



**Engaging Your Customers  
with Behavioral Science**

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communications, inc.  
the way to engage

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For brand directors, the question that always arises is, “How do I make my marketing efforts and spend work harder for my brand?” It’s a fair question and one that elicits a thought-provoking response: By understanding customer motivation and implementing strategies and tactics that move customers to change behavior and to engage with your brand.

Sounds simple enough, but as you know, understanding customer motivation is a complex challenge with no magic answer.

Understanding customer motivation can help you determine who is going to engage with your brand. More importantly, it can tell you why they are engaging with your brand.

Therein lies the key component to the question above: If a pharmaceutical company can understand why people do what they do and how to get them to act a particular way, then you can message to your customers to not only create behavior change, but to create a mutually beneficial relationship.

In today’s new marketing environment, the limitless opportunities and continual emergence of new media can dazzle and distract customers from finding your product. By using behavioral marketing to predict, understand, spark and change health behaviors and health outcomes, a brand can distinguish itself and its product, and can truly create brand value.

### The Approach

Many companies follow the mainstream approach to understanding customer behavior—gather basic demographic and psychographic information, past purchasing trends and behavior, and then create

targeted ads and communications to address those demographic groups.

But this approach just scratches the surface. According to Mediamark Research and Intelligence, a media and consumer research firm, on average, less than 2% of brand selection is explained by demographics. So many factors can impact how customers behave. Our belief is that, in order to understand customer behavior — that is, human behavior — you need science. Behavioral science is just that — a science. It uses sociology, psychology and anthropology to understand a person’s behavior and motivators — why people do what they do and how to get them to act.

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But behavioral science also incorporates much more. Rather than simply looking at intent, as the mainstream approaches tend to do, behavioral science digs deeper, looking at what drives that intent. This approach truly gets to the core perspective of an individual customer’s mindset.

For example, a person’s behavior could be related to past experiences, cultural beliefs, attitudes toward healthcare or disease, or how relationships, whether with doctor, families or spouse, can be influential. When you combine these factors with demographics and marketing best practices, behavioral science helps you, the brand, build a relationship that your customers value.

### Alyson Connor, Vice President, Group Director, Behavioral Services

As Vice President, Group Director, Behavioral Services, Connor is responsible for developing new and enhanced applications of the agency’s behavioral science applications, including a patent-pending predictive modeling capability, which mines statistical data to predict trends and behavior influencers of consumers. Connor also manages the expansion of the agency’s outcomes and optimization practices, along with segmentation and primary research capabilities.

Connor joined MicroMass in 2005, leading the company’s in-house team of behaviorists and researchers and working closely on campaign development with the agency’s strategy, creative and technology teams. Prior to joining the agency, she worked as an epidemiologist for GlaxoSmithKline in Research Triangle Park, N.C. She also devoted 13 years to public health research with various government and not-for-profit organizations, focusing on women’s health, cancer, HIV/AIDS and sexually transmitted diseases.



### About MicroMass Communications, Inc.

MicroMass personalizes brands. Founded in 1994, MicroMass is a relationship marketing agency with unrivalled capabilities in using behavioral science to gain and apply deep consumer insights. The company’s approach is founded on the belief that understanding the critical factors that influence individual behavior and creating a dialogue that addresses those factors is the best way of building enduring relationships between customers and brands.

Unlike traditional agencies that are “siloes” or structured by discipline, MicroMass brings together under one roof the expertise and services for building sophisticated, multi-channel programs that span the full relationship marketing continuum. We are one team—integrated strategically, but able to apply specific nuances depending on the channel we believe will be most beneficial for the brand and its customer.

Headquartered in Cary, N.C., with a second office in Morristown, N.J., MicroMass is one of the fastest growing agencies in its field.

For additional information on MicroMass, visit [www.micromass.com](http://www.micromass.com).

13% increase in length of therapy for parents and caregivers receiving materials based on behavioral science versus traditional marketing methods.

### Making Behavioral Marketing Work

Make no mistake: Behavioral marketing does not fit any template. There is no “one strategy cures all” here. It takes science, not educated guesses, to uncover the drivers and barriers of your customers or any individuals, and then employ those insights to forge a relevant, personal experience for the customer. What works for one brand may not work for another, even when both are in the same category.

Just as behavioral marketing does not fit any template, it also cannot be created and implemented by just anyone. To execute a behavioral marketing-based strategy requires a great number of factors to come together:

- **People.** Behavioral marketing requires the skills of trained behavioral science professionals to understand and apply behavioral insights into a marketing strategy.
- **Messaging.** Crafted messaging that connects with the reader, with your customer.
- **Creative.** Art and design that speaks to the behavioral insights we’ve gained about a particular customer.

- **Research.** Access to research and data and the ability to mine through the information to present data that can be applied to behavioral science

- **Market savvy.** An understanding of the marketplace and the category. What product is needed by what customer at what time and why.

Mastering these factors and others is what has made MicroMass Communications not just the leader of behavioral marketing, but its pioneer. Think of what behavioral marketing can do for your brand.

### How to get started

Think about the initial challenge presented at the beginning of this white paper: “How do I make my marketing efforts and spend work harder for my company?”

The simple, succinct answer is: Build a relationship with your customers that allows you to deliver an engaging brand experience that changes customer behavior to benefit your brand.

It is possible for you to learn what people think, how they act and what they need. And it’s more satisfying and profitable to integrate those insights rather than just aiming a general message at a target demographic and hoping for the best.

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***We believe you can make that deeper connection. We believe that marketing shouldn't be a monologue. We believe we have something better. If you want something better, give Amanda Rhodes a call at 919-256-2407. She'll be glad to help you start a conversation with your customers.***  
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### Getting to Know Your Customers — Scientifically

A behavioral science approach begins by collecting a variety of data and information in order to unlock insights about the customer. We can then apply the information and knowledge that we have gained into proven, validated behavior models that serve as a roadmap to behavior change and help us craft a dialogue and a personal brand experience that is meaningful and more likely to lead to behavior change.

Applied to a marketing strategy, the predictive nature of behavioral science is used to:

- **Comprehend a person’s attitudes, preferences and barriers to action**
- **Identify and engage the right customer for the right brand**
- **Develop a blueprint for communication and creative strategies**
- **Deliver focused, relevant communications on an individual level**
- **Maximize spend**

Behavioral science more sharply focuses your targeting plans and provides information that is relevant to each specific customer who inquires about your brand. With this knowledge, you can start to build a relationship with your customers. Building a Relationship with Your Customers

To give your company the most out of its allowable spend, nurturing a relationship with your customer is the smartest course of action. This relationship requires marketing that is intimate, targeted and relevant — marketing that is first a core strategy for a brand, then a series of specialized tactics. This relationship marketing is an incredibly viable way to engage your key customers and develop a value

exchange that builds relationships to generate brand preference. Many pharmaceutical brands currently employ relationship marketing as a key strategy in their marketing plans

Relationship marketing, however, can be taken one step further.

By combining relationship marketing with behavioral science, you can engage your customers in a conversation and drive behavior change by understanding how to talk to your customers, what tone to use, what their perceptions and beliefs are, what motivates them to act and what creates the best experience for them. It’s the next generation of relationship marketing — behavioral marketing.

So how does behavioral marketing work? Let’s take a look.

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### Behavioral Marketing in Action — Two Case Studies

In the first case study, a pharmaceutical company approached us with its challenge —how to increase adherence among breast cancer survivors taking a medication designed to help prevent cancer from returning. Included in this challenge, how to provide relevant patient support along the continuum of the survivor’s life.

In our analysis, we determined that for the brand to be accepted as a trustworthy source of that information

and increase the likelihood of adherence and support seeking, we needed to understand three things:

- **Breast cancer survivors' community**
- **Challenges that women with breast cancer face every day**
- **What motivates breast cancer survivors to be adherent**

Our first step was to review secondary research and conduct primary research to understand how women in each of the different stages of breast cancer therapy — adjuvant, extended adjuvant and metastatic — viewed and dealt with their diagnosis, treatment, support and life. We determined that patients need support along the continuum of their lives and that stress — not only the stress of recurrence but also the stress of daily life — was a key barrier to adherence.

*Based on these behavioral insights, we were able to create a brand experience that addressed a parent's unique behavioral makeup*

Our behaviorists then identified psychological and behavioral techniques, tools and resources that would assist women in coping with their stress and encourage them to seek out social support. We created highly personalized, engaging communications that addressed specific behavioral drivers and barriers to adherence and support. These communications converted leads and helped establish ongoing and new patient relationships that helped women with breast cancer better cope with their diagnosis. Doing so led directly to increased adherence and made seeking support a more positive and viable option.

Feedback showed that the program materials provide the information and support that patients want and need for successful outcomes. The numbers tell the story.

- **More than 3,600 patients currently taking the brand have enrolled in the adherence program with overwhelming interest in continuing.**
- **In excess of 35,000 people have enrolled in the conversion program — far exceeding brand goals.**

By addressing the unique behavioral, emotional and attitudinal drivers of individual breast cancer survivors, we were able to open the door to a meaningful conversation about the condition and the treatment, which proved beneficial to both customer and brand. **(See Figure A)**

In the second case study, we were challenged with addressing the barriers and perceptions that the parents of children with ADHD (Attention Deficit Hyperactivity Disorder) face that lead to poor adherence rates.

We found that there were three major behavioral issues that parents of children with ADHD faced every day:

- **Parent perception of severity or impact on child's quality of life**
  - *Parents often "normalize" their child's symptoms and deny there is an impact on the family's quality of life.*
  - *Parents resist treating and often deny the severity of symptoms because they believe their child's healthcare providers (HCPs) or teachers "blame" them for not parenting well.*
- **Parent and child relationships**
  - *Having positive relationships with HCPs and teachers increases parents' ability to cope and adhere.*

**Matchback data in a head-to-head comparison of both programs showed a 13% increase in length of therapy for parents and caregivers receiving materials based on behavioral science.**

- *Involving the child in the treatment process and treatment decisions, when appropriate, increases adherence.*
- **Parental stress and coping**
  - *Positive parental coping techniques — social support, spirituality, information seeking — was related to better parent adjustment and high adherence.*
  - *Parents would cope by switching medications versus increasing dosage because they saw titration as a sign that the current medication was not working.*

Based on these behavioral insights, we were able to create a brand experience that addressed a parent's unique behavioral makeup — stress levels, coping ability and techniques, barriers to refilling medication, barriers to administering medication to their child, as well as general perceptions and attitudes.

What was unique about this situation is that the brand had two agencies create two different strategic platforms and executions. One agency used traditional marketing methods. Our agency applied behavioral marketing. The results: Matchback data in a head-to-head comparison of both programs showed a

Figure A:

