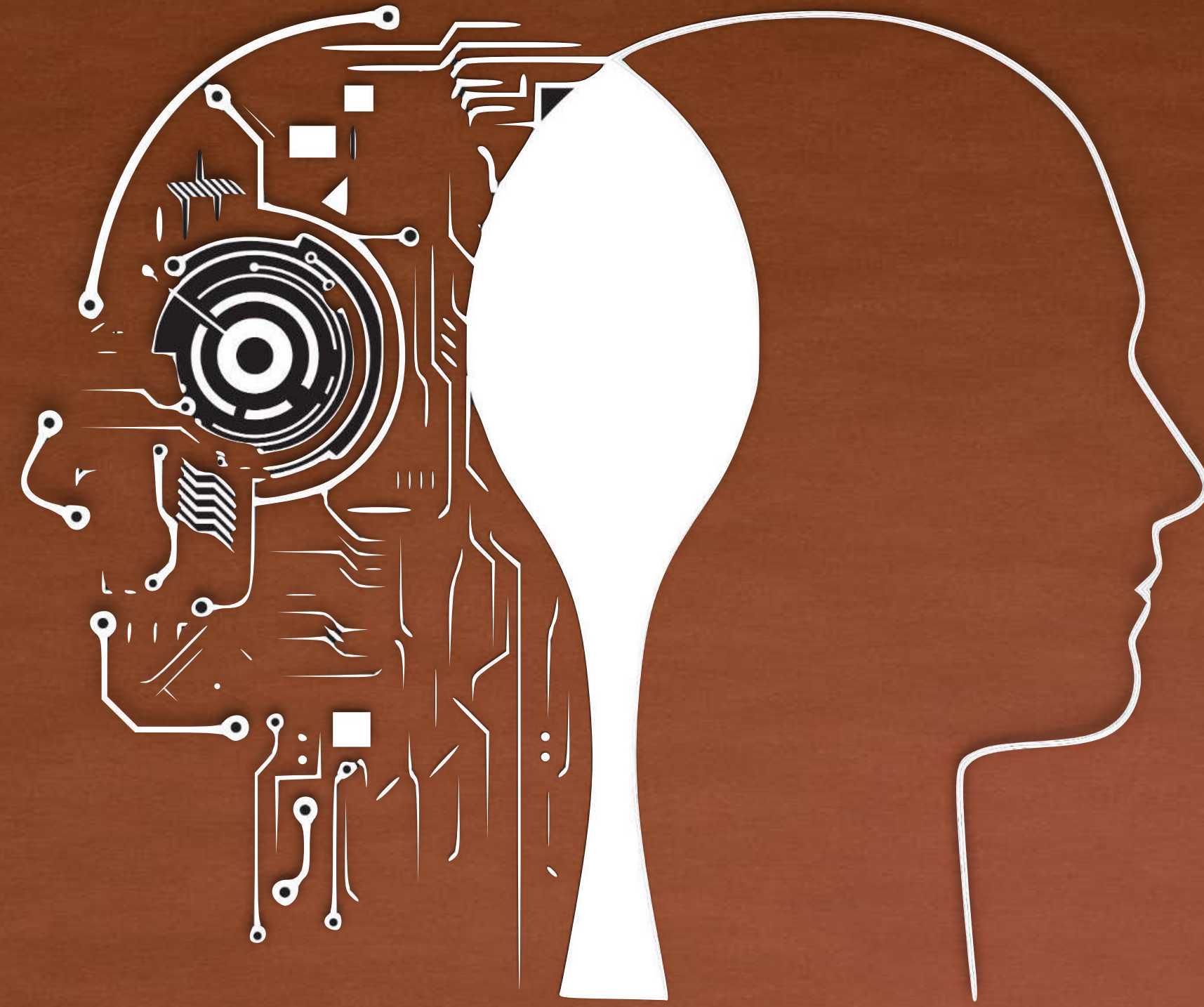


Forget Artificial Intelligence,
Focus On Natural Stupidity



Natural Stupidity

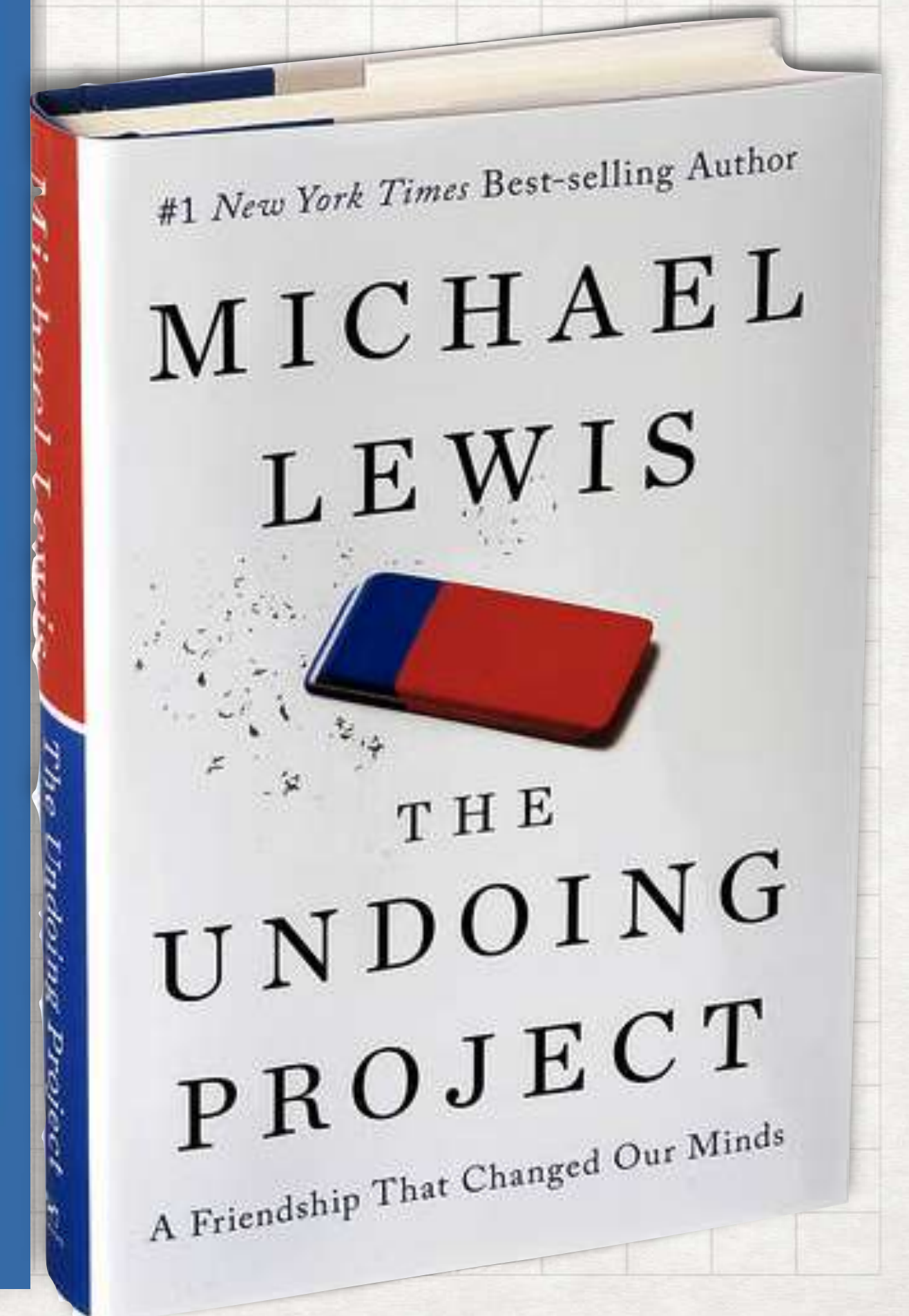
Behaviour Change



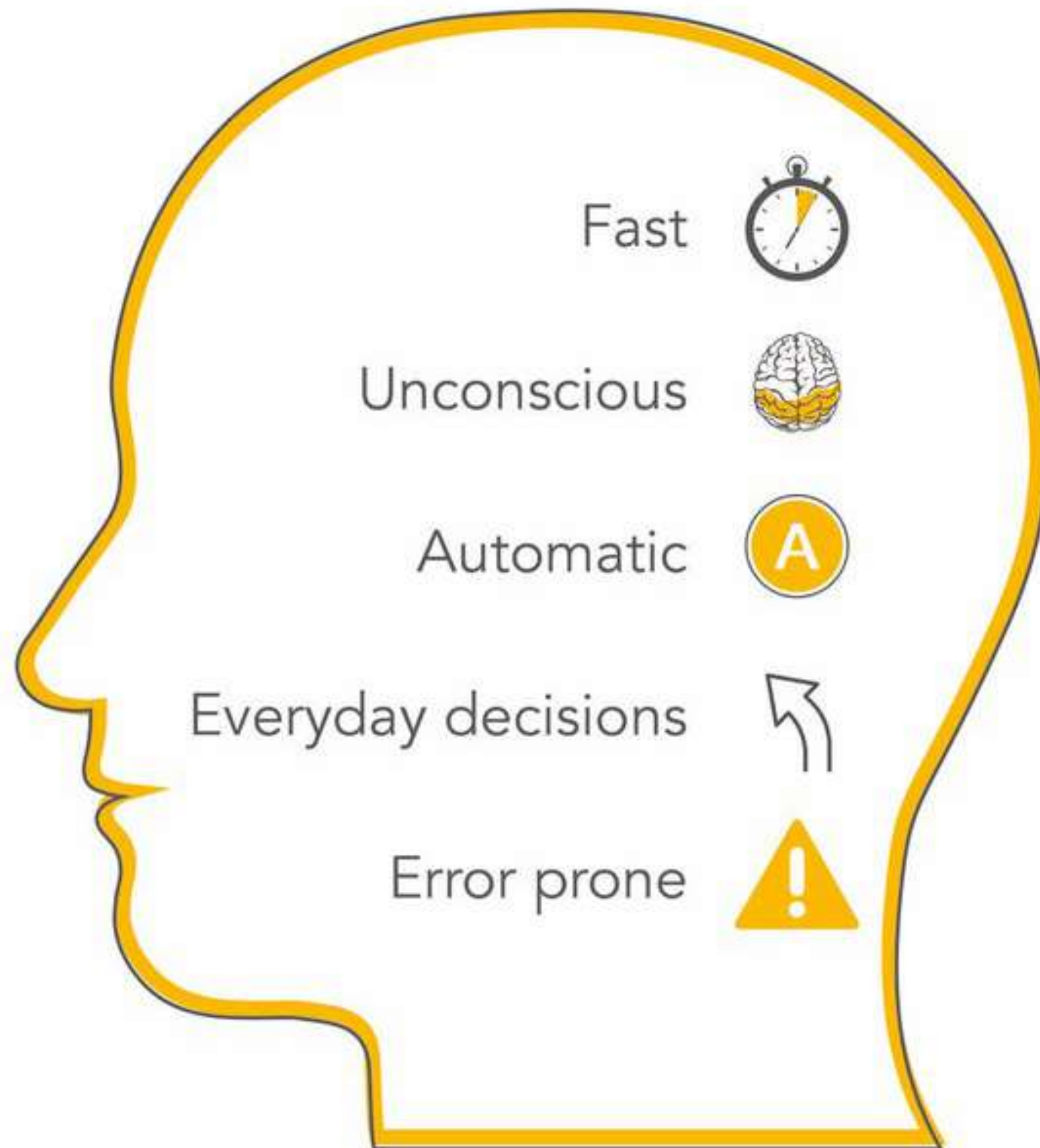
Amos Tversky



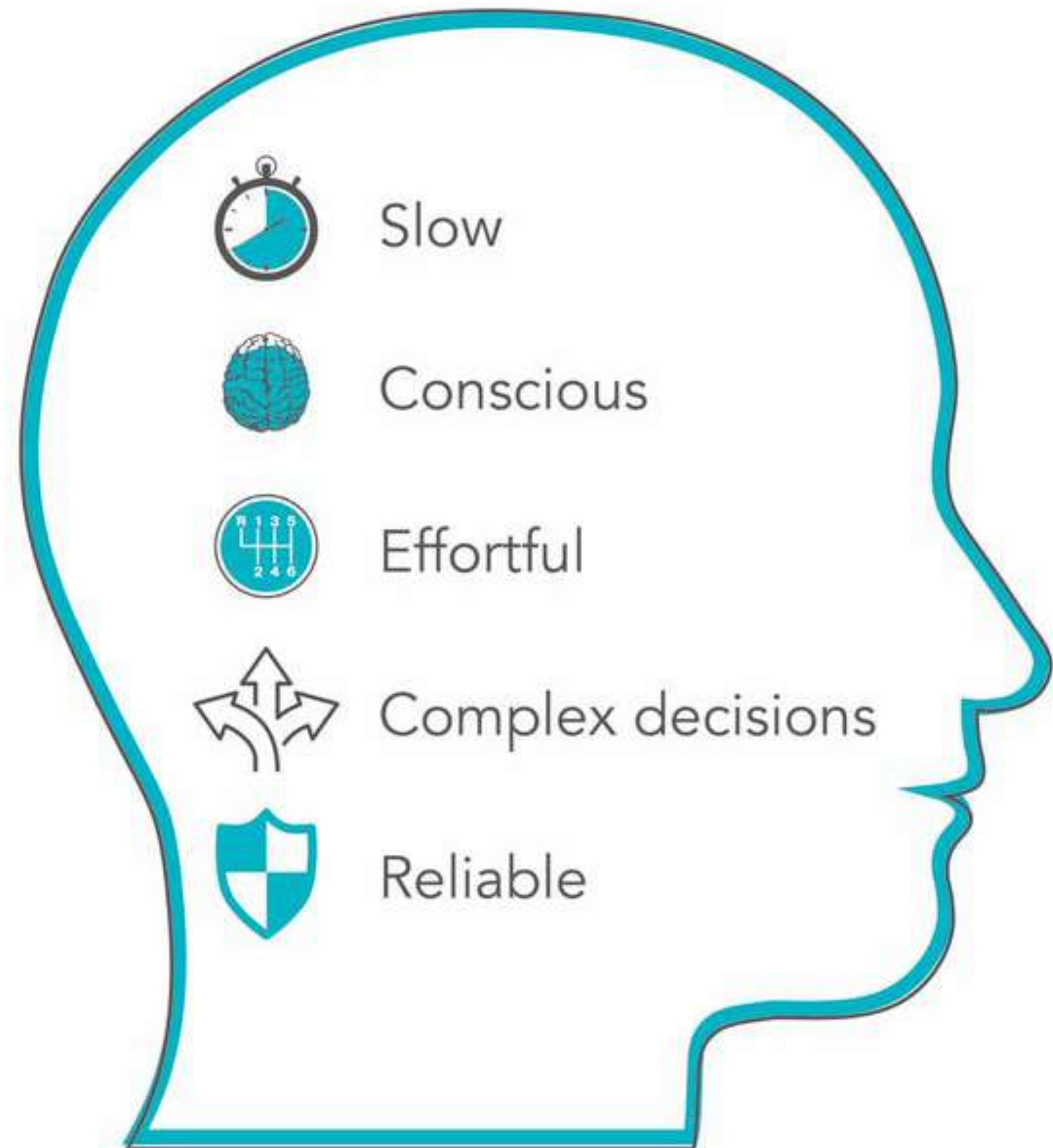
Daniel Kahneman



SYSTEM ONE



SYSTEM TWO



Behaviour Change

~~Behaviour Change~~

Nudge Theory

Creating Change In Behaviour Without Using Carrots Or Sticks

So What Is Nudge Theory?

What Colour Is The Text Below?

YELLOW

1

2

3

4

Most Of You Will Choose...



3

Count The Number Of Fs Below

FINISHED FILES ARE THE RESULT OF YEARS OF SCIENTIFIC STUDY COMBINED WITH THE EXPERIENCE OF YEARS...



What Did We Learn?

An iceberg floating in a blue ocean under a blue sky with white clouds. The small tip of the iceberg is above the water line, while the much larger, jagged base is submerged. The water surface is marked by a wavy line.

SYSTEM 2

CONSCIOUS

SYSTEM 1

UNCONSCIOUS



predictably irrational

the hidden forces that
shape our decisions

dan ariely

Tenets Of Nudge Theory



— 2017 —
Prize
in Economic
Sciences



Born: 1945

Affiliation at the time of the award:
University of Chicago

Prize motivation:

"for his contributions to behavioral economics"

Prize share: full prize

Richard H. Thaler 



Dr Spock



Homer Simpson



Econs



Humans

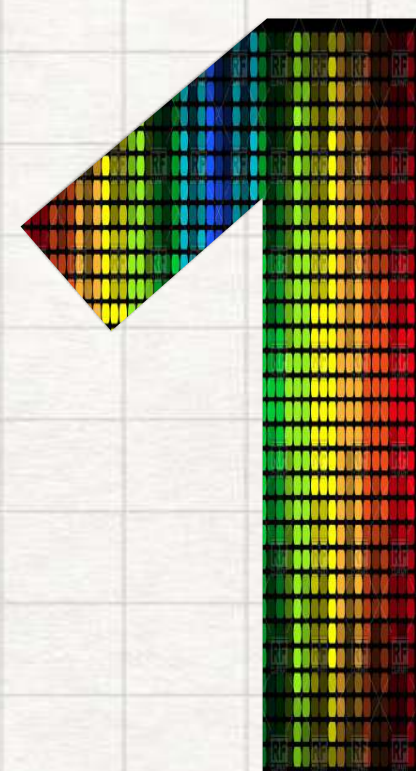




Nudge: Eat In A Smaller Plate



Some Tenets Of Nudge Theory



Act Don't Talk



Attention

Interest

Desire

Action



Action

Desire

Interest

Attention

Action
Changes
Things





Rituals Help System I

How Do You Become A Child's Favourite Biscuit?



How Do You Fight A Trusted Family Jeweller?

Tanishq store
Gariahat, Kolkata



Build The Citibank Brand After 2008

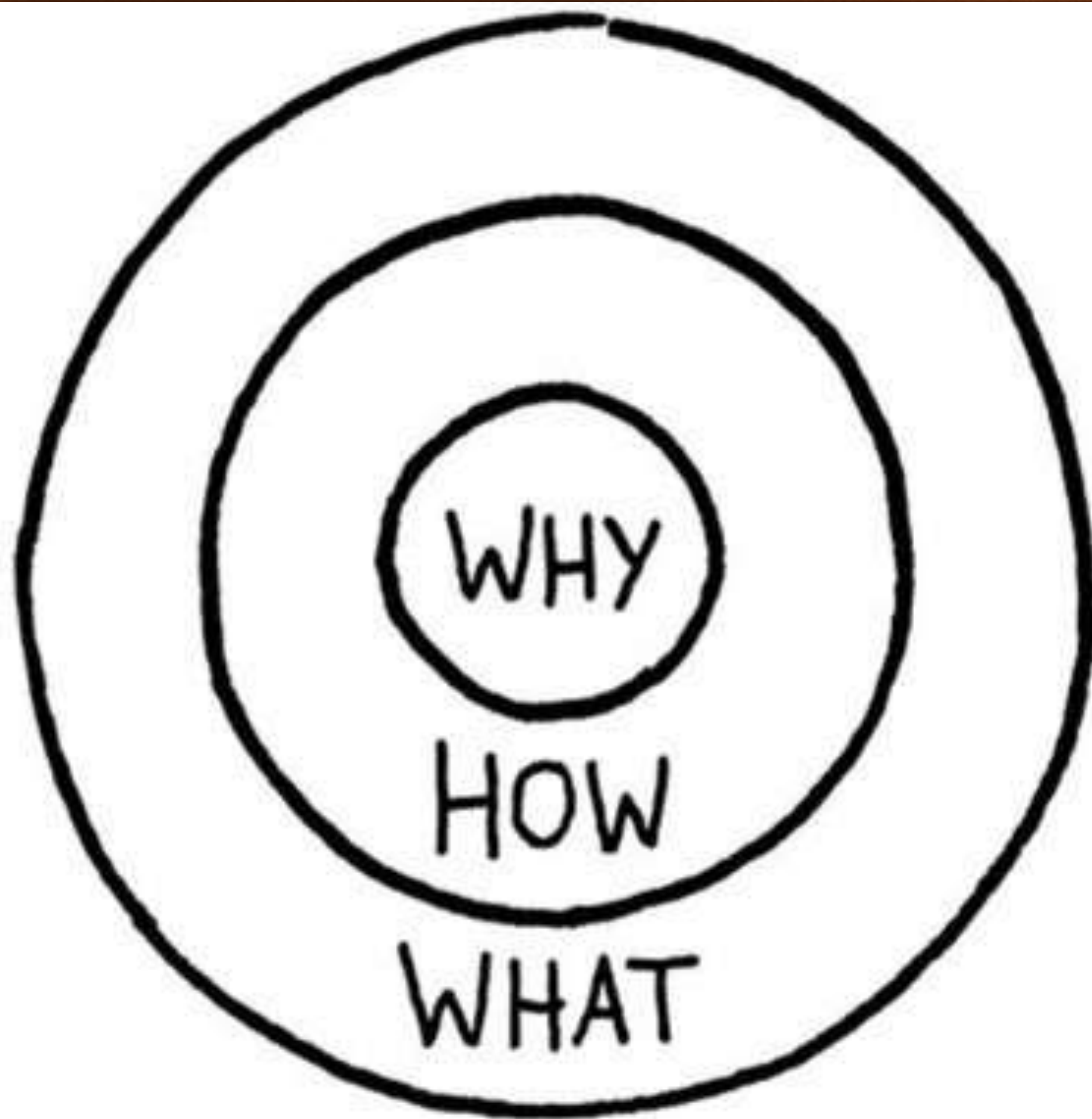




Inspire, Don't Market

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

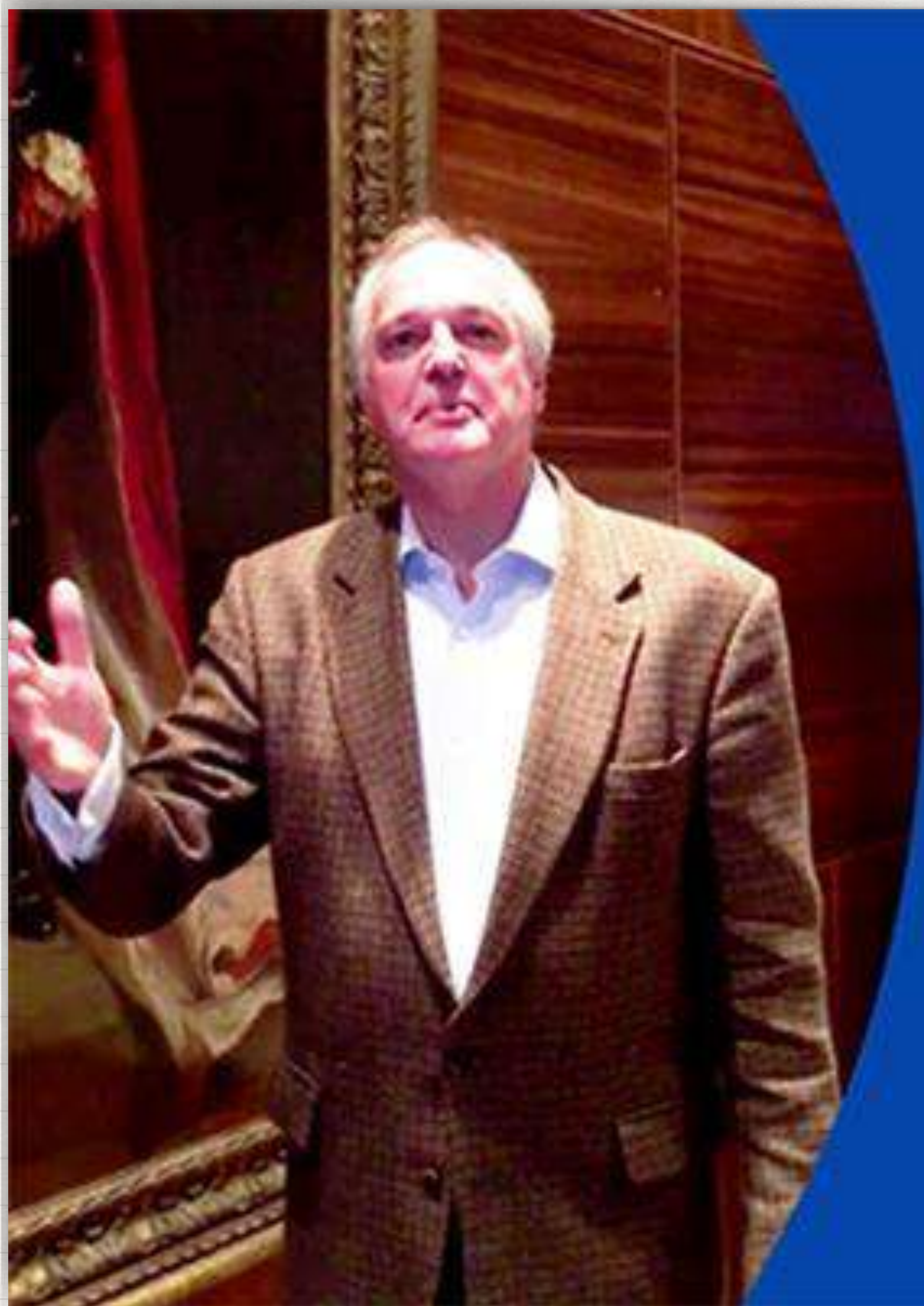
What = The Result

What do you do? The result of Why. Proof.

Apple: We make computers

The 'Why' Of Apple

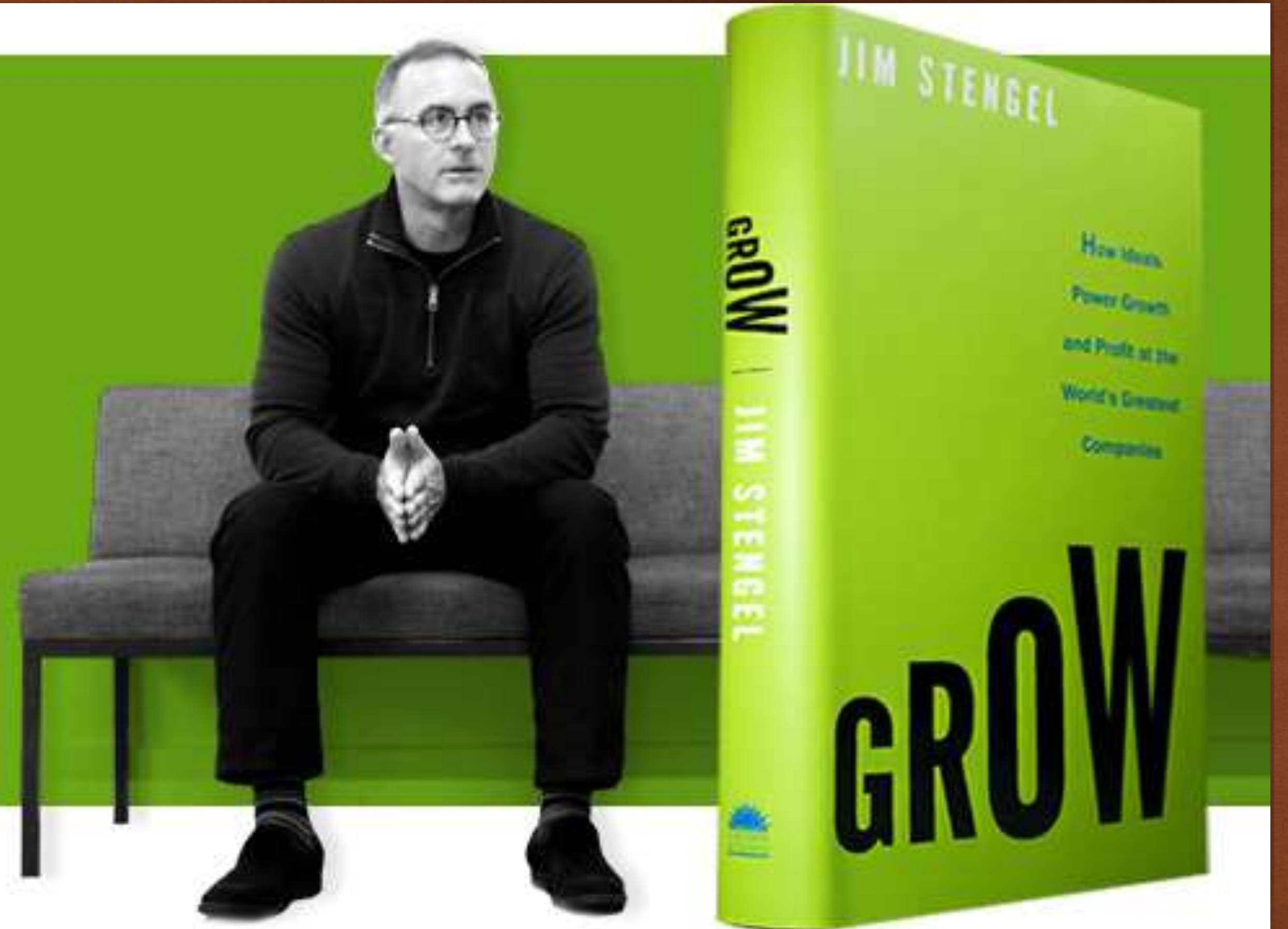




to
put
purpose
into
business

“ 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



The 'Why' Of Ben & Jerry

BEN & JERRY'S

PEACE, LOVE
& ICE CREAM



Issues We Care About

[All Initiatives](#)[A Fair and Global Economy](#)[Social Justice](#)[The Environment](#)[Sustainable Food Systems](#)[Refugees](#)

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.

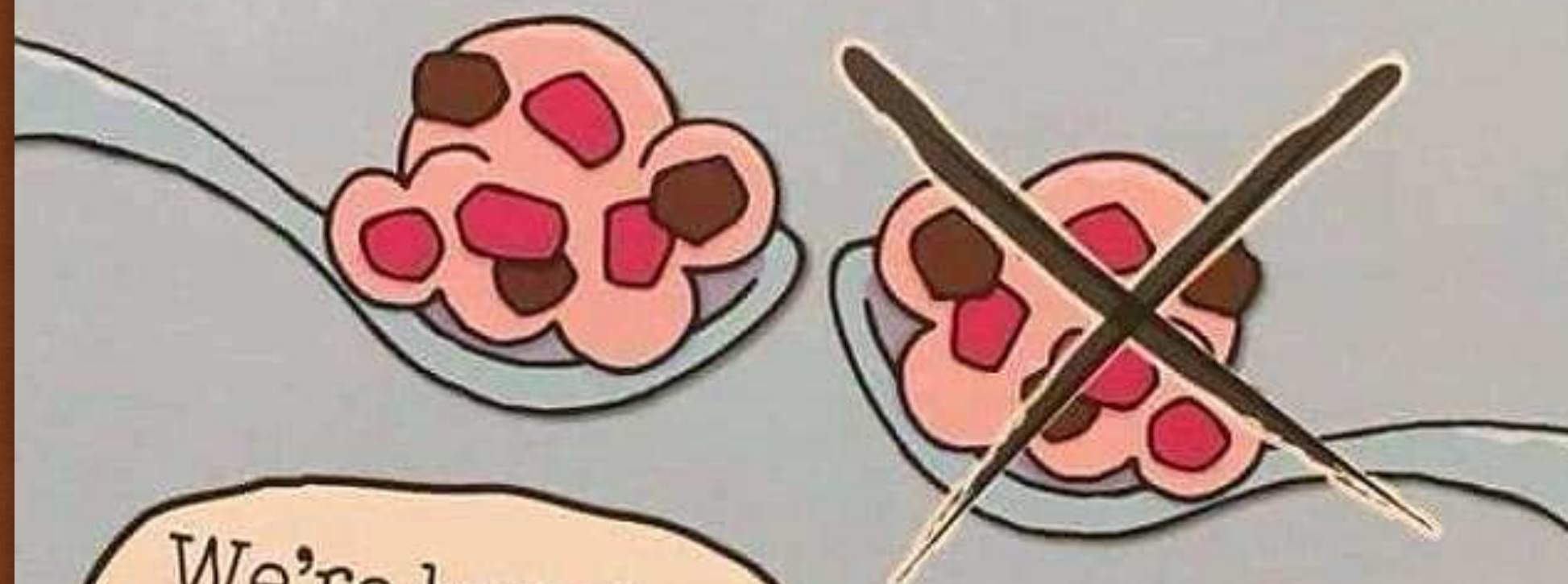
[Learn More >](#)

OUR DEMOCRACY



BEN & JERRY'S

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!

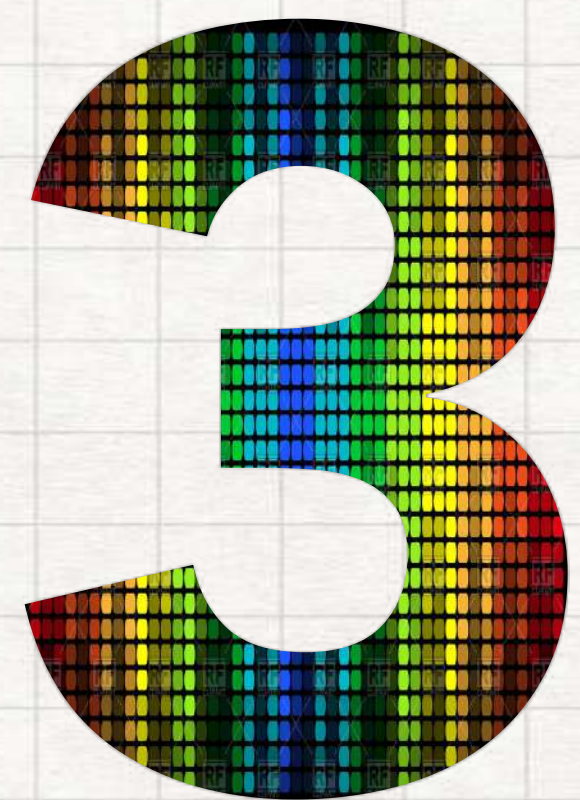
MAY 1ST -
AUGUST 31ST



BEN & JERRY'S
Much more than ice cream

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


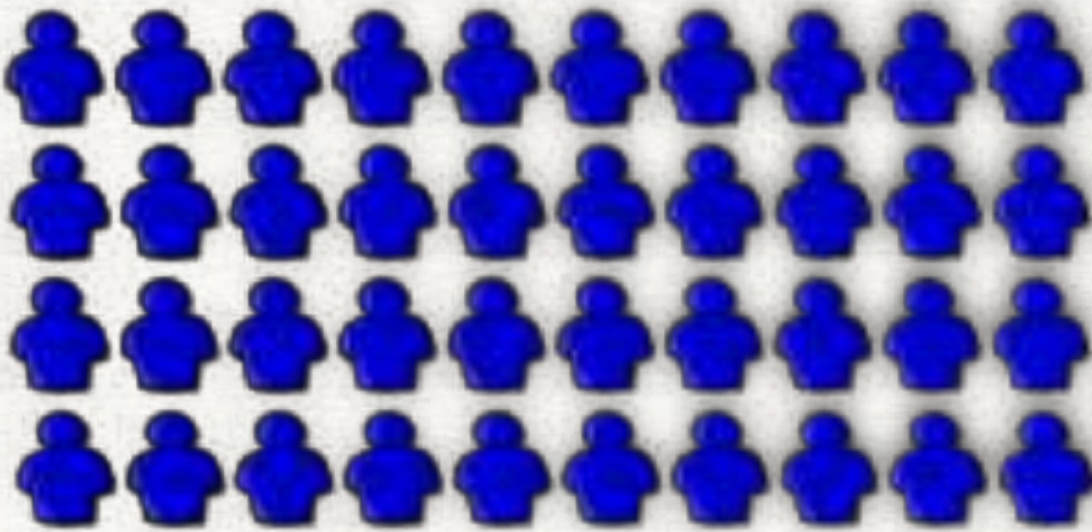


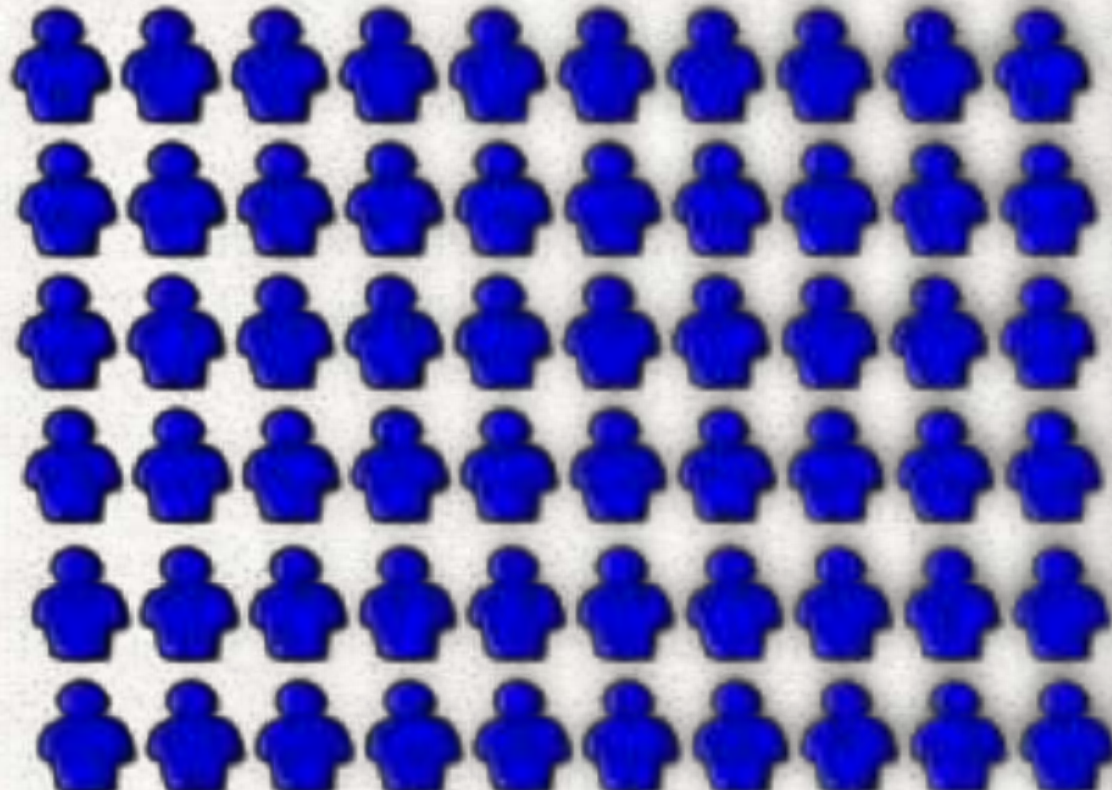



The Paradox Of Choice

Choice Is Not Always Welcome





Number of Choices	Visitor (%)	Buyer (%)
<p>A)</p> 	 40%	 12%
<p>B)</p> 	 60%	 2%

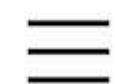
12:23 PM Fri 11 Oct

44%



AA

samsung.com



SAMSUNG



Home / MOBILE / SMARTPHONES



Galaxy M30s #GoMonster

6000 mAh | sAMOLED Display | 48MP
Triple Camera

BUY NOW

Feedback



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

[Buy](#)

[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

[Buy](#)

[Learn more >](#)



iPhone X[®]

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

[Buy](#)

[Learn more >](#)



iPhone 8

Starting at \$449

Single (Wide) or dual-camera
system (Wide, Telephoto)

Up to 14 hours of
video playback¹

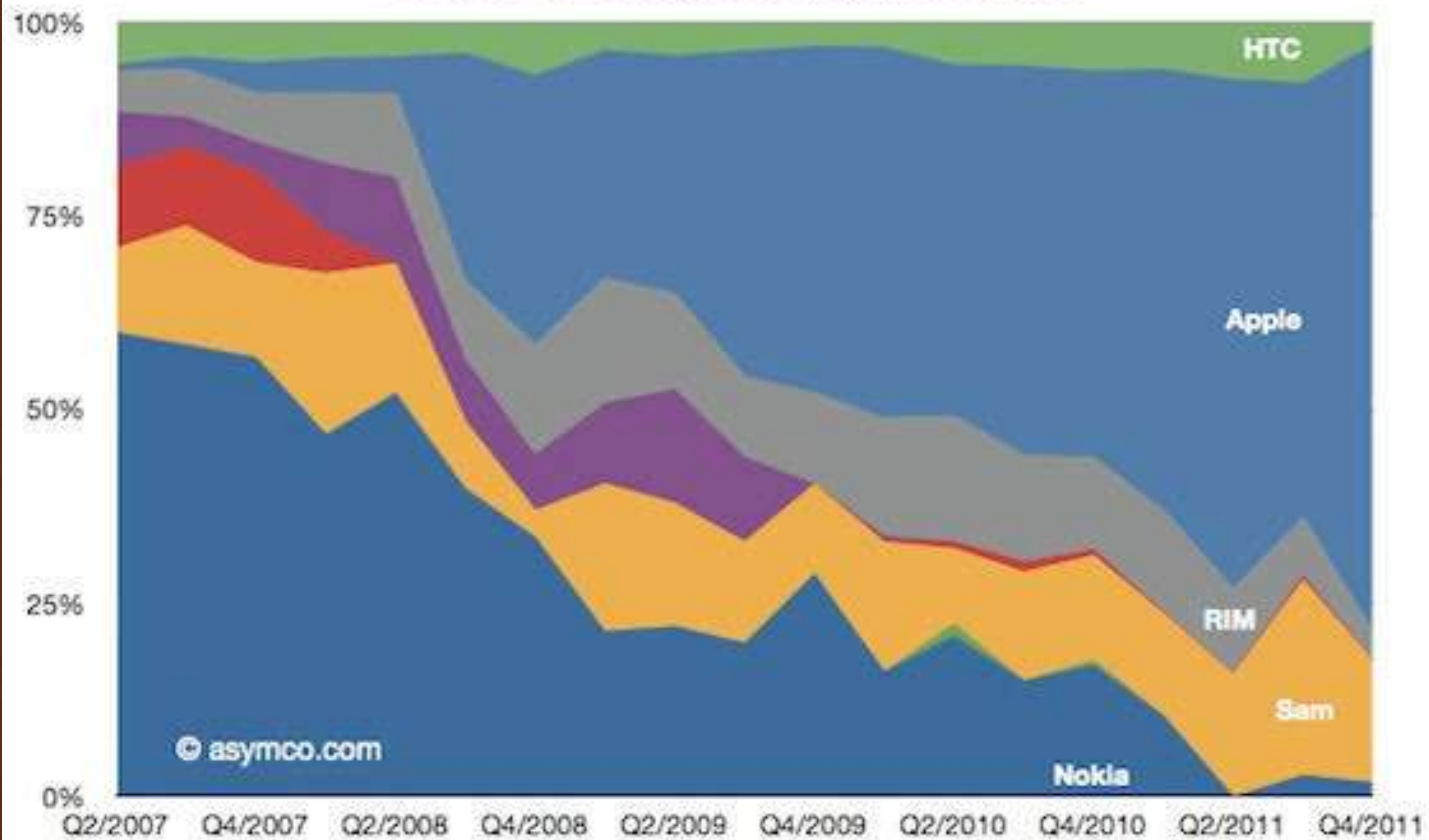
Water resistant to a depth of
1 meter for up to 30 minutes²

4.7" or 5.5" Retina HD display

[Buy](#)

[Learn more >](#)

Profit shares of eight mobile phone vendors



Filters

- CATEGORIES
- < Clothing
 - < Women's Clothing
 - < Ethnic Wear
 - ▼ Kurtas & Kurtis
 - Kurtis
 - Kurtas

PRICE

Min

to

₹2500+

☐  ?

- BRAND
-
- ☐ La Firangi
- ☐ W
- ☐ Aurelia
- ☐ Meher Impex
- ☐ Soch
- ☐ Global Desi
- [2359 MORE](#)

- SIZE
- ☐ 3XS
- ☐ 2XS
- ☐ XS
- ☐ S
- ☐ M

Home > Clothing > Women's Clot... > Ethnic Wear > Kurtas & Kurtis

Women's Kurtas & Kurtis (Showing 1 – 60 products of 82,717 products)

Sort By Popularity Price – Low to High Price – High to Low Newest First




The Style Story Geometric Print Women's Kurti

3.8★ (91) 

₹499 ₹999 50% off



Style N Shades Casual Solid Women's Kurti


3.8★ (756) 

₹517 ₹1,199 56% off

Offers Special Price



Libas Printed Women's A-line Kurta


4.8★ (10) 

₹611 ₹1,199 49% off

Offers No Cost EMI



Style N Shades Casual Solid Women's Kurti


3.9★ (2,006) 

₹517 ₹1,199 56% off

Offers Special Price



Style N Shades Casual Embroidered Women's Kurti


3.7★ (1,058) 

₹517 ₹1,199 56% off

Offers Special Price




Ayan Casual Printed Women's Kurti

3.5★ (154) 

₹671 ₹1,499 55% off



Ziyaa Casual Self Design Women's Kurti

3.6★ (276) 

₹474 ₹1,498 68% off

Offers No Cost EMI & 1 More



Vbuyz Casual Printed Women's Kurti

3.7★ (164)

₹413 ₹1,399 70% off

Offers Special Price & 1 More



Summary Of Tenets

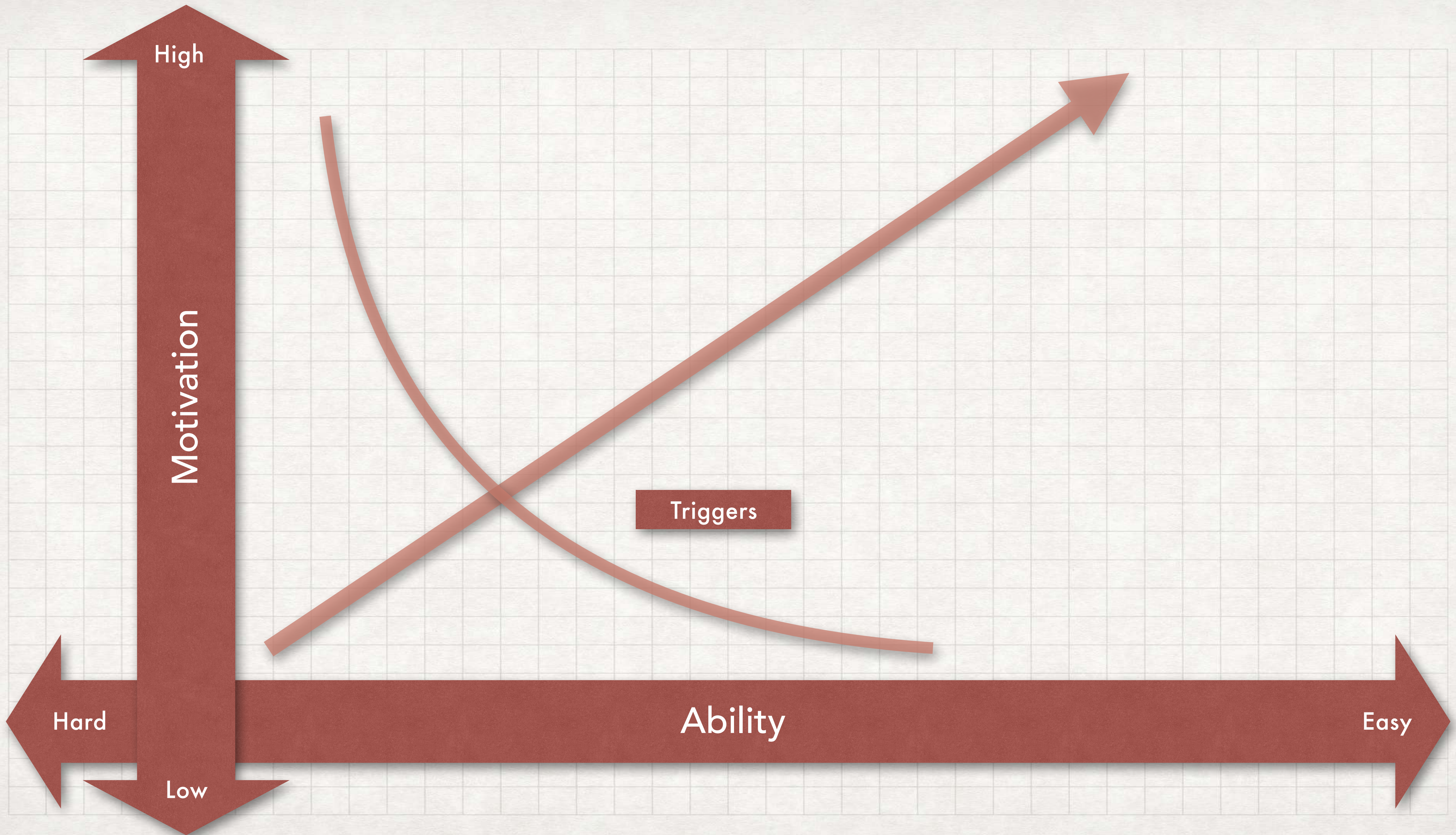


BJ FOGG

**Persuasive Technology Lab Director,
Stanford University**

B=MAT

Behaviour=Motivation X Ability X Trigger



Motivation

Inspire, don't market
Action **C**hanges **T**hings
Stop losses
Tell stories
Create ownership

Ability

Make choice easy
Make it social
Add fun
Use other senses

Trigger

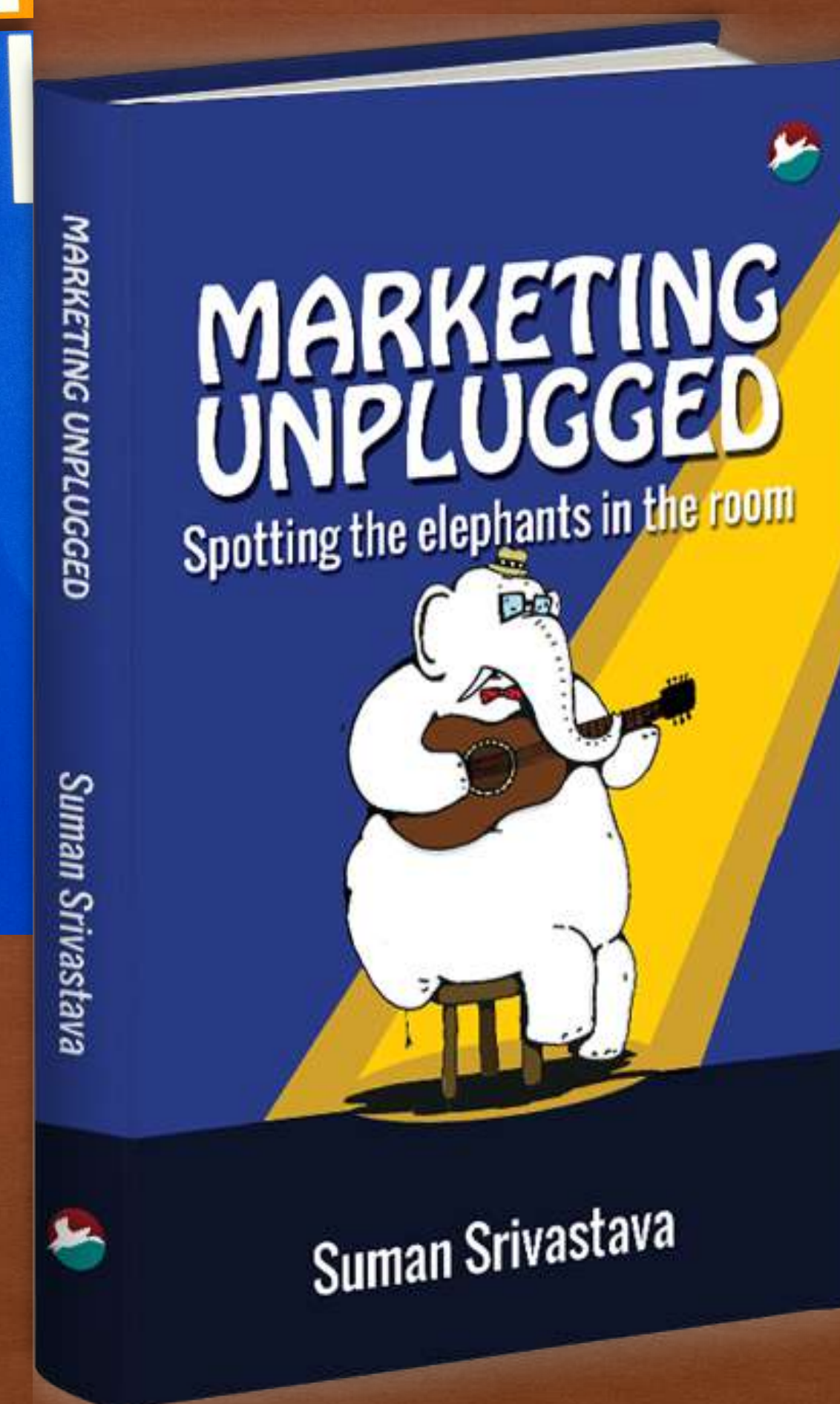
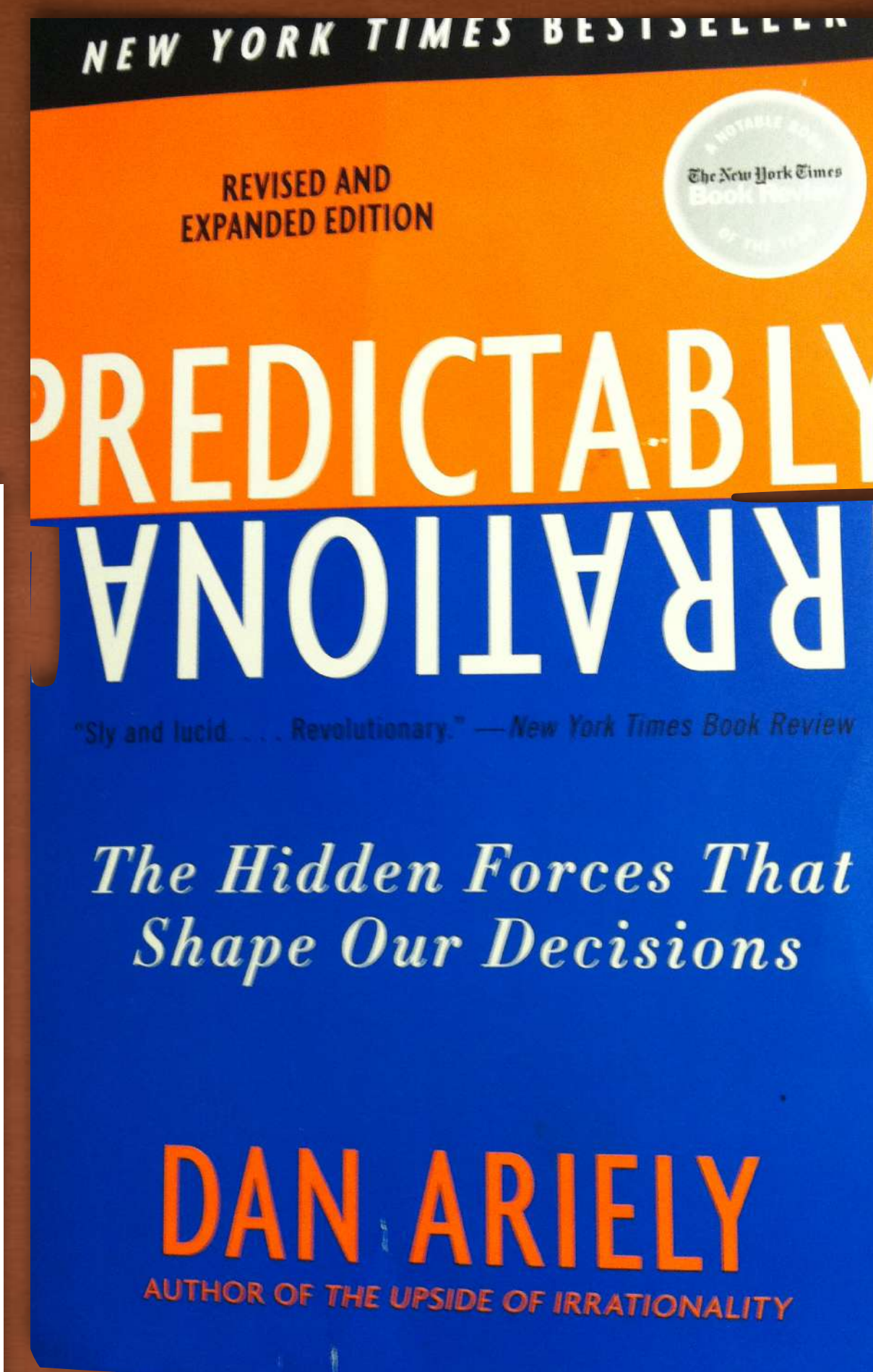
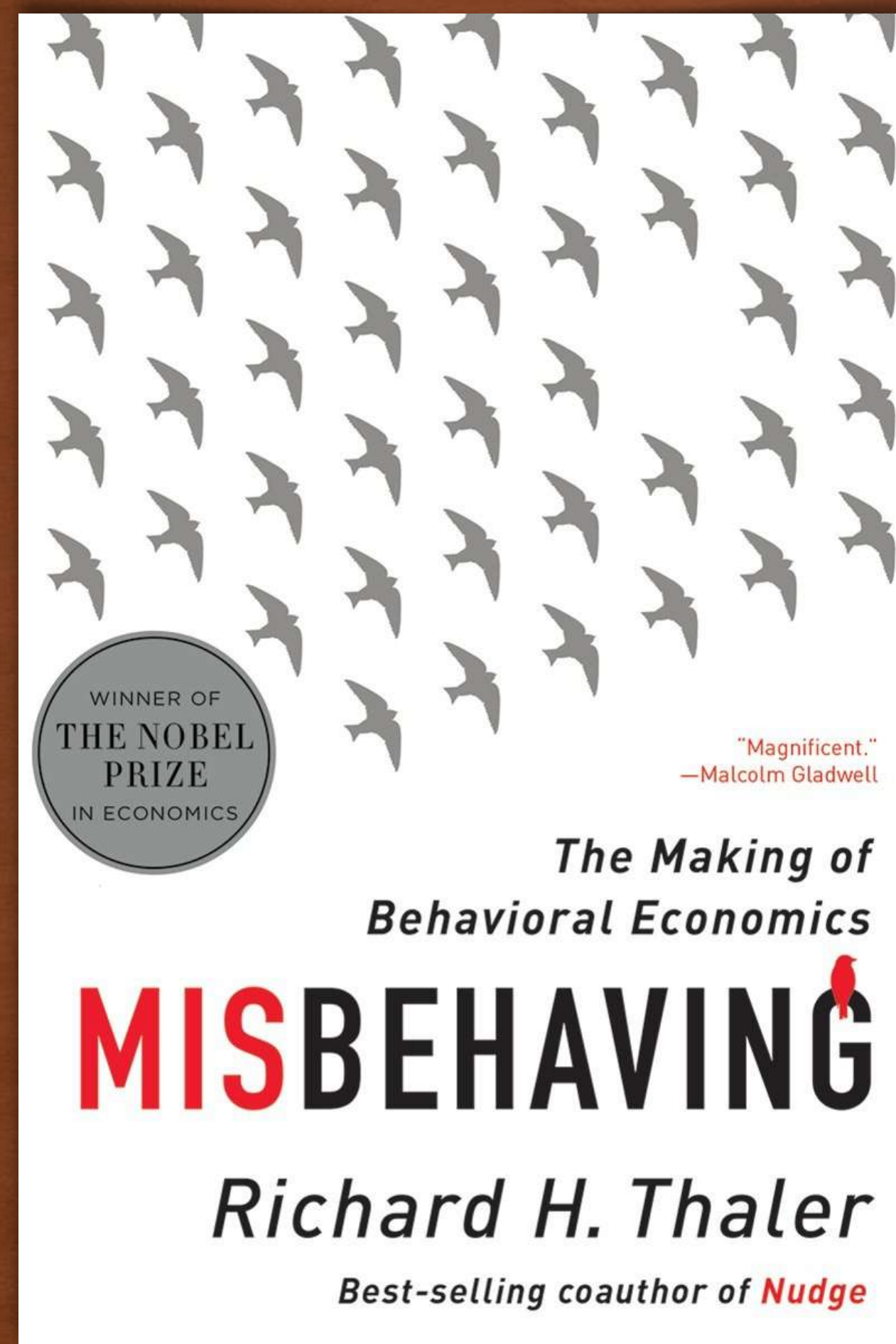
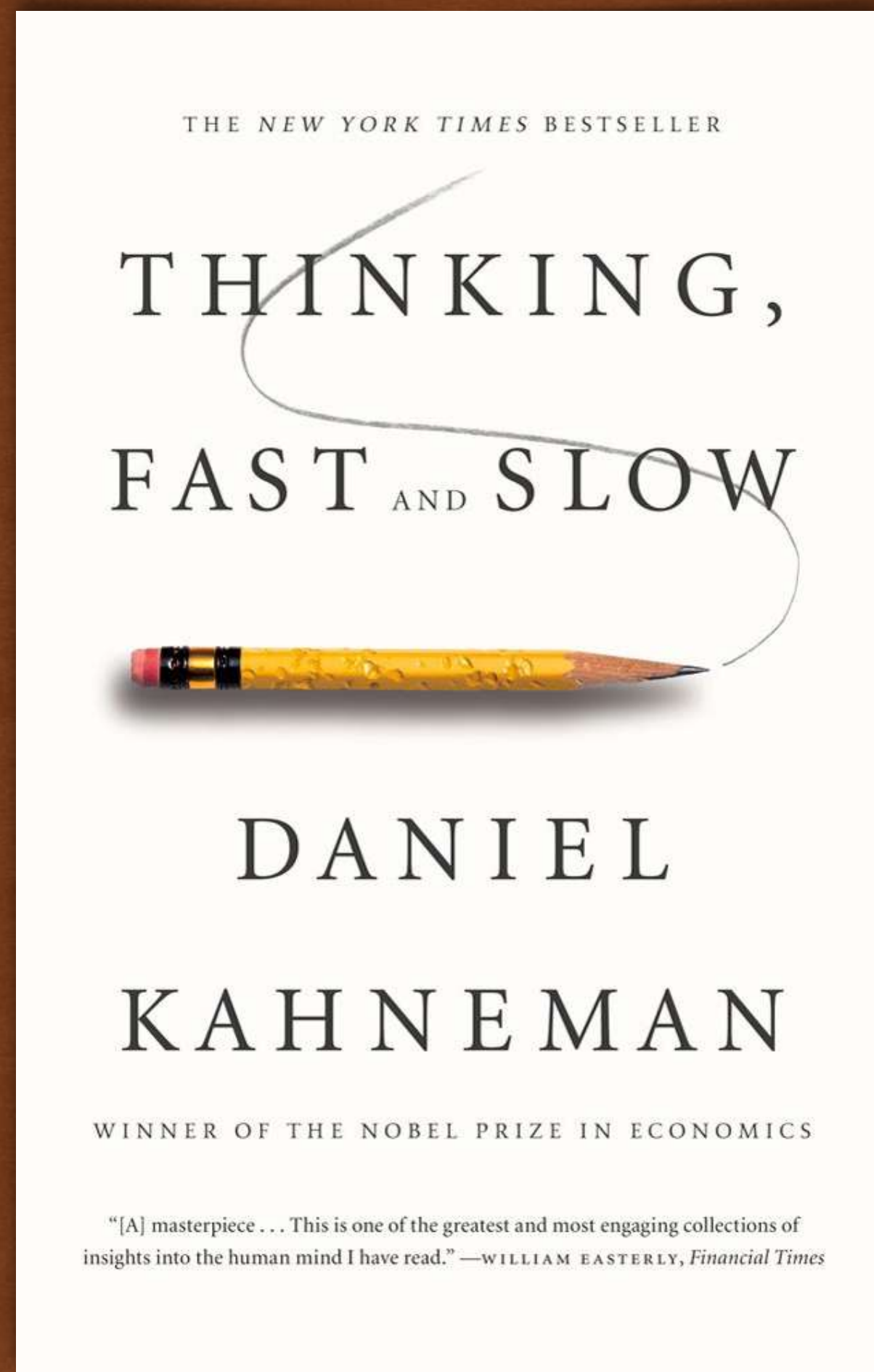
Order to behave
Seize the moment
Gamify

Summary

Appeal to
System 1

Implement
behavioural
insights

B=MAT



www.MarketingUnplugged.in