CREATING NUDGES: A PROCESS BY AIM & BVA



NUDGING FOR GOOD

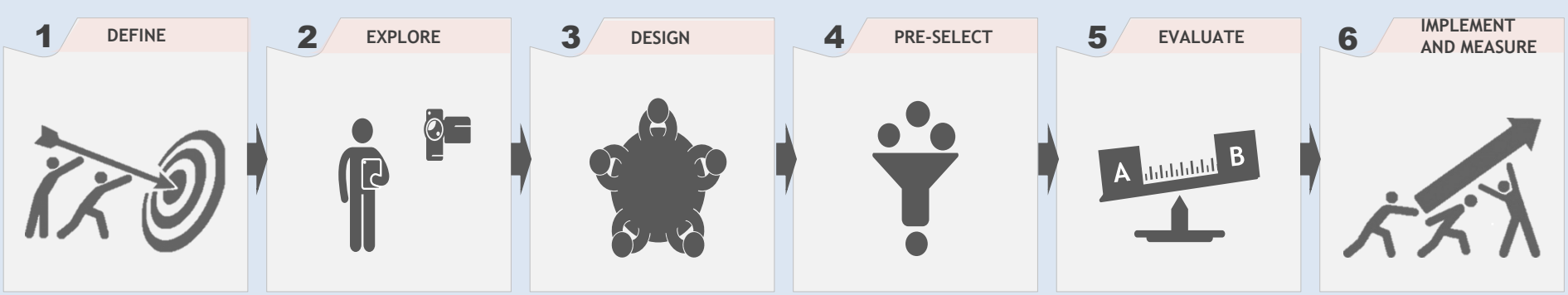
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INTRODUCTION TO CREATING NUDGES

The BVA/AIM "Creating Nudges" process is a 6-step methodology to help you design Nudges for good. It was inspired by BVA's Nudge Unit experiences and practices, and received input from the AIM members (and soon advisory committee.)



Why Nudging for good? Because we believe that brands too can change things, help people engage in healthier and more sustainable lifestyles (see details in AIM manifesto) . Nudging for good can help in many areas. This AIM project focuses on the areas of healthier balanced diets and active lifestyles, responsible drinking, producing less waste and litter, resource efficiency (water and energy savings), good hygiene and appropriate product use, and self-care.



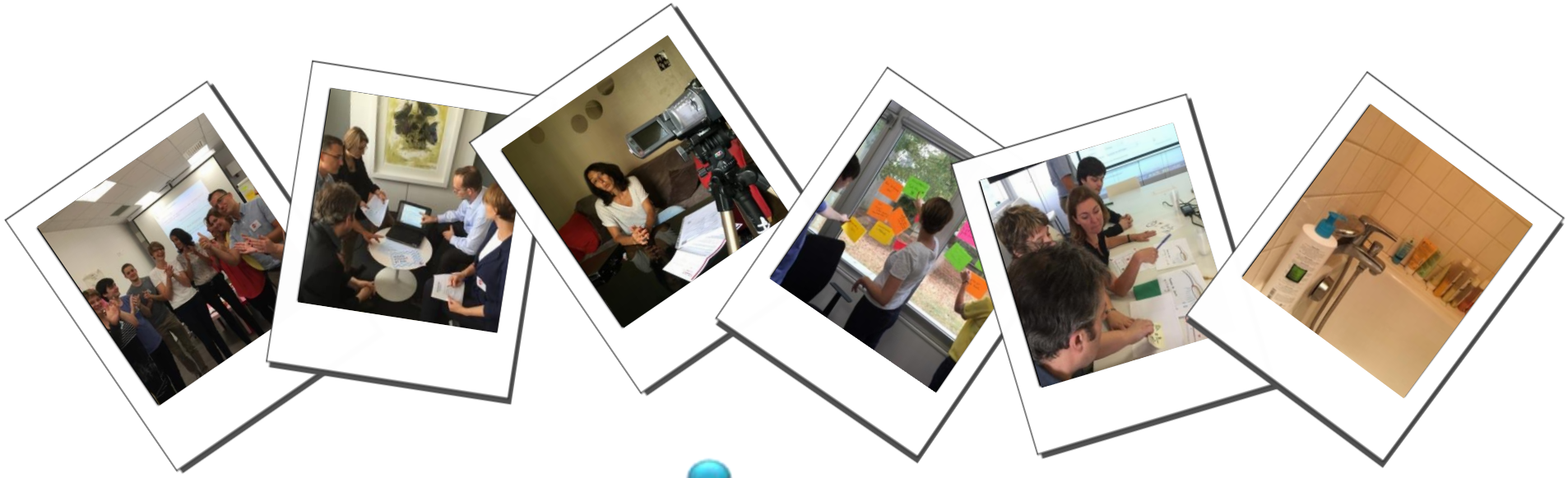
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THE STORY OF FRESH'HAIR

At the end of each step you will find the development of Fresh'Hair's Nudge case. Fresh'Hair is a fictional family shampoo brand that has used our "Creating Nudges" tool in a Nudging for good project.

Please note! The development of this document is an ongoing process and it can be enhanced with your suggestions.



FRESH' HAIR



1. DEFINE

A problem well stated is a problem half solved

- Charles Kettering



INTRODUCTION

Nudging isn't just a new process. It is a new way of thinking about behaviours and the solutions to influence them in daily life situations. Of course, nudging has been around since well before the word "Nudge" was coined by Thaler & Sunstein! Actually, in numerous ways, marketers were the first Nudgers, since many advertising or promotional tactics play on concepts similar to Nudges. However, beware! The belief that nudging equals marketing may prevent you from seeing new opportunities for your brand.

WHAT IS NUDGING FOR GOOD ?

Nudging for good is driven by a fundamentally different purpose than marketing. And yet those two fields aren't conflicting: they complement each other. Nudging for good is about helping humans (not just consumers) adopt healthier and more sustainable behaviours on a daily basis by taking into account their mental shortcuts, the role of their emotions and the environment.

It is a modest contribution to global challenges that offer brands an opportunity to play a social role beyond their traditional commercial connections with consumers.

INVOLVING THE RIGHT TEAM

This is why Nudging involves multiple experts beyond marketing and consumer insight teams: R&D, CSR, corporate affairs executives also play an essential role in creating successful Nudges for your brand.

But nudging requires everyone to go through a preliminary learning phase, to understand the newest behavioural-sciences derived consumer insights. It also requires great care in mastering the concepts to make sure that all potential issues (ethics, measures…) are discussed upfront with your stakeholders and rightfully made consistent with your company's other CSR activities.



This Step 1 presents guidelines inspired from our BVA Nudge Unit experience and best practices that will help you Nudging for good, starting with understanding all the challenges attached to it.

YOUR PRELIMINARY STEPS



Prior to the kick-off meeting:

- ❑ Build a multi-skilled core team

  Involve the Marketing, CSR, Sustainability, R&D, Trade Marketing and Corporate Affairs departments. You may add other stakeholders in the next phase.

- ❑ Get your core team familiar with the Nudge concepts

  Have them read the many real-life examples included in the AIM case studies section.

- ❑ Look for complimentary inspiration and share it with the participants

  In the public domain: check out Nudges designed by academics or public organizations.

- ❑ Learn the basics of behavioural sciences

  See the Consumer Insights section!

- ❑ Gather existing behavioural data (from Usage and Attitude studies, consumption data)

  Actual facts will help you draw a bigger picture and prioritize your challenges

THE KICK-OFF MEETING



Running the kick-off meeting:

1. Choose a topic where your brand is legitimate (see the introduction)
2. Boil it down into a behavioural challenge
3. Discuss ethical matters and other possibly-challenging issues
4. Identify potential behavioural change KPIs.
5. Fill in the "Nudge challenge" template with your team
6. Anticipate feedback from other stakeholders on the chosen topic

COMPLETE THE TEMPLATE WITH YOUR TEAM!

1 DEFINE



The definition of a clear and specific objective is the key to the success of the Nudge process. In this first step, you must describe as precisely as possible what you want to achieve.

Here is a series of questions that will guide you through the first step of the process. Write down your answers in the space available below each question.

1. Choose a challenge your consumers are willing to overcome or a commonly accepted desirable goal xxx.
Find facts to support your claim.

2. State the ideal behaviour you would like to help your consumers achieve.
Be specific. Make sure the ideal behaviour leads to a more sustainable lifestyle.

3. State the current behaviour that you would like to help your consumers refrain from.
Explain why this behaviour is not sustainable.

4. Describe the consumers concerned by your Nudge in behavioural and socio-demographic terms.
Make sure that the number of people concerned is large enough.

5. Define the KPI you will use to measure the behavioural change.
Keep feasibility in mind.

6. List the possible ethical challenges that may be attached to your Nudge and determine which stakeholders to involve for discussion.
Is your brand legitimate? Should you work with partners?

TIPS!

02

Become an expert at driving your team! Read books, visit the Consumer Insights and Nudge Project sections of the website.

01

Nudging will generate questions.

To address them prior the meeting, invite your team to watch the "Nudge for good" videos as an introduction.

04

Search for impact and stay ambitious! For measurable change, you should aim big. Pick a serious challenge.

05

Try to avoid challenges where you could be suspected of designing Nudges the purpose of which isn't helping the consumer reach his/her own goals.
Be prepared to answer questions on ethics.

03

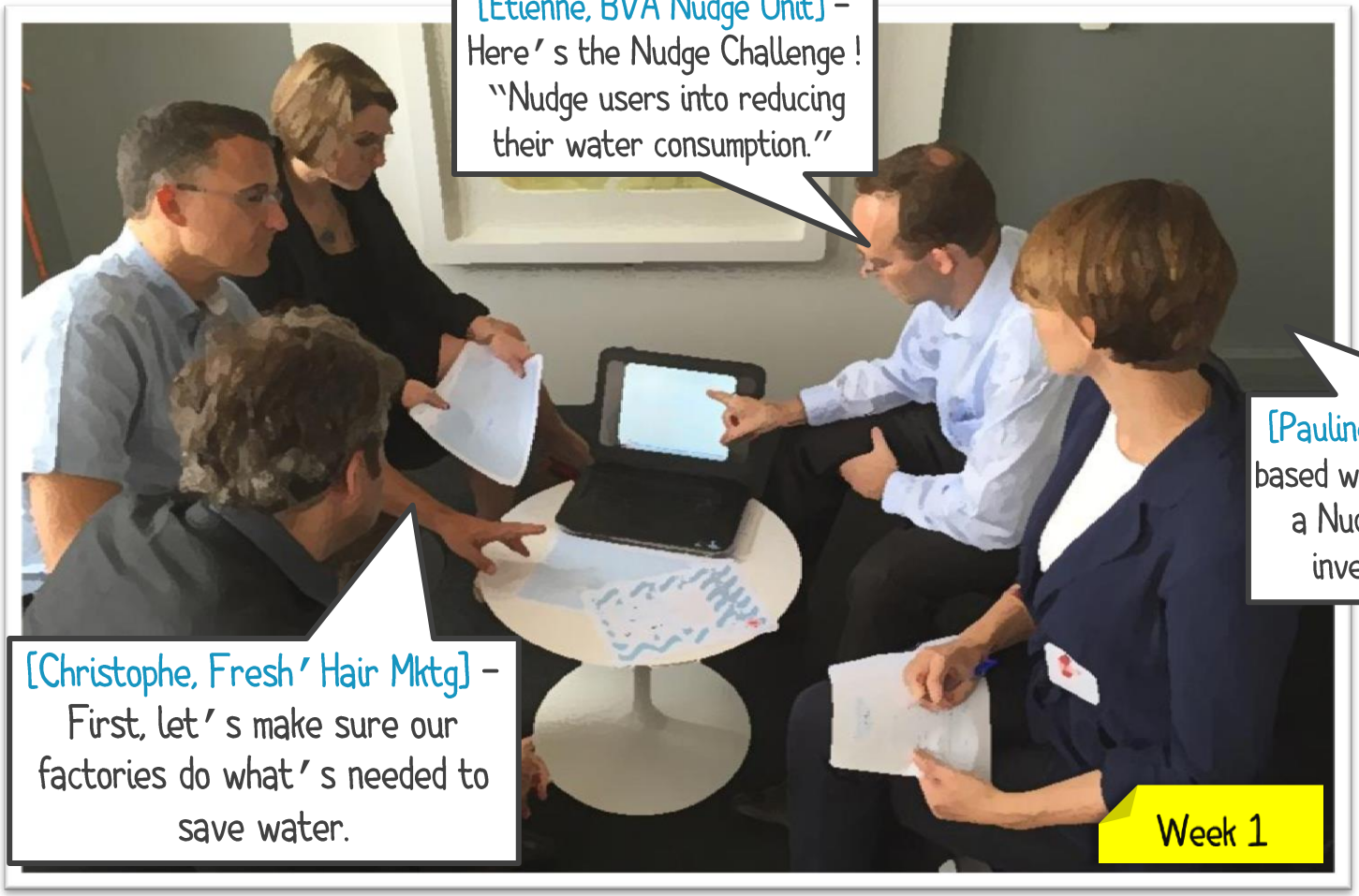
Building trust with stakeholders is a must: communication about your intentions should be crystal clear to everyone.
Any hidden agenda will backfire on you!

06

Ensure that the elected behavioural challenge generates enthusiasm and is supported by both internal and external stakeholders.

FRESH'HAIR: A (FICTITIOUS) NUDGING FOR GOOD STORY

Imagine you are an executive at Fresh' Hair, a leading brand on the European shampoo market. The marketing and CSR managers have decided to Nudge for good. In their task, they are helped by an agency and its Behavioural Economics experts. Throughout the "Creating Nudges" toolkit, you'll be able to follow Fresh' Hair's Nudge project!



PREPARING THE LAB

