CONSUMER INSIGHT

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3. THE DRIVERS OF INFLUENCE

Simplicity is the ultimate sophistication.

Leonardo da Vinci
INTRODUCTION

Behavioural sciences have identified a hundred implicit biases that shape our behaviour, from each of the 5 areas presented in the previous section. The BVA Nudge Unit captured these biases in THE DRIVERS OF INFLUENCE.

THE DRIVERS OF INFLUENCE are a summary of behavioural sciences insights. They facilitate the use of these insights during the process of Creating Nudges.
This is a list of 21 Drivers of Influence that impact our behaviour. Each driver comes with a short explanation of how to use it to build efficient Nudges. Use the Drivers, that you will discover in the next page, when you are Creating Nudges. They will allow you to design the best Nudge ideas.
THE 21 DRIVERS OF INFLUENCE

**TRANSMITTER**
Choose the right messenger to reinforce the message

**HABITS**
Promote the development of new habits through new triggers and appropriate rewards

**EGO**
Give value to the action by rewarding with recognition

**DEFAULT**
Create a default choice sequence that leads to the desired behaviour

**RECIPROCITY**
Engage in a logic of reciprocity by creating a social debt

**INCENTIVES**
Encourage a behaviour with money, goodies or social reward

**VALUE**
Highlight the scope of work realised to justify the price

**EMOTION**
Generate an emotional response through images, visuals and embodied stories

**REWARDS**
Reward with positive feedback

**SALIENCE**
Attract attention by making an item salient

**ONE STEP AT A TIME**
Make the task seem easier by going on step at time

**FRAMING**
Create a choice context that encourages the desired behaviour

**IMMEDIACY**
Postpone constraints and efforts in the future while immediately providing advantages

**NOSTALGIA**
Activate the feeling of nostalgia

**FAIRNESS**
Show the fairness of the targeted behaviour

**LOSS AVERSION**
Mention the loss provoked by not adopting the desired behaviour

**UPPER/LOWER ANCHORING**
Generate favourable associations and reference points

**EASINESS**
Simplify the desired behaviour

**NORMS**
Encourage the need for conformity

**COMPARTMENTALIZE**
Materialise invisible flows (like efforts, expenses) with objects you can visually handle

**ENGAGEMENT**
Generate commitments to promote consistency
When you are in the process of Creating Nudges, there are various stages at which you could use the Drivers of Influence:

**Use them as special lenses:**
Keep the Drivers of Influence in mind when watching the results of the ethnography. What barriers are hampering your consumers? At what touchpoints could you use a trigger? What implicit influences do you notice?

**Use them as a source of inspiration:**
Use the Drivers of Influence as a starting point to stimulate your imagination. Is “default” applicable to your issue? How to make the norm more obvious? Can you make the desired behaviour easier to adopt?

**Use them as an evaluation tool:**
Use the Drivers of Influence as a framework to prioritize the best Nudges. On what drivers is your Nudge idea relying? What Nudge idea uses the most powerful levers?
(For people who are new to behavioural sciences):

- Ariely (2008), Predictably irrational
- Kahneman (2011), Thinking, fast and slow
- Thaler & Sunstein (2008), Nudge: Improving Decisions About Health, Wealth, and Happiness
- Akerlof & Kranton (2010), Identity Economics: How Our Identities Shape Our Work, Wages, and Well-Being
(For people with a strong knowledge of behavioural sciences and academic methods):

- Articles on Behavioural Economics and neurosciences. BVA Lab: http://lab.bva.fr/?s=anglais