Forget Artificial Intelligence, Focus On Natural Stupidity
Natural Stupidity
Behaviour Change
Behaviour Change
Behaviour Change
Creating Change In Behaviour Without Using Carrots Or Sticks
So What Is Nudge Theory?
What Colour Is The Text Below?
Most Of You Will Choose...
FINISHED FILES ARE THE RESULT OF YEARS OF SCIENTIFIC STUDY COMBINED WITH THE EXPERIENCE OF YEARS...
Cadbury Dairy Milk
Now with a delicious swirl made with milk chocolate
3 luxury ice creams

33% EXTRA FREE

4 luxury ice creams
What Did We Learn?
predictably irrational
the hidden forces that shape our decisions
dan ariely
Tenets Of Nudge Theory
Richard H. Thaler

Born: 1945

Affiliation at the time of the award: University of Chicago

Prize motivation: "for his contributions to behavioral economics"

Prize share: full prize
Nudge: Eat In A Smaller Plate
Some Tenets Of Nudge Theory
Act Don’t Talk
Attention
Interest
Desire
Action
Action
Changes
Things
Rituals Help System 1
How Do You Become A Child’s Favourite Biscuit?
How Do You Fight A Trusted Family Jeweller?
Build The Citibank Brand After 2008
Inspire, Don't Market
Its All About ‘Why'
**Why = The Purpose**
*What is your cause? What do you believe?*

Apple: We believe in challenging the status quo and doing this differently.

**How = The Process**
*Specific actions taken to realize the Why.*

Apple: Our products are beautifully designed and easy to use.

**What = The Result**
*What do you do? The result of Why. Proof.*

Apple: We make computers.
The ‘Why’ Of Apple
to put purpose into business
“A new, powerful model for business. This is a must-read, not just for marketers, but for all business leaders.”

– Sheryl Sandberg, chief operating officer, Facebook®
THE STENGEL 50 OUTPERFORM THE MARKET

382.3%

-7.9%

Stengel Top 50
S&P 500
The ‘Why’ Of Ben & Jerry
BEN & JERRY'S
PEACE, LOVE & ICE CREAM
Issues We Care About

Racial Justice
There is an awakening happening in our country, a new movement of advocates and activists that are countering the narrative that we've moved to a post-racial era.
Learn More

Democracy
We believe democracy only works when it works for everyone.
Learn More

Support GMO Labeling
Ben & Jerry's is proud to stand with the growing consumer movement for transparency and the right to know what's in our food supply by supporting mandatory GMO labeling legislation.
Learn More

LGBT Equality
We believe in equality for everyone, everywhere—no matter who they are or who they love.
Learn More

Climate Justice
If it's melted, it's ruined. We're not scientists, but we figure that ice caps, like ice cream, are best kept frozen.
Learn More

Fairtrade
Fairtrade means farmers get a fair price for their products. And we think that's important.
Learn More
OUR DEMOCRACY
ATTENTION CUSTOMERS

We’re banning 2 of the same flavoured scoops!
That’s right, no same scoop flavours until we have marriage equality for all Australians. At Ben & Jerry’s we believe love comes in all flavours.

Join us and...
In partnership with The Equality Campaign.

SYRIAN REFUGEES, WEL-CONE TO THE NEIGHBORHOOD!

This summer, we’re inviting all Syrian refugees to share a war crime they’ve personally witnessed in exchange for a free cone of any flavor!

MAY 1ST - AUGUST 31ST

At participating Ben & Jerry’s only. Limit 1 free cone per refugee. Eligible war crimes include acts as defined by the Geneva Conventions and must have occurred between 2010 and present day.
Purpose Attracts Talent + Customers
3 The Paradox Of Choice
Choice Is Not Always Welcome
<table>
<thead>
<tr>
<th>Number of Choices</th>
<th>Visitor (%)</th>
<th>Buyer (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A)</td>
<td>40%</td>
<td>12%</td>
</tr>
<tr>
<td>B)</td>
<td>60%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Samsung

Galaxy M30s
#GoMonster
6000 mAh | sAMOLED Display | 48MP Triple Camera

BUY NOW

Choose Your Smartphone
SEE ALL SMARTPHONES
Which iPhone is right for you?

**iPhone 11 Pro**  
Starting at $999  
All-new triple-camera system (Ultra Wide, Wide, Telephoto)  
Up to 20 hours of video playback¹  
Water resistant to a depth of 4 meters for up to 30 minutes²  
5.8" or 6.5" Super Retina XDR display³  
[Learn more >](#)

**iPhone 11**  
Starting at $699  
All-new dual-camera system (Ultra Wide, Wide)  
Up to 17 hours of video playback¹  
Water resistant to a depth of 2 meters for up to 30 minutes²  
6.1" Liquid Retina HD display³  
[Learn more >](#)

**iPhone Xs**  
Starting at $599  
Single-camera system (Wide)  
Up to 16 hours of video playback¹  
Water resistant to a depth of 1 meter for up to 30 minutes²  
6.1" Liquid Retina HD display³  
[Learn more >](#)

**iPhone 8**  
Starting at $449  
Single (Wide) or dual-camera system (Wide, Telephoto)  
Up to 14 hours of video playback¹  
Water resistant to a depth of 1 meter for up to 30 minutes²  
4.7" or 5.5" Retina HD display  
[Learn more >](#)
Profit shares of eight mobile phone vendors
B=MAT
Behaviour = Motivation × Ability × Trigger
Motivation

Inspire, don’t market

Action Changes Things

Stop losses

Tell stories

Create ownership

Ability

Make choice easy

Make it social

Add fun

Use other senses

Trigger

Order to behave

Seize the moment

Gamify

Use other senses
Summary

- Appeal to System 1
- Implement behavioural insights
- B=MAT