



# **CONSUMER DECISION-MAKING**

with DR. BRYNN





#### **SUBCONSCIOUS SUPREME: Key Takeaways**



Whatever it is, make it EASY

Simplicity is Bliss
Less is [still] More

Curate Aggressively



Leave them in SYSTEM 1 'Auto' Processing
Don't make them work, think
Be the 'non-choice'



They can't articulate what they really want. Or won't.

## VISION DECISIONS: Key Takeaways



Whatever it is, make it VISUALLY APPETITIVE
Less is [again still] more
Don't be afraid of 'blank space'



Scrap Words - System 2!
Use images, visuals, pictures, video
Use story, simile, metaphor, idioms
Show > Say



Whenever Possible, Involve all Senses – Optics First

# **SOCIAL SALIENCE: Key Takeaways**



Whatever it is, make it SOCIALLY RELEVANT
Humans have inborn survival imperative
Social Outcomes = Survival Outcomes



Xno-Graphics are Outdated
 □ Social Factors Determine ABB → BBB
 □ Must understand social needs first



Brain is Bank of 'SC', SCSC
 Calm social threats, activate social rewards

 Outline social credits, mitigate perceived debits

# **EMOTIVE MOTIVE: Key Takeaways**



Feelings > Cognition
People can't deny how they feel
Not always sure what they think, readily change their mind

People BBB according to how they feel

How they feel stems from social brain



#### Fear of Loss > Joy of Gain

Whatever it is, make it EMOTIVE

(rationalize the rest)

- Endowment Effect/Loss Aversion Principle
- More motivated to avoid punishment, minimize losses than approach rewards, maximize gains

## **MIRROR NEURON MAGIC: Key Takeaways**



Whatever it is, HUMANIZE it

People decide about BBB from others

MNS responds: faces, eye contact, proximity, relatability, human connection, mirroring, joint DM, joint PS, MNS interactivity



Hardwired to Reciprocate Prosocially
Activate Prosocial Overtures
Loves to Cocreate
Avoid Antisocial Red Flags



Seat of Trust

MNS uses oculesics, proxemics, kinesics, and olfaction to determine TRUST

# All OK IN TPJ? Key Takeaways



Whatever it is, PERSONALIZE it
WIFFM
Customize, personalize, individualize
Use their name
TPJ Loves references to THE SELF!

Hardwired to Reciprocate Prosocially
Activate Prosocial Overtures
Loves to Cocreate
Avoid Antisocial Red Flags



#### Seat of Trust

MNS uses oculesics, proxemics, kinesics, and olfaction to determine TRUST



SUBCONCIOUS IS SUPREME Seat of Decision-Making Make it 'easy'



VISION DECISIONS Seat of Attention Make it 'pretty'



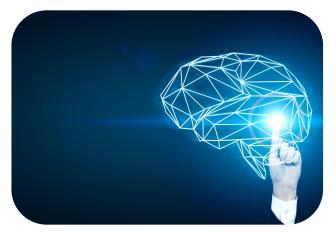
SOCIAL SALIENCE Seat of Familiarity Social Reality = Survival Make it 'socially relevant'



EMOTION = MOTION People DO as they FEEL Seat of Liking Make it 'emotive'

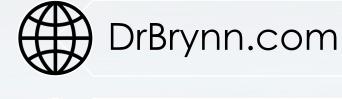


MIRROR NEURON MAGIC Seat of Trust Make it 'human'



ALL OK IN THE TPJ? Culminating Junction Seat of BBB Make it 'personal'









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