Improving Marketing Effectiveness...

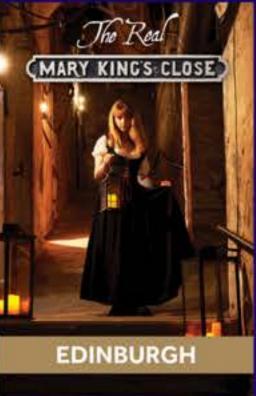
One <u>Nudge</u> At a Time.

Alex Caley - Head of Marketing Continuum Attractions



What if I told you that you could increase the effectiveness of your marketing just by changing one word?

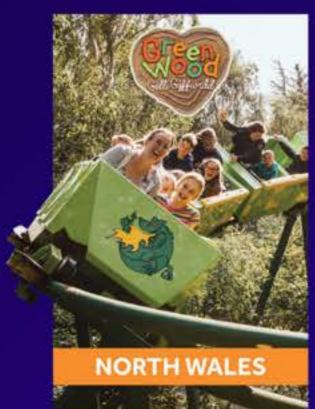
















We are storytellers



What is 'Nudge Theory'?



of behavioural economics

Which one?







LARGE \$6

Common Nudges...

FOMO

RECIPROCITY

SCARCITY

LOSS AVERSION

ANCHORING

BUNDLING

COMMITMENT

CHOICE

SOCIAL PROOF

EFFORT

Nudge 1 Social Proof.

Why do we follow the crowd?!

"If everyone else is doing it...
it must be worth doing!"



It is deeply ingrained human behaviour



"135 other people just bought this same item"

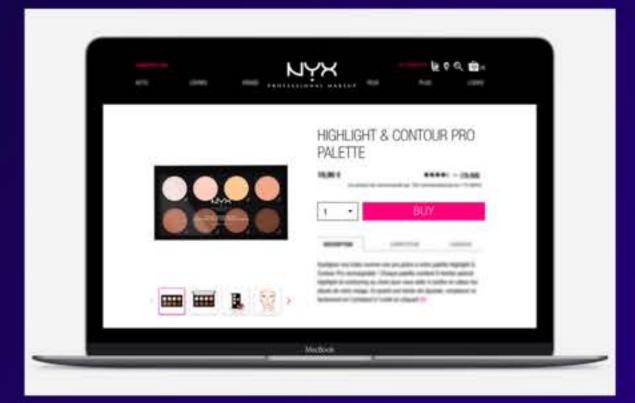
"75% of guests reused their towels"

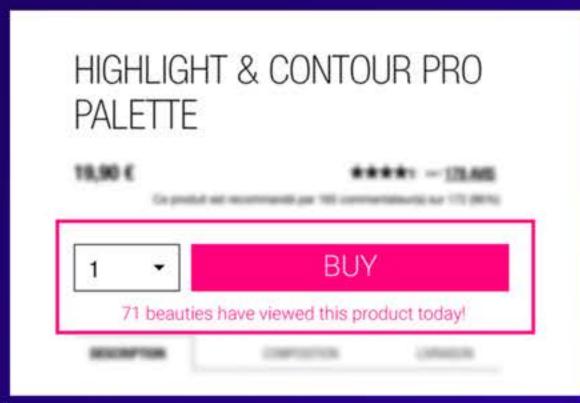


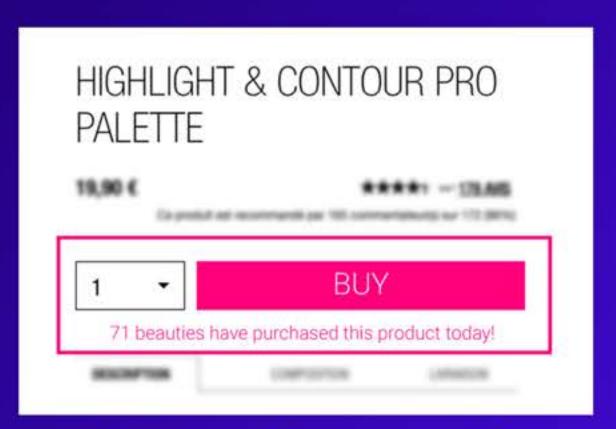
"Over I million visitors and counting"



3,565 visitors rated us 5*







control

'viewed'

Click-through +32%

Transaction +33%

'purchased'

Click-through +43%

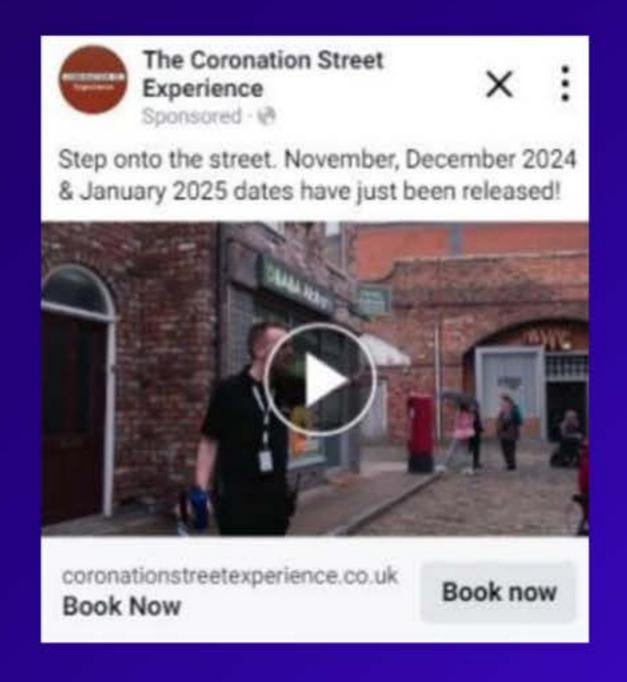
Transactions doubled! 100%

ITV A B Test

TV AD



VOX POP TESTIMONIAL



Testimonial 'Social Proof' ad Vox Pop +118%

Transactions

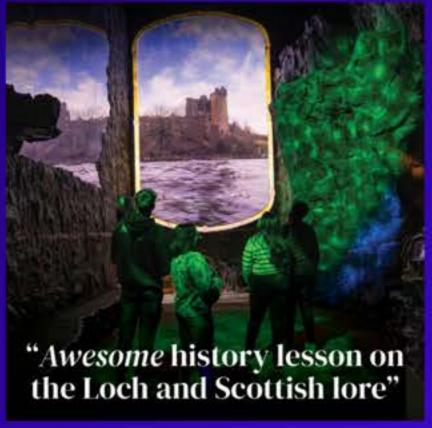
Proof' ad Vox Pop +38% Stronger ROAS 70:1

Testimonial 'Social











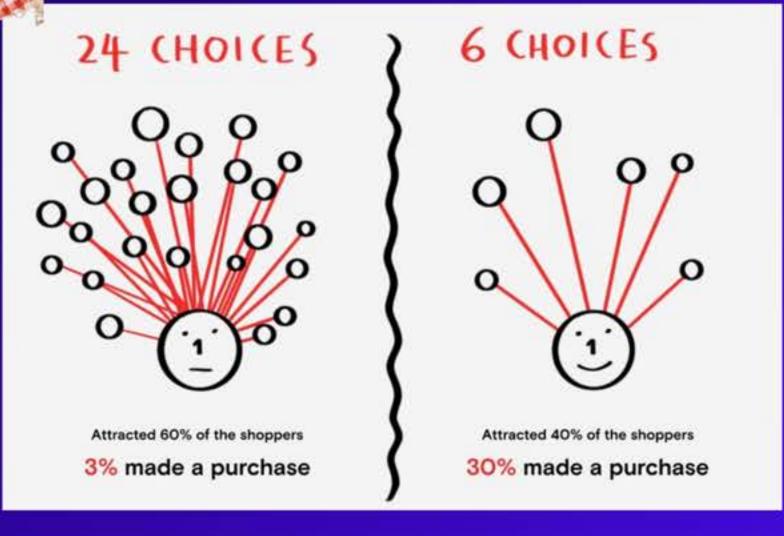






Nudge 2 Paradox of Choice.

Professor Sheena Iyengar 2000 'Jam Study'



The more choices we have, the higher our expectations - the more we worry about making the 'wrong' decision

Real life applications and considerations...



How many ticket options & variations do you have?

Chocolate Experiences

John Let be surfame edgesting games bring the story of proporties to the first only that is have and becoming with transactive handson shapping making experiences, services to dirigation as much more.

If alling as a family, couple or trianged the neighborhoose to exit elements.

CATALOT VOUCHERS HERE

Guices Touri Ergsy names on choosists.

C) Duly experience

(3) Note between 10 am-Spm # 905-BOOK ONUNE: A449 E14:00 |

BEAD MORE



Brigg a Guinas Tour and wors procedure. making applying where you will rail the end. describe partitions truffles.

Dully operator

() State between 2.30pm Spri-# Adult: 425.00 & Child 424.50

READMORE



among place and discover their right

23 Every Priday @Son-d.Xipm

al \$3500

SEAD MORE



matter the art of tempering mounting, and partyring description chosenate treats.

(III First Thursday of the roomh (3-5-30pm-\$-30pm

465



Includes a Suited Tour, exhibitua strong and

C Between 10am-5pm # \$25 (family of four)



Bryon on Kerny-Brite Support floor (nile Baster)

DIS Apr-30 Apr

(0) P.20am & 9.45am

READMORE.



pour processes making attitle, the by our expert shockstations.

SApr-20 Apr



Britis & Claims Course Toys, factoring by a nende-on, Mini Baster Bag Truffle Booling superional



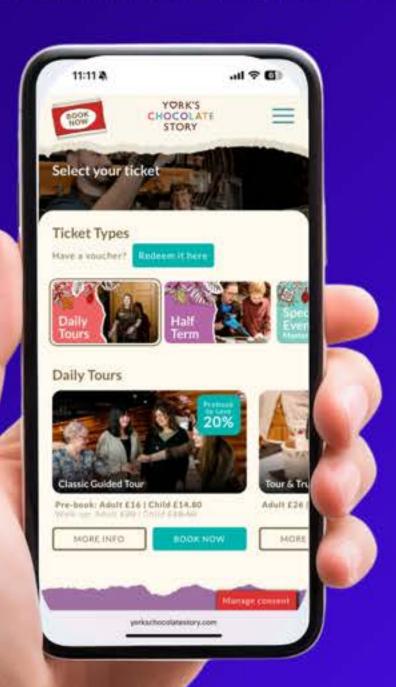
12.5 Apr - 20 Apr

- Limit options
- Categorise
- Most Popular



CVR +25%

BOOKING PAGES







Sometimes it's not about reducing choice entirely... but making your most PROFITABLE ticket the salient OBVIOUS choice!



Nudge 3 Illusion of Effort.



Vs

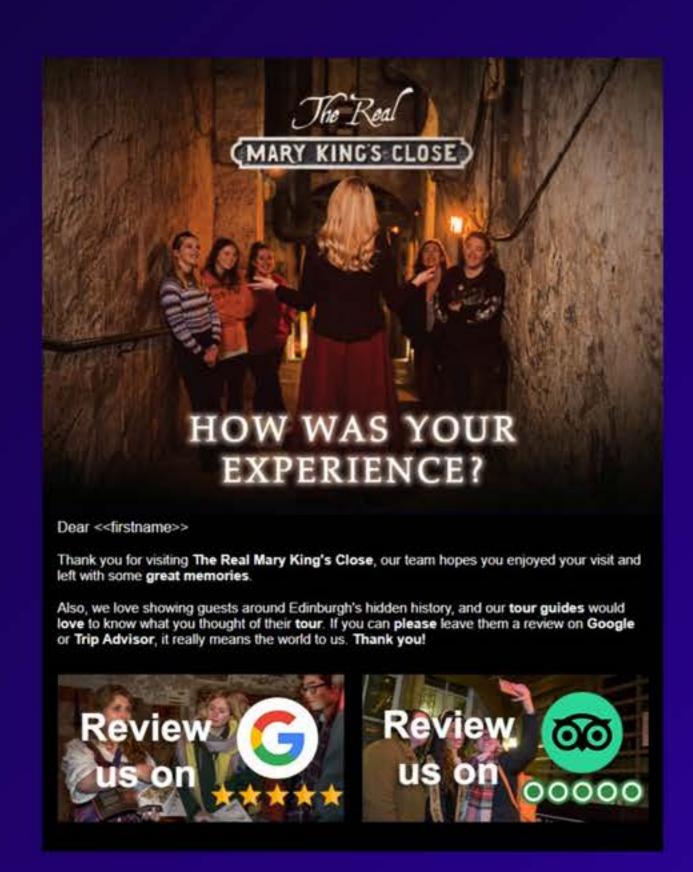


High Effort = Higher Rating

even if the output is exactly the same

Justin Kruger Study 2004





1 Email - 1 Action
Choice of 2 'This or That'
Make it personal
Reinforce the hard work

40% uplift in Trip Advisor Reviews across the group

Nudge Summary.

Selling LESS - can actually help you sell MORE!

Including SOCIAL PROOF - can nudge more people to buy

It pays to show how hard you work

ThankYou

A lot of hard work went into this presentation

Rated 5

(yes that was by my kids)