Make this information visible during all stages of the purchase process.

Why it works: Association with well-known payment providers reassures consumers about the safety of their transactions, and in turn the trustworthiness of the brand.

ORDER SUMMARY

Subtotal (1)	AU\$ 484.31
FREE Shipping Options	AU\$ 0.00
Estimated Total	AU\$ 484.31

PROCEED TO CHECKOUT

 **PayPal** Checkout

FREE International shipping for orders above \$100 USD





Scarcity

Limited Time Offer

Effectiveness

2.6x

So What:

A limited time offer creates urgency and leverages the fear of missing out. The perceived scarcity of an item makes it feel more desirable.

Do What:

Highlight limited-time sales or exclusive offers on high-end products to emphasizing their limited availability.

Provide early access to sales for loyal customers or VIP members, making them feel special and incentivising quick purchases.

Reinforce the urgency, with countdown timers etc.

Why it works:

People value things more highly when they are scarce, it is a powerful driver purchase behaviour. The scarcity effect enhances the perceived value and exclusivity of luxury items.



Nudge #3



Social Norms



Descriptive Norm

Effectiveness

2.5x

So What: Descriptive norms inform people of the behaviour of others in a certain group.

Do What: Use headlines and content that demonstrating that a majority of luxury buyers, influencers or celebrities endorse the product.

Emphasize that esteemed individuals or elite groups favor the brand, such as "The preferred watch of top CEOs" or "Chosen by high net worth."

Why it works: Social validation encourages others to follow suit, building trust and driving conversions. Showcasing that influential and prestigious individuals endorse the product enhances its desirability and status.

The watches worn by the most powerful people in business and finance

Will Martin

Apr 1, 2019 - 8:55am

Save Share

Gift this article

For many in the worlds of business and finance, [the watch](#) is the ultimate [status symbol](#).

Junior bankers use their first bonus to buy a brand new Omega, executives compare notes on their newest Rolexes, and Silicon Valley tech bros trade workout data with one another using their Apple Watches.



The watches worn by the most powerful may surprise you. Steve Marcus/Joshua Roberts/Lucy Nicholson/Reuters; Shayanne Gail/Business Insider

KEY POINTS

- ◆ For many in business and finance, the watch is the ultimate status symbol.
- ◆ But what do the world's most powerful wear on their wrists?
- ◆ The experts at Crown & Calibre have identified their timepieces.
- ◆ They range from a \$US100 Swatch to a \$US20,000 Rolex.

Nudge #4



Power of Free

The word free

Effectiveness

2.1x

So What:

People prefer or choose a product if it includes a free element, even if that element has little inherent value

Do What:

Including high value 'free' elements within the proposition add perceived value.

Include offers such as free exclusive accessories, free concierge services, or free luxury packaging..

Ensure these offers are highlighted and the word free given prominence in all marketing materials.

Why it works:

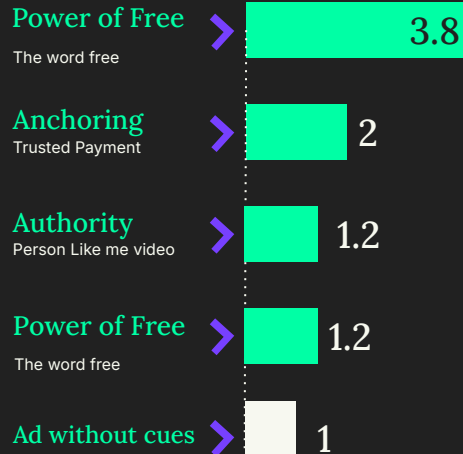
Enhances the attractiveness of the offer through added value.



Nudging for Food/FMCG Brands

Given the frequent and essential nature of these purchases, brands must employ effective nudges to capture attention. Leveraging authority, creating urgency and adding perceived value are key strategies. These nudges enhance consumer engagement, build trust, and drive sales by addressing the core motivations and behaviors of consumers.

Impact of Top Nudges



Nudge #1



Power of Free



The word free

Effectiveness

3.8x

So What:

People prefer or choose a product if it includes a free element, even if that element has little inherent value

Do What:

Include 'free' elements within the proposition to add perceived value.

Highlight offers such as "Buy One, Get One Free," loyalty rewards, free bonus items, or free recipe booklets with purchase.

For online grocery or FMCG purchases, prominently feature free shipping.

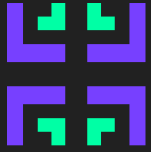
Why it works:

Enhances the attractiveness of the offer through added value.



With orders over \$30

Nudge #2



Anchoring Trusted Payment Options

Effectiveness

2x

So What: We look for reference points (anchors) that help us adjust our judgments and decisions, and identify who to trust.

Do What: Include trusted payment options to enhance credibility and security.

Highlight accepted payment methods such as PayPal, Apple Pay, AfterPay and major credit cards.

Make this information visible during all stages of the purchase process.

Why it works: Association with well-known payment providers reassures consumers about the safety of their transactions, and in turn the trustworthiness of the brand.

ORDER SUMMARY

Subtotal (1)	AU\$ 484.31
FREE Shipping Options	AU\$ 0.00
Estimated Total	AU\$ 484.31

PROCEED TO CHECKOUT

 **PayPal** Checkout

FREE International shipping for orders above \$100 USD

VISA



AMERICAN EXPRESS

DISCOVER



PayPal



Authority

Person Like Me Video/ Visual Authority

Effectiveness

1.2x

So What:

Video reviews provide a relatable and trustworthy source of information, leveraging authority bias to enhance consumer confidence.

Do What:

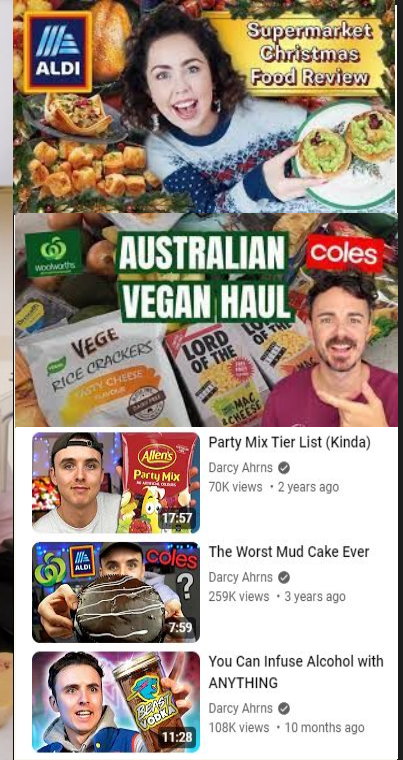
Feature real customers sharing their positive experiences with products.

Collaborate with relatable food bloggers, chefs, or nutritionists to endorse your products through video reviews

Showcase everyday scenarios where the product will be used by your target audiences.

Why it works:

Seeing real people and influencers positively review and use products in authentic settings enhances credibility and encourages purchase decisions.



Nudge #4



Scarcity

Limited Time Offer

Effectiveness

1.2x

So What:

A limited time offer creates urgency and leverages the fear of missing out. The perceived scarcity of an item makes it feel more desirable.

Do What:

Promote special offers on food or FMCG products, emphasizing their limited availability.

Provide early access to sales or exclusive offers for loyalty program members making them feel valued and incentivising quick purchases.

Reinforce the urgency, with countdown timers etc.

Why it works:

People value things more highly when they are scarce, it is a powerful driver purchase behaviour encouraging consumers to act quickly to secure the offer.

Great value for the Australia Day long weekend.

On sale Wednesday 24th January 2024

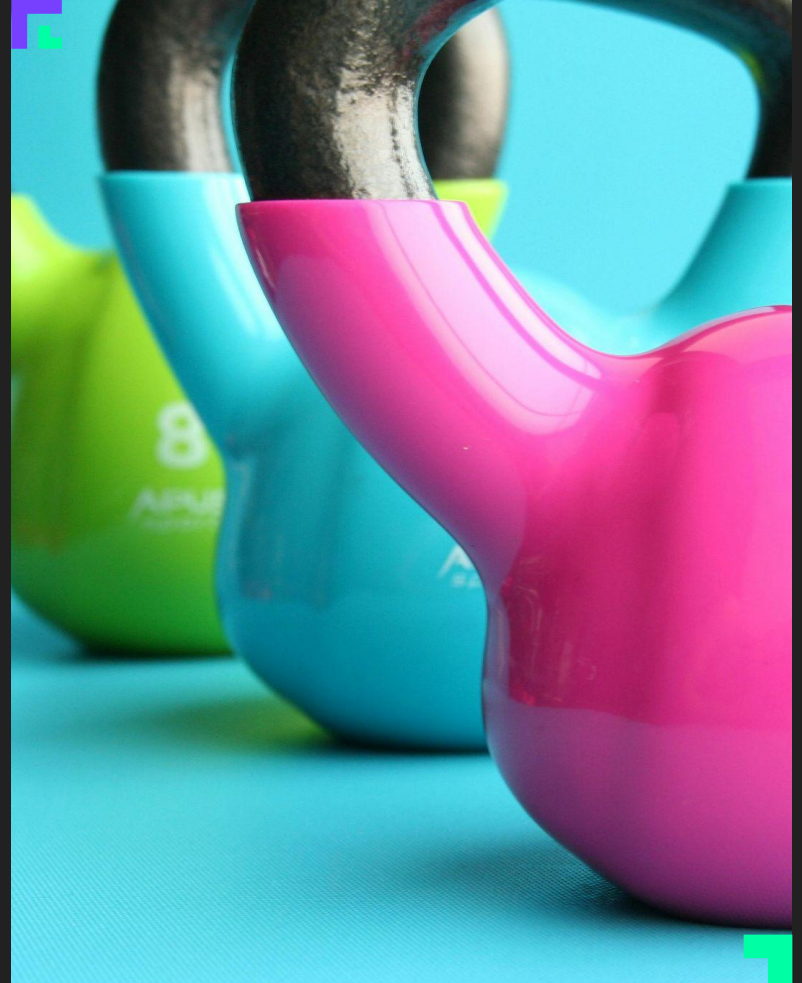
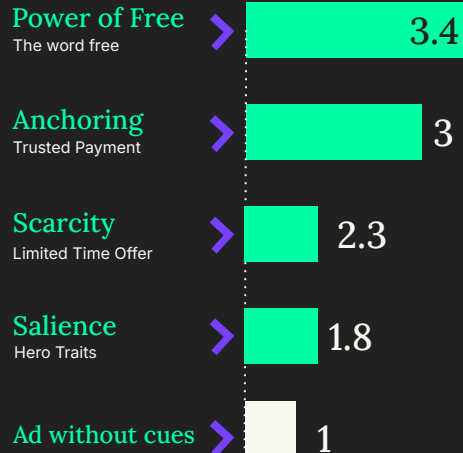


\$4⁵⁰ ea	Woolworths Beef, Pork or Chicken Sausage or Chipolata Varieties 600g - From the Meat Dept. \$7.50 per kg	\$6 ea	Woolworths COOK Marinated Kebabs 375g with RSPCA Approved Chicken - From the Meat Dept. \$16 per kg
SAVE 50c		SAVE \$2	
\$3 kg	GLD Cavendish Bananas - Eat Now or Eat Later	\$11 ea	Woolworths Australian Hot Roast RSPCA Approved Chicken - Excludes all other Roast Chicken Varieties
SAVE		SAVE	
		\$16 kg	Australian Lamb Midoin Chops - From the Meat Dept.
		SAVE	

Nudging for Health Brands

In the health category, consumers are driven by reliability, effectiveness, and trust. Given the critical and personal nature of health-related purchases, brands must use effective nudges to capture attention. Leveraging the power of "free," anchoring with trusted payment options, creating urgency with limited-time offers, and emphasizing hero traits are key strategies.

Impact of Top Nudges



Nudge #1



Power of Free



The word free

Effectiveness

3.4x

So What:

People prefer or choose a product if it includes a free element, even if that element has little inherent value

Do What:

Include 'free' elements within the proposition to add perceived value.

Highlight offers such as free resources (webinars, podcasts), free health screenings, samples or consultations.

Use free trials, to drive appeal and uptake allow consumers to experience the benefits firsthand.

Why it works:

Enhances the attractiveness of the offer through added value.

Free Physio Consultation



NOV 9th 2022



10 am to 4 pm



St Jude's Health Care Services, 13/ 3986 Pacific Hwy, Loganholme QLD 4129

Enjoy our complimentary food and take home our customised giveaways!

Nudge #2



Anchoring Trusted Payment Options

Effectiveness

3x

So What: We look for reference points (anchors) that help us adjust our judgments and decisions, and identify who to trust.

Do What: Include trusted payment options to enhance credibility and security.

Highlight accepted payment methods such as PayPal, Apple Pay, AfterPay and major credit cards.

Make this information visible during all stages of the purchase process.

Why it works: Association with well-known payment providers reassures consumers about the safety of their transactions, and in turn the trustworthiness of the brand.

ORDER SUMMARY

Subtotal (1)	AU\$ 484.31
FREE Shipping Options	AU\$ 0.00
Estimated Total	AU\$ 484.31

PROCEED TO CHECKOUT

 **PayPal** Checkout

FREE International shipping for orders above \$100 USD

VISA



AMERICAN EXPRESS

DISCOVER



PayPal

Nudge #3



Scarcity

Limited Time Offer

Effectiveness

2.3x

Do What:

Promote special offers on products or services emphasizing their limited/ short term availability.

Provide early access to sales or exclusive offers for loyalty program members making them feel valued and incentivising quick purchases.

Reinforce the urgency, with countdown timers etc.

Why it works:

People value things more highly when they are scarce, it is a powerful driver purchase behaviour encouraging consumers to act quickly to secure the offer.

So What:

A limited time offer creates urgency and leverages the fear of missing out. The perceived scarcity of an item makes it feel more desirable.

Limited time offer

HURRY!
OFFER EXPIRES 20th JUNE

Original Manuka Multifloral Honey
30+ MGO Activity
250g JUST £8.99
[SHOP NOW >](#)

Perfect partner to Manuka Honey

Nudge #2



Salience



Hero Traits

Effectiveness

1.8x

So What:

Simple list of features reinforces the desirability and credibility of the features listed.

Do What:

Emphasize the key features and benefits of your product to simplify comparisons.

List 3-5 compelling reasons why your product is superior, different or unique.

Use clear and concise language to highlight these benefits.

Why it works:

Provides clear, strong reasons for why your product stands out help consumers make informed decisions.

INGREDIENT INFO



VITAMIN C

Supports skin health and collagen formation.



VITAMIN B3

Supports skin hydration in females.

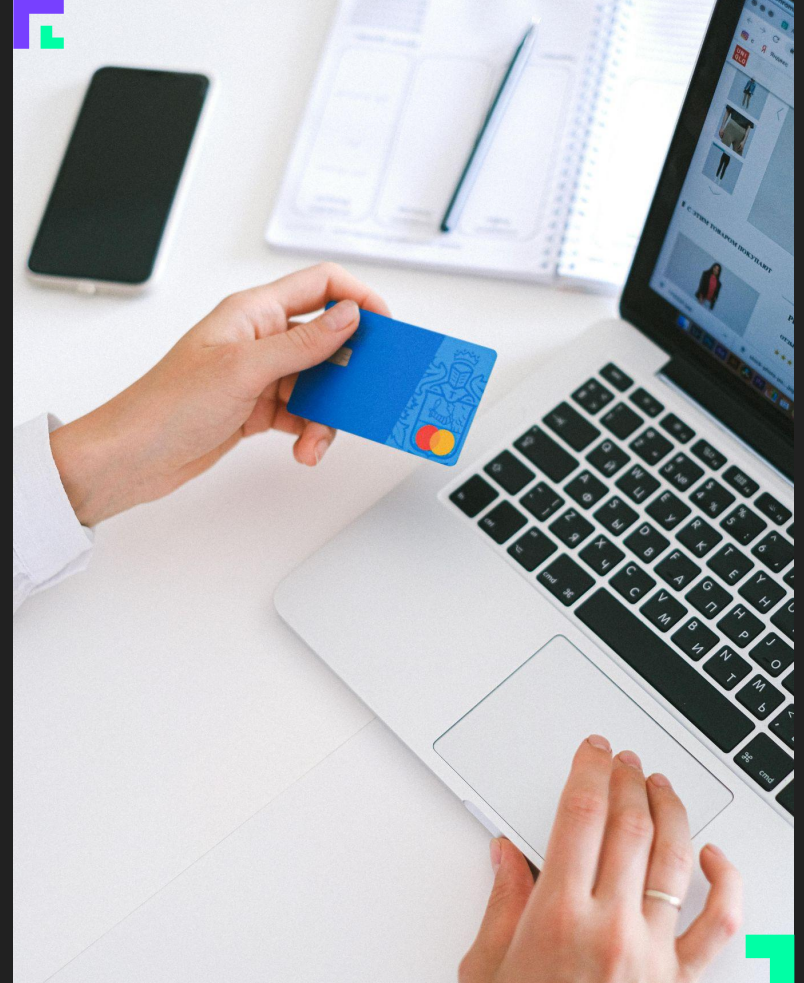
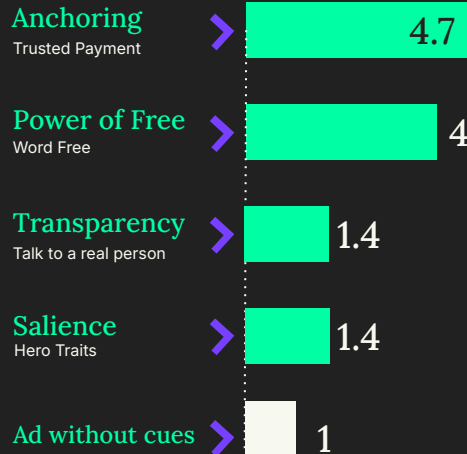
SkinAx^{2™}

A proprietary blend shown in studies to increase luminosity, relieve dark circles, reduce age spots, minimise skin imperfections and support collagen production.*

Nudging for Finance Brands

Given the complexity and high stakes of financial decisions, consumers are particularly cautious and seek reassurance. Nudges that emphasize trusted financial partners, transparent communication, and personalized service are particularly effective. These strategies build confidence, clarify benefits, and foster deeper client relationships, ultimately driving engagement and loyalty.

Impact of Top Nudges



Nudge #1



Anchoring



Trusted Payment Options

Effectiveness

4.7x

So What:

We look for reference points (anchors) that help us adjust our judgments and decisions, and identify who to trust.

Do What:

Include trusted financial institutions and partners, such as Visa, MasterCard, and major banks, to enhance credibility.

Highlight endorsements or security from reputable financial organizations and regulatory bodies to reassure clients.

Make this information visible during all stages of the purchase process.

Why it works:

Association with well-known payment providers reassures consumers about the safety of their transactions, and in turn the trustworthiness of the brand.

ORDER SUMMARY

Subtotal (1)	AU\$ 484.31
FREE Shipping Options	AU\$ 0.00
Estimated Total	AU\$ 484.31

PROCEED TO CHECKOUT

 **PayPal** Checkout

FREE International shipping for orders above \$100 USD



Nudge #2



Power of Free



The word free

Effectiveness

4x

So What:

People prefer or choose a product if it includes a free element, even if that element has little inherent value

Do What:

Include 'free' elements within the proposition to add perceived value.

Offer complimentary resources such as webinars, financial planning guides, or podcasts to provide valuable information.

Provide free trial periods for premium services or tools, allowing consumers to experience the benefits firsthand.

Why it works:

Enhances the attractiveness of the offer through added value.

**FILE
FREE
ONLINE**

H&R BLOCK

Taxes made easy.
Refunds made fast.

File Free Today >

Nudge #3



Transparency



Talk to a real person

Effectiveness

1.4x

So What:

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

Do What:

Offer direct contact options like phone numbers, live chat, or email addresses.

Feature photos and bios of real team members, share team insights, expertise to humanize your brand.

Why it works:

Highlighting real team members and providing direct contact options reassures clients that there are real, trustworthy people behind the services they are using.



Nudge #4



Salience



Hero Traits

Effectiveness

1.4x

So What:

Simple list of features reinforces the desirability and credibility of the features listed.

Do What:

Emphasize the key features and benefits of your product to simplify comparisons.

List 3-5 compelling reasons why your product is superior, different or unique.

Use clear and concise language to highlight these benefits, ensuring they are easy to understand..

Why it works:

Provides clear, strong reasons for why your product stands out help consumers make informed decisions.



Does your health Insurance need a check up?

We've teamed up with nib to bring you great value health cover. Join today to start saving.



Save on coverage with an **8% discount***



Flexible covers to suit your needs



Switching is easy, and you won't have to re-serve waiting periods for current benefits



Get **one month free*** when you take out a combined Hospital & Extras cover by February 29, 2024.



Call **1800 13 14 63**
Book a consult nib.com.au/book-consult
Visit nib.com.au/health-insurance/partner/vau

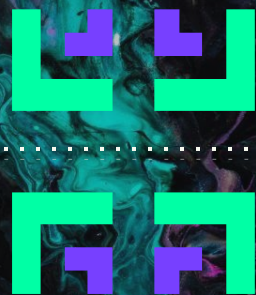


Powered by **em**
enjoyingmembers

*Discounts vary on some products. Overseas students health cover and international workers health insurance not included.
*New corporate members only. Eligibility & T&Cs apply. See link.

NIB_VAU_11/2023

4.2

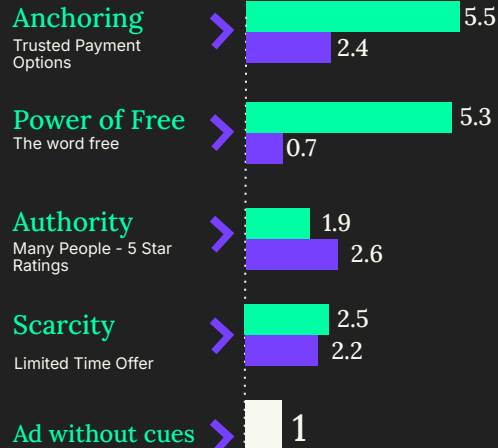


Channel

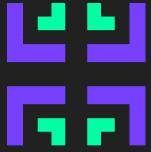
Nudging in Print Channels

Trust plays, and has always played a huge factor in the print purchase journey. Consumers turn to print channels for trusted content, and in turn expect a trustworthy purchase experience. This can be leveraged by elevating trusted payment options, demonstrating quantified 5 star ratings and highlighting the urgency of access through a limited time offer.

Impact of Top Nudges



Nudge #1



Anchoring Trusted Payment Options

Effectiveness

So What: We look for reference points (anchors) that help us adjust our judgments and decisions, and identify who to trust.

Do What: Include trusted payment options to enhance credibility and security.

Highlight accepted payment methods such as PayPal, Apple Pay, AfterPay and major credit cards.

Make this information visible during all stages of the purchase process.

Why it works: Association with well-known payment providers reassures consumers about the safety of their transactions, and in turn the trustworthiness of the brand.

Top of Funnel **5.5x**
Bottom of Funnel **2.4x**

ORDER SUMMARY

Subtotal (1)	AU\$ 484.31
FREE Shipping Options	AU\$ 0.00
Estimated Total	AU\$ 484.31

PROCEED TO CHECKOUT

 **PayPal** Checkout

FREE International shipping for orders above \$100 USD



Nudge #2



Power of Free

The word free

Effectiveness

So What: People prefer or choose a product if it includes a free element, even if that element has little inherent value

Do What: Include 'free' elements within the proposition to add perceived value.

Include offers such as free delivery, free access to another publication or free edition every 6 months.

Ensure these offers are highlighted and the word free given prominence in all marketing materials.

Why it works: Enhances the attractiveness of the offer through added value.

Top of Funnel **5.3x**
Bottom of Funnel **0.7x**

Now your glasses would have their back-up.
IT'S ON US.

**BUY 1 GET 2
FREE**

HOLLYWOOD OPTICIANS

MUMBAI • THANE • PUNE • JAIPUR • BANGALORE • CHENNAI
• COIMBATORE • BAREILLY

• Thane Marinawas Circle • Thane Tembinaka • Thane Gokhale Road
• Thane Hiranandani Meadows • Kalyan • Grant Road (E) • Kharghar • Alibaug City
• Old Panvel • New Panvel • Khanda Colony • Seawood Sect. 42 • Badlapur

At Malls : Korum Thane • Lodha Xperia Palava • Grand Central Mall Seawoods
• Westend Mall Aundh Pune • Prozone Coimbatore • Phoenix Marketcity Kuria
• Orion Mall Bangalore • Phoenix Marketcity Chennai

• Inorbit Malad • Inorbit Vashi
• Oberoi Goregaon • R-City Ghatkopar
• Phoenix Marketcity Pune
• World Trade Park Jaipur
• Prozone Coimbatore
• Grand Central Mall Seawoods

foresight opticals

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©TEC Apply



Authority

Quantified 5 star ratings

Effectiveness

Top of Funnel **1.9x**
Bottom of Funnel **2.6x**

So What: People assign greater significance to higher volumes of information particularly from independent sources.

Do What: Provide evidence of a high volume of five-star reviews, preferably collected by an independent source.

Display aggregated 5-star ratings and detailed reviews from real consumers. Use proof points to emphasize the reliability of these ratings.

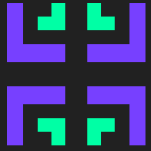
5 star ratings from an identified real person is also a powerful substitute (1.5x) if the reader isn't available.

Why it works:

Consumers rely on the experiences of others to validate their choices, especially in complex categories like tech.



Nudge #4



Scarcity

Limited time offer

Effectiveness

So What:

A limited time offer creates urgency and leverages the fear of missing out. The perceived scarcity of an item makes it feel more desirable.

Do What:

Highlight limited-time sales or exclusive offers on high-end content to emphasizing limited availability.

Provide early access to news, features, insider scoops for loyal subscriber or heavy readers, making them feel special and incentivising quick purchases.

Reinforce the urgency, with countdown timers etc.

Why it works:

People value things more highly when they are scarce, it is a powerful driver purchase behaviour. The scarcity effect enhances the perceived value and exclusivity of luxury items.

Top of Funnel **2.5x**
Bottom of Funnel **2.2x**

RED TAPE

LIMITED PERIOD OFFER

— FINAL CALL —

60%*
OFF

APPARELS | FOOTWEAR | ACCESSORIES

HSR ONLINE OUTLET Hosur Sarjapur Road Layout, Sector-VI, Opposite to Star Market, Ph.8618145386	PUTTENAHALLI ONLINE OUTLET Wilson Garden House Building Society, Kothnur Main Road J.P Nagar, 7th Phase Ph. 9742138516	BANSHANKARI ONLINE OUTLET Kathriguppe Main Road, BSK 3rd Stage Opposite to Big Bazaar Ph. 08049577077
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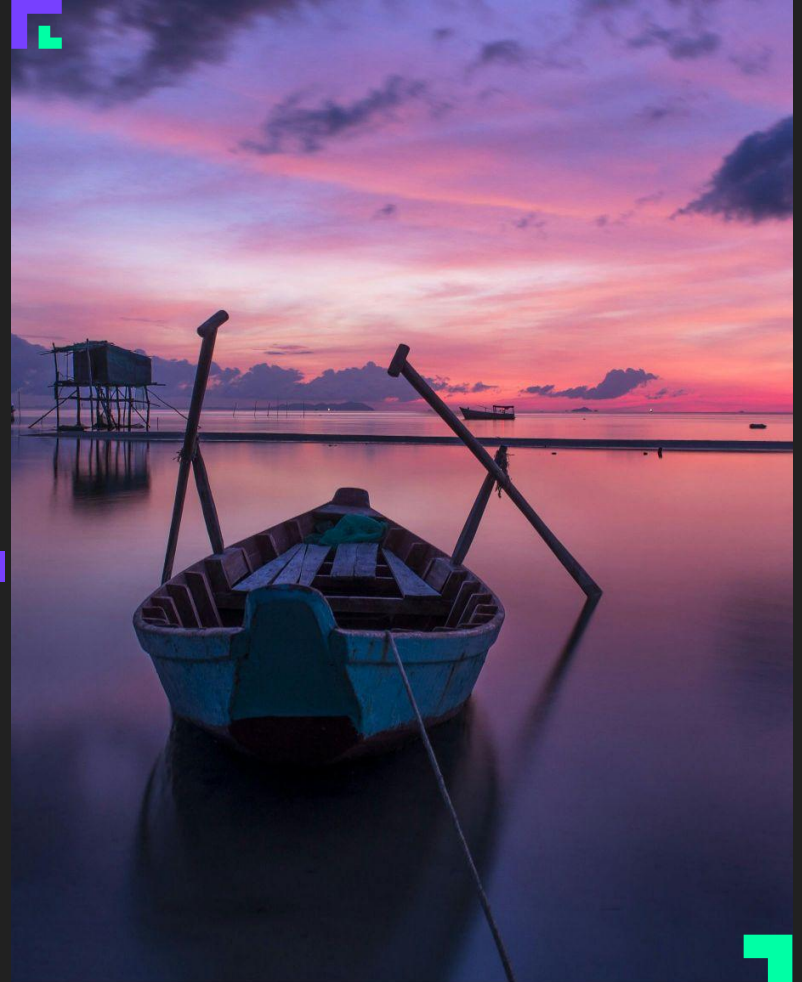
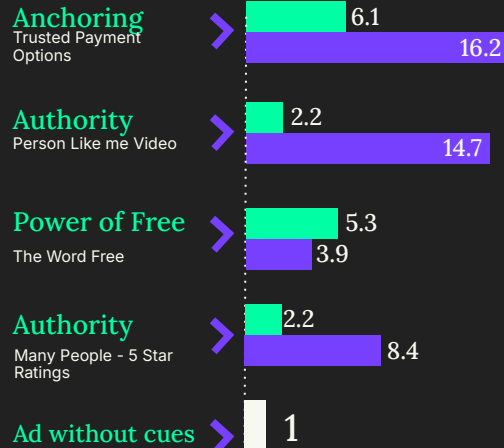
For Franchisee and Trade Enquiries: marketing@redtapeindia.com, Ph. 7892848479 | Follow us on: [f](#) [t](#) [i](#) [g](#)

Nudging in Digital Channels

Digital channels provide consumers easy access to whatever it is they're looking for, but with this landscape comes oversaturated communications and scams.

To ease the overwhelm and concern for safety, brands need to tap into trusted purchase experiences, and show consumers why people like them rate the product through reviews and video content.

Impact of Top Nudges



Nudge #1



Anchoring Trusted Payment Options

Effectiveness

Top of Funnel **6.1x**
Bottom of Funnel **16.2x**

So What: We look for reference points (anchors) that help us adjust our judgments and decisions, and identify who to trust.

Do What: Highlight accepted payment methods such as PayPal, Apple Pay, AfterPay and major credit cards.

Personalisation and scarcity are key, so tap into this by reminding users their personal cart/purchase may expire soon.

Make this information visible during all stages of the journey, but especially at the point of purchase as it is key.

Why it works: Association with well-known payment providers reassures consumers about the safety of their transactions, and in turn the trustworthiness of the brand.

ORDER SUMMARY

Subtotal (1)	AU\$ 484.31
FREE Shipping Options	AU\$ 0.00
Estimated Total	AU\$ 484.31

PROCEED TO CHECKOUT

 **PayPal** Checkout

FREE International shipping for orders above \$100 USD



Nudge #2



Authority

Person Like Me Video/ Visual Authority

Effectiveness

Top of Funnel **2.2x**
Bottom of Funnel **14.7x**

So What:

Video reviews provide a relatable and trustworthy source of information, leveraging authority bias to enhance consumer confidence.

Do What:

Feature real customers sharing their positive experiences with products, to drive purchase consideration.

The digital landscape is highly visual, so talk to potential customers with creative that showcases people like them, with similar needs seeing the value in your product.

Why it works:

Seeing real people and influencers positively review and use products in authentic settings enhances credibility and encourages purchase decisions.



Nudge #3



Power of Free

The word free

Effectiveness

So What: People prefer or choose a product if it includes a free element, even if that element has little inherent value

Do What: Include 'free' elements within the proposition to add perceived value.

Include offers such as free delivery, free exclusive access or an extra item/service thrown in for new purchasers.

Ensure these offers are highlighted and the word free given prominence in all marketing materials.

Why it works: Enhances the attractiveness of the offer through added value.

Top of Funnel **5.3x**
Bottom of Funnel **3.9x**

Samsung
Galaxy A13

4G

Colour: Black



Choose your capacity

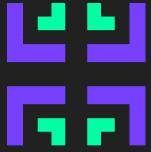
128GB

In stock ⓘ

Free delivery ⓘ

~~\$329~~ **\$179**

Nudge #4



Authority

Quantified 5 star ratings

Effectiveness

So What:

People assign greater significance to higher volumes of information particularly from independent sources.

Do What:

Provide evidence of a high volume of five-star reviews, preferably collected by an independent source.

Display aggregated 5-star ratings and detailed reviews from real consumers. Use proof points to emphasize the reliability of these ratings.

5 star ratings from an identified real person is also a powerful substitute if the reader isn't available.

Why it works:

Consumers rely on the experiences of others to validate their choices, especially in complex categories like tech.

Top of Funnel **2.2x**
Bottom of Funnel **8.4x**

Reviews

Rating Snapshot
Select a row below to filter reviews.

5 ★	11
4 ★	0
3 ★	0
2 ★	0
1 ★	0

Average Customer Ratings

Overall **★★★★★** 5.0

1-8 of 11 Reviews Sort by: **Highest to Lowest Rating**

86
QNED90T **★★★★★** · 11 days ago
This is the one

CT
Review 1
Votes 0

[This review was collected as part of a promotion.] If you are looking for a modern full feature screen look no further. We landed on this model for our brightly light living room and could not be happier. The black levels are amazing and the contrast sublime. We use this set for all types of content including movies, sports and YouTube and appreciate the upscaling capabilities for non 4k content.

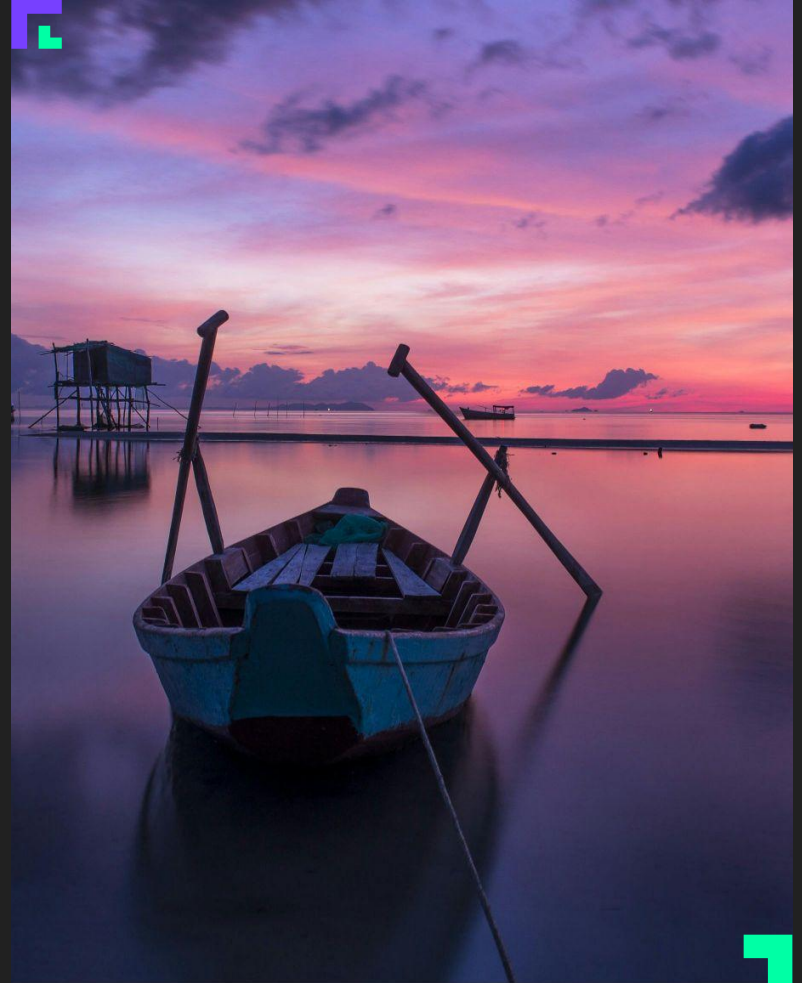
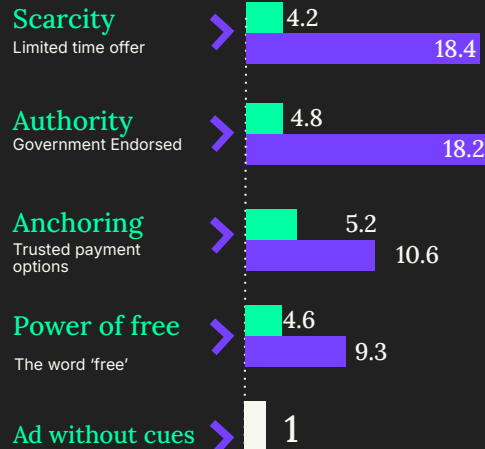
Nudging in Social/Video Channels

Social and video channels enable brands to connect with customers in real time, and real time is absolutely invaluable in today's media landscape.

Brands can tap into this by highlighting limited or free offers, provide free 'exclusive' access to content, products or services attached to the brand.

Authenticity is key here, and brands can lean into authorities or fact-checked content to confirm their value.

Impact of Top Nudges



Nudge #1



Scarcity

Limited time offer

Effectiveness

Top of Funnel **4.2x**
Bottom of Funnel **18.4x**

So What:

A limited time offer creates urgency and leverages the fear of missing out. The perceived scarcity of an item makes it feel more desirable.

Do What:

Highlight limited-time sales or exclusive offers on high-end content to emphasizing limited availability.

Provide early access to news, features or live streams for subscribers or heavy consumers, making them feel special and incentivising quick purchases.

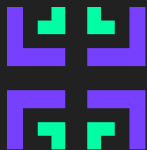
Reinforce the urgency, with countdown timers etc.

Why it works:

People value things more highly when they are scarce, it is a powerful driver purchase behaviour. The scarcity effect enhances the perceived value and exclusivity of luxury items.



Nudge #2



Authority

Government endorsed

Effectiveness

Top of Funnel **4.8x**

Bottom of Funnel **18.2x**

So What:

Endorsement by a government department or trusted source lends authority because people perceive these to provide accurate information .

Do What:

Demonstrate the validity of your brand or service through highlighting how it aligns with government policies, opinions or support.

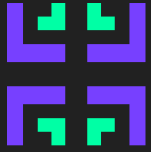
Refer to figures provided by government or trusted sources to get your message across, and align with authenticated and respected bodies of management through partnerships, collaborations or initiatives.

Why it works:

By aligning your brands message, purpose or products to tangible government bodies, opinions or initiatives brands can 'rub off' on the authenticity and respect associated with these bodies, in a channel challenged in some areas with misinformation.



Nudge #3



Anchoring Trusted Payment Options

Effectiveness

So What: We look for reference points (anchors) that help us adjust our judgments and decisions, and identify who to trust.

Top of Funnel **5.2x**
Bottom of Funnel **10.6x**

Do What: Highlight accepted payment methods such as PayPal, Apple Pay, AfterPay and major credit cards.

Personalisation and scarcity are key, so tap into this by reminding users their personal cart/purchase may expire soon.

Make this information visible during all stages of the journey, but especially at the point of purchase as it is key.

Why it works:

Association with well-known payment providers reassures consumers about the safety of their transactions, and in turn the trustworthiness of the brand.

ORDER SUMMARY

Subtotal (1)	AU\$ 484.31
FREE Shipping Options	AU\$ 0.00
Estimated Total	AU\$ 484.31

PROCEED TO CHECKOUT

 **PayPal** Checkout

FREE International shipping for orders above \$100 USD



Nudge #4



Power of Free

The word free

Effectiveness

Top of Funnel **5.3x**
Bottom of Funnel **3.9x**

So What:

People prefer or choose a product if it includes a free element, even if that element has little inherent value

Do What:

Include 'free' elements within the proposition to add perceived value.

Include offers such as free delivery, free exclusive access/behind the scenes or an extra offer thrown in for consumers.

Ensure these offers are highlighted and the word free given prominence in all marketing materials.

Why it works:

Enhances the attractiveness of the offer through added value.

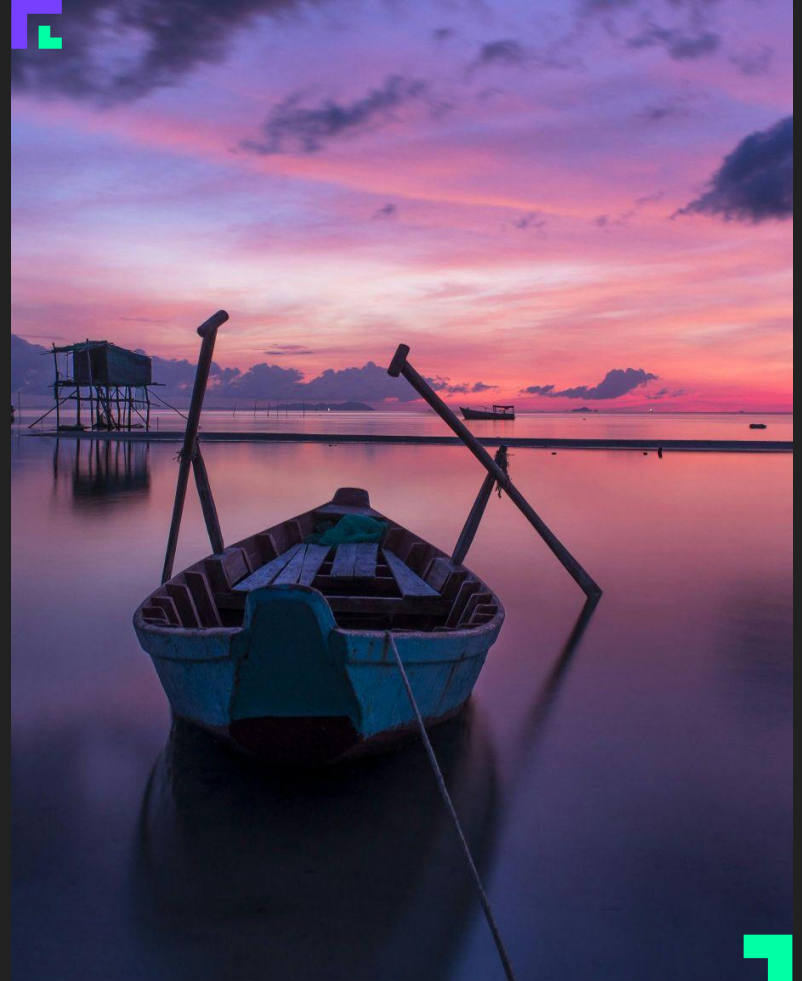
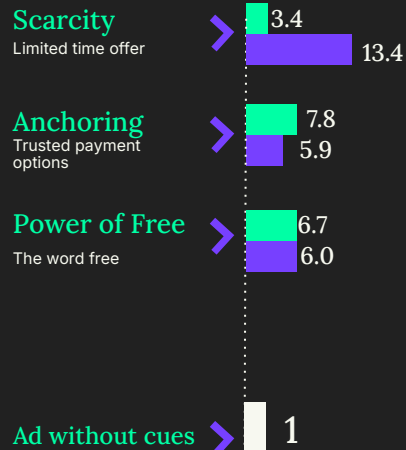


Nudging in Native Channels

Native channels are the perfect environment to strengthen trust and immediacy with consumers.

By using evocative language to highlight limited time or free offers, and cement trust with users, brands can capture attention quickie, driving faster consumer responses and immediate action.

Impact of Top Nudges



Nudge #1



Scarcity

Limited time offer

Effectiveness

Top of Funnel **3.4x**
Bottom of Funnel **13.4x**

So What:

A limited time offer creates urgency and leverages the fear of missing out. The perceived scarcity of an item makes it feel more desirable.

Do What:

Highlight limited-time sales or exclusive offers on high-end content to emphasizing limited availability.

Discuss early access to news, features or live streams for subscribers or heavy consumers, making them feel special and incentivising quick purchases.

Reinforce the urgency with language.

Why it works:

People value things more highly when they are scarce, it is a powerful driver purchase behaviour. The scarcity effect enhances the perceived value and exclusivity of luxury items.

RED TAPE

LIMITED PERIOD OFFER

— FINAL CALL —

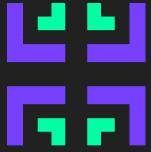
60% OFF*

APPARELS | FOOTWEAR | ACCESSORIES

<p>HSR ONLINE OUTLET Hosur Sarjapur Road Layout, Sector-VI, Opposite to Star Market, Ph.8618145386</p>	<p>PUTTENAHALLI ONLINE OUTLET Wilson Garden House Building Society, Kothnur Main Road J.P Nagar, 7th Phase Ph. 9742138516</p>	<p>BANSHANKARI ONLINE OUTLET Kathriguppe Main Road, BSK 3rd Stage Opposite to Big Bazaar Ph. 08049577077</p>
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For Franchisee and Trade Enquiries: marketing@redtapeindia.com, Ph. 7892848479 | Follow us on: [f](#) [t](#) [i](#)

Nudge #2



Anchoring Trusted Payment Options

Effectiveness

So What: We look for reference points (anchors) that help us adjust our judgments and decisions, and identify who to trust.

Top of Funnel **7.8x**
Bottom of Funnel **5.9x**

Do What: Highlight trust with the brand, and associated accepted payment methods such as PayPal, Apple Pay, AfterPay and major credit cards (if relevant/necessary).

Personalisation and scarcity are key, so tap into this by reminding users their opportunity may expire soon.

Why it works:

Association with well-known payment providers reassures consumers about the safety of their transactions, and in turn the trustworthiness of the brand.

ORDER SUMMARY

Subtotal (1)	AU\$ 484.31
FREE Shipping Options	AU\$ 0.00
Estimated Total	AU\$ 484.31

PROCEED TO CHECKOUT

 **PayPal** Checkout

FREE International shipping for orders above \$100 USD

VISA



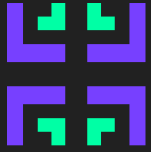
AMERICAN EXPRESS

DISCOVER



PayPal

Nudge #3



Power of Free

The word free

Effectiveness

Top of Funnel **6.7x**
Bottom of Funnel **6.0x**

So What: People prefer or choose a product if it includes a free element, even if that element has little inherent value

Do What: Include 'free' elements within the proposition to add perceived value.

Focus on benefits or offers of free delivery, free exclusive access/behind the scenes or an extra offer thrown in for consumers.

Ensure these offers are highlighted and the word free given prominence in all marketing materials.

Why it works: Enhances the attractiveness of the offer through added value.



4.3

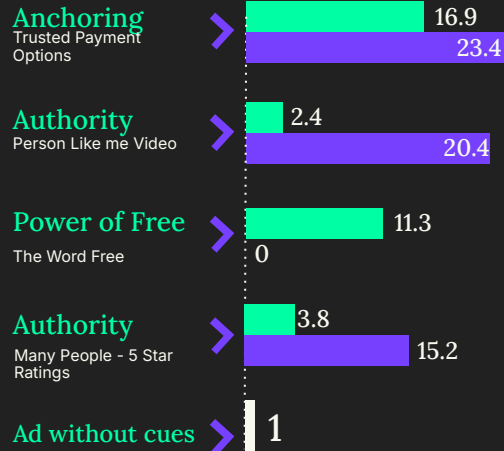


Publisher Category

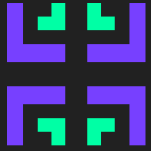
Nudging in Food Publications

When reading food content, consumers are in a mindset of seeking delicious recipes, trustworthy recommendations, and value for money. They are more receptive to nudges such as trusted payment options, Many People - 5 Star Ratings, relatable video endorsements, and the power of "free." These cues work by building trust, enhancing perceived value, and demonstrating desirability, making consumers more likely to engage.

Impact of Top Nudges



Nudge #1



Anchoring Trusted Payment Options

Effectiveness

So What:

We look for reference points (anchors) that help us adjust our judgments and decisions, and identify who to trust.

Do What:

Include trusted payment options to enhance credibility and security.

Highlight accepted payment methods such as PayPal, Apple Pay, AfterPay and major credit cards.

Make this information visible during all stages of the purchase process.

Why it works:

Association with well-known payment providers reassures consumers about the safety of their transactions, and in turn the trustworthiness of the brand.

ORDER SUMMARY

Subtotal (1)	AU\$ 484.31
FREE Shipping Options	AU\$ 0.00
Estimated Total	AU\$ 484.31

PROCEED TO CHECKOUT

 **PayPal** Checkout

FREE International shipping for orders above \$100 USD



Top of Funnel **16.9x**
Bottom of Funnel **23.4x**

Nudge #2



Authority

People like me - video endorsement

So What:

Video reviews provide a relatable and trustworthy source of information, leveraging authority bias to enhance consumer confidence.

Do What:

Feature real customers sharing their positive experiences with products, to drive purchase consideration.

Collaborate with relatable bloggers, consumers and everyday experts to endorse with video reviews

Showcase everyday scenarios where the product will be used by your target audiences.

Why it works:

Seeing real people and influencers positively review and use products in authentic settings enhances credibility and encourages purchase decisions.

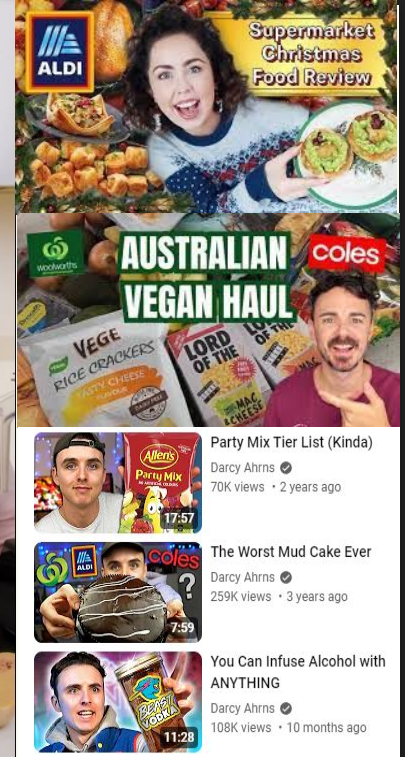
Effectiveness

2.4x

20.4x

Top of Funnel

Bottom of Funnel



Nudge #3



Power of Free



The word free

So What:

People prefer or choose a product if it includes a free element, even if that element has little inherent value

Do What:

Include 'free' elements within the proposition to add perceived value for top of funnel communication.

Highlight offers such as "Buy One, Get One Free," loyalty rewards, free bonus items, or free recipe booklets with purchase.

Why it works:

Enhances the attractiveness of the offer through added value.

Effectiveness

11.3x

Top of Funnel

Bottom of Funnel

0x



With orders over \$30

Nudge #4



Authority



Many People - 5 Star Ratings

So What:

People assign greater significance to higher volumes of information particularly from independent sources.

Do What:

Provide evidence of a high volume of five-star reviews, preferably collected by an independent source.

Why it works:

Use visuals and quotes from these reviews to reinforce the quality and reliability and experience.

Customer review statistics (99% of people love...) also a powerful substitute (5.8x at bottom of funnel)

Leverages social proof to build confidence in the decision-making process.

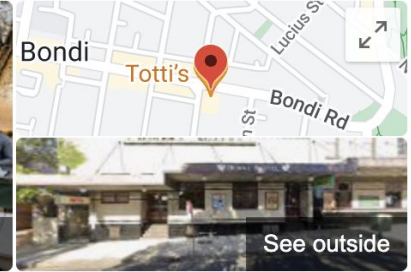
Effectiveness

Top of Funnel **3.8x**

Bottom of Funnel **15.2x**



See photos



See outside

Totti's

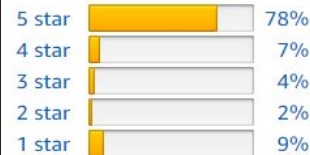
4.3 ★★★★★ [1,183 Google reviews](#) :

Italian restaurant

Customer Reviews

★★★★★ 1,069

4.5 out of 5 stars ▾



Share your thoughts with other customers

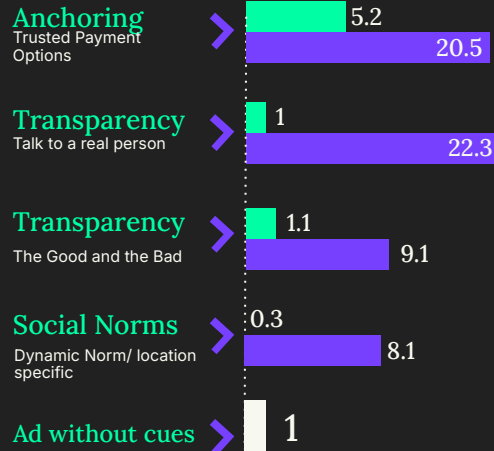
Write a customer review

[See all 1,069 customer reviews](#) ▾

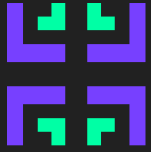
Nudging in Travel Publications

When reading travel content, consumers are in an exploratory mindset, and are more receptive to nudges such as dynamic social norms, highlighting both positive and negative reviews, and showcasing Trusted Payment Options. These cues build trust, enhance perceived value, and foster confidence, making consumers more likely to engage with communication and make informed decisions.

Impact of Top Nudges



Nudge #1



Anchoring Trusted Payment Options

So What:

We look for reference points (anchors) that help us adjust our judgments and decisions, and identify who to trust.

Do What:

Include trusted payment options to enhance credibility and security.

Highlight accepted payment methods such as PayPal, Apple Pay, AfterPay and major credit cards.

Make this information visible during all stages of the purchase process.

Why it works:

Association with well-known payment providers reassures consumers about the safety of their transactions, and in turn the trustworthiness of the brand.

Effectiveness

Top of Funnel **5.2x**
Bottom of Funnel **23.4x**

ORDER SUMMARY

Subtotal (1)	AU\$ 484.31
FREE Shipping Options	AU\$ 0.00
Estimated Total	AU\$ 484.31

PROCEED TO CHECKOUT

 **PayPal** Checkout

FREE International shipping for orders above \$100 USD



Nudge #2



Transparency

Talk to a real person

So What:

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

Effectiveness

Do What:

Offer direct contact options such as phone numbers, live chat, or email addresses for potential customers to reach out to real people at the bottom of the funnel.

Use articles, videos, or blog posts where team members share their travel expertise, tips, and personal experiences.

Why it works:

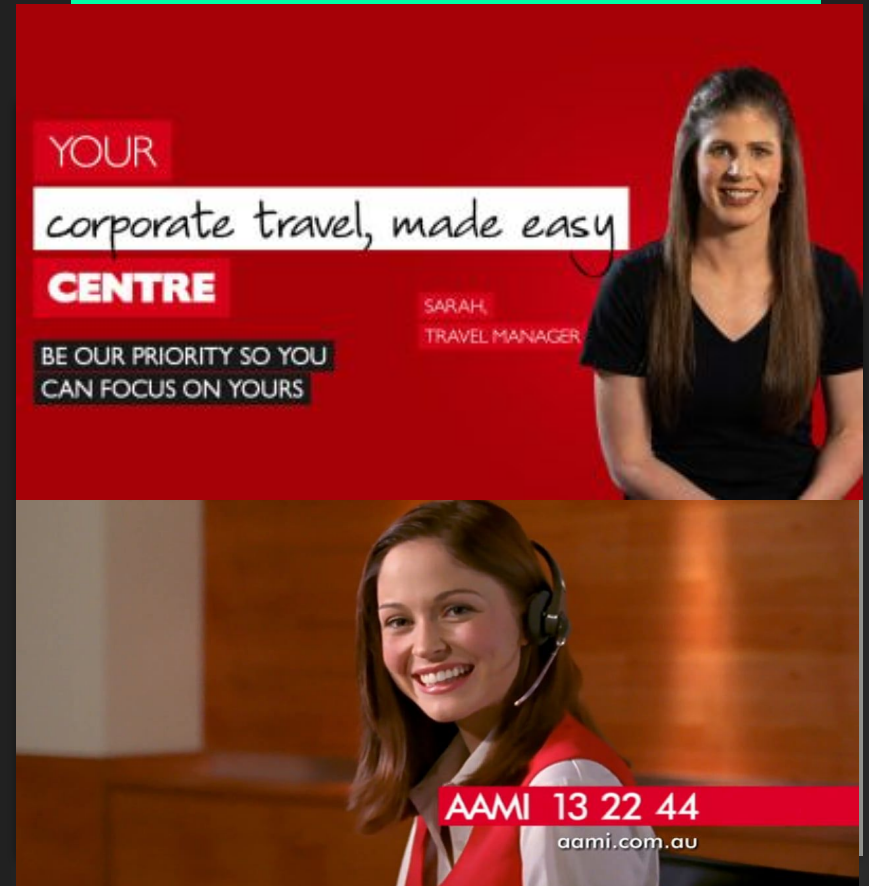
Highlighting real team members and providing direct contact options reassures clients that there are real, trustworthy people behind the services they are using.

Top of Funnel

1x

Bottom of Funnel

22.3x



Nudge #3



Transparency

The good and the bad

So What:

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

Do What:

Show both top positive and negative aspects of the product/service based on customer reviews.

Summarize key pros and cons in a clear, easy-to-read format, making sure to address common praises and concerns.

Ensure the reviews are from verified customers to enhance credibility and authenticity.

Why it works:

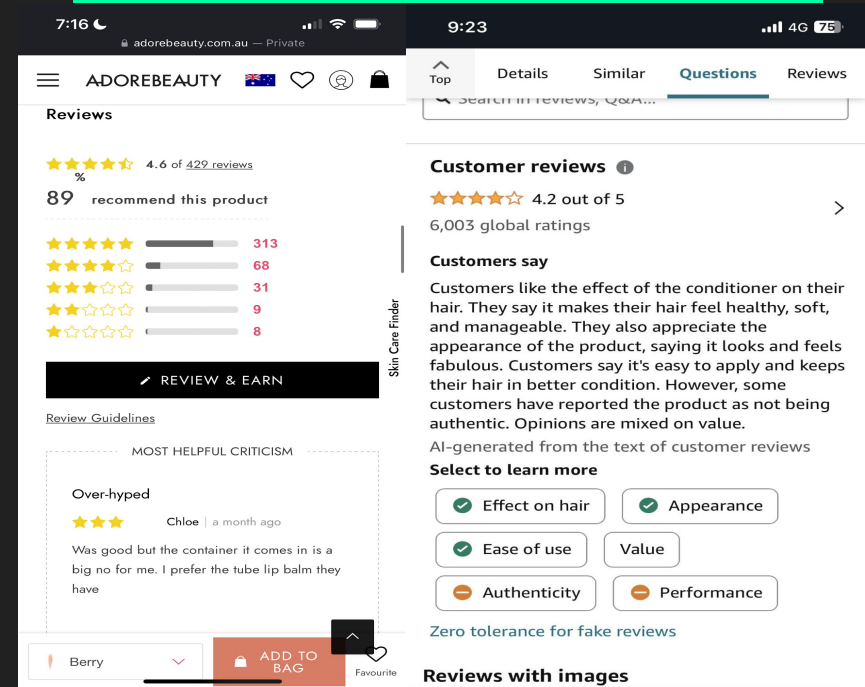
When consumers see a balanced view, they are more likely to trust the information provided and feel confident in their purchasing decision.

Effectiveness

Top of Funnel

Bottom of Funnel

1.1x
9.1x



Nudge #4



Social Norms

Dynamic Norm, Location Specific

So What:

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

Do What:

Highlight local trends, use data to show that more people in the consumer's area are purchasing. For example, "Sales in Sydney have increased by 25% this month."

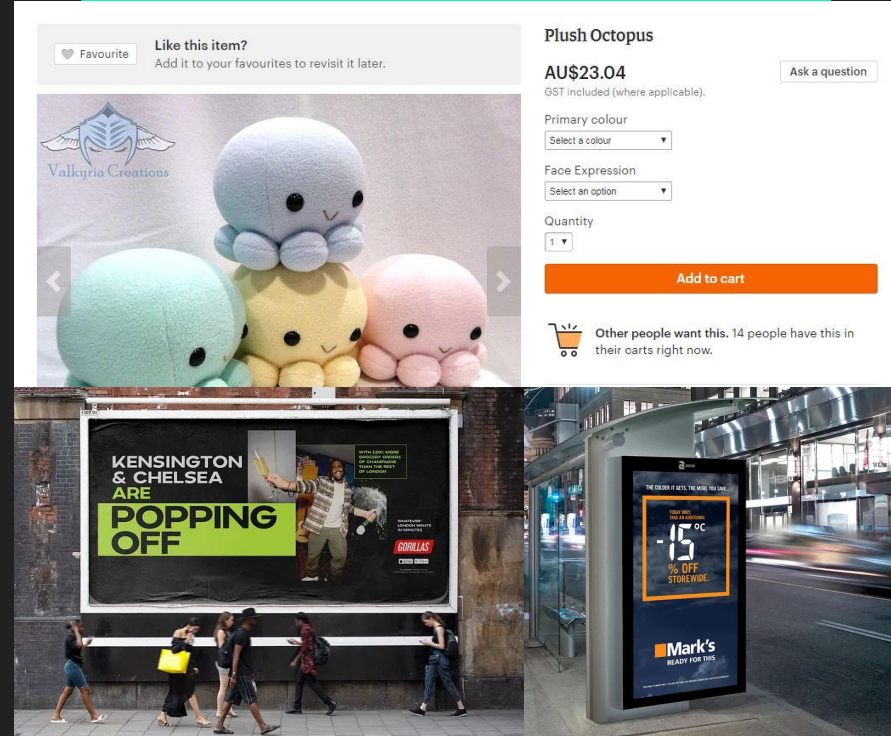
Why it works:

Highlighting that behaviours are changing in a consumer's community or are leaning towards a particular trend, can encourage consumers to follow it.

Effectiveness

Top of Funnel
Bottom of Funnel

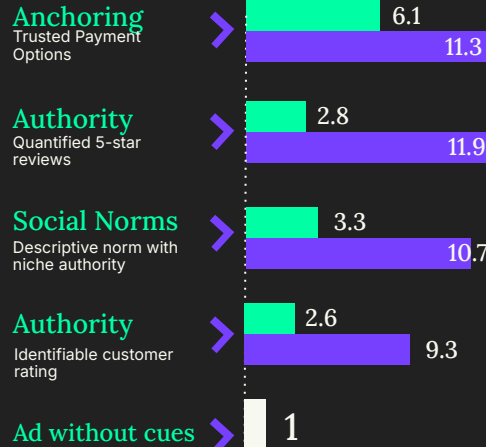
1.1x
9.1x



Nudging in Health Publications

When reading health content, consumers are in a mindset of seeking reliable information and expert validation. They are more receptive to nudges such as trusted payment options, identifiable customer ratings, and niche authority social norms. These cues build confidence, enhance credibility, and foster trust, making consumers more likely to engage with communication and make informed decisions.

Impact of Top Nudges



Nudge #1



Anchoring Trusted Payment Options

So What:

We look for reference points (anchors) that help us adjust our judgments and decisions, and identify who to trust.

Do What:

Include trusted payment options to enhance credibility and security.

Highlight accepted payment methods such as PayPal, Apple Pay, AfterPay and major credit cards.

Make this information visible during all stages of the purchase process.

Why it works:

Association with well-known payment providers reassures consumers about the safety of their transactions, and in turn the trustworthiness of the brand.

Effectiveness

Top of Funnel **6.1x**

Bottom of Funnel **11.3x**

ORDER SUMMARY

Subtotal (1)	AU\$ 484.31
FREE Shipping Options	AU\$ 0.00
Estimated Total	AU\$ 484.31

PROCEED TO CHECKOUT

 **PayPal** Checkout

FREE International shipping for orders above \$100 USD

VISA



AMERICAN EXPRESS

DISCOVER



PayPal

Nudge #2



Authority



Many People - 5 Star Ratings

Effectiveness

So What:

People assign greater significance to higher volumes of information particularly from independent sources.

Do What:

Provide evidence of a high volume of five-star reviews, preferably collected by an independent source.

Use visuals and quotes from these reviews to reinforce the quality and reliability and experience.

Customer review statistics (99% of people love...) also a powerful substitute (5.8x at bottom of funnel)

Why it works:

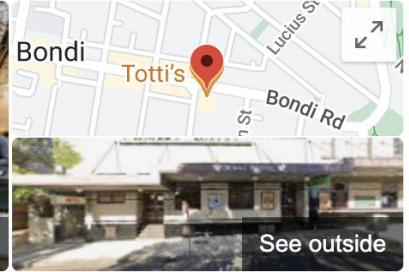
Leverages social proof to build confidence in the decision-making process.

Top of Funnel **2.8x**

Bottom of Funnel **11.9x**



See photos



See outside

Totti's

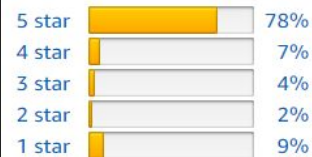
4.3 ★★★★★ [1,183 Google reviews](#) ⋮

Italian restaurant

Customer Reviews

★★★★★ 1,069

4.5 out of 5 stars ▾



Share your thoughts with other customers

Write a customer review

[See all 1,069 customer reviews](#) ▾

Nudge #3



Social Norms



*Descriptive norm,
with niche authority*

Effectiveness

So What:

Highlight the behaviours or attitudes of a passionate, expert group to enhance the credibility of the message.

Do What:

Stating that experts in a field prefer a certain product, to enhance the credibility and influence of the norm e.g. "The choice of the best personal trainers".

Provide information about what others in a specific group typically do, it helps individuals align their behaviour with the group standard.

Why it works:

People are influenced by the opinions and behaviours of others. By stating that experts in a field prefer a certain product, you enhance the credibility and influence of the norm.

Top of Funnel **3.3x**

Bottom of Funnel **10.7x**

**HALO TOP
ATHLETES**



Nudge #4



Authority

Identifiable Customer Ratings

So What:

Include a positive reviews/endorsements from identified customers with details such as a picture, name, or location.

Do What:

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.

Why it works:

Identifiable customer ratings and endorsements provide authenticity and credibility, making potential customers more likely to trust and choose your product or service.

Effectiveness

Top of Funnel

2.6x

Bottom of Funnel

9.3x



Miranda W.

3 reviews

★★★★★ 2 months ago

Verified customer

I recently celebrated my birthday here and it was an all-around great experience! The staff treated us very nicely, and they even gave us a complimentary champagne toast. The space was clean and organized, and my guests and I felt very at home. I would definitely recommend this place, and I'll be coming back.

ELLE R. VERIFIED BUYER



05/26/20

LOVE A PRINCESS POLLY PACKAGE

I love princess Polly! Whenever Ive ordered Ive received my package so fast and the quality of the clothes/ brands are always amazing. I recommend princess

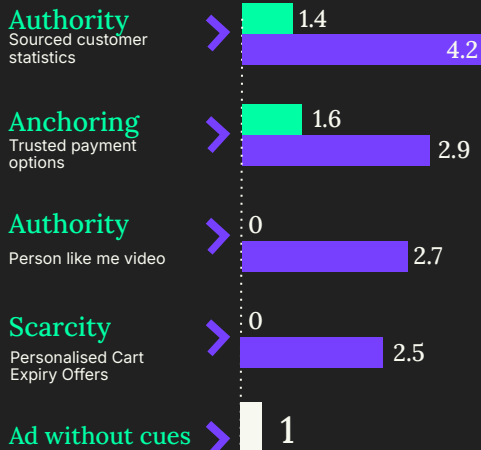
Polly to everyone!



Nudging in Retail Publications

When reading retail content, consumers are often in a discovery and decision-making mindset. They are more receptive to nudges such as sourced customer statistics, trusted payment options, and personalized cart expiry offers. These cues build trust, enhance perceived value, and foster confidence, making consumers more likely to engage with advertisements and make informed purchases.

Impact of Top Nudges



Nudge #1



Authority



Sourced customer statistics

So What: Include a positive, clearly sourced statistics from a customer reviews, usage or attitudes.

Effectiveness

Do What: When leveraging customer reviews as an authority, it is crucial to clearly and credibly source the data.

Emphasize impactful statistics from customer feedback, such as "95% of users reported improved satisfaction" with a clear source citation, and preferably a large sample size.

Why it works: Provide concrete evidence that supports the claims being made. This transparency and credibility build trust, making them more likely to believe in the product or service and make informed decisions.

Top of Funnel **1.4x**
Bottom of Funnel **4.2x**

SHOP PRODUCTS ▾ BEST SELLERS THE BRAND BLOG GOLDFADEN MD PRESS SEARCH SIGN IN MY BAG (0)

Exfoliation:
The Best Thing You Can Do For Your Skin

- 95% agreed that skin feels smoother (after 14 days)
- 92% agreed that skin looks healthy (after 14 days)
- 91% agreed that skin appears refreshed and renewed (after 14 days)

(The data above has been collected using Doctor's Scrub for 14/28 days on 79 participants. Participants used Doctor's Scrub 2-3 times per week.)

Exfoliation:
The Best Thing You Can Do For Your Skin

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(The data above has been collected using Doctor's Scrub for 14/28 days on 79 participants. Participants used Doctor's Scrub 2-3 times per week.)

Nudge #2



Anchoring Trusted Payment Options

So What:

We look for reference points (anchors) that help us adjust our judgments and decisions, and identify who to trust.

Effectiveness

Do What:

Include trusted payment options to enhance credibility and security.

Highlight accepted payment methods such as PayPal, Apple Pay, AfterPay and major credit cards.

Make this information visible during all stages of the purchase process.

Why it works:

Association with well-known payment providers reassures consumers about the safety of their transactions, and in turn the trustworthiness of the brand.

Top of Funnel **1.6x**
Bottom of Funnel **2.9x**

ORDER SUMMARY

Subtotal (1)	AU\$ 484.31
FREE Shipping Options	AU\$ 0.00
Estimated Total	AU\$ 484.31

PROCEED TO CHECKOUT

 **PayPal** Checkout

FREE International shipping for orders above \$100 USD



Nudge #3



Authority

People like me - video endorsement

So What:

Video reviews provide a relatable and trustworthy source of information, leveraging authority bias to build confidence at the bottom of the funnel.

Do What:

Feature real customers sharing their positive experiences with products, to drive purchase consideration.

Collaborate with relatable bloggers, consumers and everyday experts to endorse with video reviews.

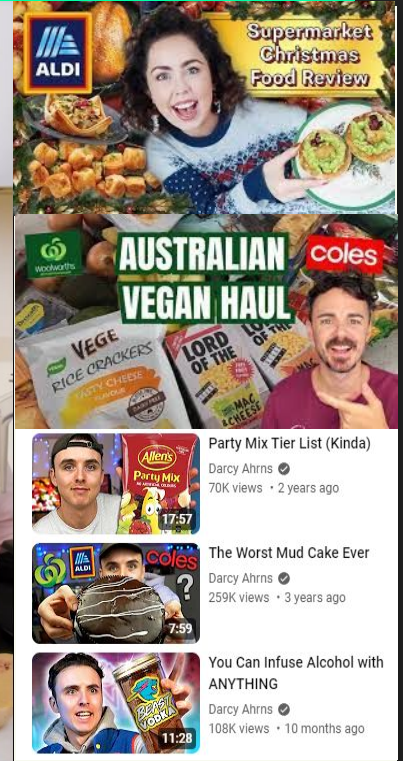
Showcase everyday scenarios where the product will be used by your target audiences.

Why it works:

Seeing real people and influencers positively review and use products in authentic settings enhances credibility and encourages purchase decisions.

Effectiveness

Top of Funnel **0**x
Bottom of Funnel **2.7**x



Nudge #4



Scarcity

Personalised Cart Expiry Offers

So What:

A personalized cart expiry offer creates urgency and leverages the fear of missing out, making the items in the cart feel more desirable.

Do What:

Notify customers when items in their cart are about to expire, emphasizing the limited time left.

Include a personalized discount/offer valid only if the purchase is completed within a specific time frame.

Display a countdown timer on the cart page to visually reinforce the urgency of the offer.

Why it works:

Create a sense of urgency, encouraging customers to act quickly to secure their desired items. This nudge leverages the scarcity effect to drive purchase behavior and increase conversion rates.

Effectiveness

Top of Funnel **0x**
Bottom of Funnel **2.5x**

FREE SHIPPING*

FAST DELIVERY

FREE RETURNS



33% off Nike? Now we're talking...

Because we love our loyal subscribers, you've unlocked 33% off a huge range of Nike favourites. Use code NIKE33 at checkout.

Ends 11:59PM AEDT 05.04.24. T&Cs apply.

NO THANKS

SHOP NOW