



Behavioural Marketing program

FOR BRAND & BUSINESS LEADERS

Program Overview



We often debate about the difference between perception and reality. About consumer decisions that don't make sense. As it turns out, human behaviour is determined mostly by *unconscious habit*, not by conscious choice. Yet, a typical product or brand manager keeps making decisions about product features and communication, assuming people make rational decisions.

Behavioural Marketing program consists of 3 full-day educational workshops (split across 6 weeks) that will help you integrate behavioural sciences into how you build brands and shape customer decisions.

Behavioural Economics can inform and transform the work of brand managers, researchers and marketers. Get into the minds of your customers and design solutions that are more effective and a lot cheaper.

Key Benefits

Upon completion of the Behavioural Marketing program, you will have clear understanding of behavioural sciences along with some very practical tools, including:

- ✓ **How to use Behavioural Economics in your product/service and brand development**
- ✓ **The Behavioural Design framework that will guide your actions to change human behaviour**
- ✓ **How to bring the art of experimentation into your corporate culture**
- ✓ **Tricks to influence behaviour subconsciously**
- ✓ **How to lead with value - become an expert at structuring portfolios and pricing**
- ✓ **How to create peak moments in your customer experience**
- ✓ **Certificate of completion and a unique T-shirt**



Courses

The program includes 3 Masterclasses (8-hours duration each), split across 6 weeks.



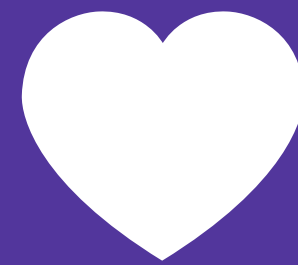
CHOICE ARCHITECTURE

Hacking decisions.

Increasing **trial** through:

- Choice architecture
- Priming & Framing
- Context tricks

19 Mar 2021



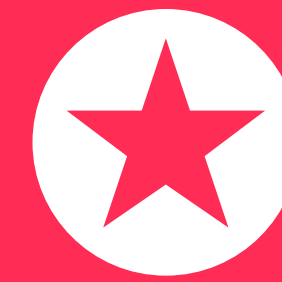
BRAND BUILDING

Hacking perceptions.

Boosting **sales** through:

- Brand building principles
- Activation tips
- Price and promo tricks

16 April 2021



BEHAVIOURAL DESIGN

Hacking behaviours.

Building **loyalty** through:

- Experience engineering
- Memory hacking
- Behavioural design thinking

14 May 2021



Sample agenda

All courses will be in person. Here is draft agenda of the 1st Masterclass:

9:30 **Revealing how we (don't) make decisions**
Introduction to Behavioural Economics

11:00 **Exploring the Decision Making Model™**
Power of Context and Choice Architecture

12:30 **Choice Architecture: part 1**
Loss aversion, Priming and Framing

14:00 **LUNCH**

15:00 **Choice Architecture: part 2**
Choice overload, Default, Decoy

16:15 **Hacking human behaviour for good**
Leveraging BE tools to help your favourite NPO.



Who should apply

Behavioural Marketing program is the ideal opportunity for individuals or teams who are in a position to influence their organisation's strategy and roadmap. This looks like:

- ✓ **Product and Brand leaders**
- ✓ **Business Development leaders**
- ✓ **CX managers**
- ✓ **Trade Marketing managers**
- ✓ **Research managers**

We will give priority to executives, with 5+ years of work experience, who can directly impact decisions about a product, service, brand or customer experience.

To apply for the program you will need to send us a link to your updated LinkedIn profile or a CV.



Venue

All courses will be held at the Irrational Academy in Athens.
5 Nav. Nikodimou str., 10558, Athens - 4 min walking from Syntagma Metro station.

Program fees

Early bird rate Until 11 Dec 2020		Standard rate After 11 Dec 2020	
Individual	Team (3+ individuals)	Individual	Team (3+ individuals)
1 Masterclass €550	1 Masterclass €440*	1 Masterclass €660	1 Masterclass €550*
All 3 Masterclasses €1,290	All 3 Masterclasses €990*	All 3 Masterclasses €1,590	All 3 Masterclasses €1,290*

*Cost per individual

We encourage multiple employees from the same company or business unit to attend together as this dramatically increases the chances of driving meaningful outcomes for an organisation.





irrational **academy**

by Braincandy

Hacking human behaviour for good.

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