

ADVANCED TOPICS

NEXT-LEVEL DIRECT MARKETING



Wednesday, September 23, 2020
3:30 pm – 4:45 pm

Thursday, September 24, 2020
8:30 am – 9:45 am
1:30 pm – 2:45 pm
4:15 pm – 5:30 pm

Neuroscience and Advanced Creative

Wednesday, September 23, 2020 3:30 PM – 4:45 PM



Geoff Peters
Chairman
Moore Group



Steve Agauas
Director of the Neuro-Fundraising Lab
TCM Creative

Upcoming Events

Digital Webinar Series

**Part 3: Proactive AND Reactive:
How to be ready to respond right away!**

**Wednesday, September 30
1:15 PM – 2:15 PM**

*Members: FREE
Nonmembers: \$50*

Upcoming Events

Creative Strategy & Implementation

Wednesday, October 7
1:15 PM – 2:45 PM

Members: FREE

Nonmembers:\$50

Upcoming Events

Data Strategy Forum

Tuesday, October 13 – 10:00 AM – 4:00 PM

Wednesday, October 14 – 10:05 AM – 5:15 PM

Early Bird Rate until September 25

Members: \$49

Nonmembers: \$79

Regular – September 26

Members: \$69

Nonmembers: \$99

Upcoming Events

Diversity, Equity, and Inclusion

Thursday, October 22
1:15 PM – 2:15 PM

Members: FREE
Nonmembers: \$50

Upcoming Events

Virtual Fall Happy Hour

Thursday, October 22
5:30 PM – 6:30 PM

Members: FREE

Nonmembers: \$25

For info on membership, marketing opportunities,
program questions or to register:



www.dmaw.org

info@dmaw.org

donna@dmaw.org

Questions?

On the righthand side of your screen you should have a box for questions.

Q&A will be taken at the end of the session.

The session is being recorded.

You will be sent a brief survey – complete the survey to receive a link to the recording & Powerpoint.

Thank you to our session partners!

wiland **integral**

RWWT
PRODUCTION LLC

20
Strategies
Data. Digital. Direct.

Thank you to our session partner!



Karin Kirchoff
Founder & President



Neuroscience and Advanced Creative

Wednesday, September 23, 2020 3:30 PM – 4:45 PM



Geoff Peters
Chairman
Moore Group



Steve Agauas
Director of the Neuro-Fundraising Lab
TCM Creative

ADVANCED TOPICS

NEXT-LEVEL DIRECT MARKETING



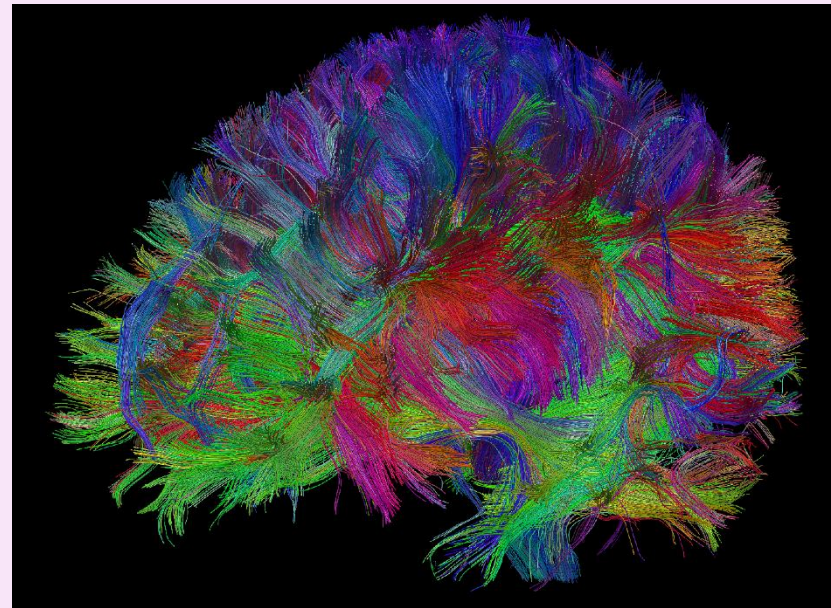
Wednesday, September 23, 2020
3:30 pm – 4:45 pm

Thursday, September 24, 2020
8:30 am – 9:45 am
1:30 pm – 2:45 pm
4:15 pm – 5:30 pm

ADVANCED TOPICS

NEXT-LEVEL DIRECT MARKETING

Neuroscience and Advanced Creative



Geoff Peters
Chairperson, Moore Group

Steve Agauas, Ph.D.
Neuro-Fundraising[®] Lab Director, TCM Creative

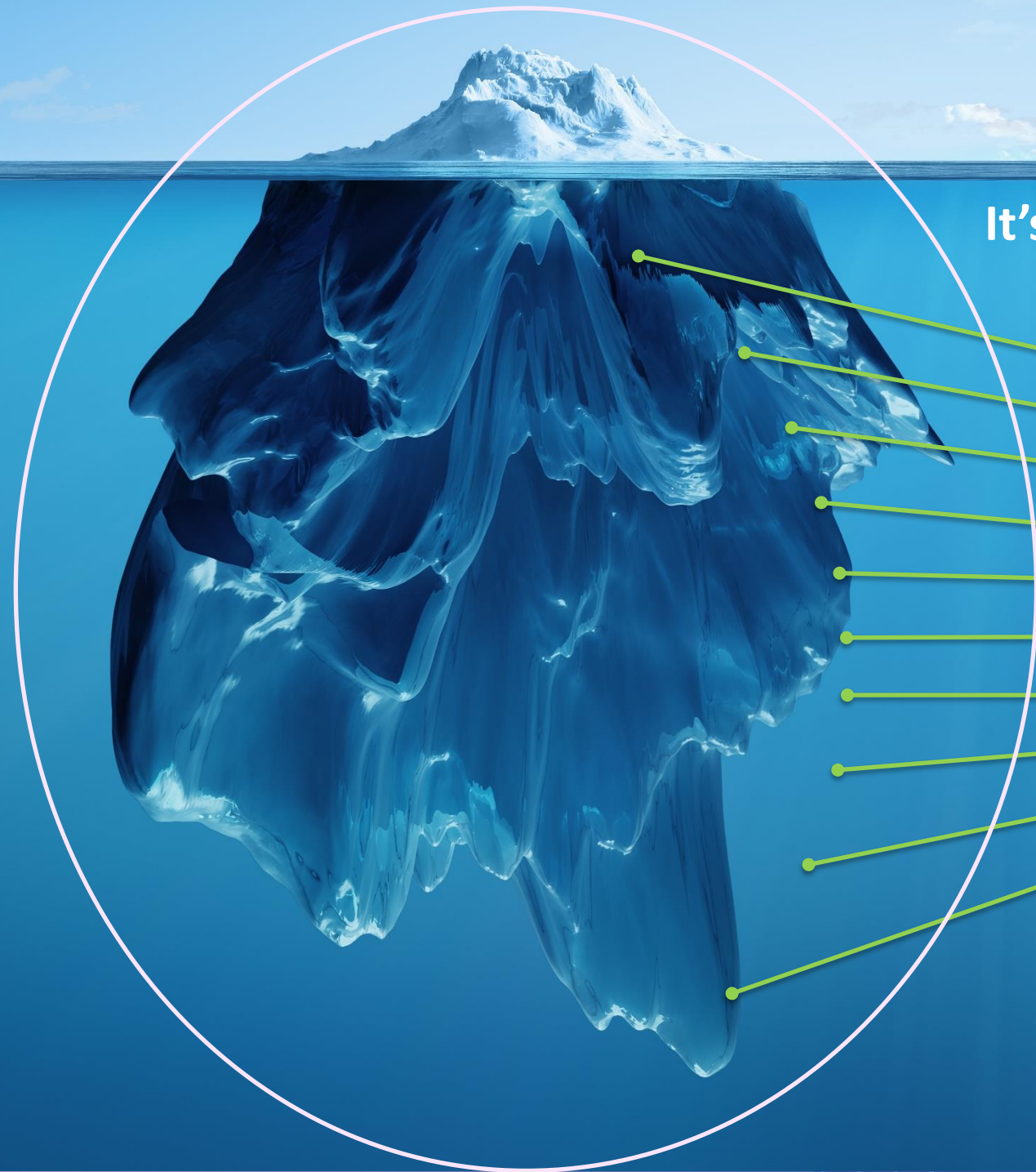


The Successful Marketing Iceberg



The Successful Marketing Iceberg

It's what is below the surface that makes it float.



- Neuro-Marketing®
- Conditioning
- The Subconscious Mind
- Implicit Belief
- 5 - Frameworks of Giving
- 6 - Influence Factors
- 7 - Key Elements
- The Art of Storytelling
- Priming, Mirroring, Anchoring
- Neuro-Marketing® Lab

Why bother taking a “Neuro” approach to your creative?



Traditional Market Testing

1. Test on different TV networks; control spot vs. new spot; audience specific testing
2. Send out different packages/email text to different groups of people
3. Evaluate cost per run, total \$ raised, etc.

CONCLUSION

We sent X image to these people and Y image to these people, X image did better so Y image must not work as well

Old Measurement Technology

Focus Groups & Survey Research:

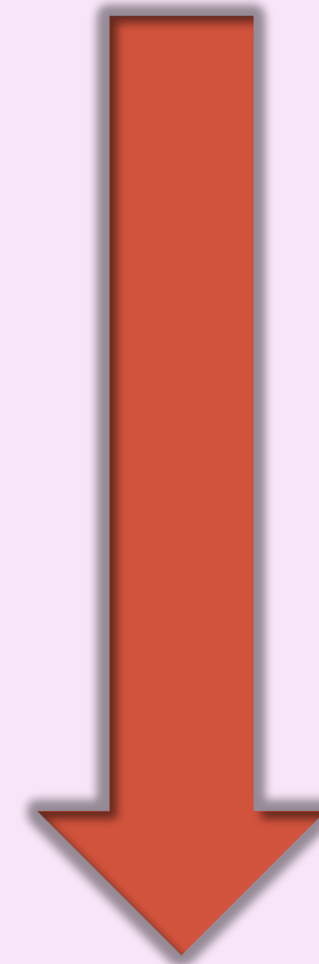
- What are you planning to do?
- What did you do?

Direct Response Results

- What happened?

Direct Response Testing

- Which won?



Increasing Confidence
and Accuracy

New Measurement Technologies



- Electro Encephalograph (EEG)
- Magnetoencephalography (MEG) (fast imaging)
- Functional Magnetic Resonance Imaging (fMRI)
- Eye scan tracking (Heat mapping)
- Reading microexpressions (“Lie to me”)
- Behavioral Marketing Testing

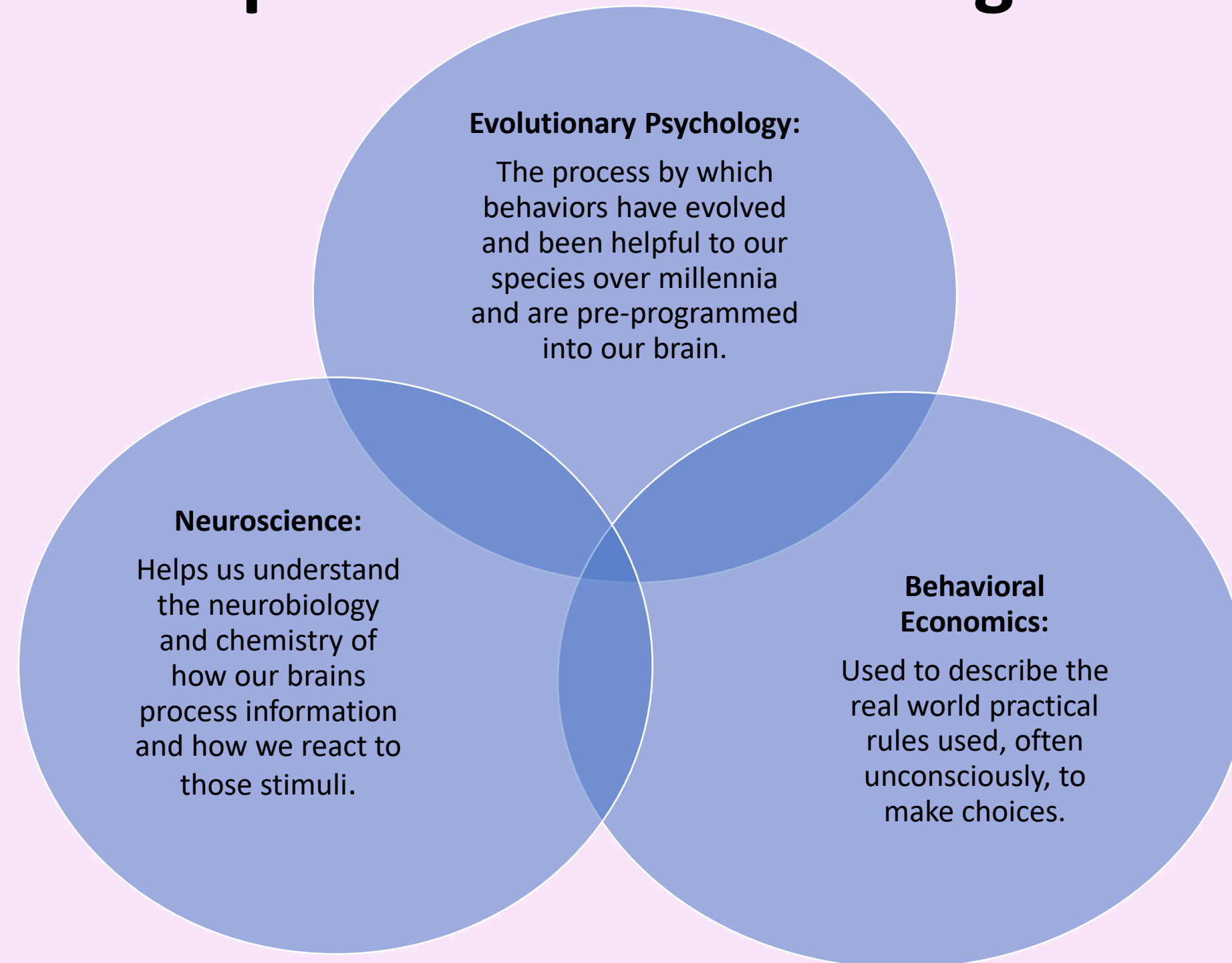
Market tests rarely provide clear answers to *why* creative does less well than others.

- Significant resources are spent on creative and have a spot underperform is heartbreaking.
 - Is it our messaging?
 - Is it a specific actor/image that people don't like (or REALLY like)?
 - Do people not like something about our organization?



But...what if small, (relatively) easy edits could make all the difference?

What makes up Neurofundraising?



Cognition and the Subconscious

- Humans are influenced in ways that they cannot process CONSCIOUSLY.
- To be clear, I am NOT going to show you how to control the minds of your donors...
- This is an example of how *priming* can influence decisions
- Your donors are constantly processing information that can affect their decision to donate.

Priming – Numbers - Anchoring

Subjects were asked to read out loud the last two digits of their Social Security number. Then, they were asked what price they would pay for a wireless computer keyboard.

What happened?

Hint: For fans of rational thinking, what do the last 2 digits, essentially a random number, have to do with the value of the keyboard?



Priming - Numbers

Last 2 SSN#

00-19

20-39

40-59

60-79

80-99

Willing to Pay

\$16.09

\$26.92

\$29.27

\$34.55

\$55.64



Visual Barriers



Removing Visual Barriers

By removing the dollar sign on the suggested monthly donation, we take away the visual element that tells the viewer this is money.

In doing so, we remove the trigger to the part of the brain that initiates the calculation of value in our viewers.

This helps keep the experience emotional.

Center for Hospitality Research Reports – May 2009 **Sybil S. Yang**
Sheryl E. Kimes Ph.D., *Cornell University* Follow **Mauro M. Sessarego**


Visual Barriers Case Study

Example: Remove \$ signs

- Psychological effect: removes rational from decision making
- In this test:
 - Response rate 4%
 - Average gift 3.5%
 - Gross income 7%

2015 [CityXXXXXXXXXXXXXXXXXXXXXXXXXXXXX]
Area Fund Drive
Wounded Warrior Project

WOUNDED WARRIOR PROJECT



YES! America's injured warriors can continue to count on me! Here's my gift to the 2015 [CityXXXXXXXXXXXXXXXXXXXXXXXXXXXXX] Wounded Warrior Project® (WWP) Fund Drive: 50 60 70 80 or \$ _____

To make a donation online, go to support.woundedwarriorproject.org/wwp.

Mr. James Donor
CDR Fundraising Group
16900 Science Drive, Suite 210
Bowie, MD 20715-4412

My check is enclosed and made out to Wounded Warrior Project.
 Please charge my credit card. (Please complete form on reverse.)

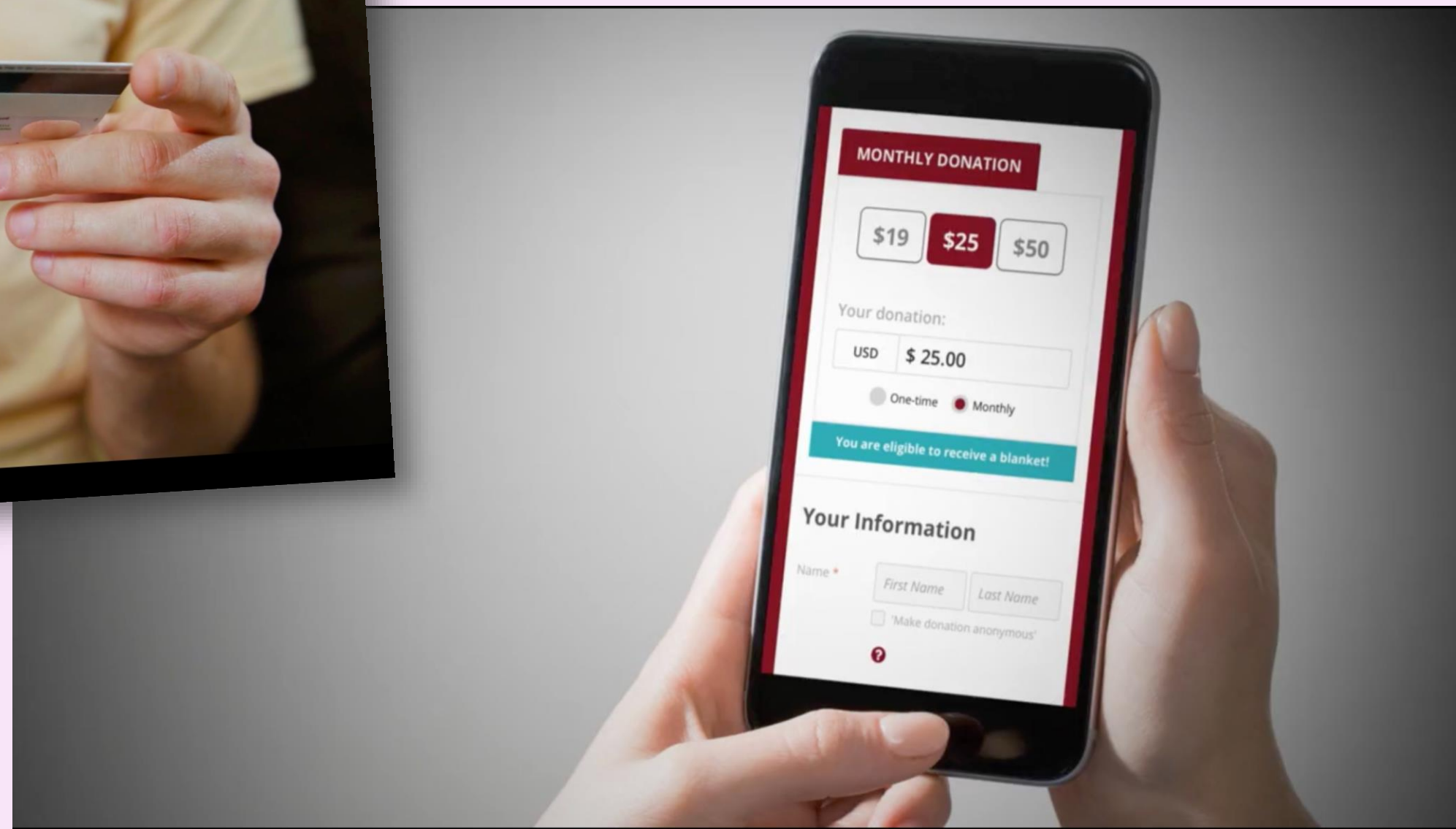
Your gift is tax deductible as allowed by law. Any gift is welcome!

National Processing Center
PO Box 758541 ★ Topeka, Kansas 66675-8541

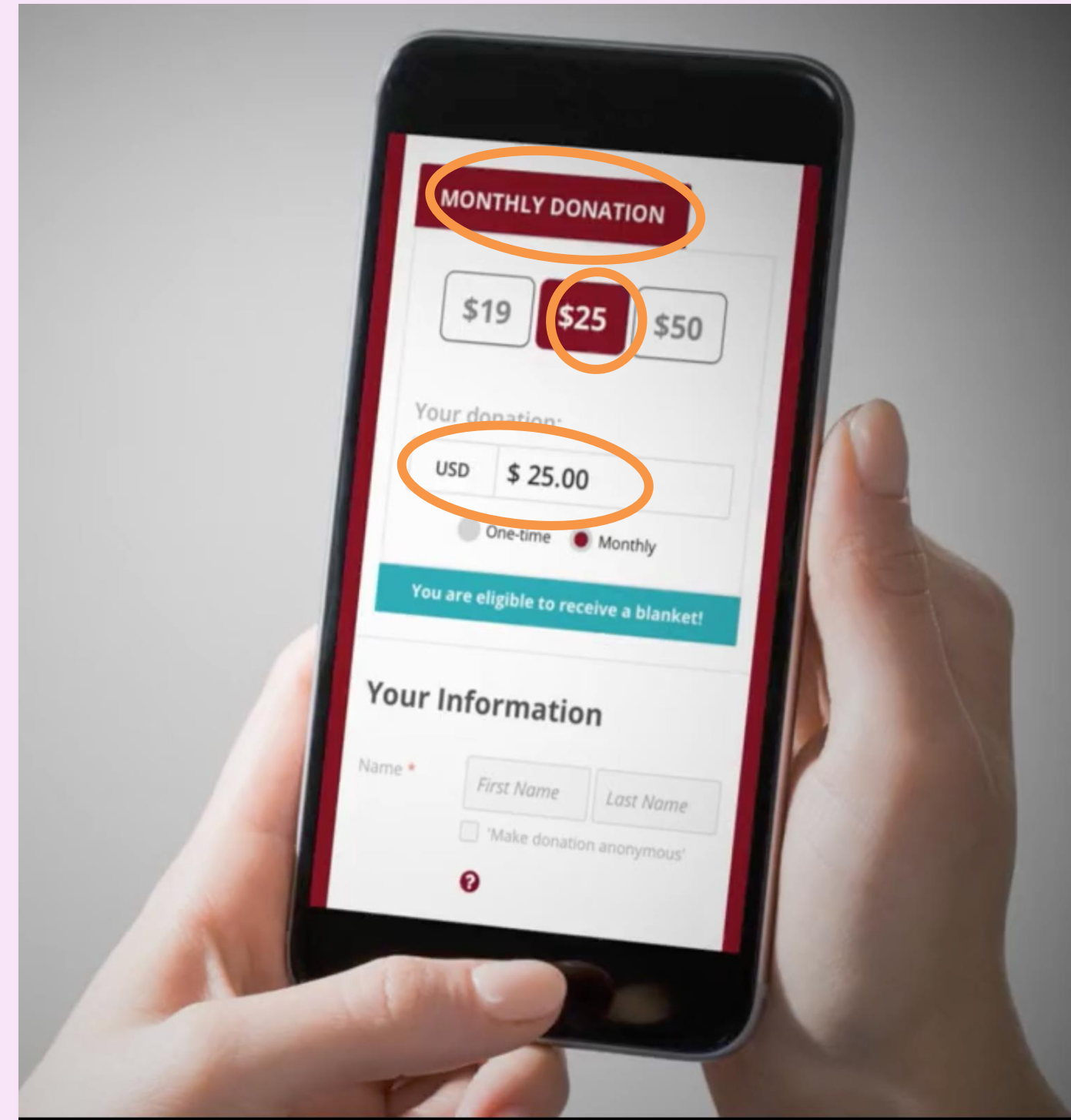
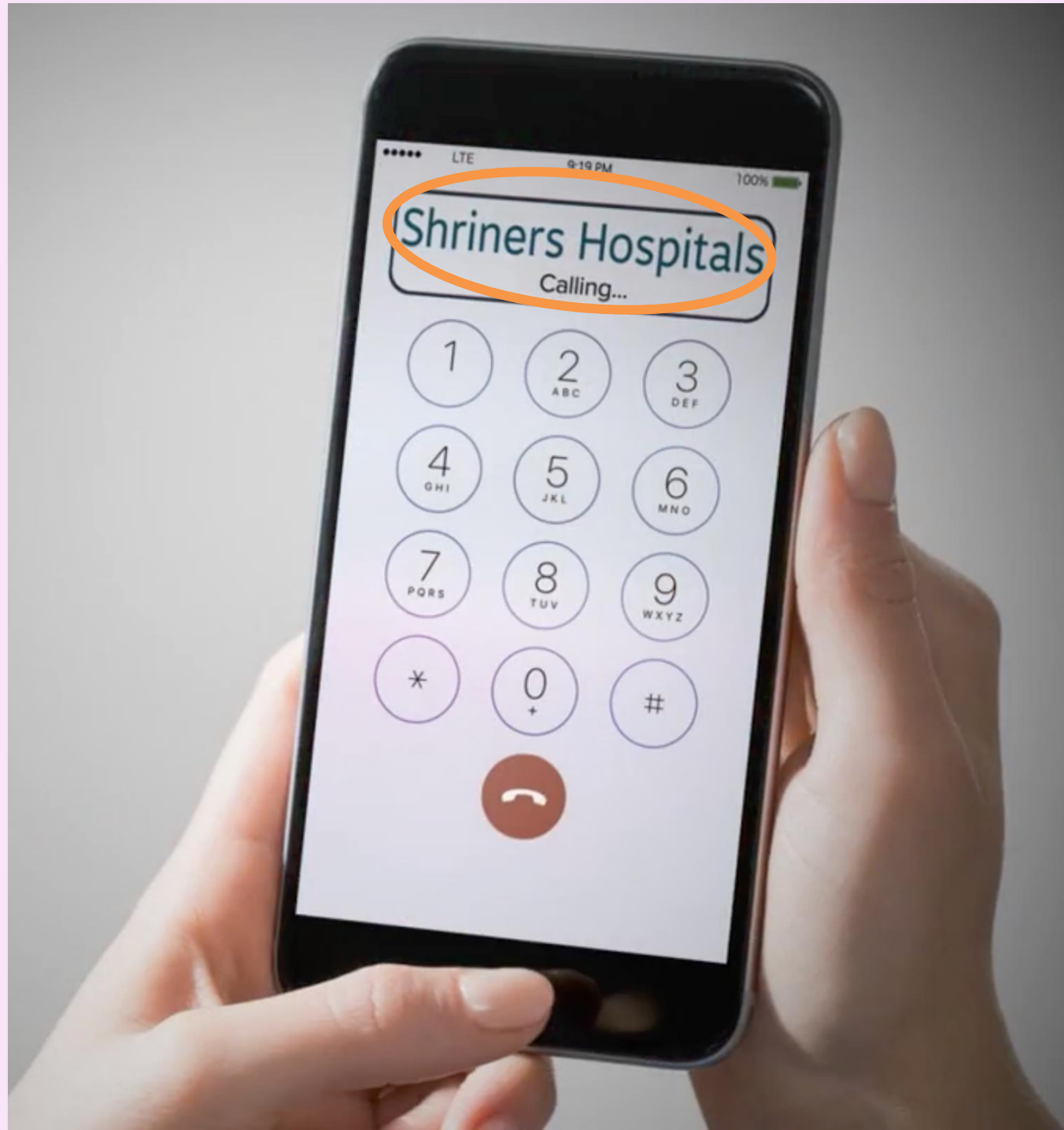
XXXXXXXXXXXXXXXXXXXXXXXXXXXX 1234567890

Can you spare this much?

Mirroring Example



Mirroring and Priming



Cognition and the Subconscious

Authority

Most people have been conditioned to believe and obey authority figures.

Reciprocity

Most people have been culturally conditioned to return a favor or debt when presented with one.

Familiarity

Most people have been conditioned to respond to stories and images they like or are familiar with.

OK but how does Oxytocin actually work with real donors?

Oxytocin and Charity



In a laboratory setting a control group was given an exercise where they were rewarded with money and then administered a placebo. The test group did the same exercise and were rewarded and then administered oxytocin.

Both groups were then asked if they wanted to give some of the money they got to charity. The test group with externally introduced oxytocin increased donations to a charity by **57%**.

While naturally produced increased levels of oxytocin were significantly less in response to advertising stimuli, there was still a positive correlation with increased donating.

Zak's study of Oxytocin in relation to pets

- Proximity to and interaction with a dog (i.e. playing with a dog) increases oxytocin in pet owners but not in non-pet owners.
- Proximity to and interaction with a cat does not do the same.
- Interestingly the dog's oxytocin levels increase sharply when they play with their owners
- Like humans when oxytocin increases in dogs it shows up as increasing trust, liking, calm, and generous behavior.

Implications:

Mailing dog owners pictures of cute dogs is likely to increase oxytocin and thus generosity even if the appeal is not on behalf of animals and even more so if it is.



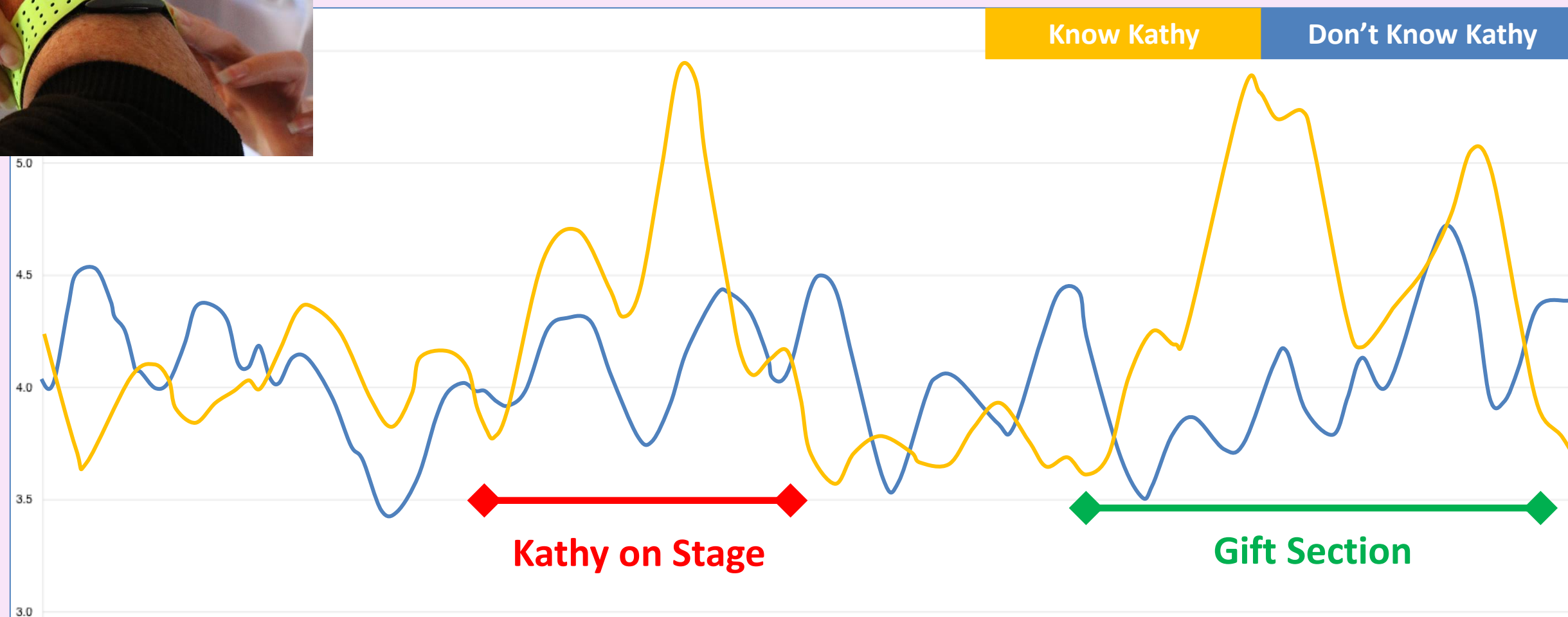
Familiarity and Oxytocin

Oxytocin is a hormone secreted by the posterior lobe of the pituitary gland, a pea-sized structure at the base of the brain. Oxytocin is sometimes known as the "cuddle hormone" or the "love hormone" because it's released when people snuggle up or bond socially. Good memories can cause an oxytocin surge.

- Regulates emotions and emotional responses
- Increases the likelihood of action



Familiarity and Oxytocin



Familiarity and Implicit Bias

- Implicit bias is a known attitude, feeling, or behavior toward a topic often not realized at the conscious level by the individual. Racial attitudes are often cited as an example.
- Awareness of implicit bias is essential when assessing brand attitudes/prior knowledge!
- But it's not just the donor...is your creative team free of implicit bias (and how certain are you)?



Cognition and the Subconscious

Commitment and Consistency of Image

Most people have been conditioned to honor commitments, especially those that confirm their self-identity.

Scarcity

Perceived scarcity always generates demand.

Our donating audience must understand that the need is **urgent and time-sensitive**.

Social Proof

Most people have been conditioned to follow the crowd, especially a crowd of people they see as reflections of their own self-image.

COGNITIVE PSYCHOLOGY AND COGNITIVE NEUROSCIENCE

Memory

"When a viewers sees my commercial, do they remember what our spokespeople say? Does it stick with them?"

Attention

"Are people actually paying attention to what I need them to during a TV spot?"

Social Influence Factors

"Is anything in our creative that affects donor attitudes toward us?"

Sensation and Perception

"Does the color scheme/images in my mail interfere with visual processes?"

DECISION MAKING

"SHOULD I DONATE RIGHT NOW TO THIS ORGANIZATION?"

But how do we measure how donors are processing our creative subconsciously?

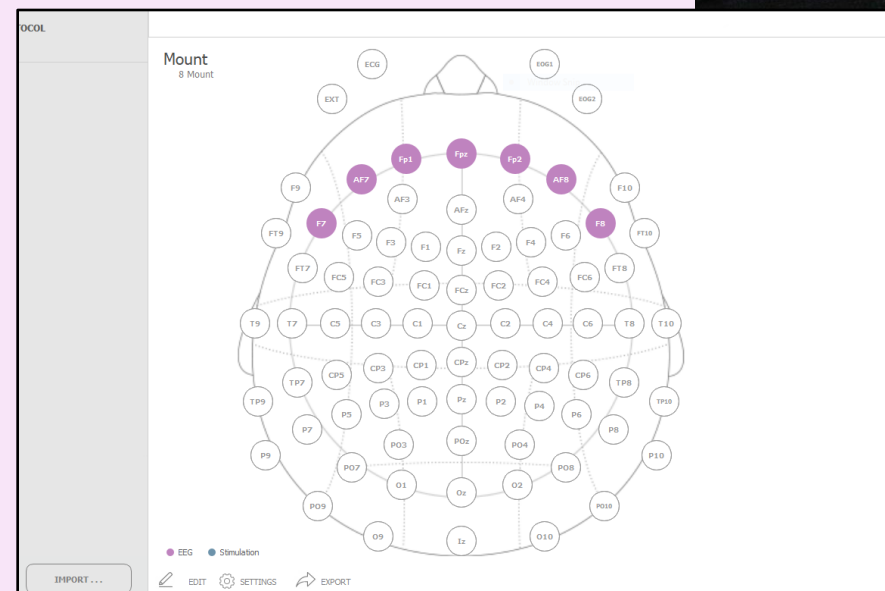


Neuromarketing Techniques to Evaluate Creative

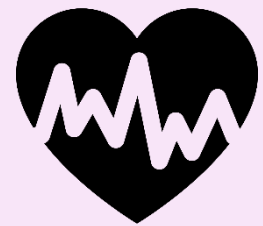


Electroencephalogram (EEG): Enobio 8

- Frontal Lobe Asymmetry
- Cognitive workload, approach/avoidance
- Video, Digital, Event, Direct Mail, etc.
- Most appropriate for evaluating static stimuli

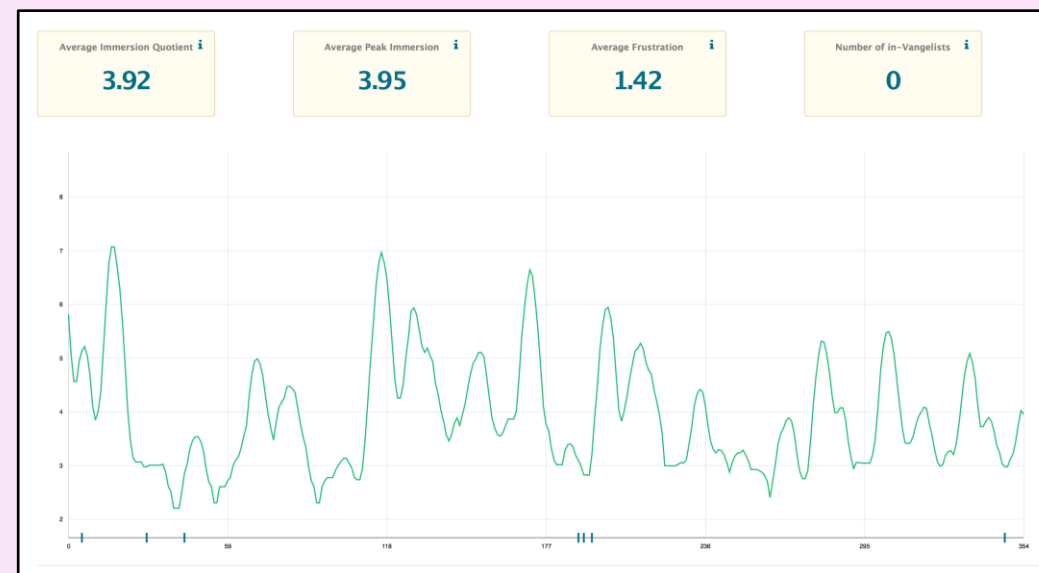


Neuromarketing Techniques to Evaluate Creative



Heart rate and rhythm monitor: Immersion Band

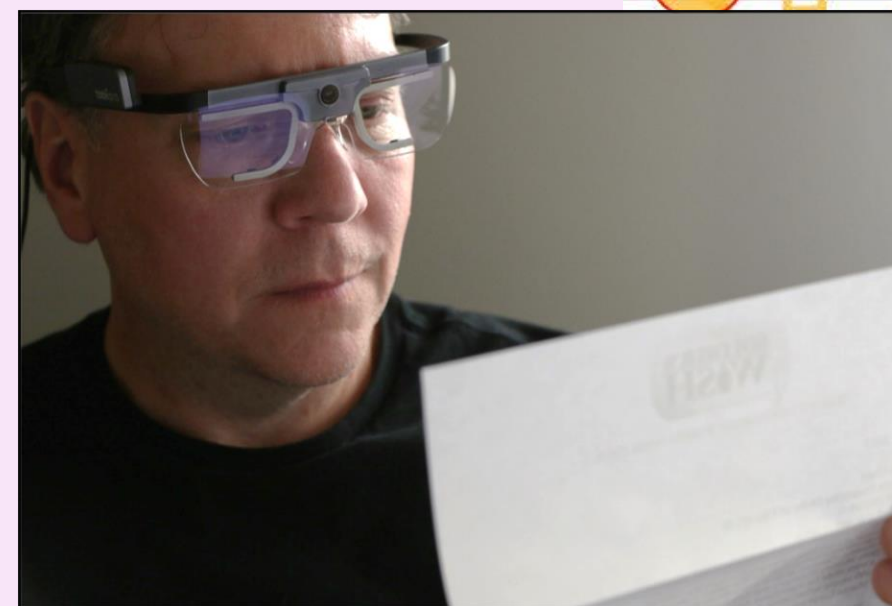
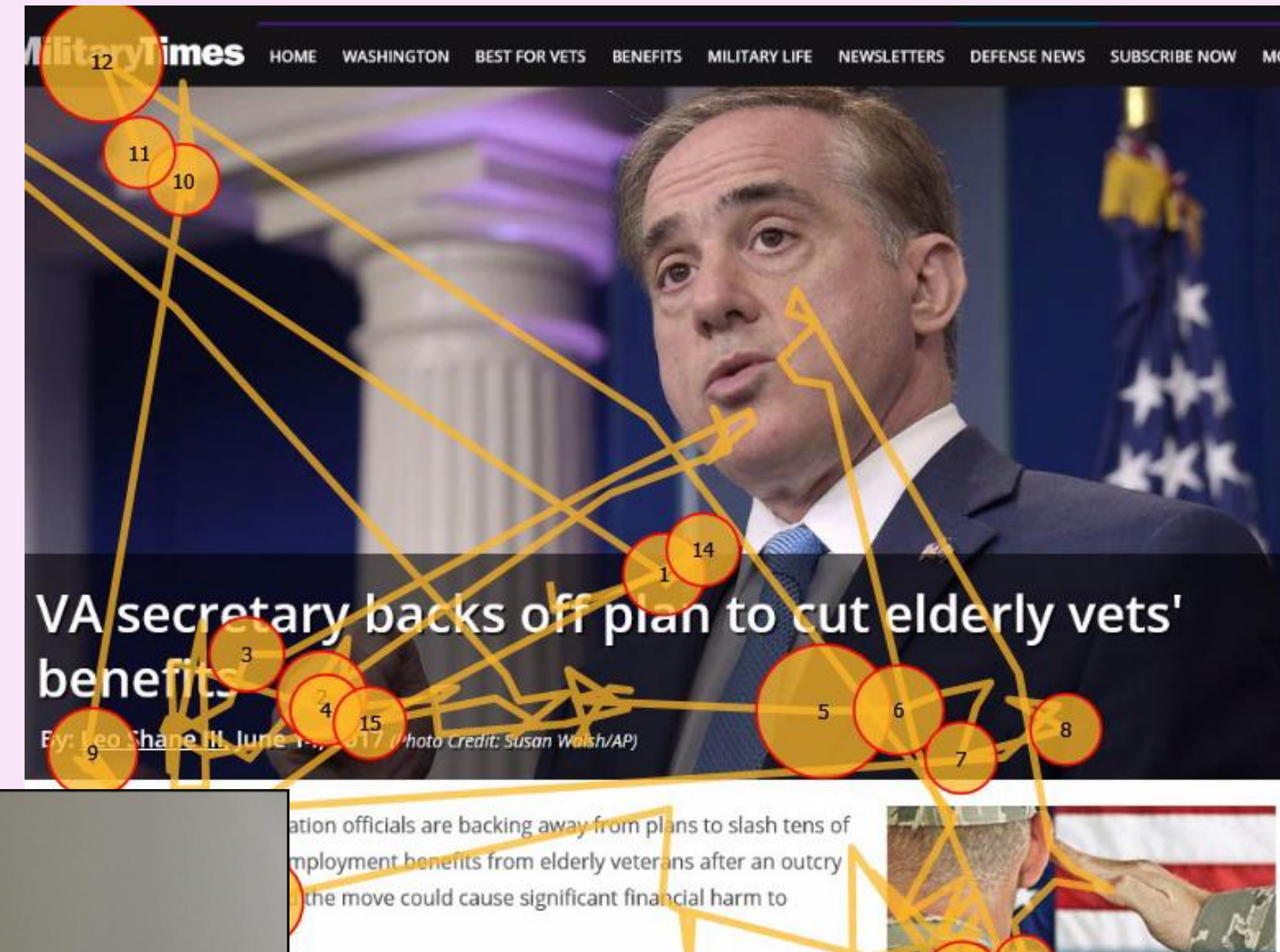
- Correlates to oxytocin production
- Associated with empathy, trust, bonding, generosity, and immersion
- Best used for evaluating video



Neuromarketing Techniques to Evaluate Creative

👁️ Eye tracking:
Tobii 2 Glasses
Tobii X30

- Eye movement and fixation patterns
- Visual saliency, visual path, attention and inattention, inattention blindness
- Video, Digital, Direct Mail, Event, etc.

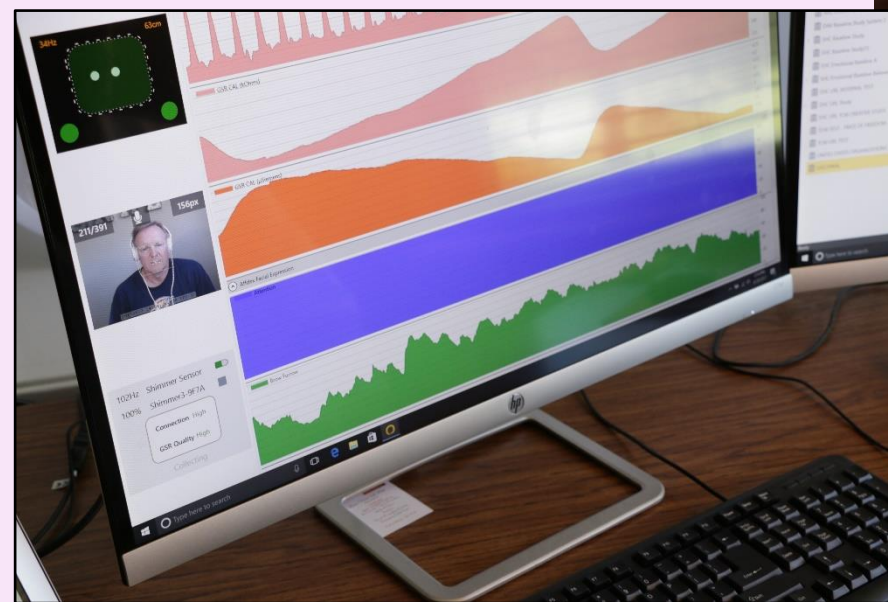


Neuromarketing Techniques to Evaluate Creative



Skin conductivity
(Galvanic Skin Response):
Shimmer 3

- Sweat response = Emotional attention
- Ebbs and flows of emotional attention but not valence
- Video, Digital, Images, Event, etc.



Neuromarketing Techniques to Evaluate Creative

- We need to move the field away from the “snake oil” reputation
- Every tool has an appropriate and inappropriate use
- Your team and the client **MUST** ask the right questions; develop research questions and hypotheses ahead of time.
 - Your market testing can influence your research questions!!!!!!
 - **BUT...USE CAUTION...you cannot cherry pick the results...**
- If choosing to perform A/B testing (a lot of what we do), know when it is/is not appropriate to use between-subjects and within-subjects designs (mixed designs are a nice option).
- Laboratory studies have their limitations...but so do market tests...

Case Study: Revisions to a DRTV Fundraising Spot

Summary of Changes

1. Extended emphasis on before and after images (side by side)
2. Use of kids voices
3. Call to action from the children
4. Updated graphics – smoother shapes and better background color to improve readability of text
5. Updated music
6. Script change to include more donor centric language
7. Full Screen graphics to avoid distractions during ad
8. Use of the phone in hand graphic
9. Added storytelling from children and improved tone
10. Removal of visual barriers (\$)



Case Study: Revisions to a DRTV Fundraising Spot

ON-SCREEN GFX: Increase clarity and limit visual noise to improve visual saliency and readability.



80% of viewers looked at Phone Number
1.80% of the time it was on screen

66% of viewers looked at the URL
< 1% of the time it was on screen



100% of viewers looked at Phone Number
4.22% of the time it was on screen

100% of viewers looked at the URL
4.29% of the time it was on screen

Case Study: Revisions to a DRTV Fundraising Spot

ON-SCREEN GFX: Ability to recall the URL after viewing the spot



URL RECALL:

53%



URL RECALL:

60%

Case Study: Revisions to a DRTV Fundraising Spot

ON-SCREEN GFX: Ability to recall the URL after viewing the spot



ENGAGEMENT SCORE:

3.39

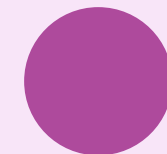


ENGAGEMENT SCORE:

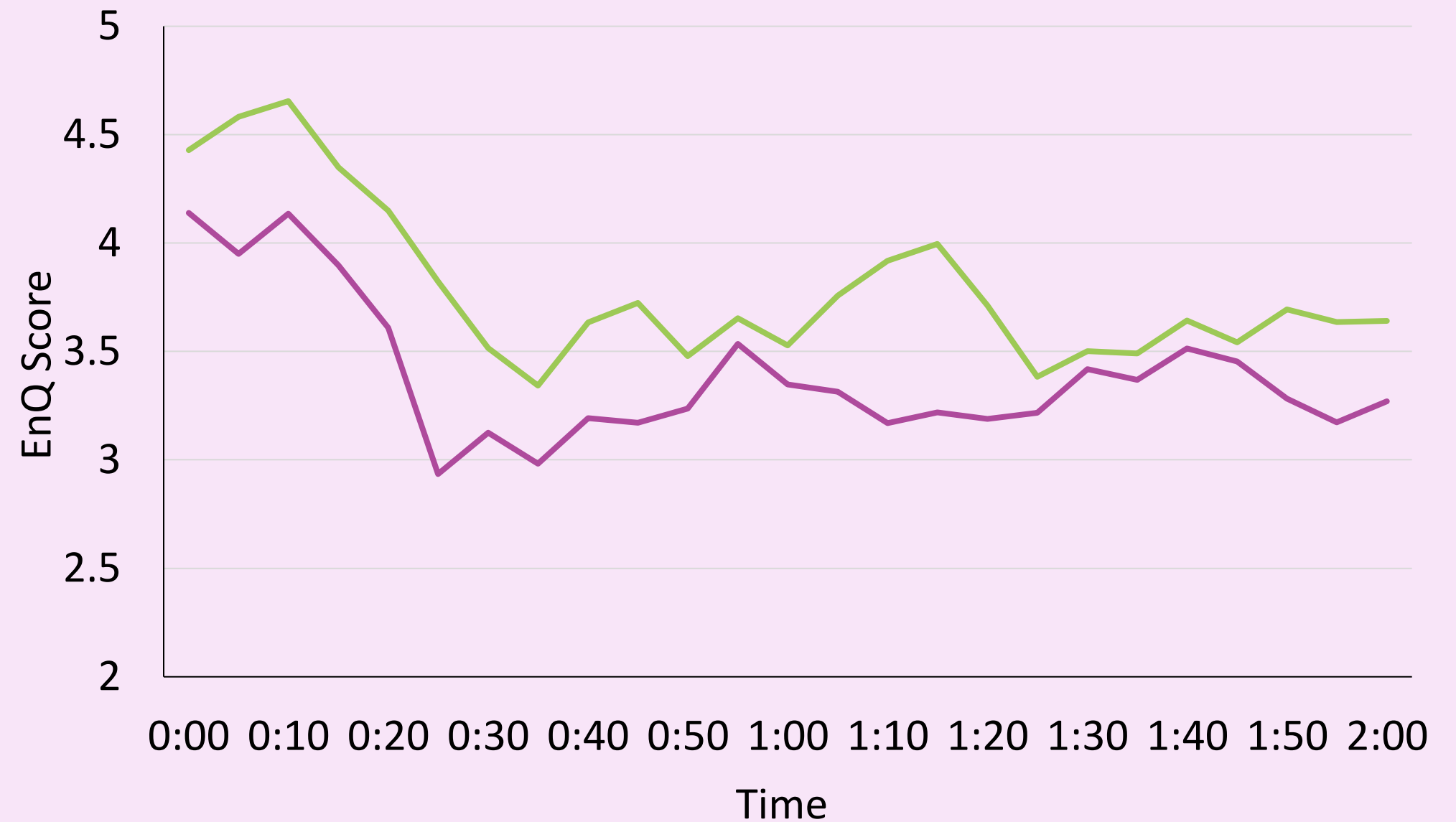
3.79

Case Study: Revisions to a DRTV Fundraising Spot

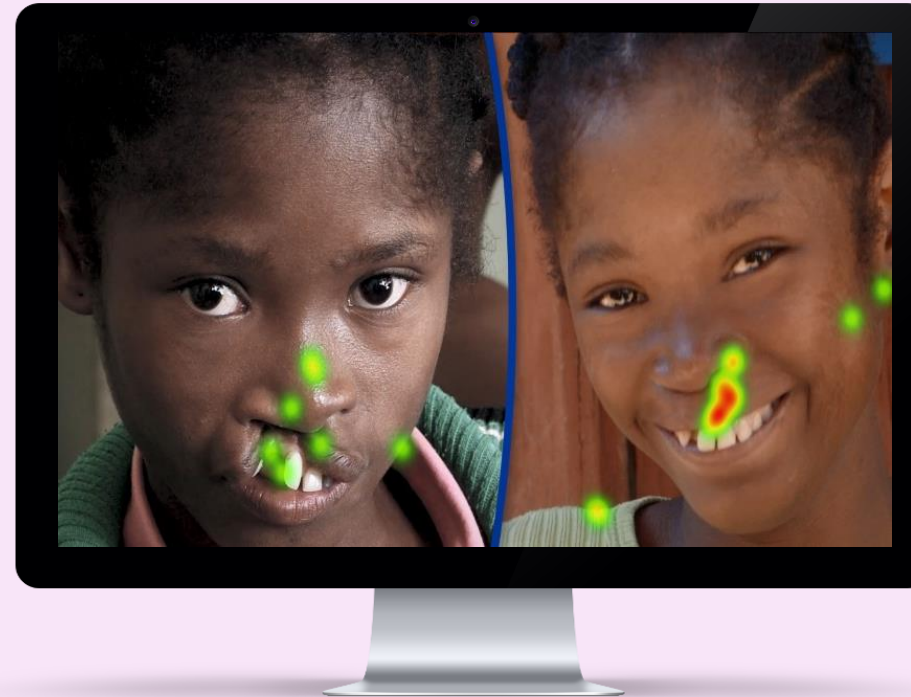
IMPROVED ENGAGEMENT: Viewers responded more strongly to the before & after images; tangibility.



Respondent Engagement (EnG)



Case Study: Revisions to a DRTV Fundraising Spot



How many people preferred the new video to the previous version?

- 59% of respondents preferred the new commercial
- 37% of respondents preferred the old commercial
 - 4% No preference

Conclusions

- A “neuro” approach to fundraising has distinct advantages over traditional market testing!
- We cannot ignore the subconscious; it unknowingly drives many of our behaviors
- Measuring and understanding subconscious responses to creative are incredibly valuable (and can save clients money and time)

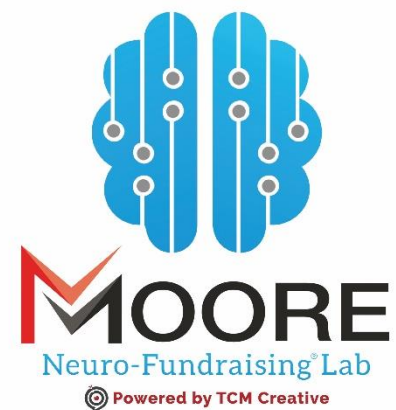
For further questions, please contact us!

Geoff Peters: gpeters@mooredmgroup.com

Steve Agauas: stevea@mdmglab.com

<http://neurofundraisinglab.com/>

<http://targetedcontentmarketing.com/>



Thank you!



Geoff Peters
Chairman
Moore Group



Steve Agauas
Director of the Neuro-Fundraising Lab
TCM Creative

Thank you to our session partners!

wiland **integral**

RWWT
PRODUCTION LLC

20
Strategies
Data. Digital. Direct.

Thank you to our session partner!



Karin Kirchoff
Founder & President



Advanced Approaches to Modeling & Testing

Thursday, September 24, 2020 8:30 AM – 9:45 AM



Shane Marple
Predictive Client Solution Manager
Wiland



Jared Weiss
Director, Advanced Analytics
AARP

Fundraising Horizon: All Star Digital Panel

Thursday, September 24, 2020 1:30 PM – 2:45 PM



Beth Dahlman
Vice President
M + R



Cassie Smith
Media Supervisor
Bully Pulpit Interactive



Marc Almanzor
Manager of Development Systems
Doctors Without Borders

It's not about the Cheetos: Digging below the surface to find out what's really happening with your data

Thursday, September 24, 2020 4:15 PM – 5:30 PM



Kerri Kerr
Chief Operating Officer
Avalon Consulting Group



TJ Hillinger
VP & Director of Analytical
Services
Avalon Consulting Group



Anne Morrison
Principal
Anne Morrison Consulting

Thank you for your participation!

See you tomorrow at 8:30AM!

ADVANCED TOPICS

NEXT-LEVEL DIRECT MARKETING



Wednesday, September 23, 2020
3:30 pm – 4:45 pm

Thursday, September 24, 2020
8:30 am – 9:45 am
1:30 pm – 2:45 pm
4:15 pm – 5:30 pm

