



The Hunting Dynasty Capabilities

BEHAVIOUR CHANGE MARKETING

BEHAVIOUR CHANGE MARKETING

Behaviour change marketing combines psychology, behaviour, and communication to affect your target audience and their behaviour.

We work to support our clients across the 7 P's: Product, Price, Place, Promotion, People, Process, and Physical evidence.

PRODUCT / SERVICE

- **CONCEPT SCORING** via **ONLINE SURVEY**
- **AUDIENCE QUALITATIVE INTERVIEWS** via **GROUPS, ONE-ON-ONE, and more**
- **AUDIENCE QUANTITATIVE SURVEY** via **ONLINE, IN-PERSON INTERCEPTS**

PRICING

- **MAXIMISE REVENUE** via **ONLINE PRICING SURVEY**

PLACE

- **INCREASE CONVERSION** – **DIGITAL, PRINT, and more**
- **IMPROVE USER RELATIONSHIPS** – **DIGITAL, PRINT, and more**
- **CHANGE BEHAVIOUR** in a **PHYSICAL SPACE**

PROMOTION

- **ADS** – **DIGITAL**
- **ADS** – **PRINT, OOH, and more**
- **DIRECT** – **DIGITAL, PRINT, and more**
- **SOCIAL** – **DIGITAL**
- **REVIEW MEDIA PLANS THROUGH A PSYCHOLOGICAL LENS**
- **REIGNITE YOUR BRAND** via **ONLINE BRAND PERSONALITY SURVEY**
- **COMPREHENSION SCORING** via **ONLINE SURVEY**

PEOPLE

- **CALL SCRIPTS & TOP TIPS GUIDES**
- **COMMUNICATION PLAYBOOK** for **MARKETING DEPARTMENTS**
- **TEACHING BEHAVIOURAL TECHNIQUES** (so you can work without us) via **WORKSHOP**

PROCESS

- **AUDIT** of **COMMENDATIONS & COMPLAINTS**

PHYSICAL EVIDENCE

- **EVIDENCE** of **EXPERIENCE: CREATION, EDITING & AUDITING**

Product
Price
Place
Promotion
Process
People
Physical evidence

PRODUCT / SERVICE

The product, service, or combination of both, an organisation delivers, usually developed to meet the needs of the audience.

- **CONCEPT SCORING via ONLINE SURVEY**
Our survey gives a structured way to understand perceptions of concepts base already written based on peer-reviewed. proven questions that gives a clear picture of how target audience reacts to an existing or new product or service.
- **AUDIENCE QUALITATIVE INTERVIEWS via GROUPS, ONE-ON-ONE, and more**
Our bespoke discussion guides use psychological techniques to find both declared and revealed preferences from the audience.
- **AUDIENCE QUANTITATIVE SURVEY via ONLINE, IN-PERSON INTERCEPTS, and more**
Our bespoke surveys use psychological techniques to debias responses and find both declared and revealed preferences from the audience.

Supporting your PRODUCT



CONCEPT SCORING via ONLINE SURVEY

What you get

Our survey gives a structured way to understand perceptions of concepts base already written based on peer-reviewed, proven questions that gives a clear picture of how target audience reacts to an existing or new product or service.

What it is

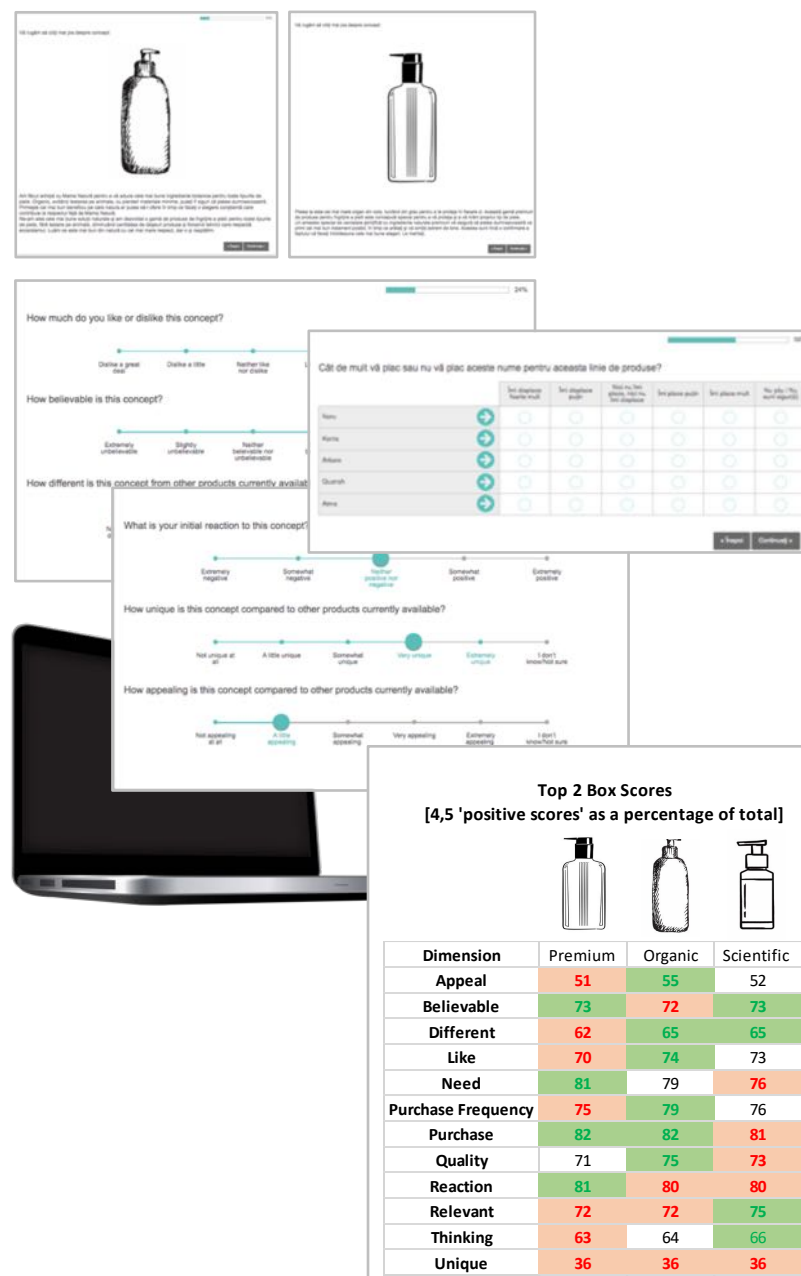
Concept / attribute test by The Hunting Dynasty is a closed-ended, quantitative online survey, usually administered before a product introduced to market. Respondents are shown product and asked to rate it on several dimensions using a five-point Likert scale. The score of each dimension is calculated by summing the percentages of respondent's answers.

What we do

We handle everything you need from guidance on number of respondents to final presentation and report.

- Set up: Days – confirmation of your competing brands, and logos. The core survey is already written. Small time for translation into non-English language(s) if needed.
- Survey: Push 400 – 1,300+ respondents
- through survey, define location, age, experience of brand etc. Online survey completion time: 10 minutes
- Data: Detailed report, plus top line presentation. Generally a week or two, depending on depth of insight you want
- Reporting: We deliver data charts and display, significance levels, and descriptions.

Example shown: New skin product concept ranking – 1,500 surveyed – Romania, Germany



Ready to talk?

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SUMMARY

Concept / attribute test developed by The Hunting Dynasty.

Online survey of 400 – 1,300+ respondents, together we define location, age, experiences, etc.

Detailed report that turns responses to a set of terms – appeal, believability, relevance, etc. – and much more, into a measurable set of numbers according to your audience's perceptions and needs.

From 8,000 to 30,000+ GBP depending on number participants, countries, competitors and insight level.

Supporting your PRODUCT



AUDIENCE QUALITATIVE INTERVIEWS via GROUPS, ONE-ON-ONE, and more

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What you get

Our bespoke discussion guides use psychological techniques to find both declared and revealed preferences from the audience.

We don't all share the same model of the world around us. Even when we do, it can be hard for an individual to explain their own implicit 'mental model' of the world. Divining this is a skill that goes beyond what is said, and delves into how it is said, which affects how questions are framed.

What it is

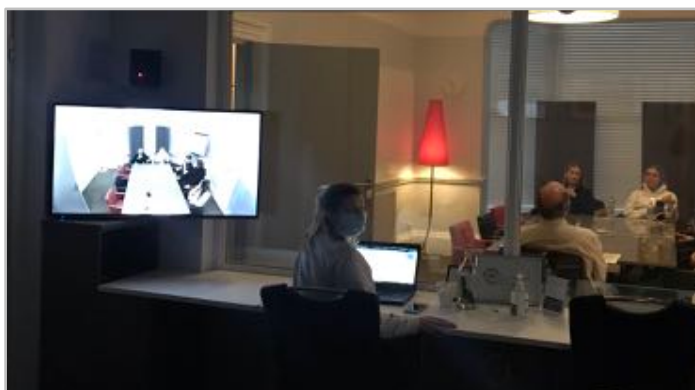
Groups, or one-on-ones, in any language. We capture 'what they say' (pragmatics), interpret 'what they mean' (semantics) with how they say it and the underlying psychology and mental models we are looking for, along with syntax and more, and we often note implications of the client business too. We have worked internationally, in multiple languages, both formally and informally recruited.

What we do

We handle everything you need from guidance on number of respondents to final presentation and report.

- Discussion guide: Weeks
- Recruitment and planning: Weeks
- Groups / one-on-ones: Between 30 mins and two hours, usually
- Reporting: Detailed report, plus top line presentation. Generally a week or two, depending on depth of insight

Example shown: Russell Group Partnership, on Youth Wellbeing definition (What makes wellbeing 'sexy?') for 4 groups of 8, 16-24 year olds ranking, perceptions, barriers, access – Manchester UK.



Participants:	Group 1 (Millennial and GenX, <£30k, w and w/out children)	Group 2 (Millennial and GenX, >£30k, w children)
Exam question:	3.2 What do you think is the closest competitor?	
What they said declared outcomes:	...a posher version of David Lloyd. Hale Country Club? → PA: different posh, posher version of a David Lloyd → M: "country club? [SHE'S NOT SURE] Because... Ummm, ummm, classes..." [SHE'S NOT FLUID - STRUGGLING] → Meg: "Country club, Hale Country club - depends on audience... I go with friends, maybe - there are separate parts?" [THE SCALE OF THERME IS CAUSING CONFUSION] → D: "Centre Parc - like a holiday resort place"	...bit like Alton Towers, Blackpool → E: "bit like Alton Towers, an 'me time' - it would be stressy" → SF: anything you would go to a day [SHE STRESSES THIS - TO CATEGORISE IT]
All the brand mentions throughout the focus groups in a frequency table:		
	Group 1	Group 2
Hale Country club		
Centre Parc + https://www.centerparcs.co.uk/		
David Lloyd + https://www.davidlloyd.co.uk/		
Blackpool sandcastle + https://www.blackpoolsandcastle.co.uk/		

Feel free to ask us about our work with • Anomaly for Electrolux and one-on-ones and intercepts in Sweden (in Swedish) • Danzer wood supplier focus group in NY, Chicago, Philadelphia, Berlin, and Munich • Independent Age and 65-70 year olds in London • Actelion pharmaceuticals and one-on-one interviews with employees in Basel, Switzerland • In-home interviews for Bristol Waste • Keep Britain Tidy & Coca Cola groups in Liverpool, UK • Lozano Blanco law firm and 1-on-1 interviews with women in Spain, UK, Brazil, Argentina, and Australia (in Spanish, Portuguese, English) • New spa resort and virtual groups in Manchester • And more.

SUMMARY

Audience interviews: declared and revealed preferences.

One-on-one interviews or groups of 5-9 people, recruited by age, experiences, etc.

We capture 'what they say' (pragmatics), interpret 'what they mean' (semantics) into a clear 'book' of themes describing declared and revealed outcomes

From 15,000 to 50,000+ GBP depending on number participants, countries, and length of interviews.

Supporting your PRODUCT



AUDIENCE QUANTITATIVE SURVEY via ONLINE, IN-PERSON INTERCEPTS, and more

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What you get

Our bespoke surveys use psychological techniques to debias responses and find both declared and revealed preferences from the audience.

How one asks questions is important – the order in which those very questions are asked is equally important and can pollute data if not handled correctly.

What it is

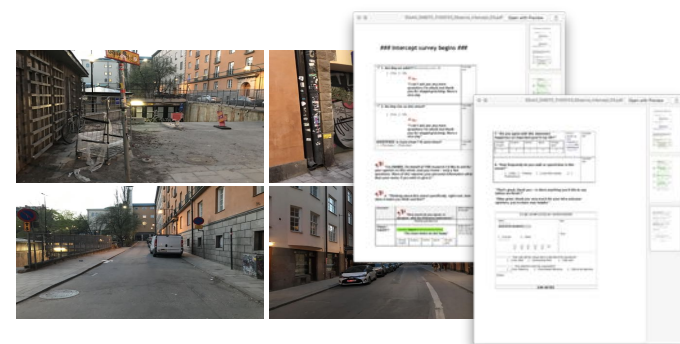
Usually delivered online, surveys and tests that respondents answer at their leisure deliver solid robust data at scale – depending on the sample size and make-up chosen – giving confidence in answers. They're a great foundation for decision-making.

Example shown: Mapping perceptions of cleanliness on 2,800 people in an online survey in local language in UK, Germany, France, Poland, Sweden, Japan, and S. Korea, and 40 intercepts in Sweden, for an advertising campaign for Anomaly/Electrolux

What we do

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- Survey: Push 400 – 1,300+ respondents
- through survey, define location, age, experience of brand etc. Online survey completion time: 10 minutes
- Data: Detailed report, plus top line presentation. Generally a week or two, depending on depth of insight you want
- Reporting: We deliver data charts and display, significance levels, and descriptions.



Feel free to ask us about our work with • Therme spa re-opening and 1,393 people surveyed in Romania • Danzer wood supplier and 1,600 surveys in US and Germany • Therme spa temperature perception intercepts on 897 people in Romania • Keep Britain Tidy & Coca Cola intercepts in Liverpool, UK • And more.

SUMMARY

Bespoke audience surveys: online, intercepts, & more.

Online survey of 400 – 1,300+ respondents, together we define location, age, experiences, etc.

Detailed report of audience's perceptions and needs.

From 15,000 to 50,000+ GBP depending on number participants, countries, competitors and insight level.

Product
Price
Place
Promotion
Process
People
Physical evidence

PRICING

This is finding out what customers are willing to pay, and gain an understanding of the demand for a product, or service by looking at component parts. As price is also a strong indication of positioning, prices can be explored with competitors in mind.

- **MAXIMISE REVENUE via ONLINE PRICING SURVEY**
Our survey gives a clearer idea about how customers respond to changes in price of products and services, the relative values of components, and the sweet spot that maximises revenue with a conjoint approach – vital in an inflationary world squeezed by the cost of living.

Supporting your
PRICING



MAXIMISE REVENUE via ONLINE PRICING SURVEY

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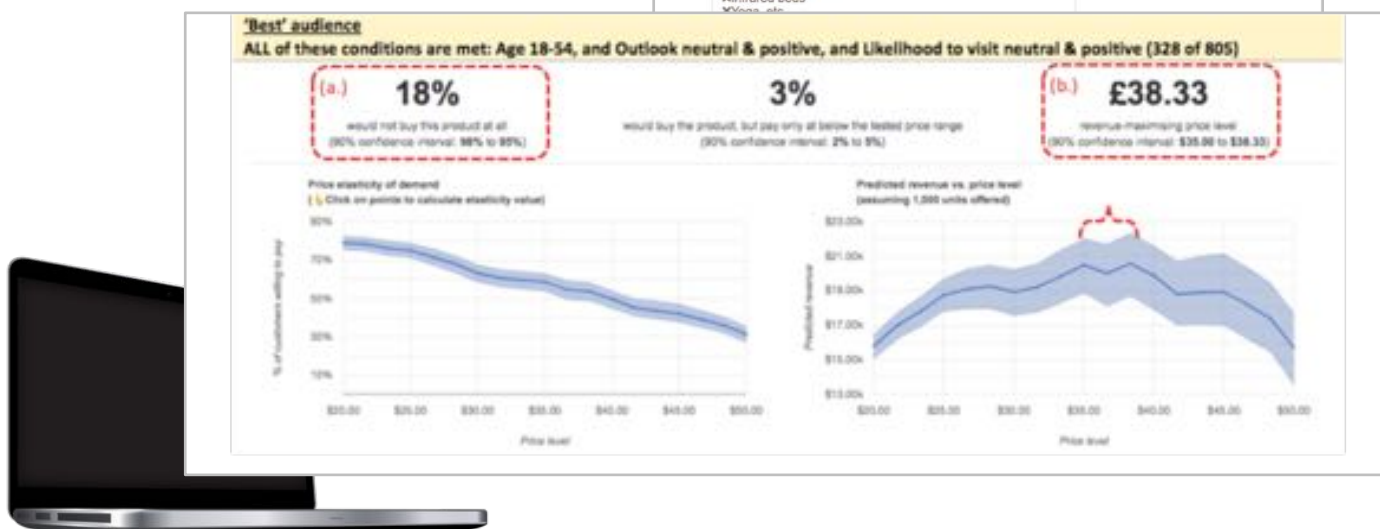
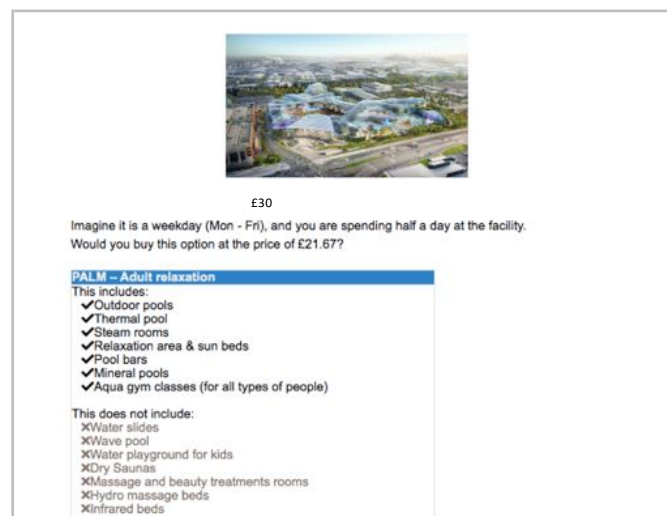
Generic conjoint & Gabor-Granger tests presents price ranges with a random start point and a higher-lower dynamic, and bundles of options and features – mimicking real-world products and service bundles – to measure demand curve, revenue by price, and importance of attributes. They are closed-ended, quantitative online surveys.

Example shown: Spa resort pricing survey via Conjoint & Gabor-Granger tests on 5,000 surveyed in Frankfurt DE, Manchester UK, and Bucharest RO

What we do

We handle everything you need from guidance on number of respondents to final presentation and report.

- Set up – Days
- Survey – Buy 400 – 1,300+ respondents
- Completion time: 10 minutes
- Data – Week or two
- Reporting – We deliver data charts and display, significance levels, and descriptions.



As us about our work for multinational B2B wood supplier and attribute bundles in the USA & Germany.

SUMMARY

Generic conjoint & Gabor-Granger tests.

Online survey of 400 – 1,300+ respondents, together we define location, age, experiences, etc.

Detailed report primarily of graphs of revenue maximising curves.

From 8,000 to 30,000+ GBP depending on number participants, countries, competitors and insight level.

Product
Price
Place
Promotion
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People
Physical evidence

PLACE

This is the place where a product, or service, can be accessed and used – can go beyond physical locations. The research that informs product / service and price decisions can inform placement too.

- **INCREASE CONVERSION – DIGITAL, PRINT, and more**
We deliver words and imagery that increase sign-ups, sales, and other conversions packed full of behavioural techniques.
- **IMPROVE USER RELATIONSHIPS – DIGITAL, PRINT, and more**
We deliver words and imagery that improve relationships via emails, text, audio, chatbots, letters, cards, and other forms packed full of behavioural techniques..
- **CHANGE BEHAVIOUR in a PHYSICAL SPACE**
We use our behavioural knowledge to alter spaces and products to affect behaviour.

Supporting the PLACE



INCREASE CONVERSION – DIGITAL, PRINT, and more

What you get

We deliver words and imagery that increase sign-ups, sales, and other conversions packed full of behavioural techniques whatever product, service, or other need you have.

As a consequence we can add to your A/B (or other) testing to make sure we start in the correct space as defined by behavioural techniques (which makes good use of your testing time and costs) and at best we find successful techniques that work first time.

What it is

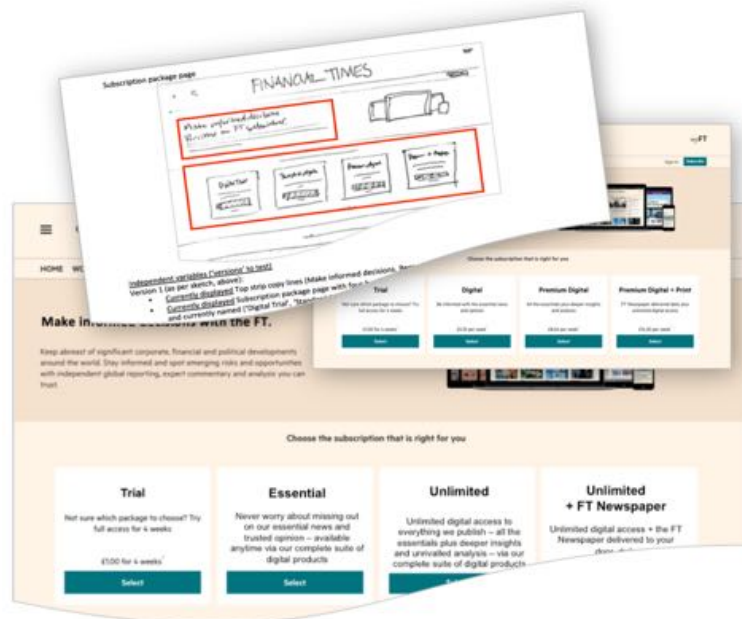
We observe your existing conversion triggers, and any testing you may have done, and develop a set of new linguistic and visual approaches all clearly marked with their behavioural bias, fallacies, illusions, and more. Triggers, conversions, and active language are the foundation of behavioural economics.

What we do

We handle everything you need from creating assets, guidance on number of respondents, final presentation and report.

- Write/design: bespoke timing to create assets for live testing whether digital, print or other
- Plan testing numbers: Sample size from population size and the margin of error to give confidence in results (boardroom-friendly results)
- Testing: Live, for days or weeks depending on frequency
- Data & reporting: Detailed report, plus top line presentation. Generally days or a week, depending on depth of insight

Example shown: Financial Times, re-write product description on purchase page, with increase signup of 4.83%, tested on 4 million visitors



Feel free to ask us about our work with conversion, including B2C printed letters for and insurance tree removal letter getting +23% positive calls, reduction of-24.5% time to conclude on 1,000s recipients in a 6 month controlled trial.

SUMMARY

We use our behavioural knowledge to edit or create language and imagery to affect behaviour in favour of conversion.

We handle everything you need from guidance on number of respondents to final presentation and report.

From 4,000 to 30,000+ GBP depending digital or print, and on number participants, countries, competitors and insight level.

Ready to talk?

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Supporting the PLACE



IMPROVE USER RELATIONSHIPS – DIGITAL, PRINT, and more

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What you get

We deliver words and imagery that improve relationships via emails, text, audio, chatbots, letters, cards, and other forms packed full of behavioural techniques.

This helps to positively adjust perceptions and actions at all or any stages of audience relationship for whatever product, service, or other need you have. Additionally, we create communications to work seamlessly on/with your current technology, or technologies.

What it is

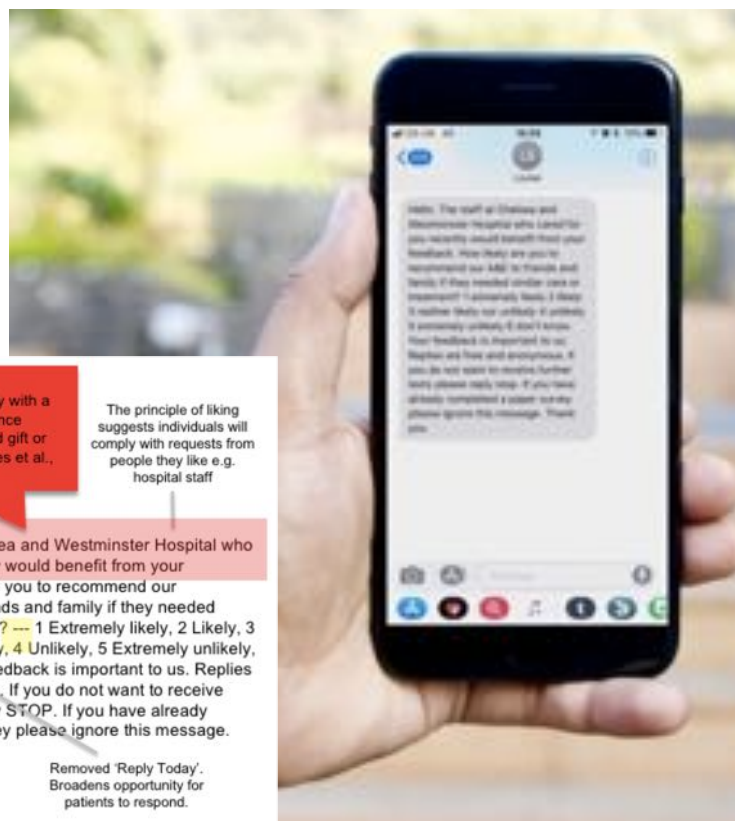
We observe your customer relationships, and any testing you may have done, and develop a set of new linguistic and visual approaches all clearly marked with their behavioural bias, fallacies, illusions, and more. Triggers, conversions, and active language are the foundation of behavioural economics.

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Example shown: Text messages sent to 47,623 patients leaving two hospitals in London, UK asking for quality feedback on their stay, re-writing one sentence of text increased response from 18.8% to 24.9%.



Reciprocity heuristic
People should be happy to comply with a request to the extent that compliance involves repayment of a perceived gift or favour (Cialdini et al., 1975; Groves et al., 1992; Samson, 2017)

The principle of liking suggests individuals will comply with requests from people they like e.g. hospital staff

Hello. The staff at Chelsea and Westminster Hospital who looked after you recently would benefit from your feedback. How likely are you to recommend our [FFTDepartment] to friends and family if they needed similar care or treatment? --- 1 Extremely likely, 2 Likely, 3 Neither likely nor unlikely, 4 Unlikely, 5 Extremely unlikely, 6 Don't know --- Your feedback is important to us. Replies are free and anonymous. If you do not want to receive further texts please reply STOP. If you have already completed a paper survey please ignore this message. Thank You.

Chunking

Removed 'Reply Today'. Broadens opportunity for patients to respond.

Feel free to ask us about our work with B2C insurance claims handling where we delivered +30% customer satisfaction, -75% reduction in complaints, -10% effort, -58% and time tested on 1,000s in 6 month controlled trial and our improvement in relationship between 80 business in London and their local business district delivering a -60% reduction in Christmas gift-wrap volunteers needed, 0 to 95 sacks voluntarily categorised, 0 to 14 volunteers.

SUMMARY

We use our behavioural knowledge to edit or create language and imagery to affect behaviour and perceptions that improve relationships.

We handle everything you need from guidance on number of respondents to final presentation and report.

From 4,000 to 30,000+ GBP depending digital or print, and on number participants, countries, competitors and insight level.

Supporting the PLACE



CHANGE BEHAVIOUR in a PHYSICAL SPACE

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What you get

We use our behavioural knowledge to alter spaces and products to affect behaviour.

The environment through which we pass, or objects with which we interact – whether outdoors, indoors, familiar or unfamiliar – communicate with us as much any words or pictures may do, and often non-consciously. As a consequence, altering ‘space’ is a very useful tool to communicate to people to shape their behaviour.

What it is

In some cases a light touch is needed, such as simply removing some items, when a more considered approach is needed we work with subject specialists (product designer and producers, staggers, and more). There is a lot of proven tests in behavioral economics world to draw on.

What we do

We handle everything you need to deliver on our design plans. More than any other approach we test live and often do pre-change and post-change comparisons to prove effectiveness.

Example shown: For Keep Britain Tidy & Coca Cola altering environment overnight (while residents were asleep) with added bins and extra cleaning reduced littering by 10%.

Week one

- No cleaning
- 3 litter bins in test area



Week two

- Gutter and street cleaning
- 5 litter bins in test area



Example shown: Cycle parking – Making visible any of the accoutrements of cycling to work forces consideration. Se we propose cycle-parks in visible areas – out front of buildings.



Feel free to ask us about our work with Keep Britain Tidy & Coca-Cola (part shown), and Bristol Waste in the UK where we delivered a 28% increase in domestic food waste collection in a 178 homes trial.

SUMMARY

We use our behavioural knowledge to alter spaces and products to affect behaviour differently.

We handle everything to deliver on our design plans. We test live and often do pre-change and post-change comparisons.

From 2,000 to hundreds of thousands of GBP depending on need.

Product
Price
Place
Promotion
Process
People
Physical evidence

PROMOTION

This is the part of a marketing mix that is often noticed the most. It includes television and print advertising, content marketing, coupons or scheduled discounts, social media strategies, email marketing, display ads, digital strategies, marketing communication, search engine marketing, public relations and more. Communicating messages to increase mental availability is the key.

- **ADS – DIGITAL**
We deliver a campaign for paid-for media packed full of behavioural techniques, ranging from platforms, to scamps, up to master assets, and a full set of variations.
- **ADS – PRINT, OOH, and more**
We deliver a campaign for paid-for media packed full of behavioural techniques, ranging from platforms, to scamps, up to master assets, and a full set of variations.
- **DIRECT – DIGITAL, PRINT, and more**
We deliver a campaign for paid-for media packed full of behavioural techniques, ranging from platforms, to scamps, up to master assets, and a full set of variations.
- **SOCIAL – DIGITAL**
We deliver a social messages, and guides, for earned media packed full of behavioural techniques, ranging from platforms, to scamps, up to master assets, and a full set of variations.
- **REVIEW MEDIA PLANS THROUGH A PSYCHOLOGICAL LENS**
We review media mix for the psychological and behavioural influence the context of each media provides, giving you confidence for the right blend.
- **REIGNITE YOUR BRAND via ONLINE BRAND PERSONALITY SURVEY**
Our survey turns brand activity – all channels, all collateral – into one set of psychologically proven scores calculated from audience perceptions.
- **COMPREHENSION SCORING via ONLINE SURVEY**
Our survey assesses how well a piece of communication is understood. We also implement and test improvements.

Supporting your

PROMOTION



ADS – DIGITAL

What you get

We deliver a campaign for paid-for media packed full of behavioural techniques, ranging from copy platforms, to scamps, copy and imagery all the way up to master assets, and a full set of variations.

Combining words and imagery for digital media in a way that improves motivation and mental availability with our behavioural science and advertising backgrounds is our heartland. You get proven, potent, and permanent effects that either work with an existing, or create a new, strand of communication.

What it is

We generate all or some of strategy, brief-writing, creative and creative direction, art direction and design and delivery including options to test (A/B, or more) versions. We are equally at home with B2B, B2C, internal, or other audiences because there is one common connection between them all – communicating with the brain and its known biases, illusions, fallacies, and regrets.

What we do

- Planning: Campaign strategy if needed
- Briefing: Write brief with you using our briefing forms
- Creative: Scamps and examples with behavioural input identified, and review and approval
- Asset creation and delivery
- Data & reporting: preferably compared to previous assets if possible

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Example shown: Lozano Blanco Colombian law firm, breast implants global class action campaign in Colombia, Argentina, and Panama, with a 98% reduction in CPA (183 to 4.3 USD) via Facebook ads driving to sign up page, with each sign up's LTV ~600-8,000 EUR

SUMMARY

We deliver campaigns for paid-for media packed full of behavioural techniques.

We handle everything you need from planning, briefing, creative, asset creation, and reporting.

Variable pricing depending scope, scale, and persistence.

Supporting your

PROMOTION



ADS – PRINT, OOH, and more

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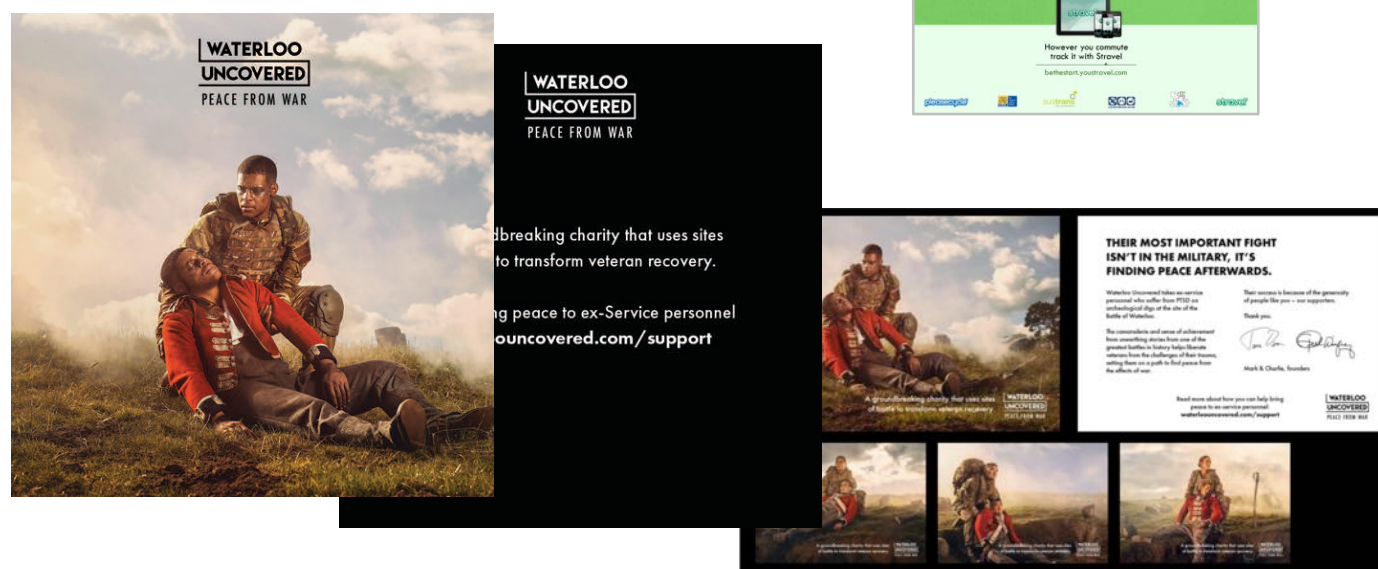
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Example shown: Stravel press promotion for start-up app that encourages multi-mode public transport use to reduce individual carbon emissions

What we do

- Planning: Campaign strategy if needed
- Briefing: Write brief with you using our briefing forms
- Creative: Scamps and examples with behavioural input identified, and review and approval
- Asset creation and delivery

Example shown: Waterloo Uncovered charity supporting ex-Service personnel, key imagery and copy suite of 4 images, written, created, and produced, shown as event promo and postcard versions.



SUMMARY

We deliver campaigns for paid-for media packed full of behavioural techniques.

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Supporting your PROMOTION



DIRECT – DIGITAL, PRINT, and more

What you get

We deliver a campaign for paid-for media packed full of behavioural techniques, ranging from platforms, to scamps, up to master assets, and a full set of variations.

What it is

We generate all or some of strategy, brief-writing, creative and creative direction, art direction and design and delivery including options to test (A/B, or more) versions. We are equally at home with B2B, B2C, internal, or other audiences because there is one common connection between them all – communicating with the brain and its known biases, illusions, fallacies, and regrets.

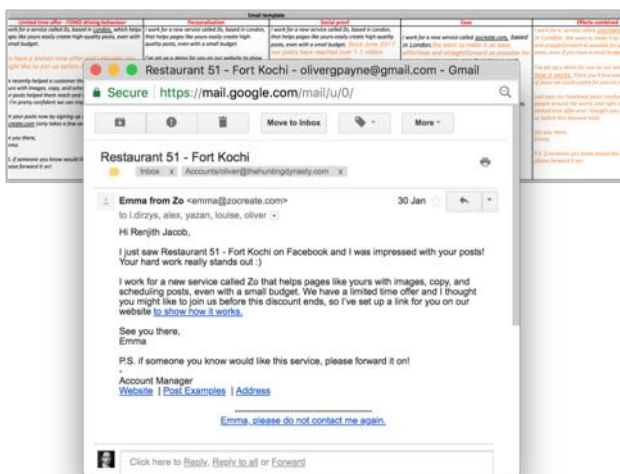
Example shown: Bristol Waste, 28% increase in domestic food waste collection in a 150 home trial in the UK



What we do

- Planning: Campaign strategy if needed
- Briefing: Write brief with you using our briefing forms
- Creative: Scamps and examples with behavioural input identified, and review and approval
- Asset creation and delivery

Example shown: A B2B service offering AI driven social media posts, where we delivered +80% cold email click through for 400,000 businesses in 140 countries in a randomised control trial



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Feel free to ask us about our work with a UK B2B legal service where we delivered +33% cold email reply rate on 1,126 business owners in a control trial.

SUMMARY

We deliver campaigns for paid-for direct media packed full of behavioural techniques.

We handle everything you need from planning, briefing, creative, and asset creation.

Variable pricing depending scope, scale, and persistence.

Supporting your PROMOTION



SOCIAL – DIGITAL

What you get

We deliver social messages for earned media packed full of behavioural techniques, ranging from platforms, to scamps, up to master assets, and a full set of variations to increase recall, acquisition or conversion.

What it is

We are able to build a library of ready-to-go social messages, as well as guides for which behavioural techniques to use for your product or service to beat competitors or share of concentration so you can both get up and running quickly and generate more yourselves.

What we do

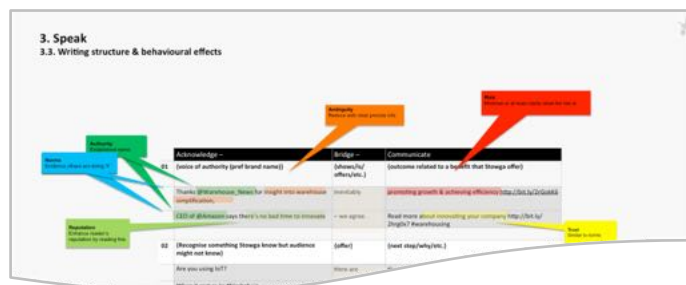
- Planning: Campaign strategy if needed
- Briefing: Write brief with you using our briefing forms
- Creative: Scamps and examples with behavioural input identified, and review and approval
- Asset creation and delivery
- Data & reporting: preferably compared to previous assets if possible

Example shown: STOWGA (the 'AirBnB' of commercial warehousing), a 50-page guide on how to 'act' and 'speak' including 502 social media posts, a library of 132 online links, brand positioning, a writing structure, Google Search Ads, cold emails, press-releases, and more

Library	Tweets	LinkedIn	total	Frequency
152	Avn: 2.3	Avn: 2.4	502	5/day for 130 week days / +4.5 months

Authority	Dynamic warehousing allows us to upscale logistics in line with growth rate without cost implications. It's on the up http://bit.ly/2xR80ZG	Norms, Risk	We provide just this: "dynamic solutions to solve an old problem" with our on-demand #warehousing: http://bit.ly/2xR80ZG
Norms, authority	The bigger the future, the better...and brighter. This applies to	Norms	"The #supplychain of the future...will be less expensive and more

- Audience & task
 - 3 review of psychological literature
 - 4 check with the audience
 - Overview
- Art
 - Blog
 - Social
 - Social & in-bound
 - Social media library
- Speak
 - Choice
 - Positioning
 - Writing structure & behavioural effects
 - Phishing
 - Putting it all together: examples
 - Posting: frequency & composition
 - Co-ordinating message on social properties
 - Google search Ads
 - Strategic blog time & behaviour
 - Cold emails
 - Press release platform



SUMMARY

We deliver social campaigns for earned media packed full of behavioural techniques.

We handle everything you need from planning, briefing, creative, asset creation, and reporting.

From 4,000 to 30,000+ GBP depending digital or print, and on number participants, countries, competitors and insight level.

Ready to talk?
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Supporting your

PROMOTION



REVIEW MEDIA PLANS THROUGH A PSYCHOLOGICAL LENS

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What you get

We review media mix for the psychological and behavioural influence the context of each media provides, giving you confidence for the right blend.

What it is

The media mix for promotion is partly a condition of eyeballs, partly a condition of the psychological and behavioural influence the context of each media provides, and the flight plan timing – we give you a view on your mix that gives you confidence you have the right blend.

What we do

- Review and report on benefits and weakness we can see from a psychological point of view

Table of Contents

- Executive summary
- Scope of the plan
- Situation and problem analysis
- SWOT
- Strengths
- Weaknesses
- Opportunities
- Threats
- Campaign objective
- Audience
- Psychographics
- Demographics
- Recommended Primary target audience
- Substitute target audience
- Campaign strategy
- Overall
- For primary target – mums of 40
- For substitute target – retired
- Campaign execution
- When, and how to work together
- Constructing messages for retail
- Methods and timing of message
- Pre-planned communications [P]
- The stickers (Recommendation)
- This washing machine m
- Pre-planned communications [P]
- Self-eth (For consideration)
- The four seasons approach
- Meter installation (pippa)
- Metering Corporation Street
- Anti-leak PR (For consideration)
- Event driven communications [P]
- Leaks (water company)
- Thought (Recommendation)
- Monitoring and evaluation
- Next steps
- Appendix

Communications plan
An output of Water for All: A Partnership for a Water Efficient Objective 3, Final Plan, March 2013

Water for All is a partnership between the following organisations:

- Environment Agency
- Water
- Southern Water
- Sutton and East Surrey Water
- Affinity Water
- waterwise

Table of Data (Argentina)

Platform	Usage / Penetration	Notes
MAGAZINE / NEWSPAPERS	53	V. big 41% ad spend
**TV	74.9%	
MOVIES	16	
**RADIO	39	SF Stations 5/17/27/3p24
**Out-of-home (OOH)	93	Worst! Huge
PR	RESERVE	Keep in reserve for support depending on success
DIGITAL PENETRATION (age group)	~20%	28% ad spend
Device usage (Internet penetration)		Skews young (WOM)
**Smartphone	100%	LB landing page designed for smartphone
PC	93	
Smart TV (I)	83	
Content		
**News	52%	Social links ~50%+FB
Paid search	EXPLORE	Average CPC in Argentina = 0.19 USD
SEO	N/A	Don't have active searchers, so not worth effort (MG)
**INTEREST	35	
**FACEBOOK	91/82	As per
FB MESSENGER (I)	63%	
**WHATSAPP	80/90%	How to use? DV from turkey? Start from LB landing pg
**YOUTUBE	8%	Skews: Kid, learn music
**INSTAGRAM	68%	1 mil influencers
TIKTOK	46	2x big stars
TWITTER	27	Low women top
LINKEDIN	27	25-34
TANGA	28	
SKYPE	27	
SNAPCHAT	23	
**DIGITAL MUSIC CONTENT	90	Skews young (WOM)

Timing, costs, assumptions, notes

May for we can get some online news etc as part of PR or some day?

Check on language area, get ready

Recommended message structure

Communications are likely to maximize their potential to change people's behavior integrate

- Cognitive 'Can you give me a reason?'
- Normative 'Can you tell me this new behaviour is approved by others?'
- and Experiential 'Can you tell me what to do?'

We should be wary of drawing into discussions around which of the approaches more successful, but be mindful of how all three processes operate and interact with each other.

Also, consideration should be given to:

- Habitual behaviours
- Use of messenger as a way to deliver and shape the message

Message components

Knowledge/Cognitive	Can you give me a reason?	Messenger	- Parent?
Experience/Construal	Can you tell me what to do?	Aspirational/celeb?	- Family?
		Habit	- Habit
		'You're wrong?'	- 'Change behaviour of a change?'
		Normative	'Can you tell me this new behaviour is approved by others (or at least won't make me look silly)?'

Page 26 of 63

Page 5 of 56

Page 5 of 56

SUMMARY

We review media mix for psychological and behavioural influence.

Variable pricing depending scope, scale, and persistence.

Supporting your

PROMOTION



REIGNITE YOUR BRAND via ONLINE BRAND PERSONALITY SURVEY

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What you get

Our survey turns brand activity – all channels, all collateral – into one set of psychologically proven scores calculated from audience perceptions. It is this perception that they use to value and make decisions about your brand. Better than that, we track the same for your competition so you know how you measure up. Even better again, we highlight the areas customers want your brand to change. It complements Kantar Millward Brown's brand analytics programme.

It's a robust briefing tool to help keep all brand activity – across many sectors and agencies – on track to improve in the way you need. And we re-test over time to track shifts in customer perception

What it is

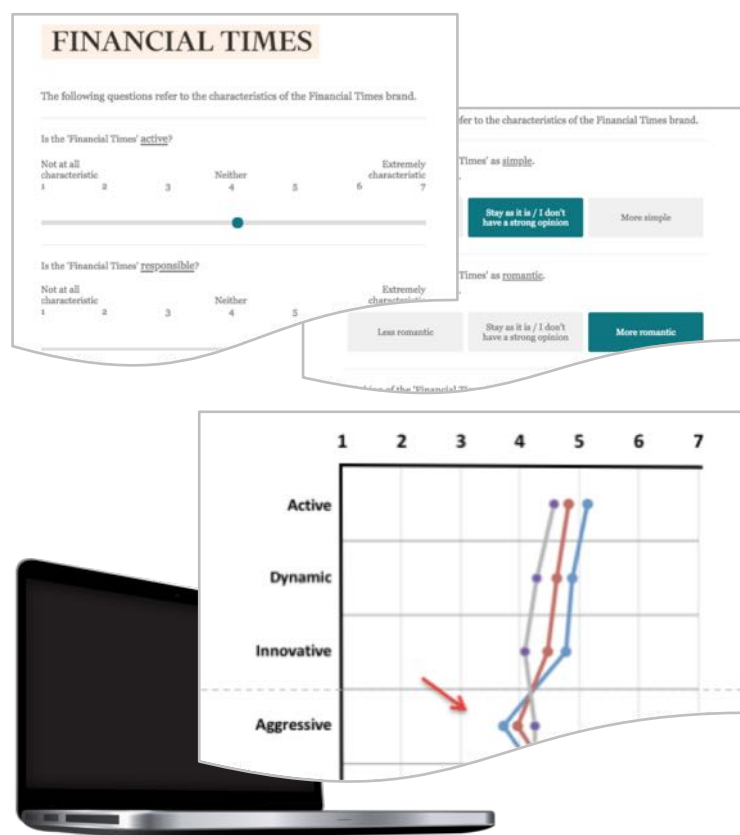
Brand Personality Test by The Hunting Dynasty. Our crafted online test to find out what customers and potential customers think of a brand and competing brands using 12 key words – such as 'Dynamic', 'innovative', 'stable' – which are reliable for within and across brand and sector, and have high test-retest reliability and cross-cultural validity. We also measure whether the audience want brands to show more or less of these 12 traits.

Example shown: Financial Times, Wall Street journal, Economist brand personality test, 729 respondents from Africa Americas, Asia – Pacific, Europe, India, UK, US & Canada, Middle East

What we do

We handle everything you need from guidance on number of respondents to final presentation and report.

- Set up: Days – confirmation of your competing brands, and logos. The core survey is already written. Small time for translation into non-English language(s) if needed.
- Survey: Push 400 – 1,300+ respondents
- through survey, define location, age, experience of brand etc. Online survey completion time: 10 minutes
- Data: Detailed report, plus top line presentation. Generally a week or two, depending on depth of insight you want
- Reporting: We deliver data charts and display, significance levels, and descriptions.



Feel free to ask us about our work with brands such as The Financial Times, The Economist, HomeAway, AirBnB, Kiehl's, and L'Occitane, in Europe and North America.

SUMMARY

Brand Personality Test developed by The Hunting Dynasty.

Online survey of 300+ respondents with screened location, age, experience of brand etc.

Detailed report that turns all brand activity – all channels, all collateral – into one set of numbers that indicate customer perceptions.

From 8,000 to 30,000+ GBP depending on number participants, countries, competitors and insight level.

Supporting your

PROMOTION



COMPREHENSION SCORING via ONLINE SURVEY

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What you get

Our survey assesses how well a piece of communication is understood. We also implement and test improvements.

With any communication, especially critical information such as medical, financial, customer instructions, for vulnerable, one can find audience just skim and get patchy understanding – or even worse completely misunderstand the message. With this approach you have access to our award-winning test, proven many times over, and can compare multiple pieces of collateral to give confidence in understanding where there are challenges.

What it is

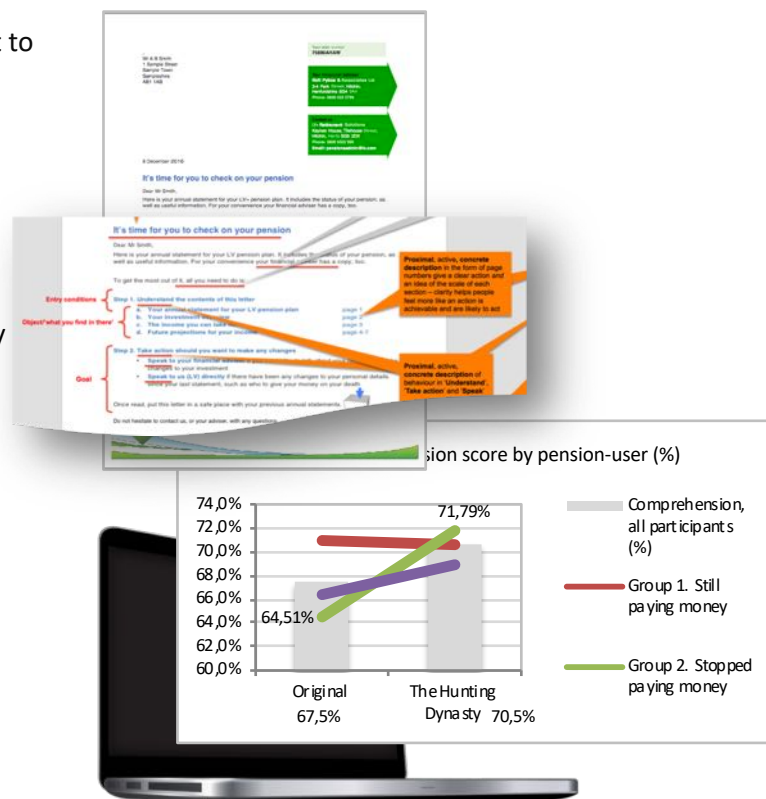
Comprehension & motivation test by The Hunting Dynasty is based on a multiple choice question and answer frame derived from Cloze (1953) and has added distractor tasks to mimic real-world situations which also echo dementia tests in most hospitals. It's very robust. Added to that we explore self-reported motivations and preferences – having people want to engage is an important part of comprehension!

Example shown: LV=, re-write and redesign annual pension statement, 4% increase in comprehension and 28% increase in reading-ease and likability where positive and simple language had greatest effect on comprehension, followed by structure and ease

What we do

We often rewrite and redesign existing communication and compare this to the original, so you get re-written comms as well as a breakdown of the levels of comprehension for different sections, the motivation to read and act, and more.

- Set up – Days to weeks depending on rewrites / redesigns
- Survey – Buy 400 – 1,300+ respondents. Completion time: 10 minutes
- Data – Week or two
- Reporting – We deliver data charts and display, significance levels, and descriptions.



Ask us about our work for vulnerable insurance customers with comprehension up 10.9% when distracted, 11.5% up for follow-up on 1,200 surveyed. Our work for DAS Insurance reducing letter word count down 65% while retaining comprehension & ease on 1,100 surveyed, and our work with HomeAway in the US of over 600 participants comprehension and motivation of online booking messaging.

SUMMARY

Comprehension & motivation test developed by The Hunting Dynasty.

Online survey of 300+ respondents with screened location, age, experience of product/service etc.

Detailed report that turns the comprehension and motivation perceptions into scores according to respondent perceptions.

From 8,000 to 30,000+ GBP depending on number participants, countries, competitors and insight level.

Product
Price
Place
Promotion
Process
People
Physical evidence

PEOPLE

People refers to anyone who comes in contact with an audience, however directly, or indirectly.

- **CALL SCRIPTS & TOP TIPS GUIDES**
We deliver language/imagery guides and scripts for staff to use in contact points so they can weave in behavioural science techniques to permanently improve communication.
- **COMMUNICATION PLAYBOOK for MARKETING DEPARTMENTS**
We deliver a book of behavioural 'plays' and techniques crafted for you, packed full of reasoning, guidance, and examples so staff can effectively execute behavioural techniques. We have a periodic review and scoring procedure to check progress.
- **TEACHING BEHAVIOURAL TECHNIQUES (so you can work without us) via WORKSHOP**
A grounding in behavioural science tailored to your organisation and communication challenges using examples of your own comms so participants can attend-once-and-use-many.

Supporting your PEOPLE



CALL SCRIPTS & TOP TIPS GUIDES

What you get

We deliver language/imagery guides and scripts for staff to use in contact points so they can weave in behavioural science techniques to permanently improve communication.

What it is

Simplified set of 'first aid' principles for staff to use day in, day out, in all forms of communication be that voice and video with customers, emails and text messages, and more formal letters and other types of comms. Can be in the form of a PDF, or crafted for your intranet, or printed (such as a desk stand or monitor hanger), or other.

What we do

Very helpful way of embedding behavioural techniques into the smallest, most frequent communication for important/main calls (call scripts) and frequent or too-small-to-be-an-external-project comms (follow up calls, emails back and forth, marketing pieces such as postcards, ads, etc.) for both new and experienced staff.

- Review: Days – we narrow down the set of techniques that are frequently needed for your situation
- Create: Days) – Examples and descriptions of techniques tabulated
- Deliver: Your top tips guide

Example shown: Insurance claims handling +30% customer satisfaction, -75% complain, -10% effort, -58% time – Playbook, copy, design, pathway, 1,000s controlled 6 month trial

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SUMMARY

Simplified set of 'first aid' principles for staff to use day in, day out, in all forms of communication

Can be delivered as a PDF, or crafted for your intranet, or printed, or other.

From 2,000 to 10,000+ GBP depending on the number of tips or script length.

Supporting your PEOPLE



COMMUNICATION PLAYBOOK for MARKETING DEPARTMENTS

What you get

We deliver a book of behavioural ‘plays’ and techniques crafted for you, packed full of reasoning, guidance, and examples so staff can effectively execute behavioural techniques. We have a periodic review and scoring procedure to check progress.

The ‘plays’ are behavioural presentation techniques that are fundamental to your sector, product or service, and audience. It gives every member of staff a performance boost so that new joiners are as good as experienced staff. Complements brand guidelines and tone-of-voice documents.

What it is

Communication Playbook by *The Hunting Dynasty* is a books of behavioural ‘plays’ for your needs.

The **Communication Scoresheet** by *The Hunting Dynasty* is a tool that reviews the marketing team output and checks how well the playbook is being used – and allows alterations over time if your needs demand it.

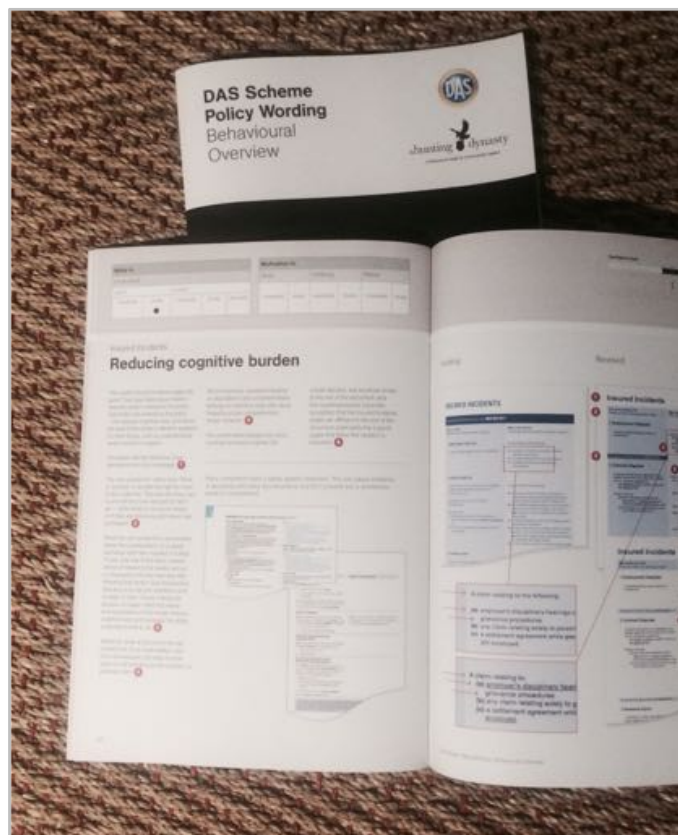
What we do

- Set up: Days – review current communication output
- Prepare: Days – establish the main behavioural and psychological techniques you can use for ongoing comms work
- Create: Week(s) – examples, descriptions, and book of techniques
- Deliver: Your bespoke playbook

Example shown: DAS Insurance plays for marketing communication and policy document input.

Example shown: Lozano Blanco Colombian law firm, breast implants global class action campaign in Colombia, Argentina, and Panama

MESSAGING COMPONENTS	
1. Ego (Justice)	
Technique	1. Ego (Justice)
Type	✓ Spain ✓ Argentina ✓ Brazil ✓ Australia ✓ UK
Suitable for	✓ Spain ✓ Argentina ✓ Brazil ✓ Australia ✓ UK
Explanation	People are emotional creatures, and they often desire a positive self-image. Therefore, they behave in a way that supports the impression of a consistent and positive self-image. (When things go well in their lives, they often attribute it to themselves; when they go badly, it is the fault of other people, or the situation they were put in – this is known as the “fundamental attribution error”.) Also, being obliged to do something has only short-term effectiveness, after which people must feel personally motivated to do those actions – so behaviours that are congruent with existing beliefs and engagement, they’re more likely to be maintained.
Link to TAA	Many of the women interviewed feel a sense of injustice at what has been done to them, and most of them do blame the manufacturers for their predicament (p.15). “It was robbery really having bought something that was defective, and no guarantee as nobody knew and having that inside your body”
Frame (campaign name)	We believe that by telling them that they have been treated unfairly, they will feel that their feelings have been validated by someone other than themselves. By ensuring that their positive self-image is maintained, they will have the desire to maintain that image and visit the website to take class action.
Trigger	Women with (or who’ve had) PIP breast implants deserve justice. If you have (or had) PIP breast implants, you’ve been wronged, and you have rights. If you have (or had) PIP breast implants, it was not your fault. You deserve justice.
Imagery	LBA stressing that it is not the women’s fault what happened to them, and assuring them that LBA will do what they can on their behalf in court to ensure that TUV Rheinland is brought to justice



SUMMARY

Communication Playbook by The Hunting Dynasty.

- PDF, printed, or Intranet version of tips, techniques and ‘plays’ to use specifically in your marketing output.
- Suitable for every member of your team from new joiners all the way to experienced staff

Communication Scoresheet by The Hunting Dynasty.

- Hand-scored and graphed periodic review of your marketing output.
- Presented back to you and the team, discussed and direction given.

Typically a **Playbook** is between 5,000 to 15,000 GBP one-off cost depending on your sector, your marketing output, how deep you wish to go.

Ready to talk?

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Supporting your PEOPLE



TEACHING BEHAVIOURAL TECHNIQUES (so you can work without us) via WORKSHOP

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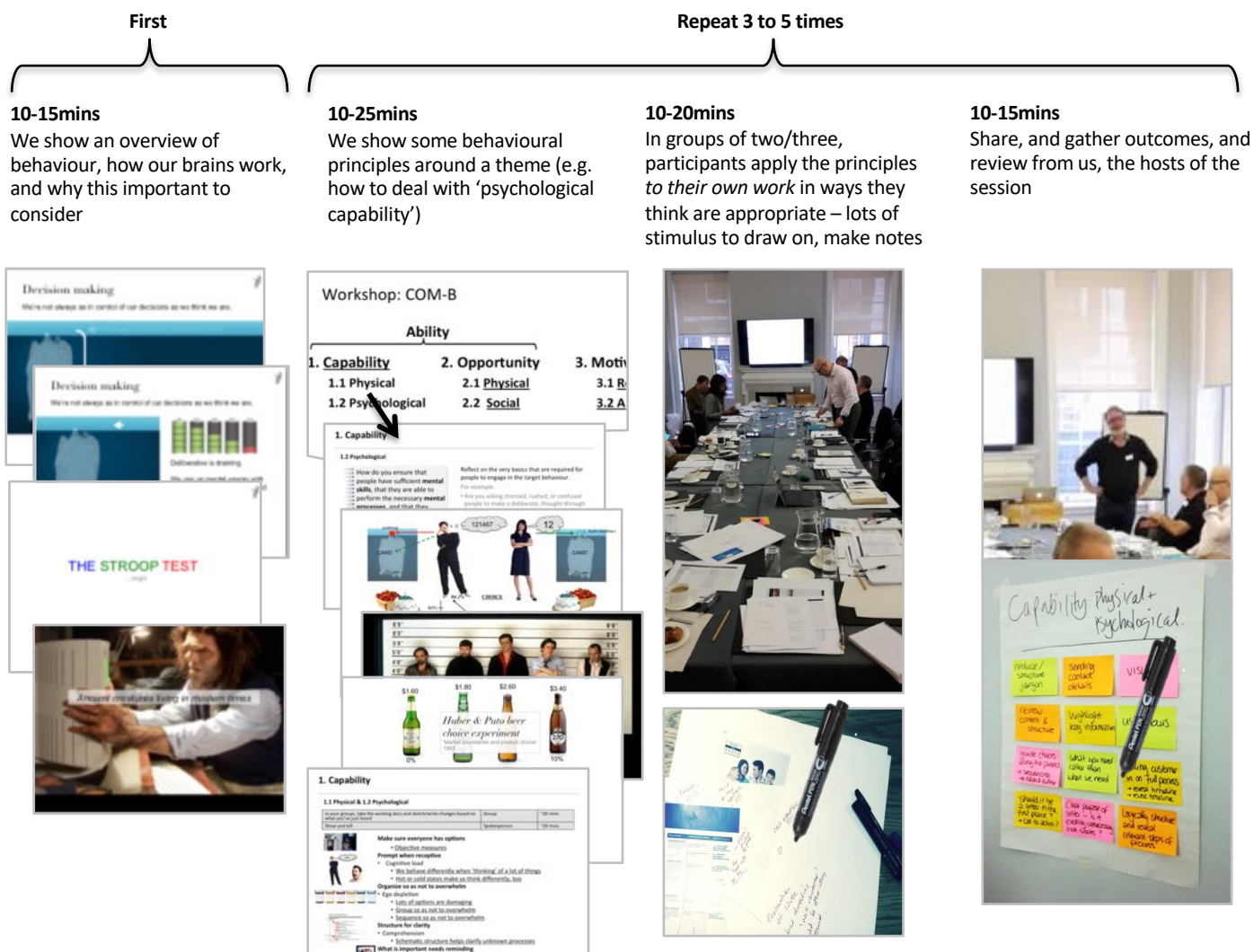
What you get

A grounding in behavioural science tailored to your organisation and communication challenges using examples of your own comms so participants can attend-once-and-use-many.

What it is

From our suite of workshops using a COM-B structure, or our simplified FAST structure. We deliver them at client locations, or our options such as the RSA in London. We review client's common output, and tailor our examples to focus around those areas. We fill the workshop with client's existing comms outputs and challenges, and throughout the day feed behavioural interventions that will solve these challenges and structure the day to have participants edit and improve their own work. Is it true that teaching behavioural techniques allows people to *build it themselves*.

What we do



SUMMARY

COM-B & FAST Workshops developed by The Hunting Dynasty.

Half day or one day

Review your comms and craft workshop accordingly

From 2,000 to 6,000+ GBP depending on number participants, location, and amount of work to review.

Product
Price
Place
Promotion
Process
People
Physical evidence

PROCESS

All organisations want to create a smooth, efficient and user-friendly journey – and this can't be achieved without the right processes behind the scenes to make that happen.

- **AUDIT of COMMENDATIONS & COMPLAINTS**
We score commendations & complaints data according to psychological and behavioural identifiers.

Supporting your

PROCESS



AUDIT of COMMENDATIONS & COMPLAINTS

Ready to talk?
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What you get

We score commendations & complaints data according to psychological and behavioural identifiers.

We score based on our assessment on a variety of measures that we can sensibly see in the language of the commendation or complaint – this is akin to quantifying qualitative data, or making measurable sense of semi-structured commentary.

What it is

For instance, for some we can spot whether an individual or the organisation is the target of the commendation or complaint, whether it is about doing the job needed or going the extra mile, is the submission during or after a service or product is received, and the relationship between these. There type and number of measurable attributes is bespoke for each project.

What we do

- Initial session to establish documented process in place, and other pathways used in practice.
- Scoring: Day/ days scoring pathway
- Delivery: Excel file of data
- PDF written document, or PowerPoint, as a companion.

	1. 'I understand the big picture!'	2. 'I don't feel overwhelmed'	3. 'They're taking the burden from me - I feel better'	4. 'Sedgwick needs it to get resolved (like I do)'	5. 'I know what I'm being asked to do'	6. 'Someone like me did this thing, and they're happy now'	7. 'I'd better do it; I said I would'	8. 'The next few steps will complete this bit'	9. 'This feels less painful'	10. 'That's nice of them; I'll return the favour'
2	1	1	1					1	1	
1	1		1					1	1	
2	1	1			1				1	

1. 'I understand the big picture!'	2. 'I don't feel overwhelmed'	3. 'They're taking the burden from me - I feel better'	4. 'Sedgwick needs it to get resolved (like I do)'	5. 'I know what I'm being asked to do'	6. 'Someone like me did this thing, and they're happy now'	7. 'I'd better do it; I said I would'	8. 'The next few steps will complete this bit'	9. 'This feels less painful'	10. 'That's nice of them; I'll return the favour'
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Commendations	26%	37%	25%	39%	10%	1%	1%	10%	30%	100%
Complaints	-43%	-15%	-22%	-69%	-17%	0%	-2%	-6%	-29%	-98%

NPS Recommend Score	Percent of recommend score		Focus on Person (1) or Organisation (-1)	Going above and beyond (1), below (-1)	1. 'I understand the big picture!'
Promoter 10,9	65%	X% of comments where factor exists	60%	10%	40%
		Pos / neg (ave. from -1 to +1)	0,0	1	1
Passive 8,7	15%	X% of comments where factor exists	40%	10%	50%
		Pos / neg (ave. from -1 to +1)	0,0	-1	0,6
Detractor 5,4	20%	X% of comments where factor exists			
		Pos / neg (ave. from -1 to +1)			

SUMMARY

We score commendations & complaints data according to psychological and behavioural identifiers.

Delivered as an Excel file of scoring data and a PDF or PowerPoint report of key takeaways.

From 4,000 to 20,000+ GBP depending on the number of tips or script length.

Product
Price
Place
Promotion
Process
People
Physical evidence

PHYSICAL EVIDENCE

This is the evidence of experience that are the tangible, physical, cues that accompany a product or service. Almost all services include some physical elements even if the bulk is intangible.

- **EVIDENCE of EXPERIENCE: CREATION, EDITING & AUDITING**
We deliver evidence of experience ideas, changes, suggestions, readings, and knowledge about what we see and how to make improvements.

Supporting your

PHYSICAL EVIDENCE



EVIDENCE of EXPERIENCE: CREATION, EDITING & AUDITING

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What you get

We deliver evidence-of-experience ideas, changes, suggestions, readings, and knowledge about what we see of your tangible, physical, cues that accompany your product or service – and how to make improvements.

If you ever struggled implementing behavioural and psychological interventions or with getting results you weren't expecting, we can help.

What it is

Irrespective of the sector we are looking for capability, opportunity, and the automatic and deliberative motivations that effect perception and behaviour. That may be in the form of thank you notes, receipts, confirmation emails, and other touches that go along with an interaction that have an organisation's information on them.

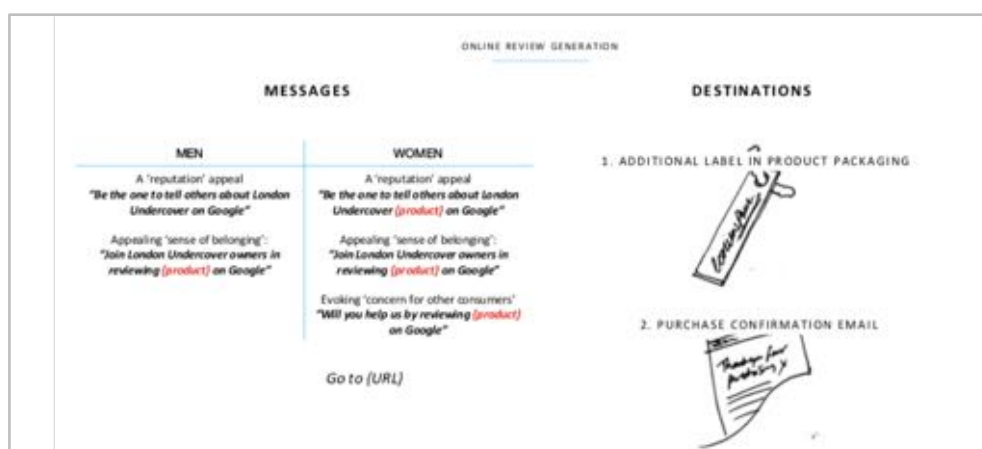
What we do

We handle everything you need to deliver on our design plans. More than any other approach we test live and often do pre-change and post-change comparisons to prove effectiveness.

Example shown: Bristol Waste, 28% increase in domestic food waste collection in a 150 home trial in the UK



Example shown: In-product packaging labels for apparel store



Ask us about service sector conformation emails, estate agent paraphernalia, pension pocket-fold-ups, and more.

SUMMARY

We deliver evidence-of-experience ideas and finished pieces packed full of behavioural techniques.

We handle everything you need from planning, briefing, creative, asset creation, and reporting.

Variable pricing depending scope, scale, and persistence.

