people powered performance

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how we understand people

biometrics
Measuring people’s physical responses to different environments and stimulus.
GSR, EEG, Eye Tracking & Facial Expressions

ethnography
Observing people’s interactions with the digital and real world to understand why they behave as they do.

emotion analysis
Understanding what people love and hate the most by running conversations from any touchpoint through a sophisticated emotion based categorisation process.

implicit association
Testing people’s subconscious bias by how quickly people can make the associations between two objects.

personalities
Analysing people or brand personalities in order to understand how they are perceived and what that means for communications.

research
Applying the latest findings in technology and theory from the world of academia.
openness
experiencing new activities

conscientiousness
organisation and thoughtfulness

extraversion
tendency to seek stimulation from others

agreeableness
compassion and cooperation

neuroticism
emotional range and sensitivity to environment
I see myself as:

- Extraverted, outgoing
- Critical, quarrelsome
- Dependable, self-disciplined
- Anxious, easily upset
- Open to new experiences, complex
- Reserved, quiet
- Sympathetic, warm
- Calm, stable
- Conventional, routine

Results:

- Extraversion: 21%
- Agreeableness: 30%
- Conscientiousness: 50%
- Emotional Stability: 64%
- Open to Experience: 86%
personalities

why we need the insight

age: 70

gender: male

status: married (divorced)

children: 2+

estimated wealth: £100m+

mosaic group: world class wealth (a01)

interests: dogs, wine, cars
personalities

why we need the insight
personalities
why they matter

- receptivity
- motivations
- influences
- non-identifiable
personalities

where else can we use them

audience  
how to better understand and connect with consumers

creative  
how to make your ads create a better response

environments  
how to take contextual targeting to a whole new level
That feeling when you get a Zopa loan
No early repayment fees, no hidden charges
Apply now
Zopa
FeelGood Money™

I’m expanding with my loan
Zopa

Representative 9.9% APR
proved through reactions

Average neuroticism vs preference

Aquamarine

Red
combining with quant data points

<table>
<thead>
<tr>
<th>openness</th>
<th>conscientiousness</th>
<th>extraversion</th>
<th>agreeableness</th>
<th>neuroticism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet overall</td>
<td>Magazines</td>
<td>OOH</td>
<td>Social Media</td>
<td>Internet on mobile</td>
</tr>
<tr>
<td>Magazines</td>
<td>Radio</td>
<td>OOH</td>
<td>Social Media</td>
<td>Internet on mobile</td>
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Source: Touchpoints 2018
people with very high openness

- Gender:
  - 55% (111) Male
  - 45% (89) Female

- Age:
  - Age 15-24: 19% (137.5)
  - Age 25-34: 20% (121.1)
  - Age 35-44: 16% (105.5)
  - Age 45-54: 17% (99.5)
  - Age 55-64: 10% (69.0)
  - Age 65-74: 8% (68.2)
  - Age 75+: 9% (88.9)

- Regions:
  - London: 19% (158)
  - North West: 10% (91)
  - Yorkshire: 9% (101)
  - North East: 4% (105)
  - West Midlands: 7% (77)
  - South West: 7% (84)
  - East of England: 10% (92)
  - South East: 15% (101)
  - East Midlands: 7% (84)
  - Wales: 7% (100)
  - Scotland: 8% (91)

- Social Grade:
  - E: 8% (100)
  - D: 16% (104)
  - C2: 19% (88)
  - C1: 27% (111)

- Gender:
  - Male: 51% (86)
  - Female: 49% (119)

- Children in household:
  - 28% (197)

Source: Touchpoints 2018
their internet behaviours

Source: Touchpoints 2018
what we can learn from their motivations

Source: Touchpoints 2018
the usage behaviour reverses for social

Source: Touchpoints 2018
messaging
focus on individualistic and challenging

interests
Nature, technology, comedy

channel
Even desktop & mobile split with high internet and forums/chat for social

creative
preference for more bright color palettes

content
Entertaining and/or enlightening

openness
designed with people in mind

55%
(111)

45%
(89)

Age 15-24
19%
Age 25-34
20%
Age 35-44
16%
Age 45-54
17%
Age 55-64
10%
Age 65-74
8%
Age 75+
9%
slack

personalities of people not business classifications

Adventurousness
Artistic interests
Emotionality
Imagination
Intellect
Authority-challenging
Achievement striving
Cautiousness
Dutifulness
Orderliness
Self-discipline
Self-efficacy
Activity level
Assertiveness
Cheerfulness

Susceptible to stress
Immoderation
Melancholy
Prone to worry
Fiery
Trust
Sympathy
Uncompromising
Modesty
Cooperation
Altruism
Gregariousness
Outgoing
Excitement-seeking

9%
increase in awareness

300%
uplift in click through rate
thank you for thinking people