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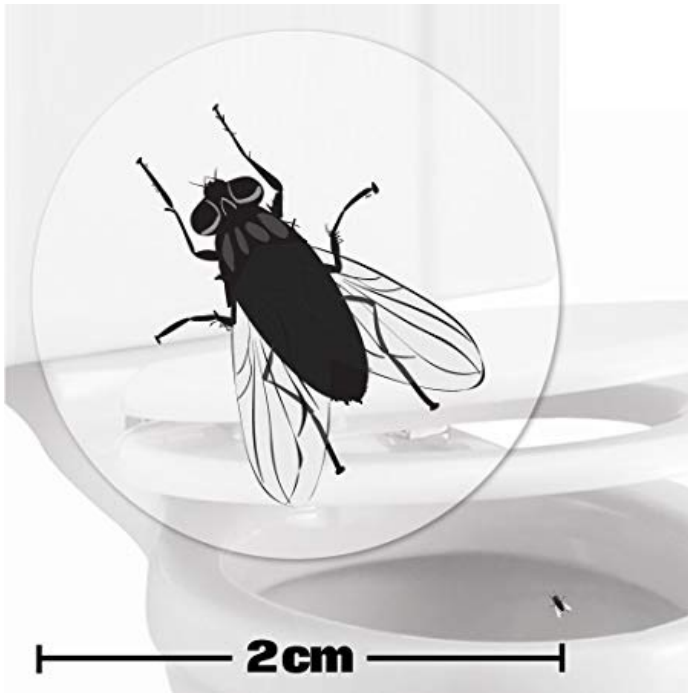


Instagram: @falmouthadvertising

BA(Hons) Creative Advertising
BA (Hons) Marketing Communications



Fly Stickers



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Changing Behaviour for...



Changing Behaviour for Good

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What is a behaviour?

Causes of Behaviour:

- Social norm to carry phone in hand
- Ease to have phone in back pocket
- Lack of awareness of mobile phone crime

Behaviour:

Keeping mobile phone in hand or pocket while walking in the street.

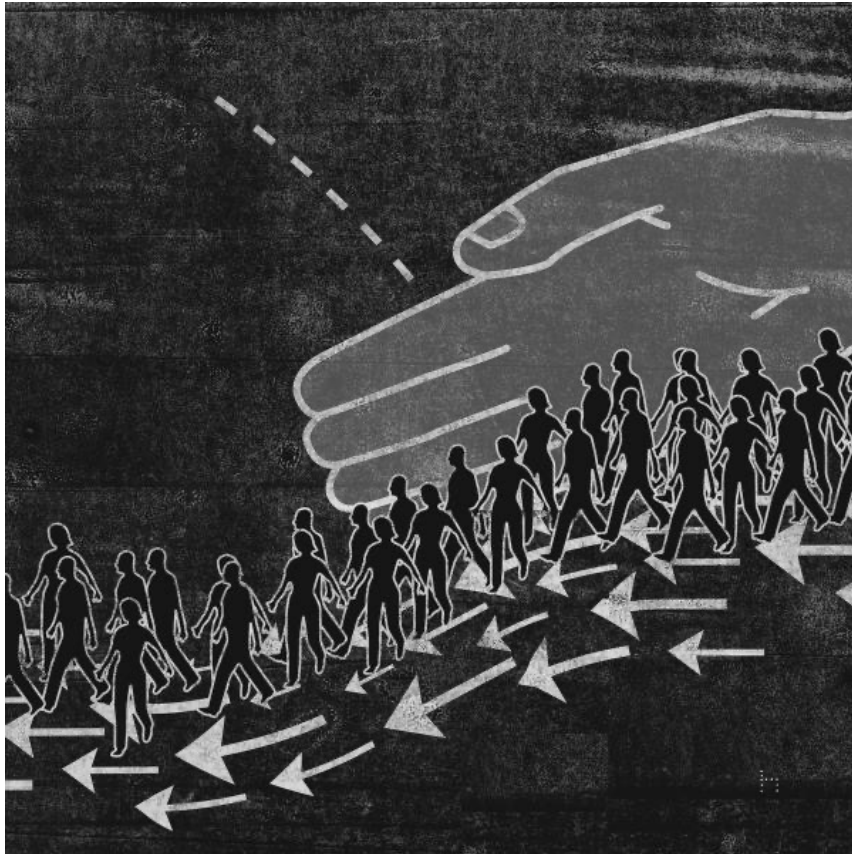


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Issue:

Mobile phones being stolen in the street

Nudging



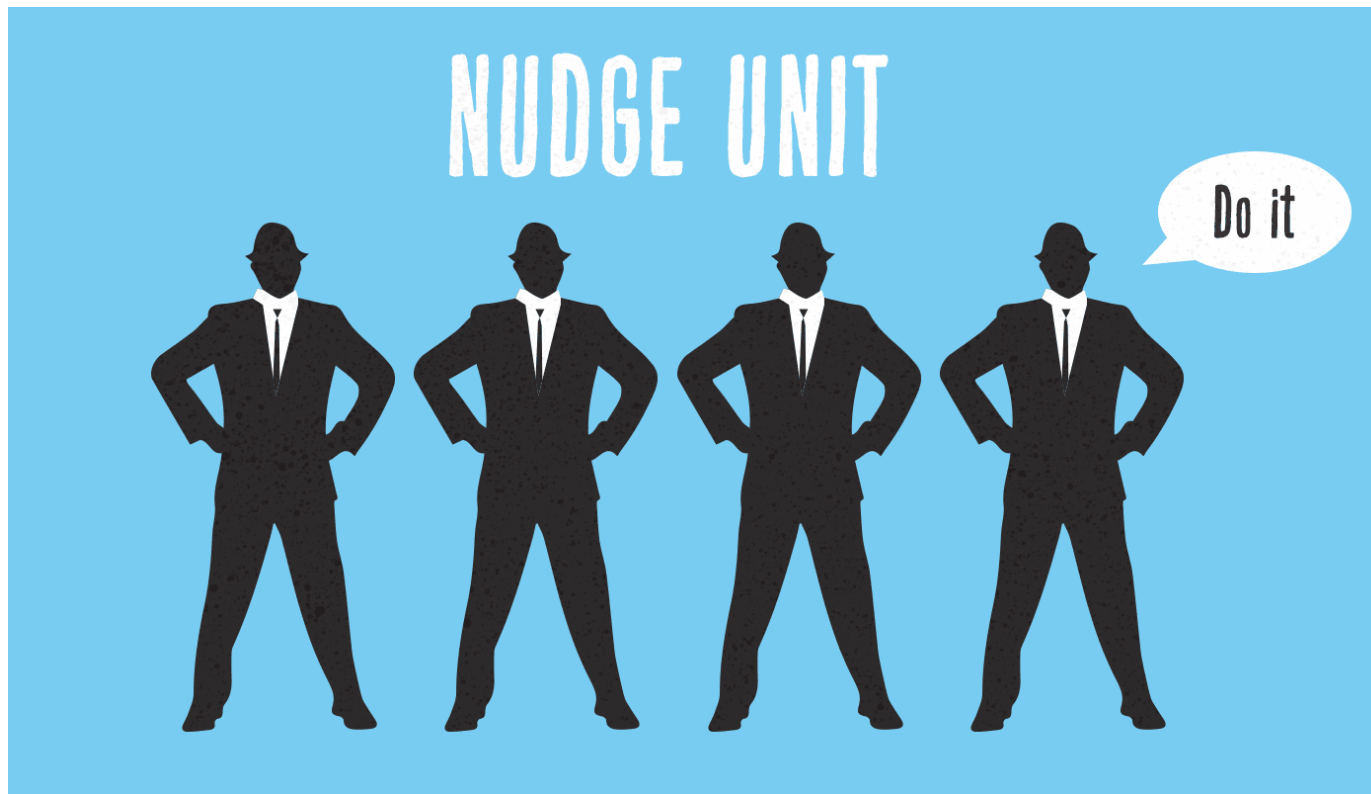
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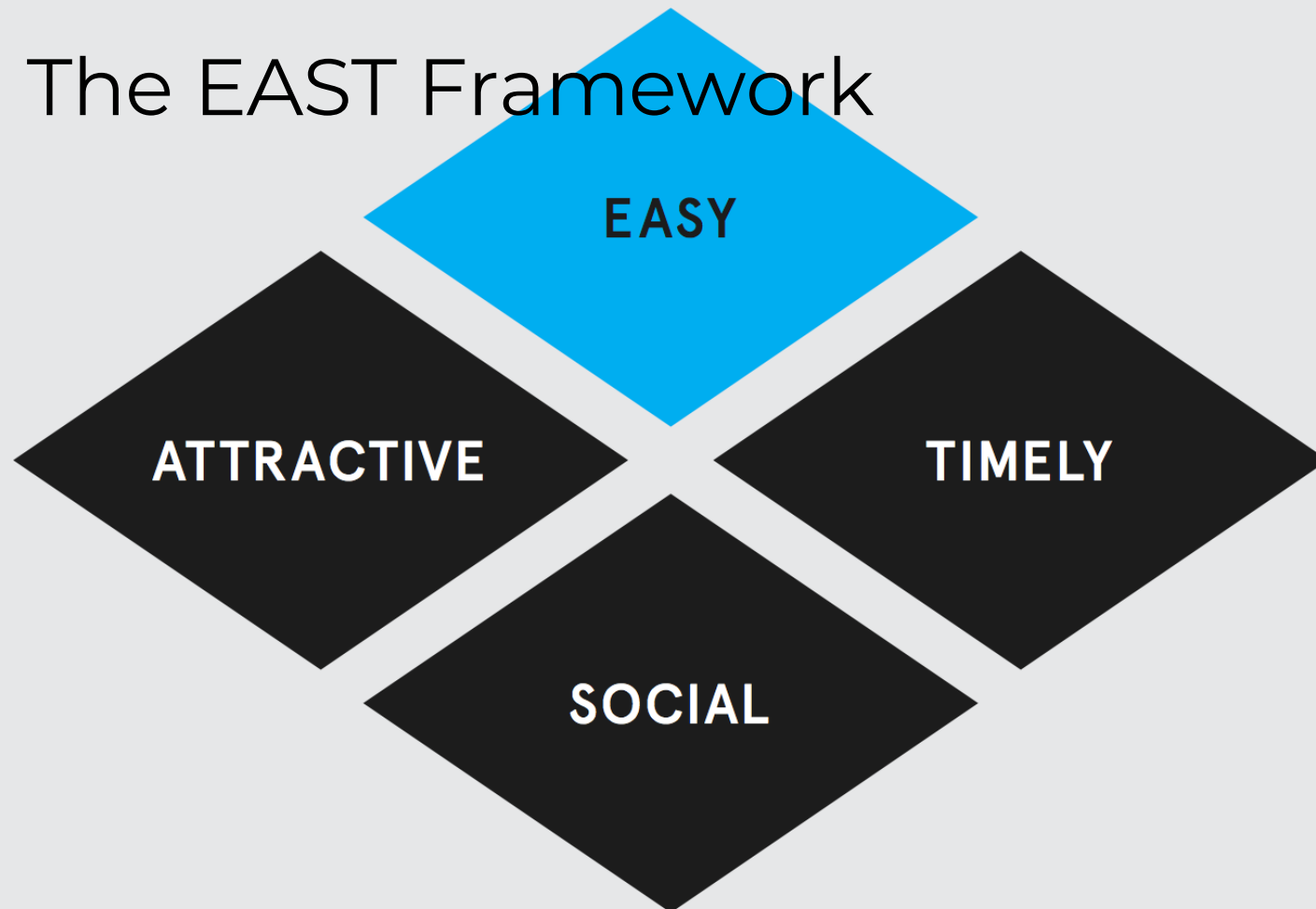
Nudging for better behaviour



The Nudge Unit



The EAST Framework



Making it EASY

- Using defaults
- Reduce the 'hassle factor' to perform an action
- Simplify messages, break them down



An NHS poster with a light blue background. On the left, a hand holds a red heart-shaped balloon with three small red balloons attached to its top. Another hand is shown below it, palm up, as if passing something. The text is in blue and black. The NHS logo is in the top right corner. The background features faint pink cherry blossom branches at the bottom corners.

NHS

From spring 2020
**the law around
organ donation in
England is changing**

To find out about your choices, including
how to opt out, visit organdonation.nhs.uk
or call 0300 303 2094

PASS IT ON

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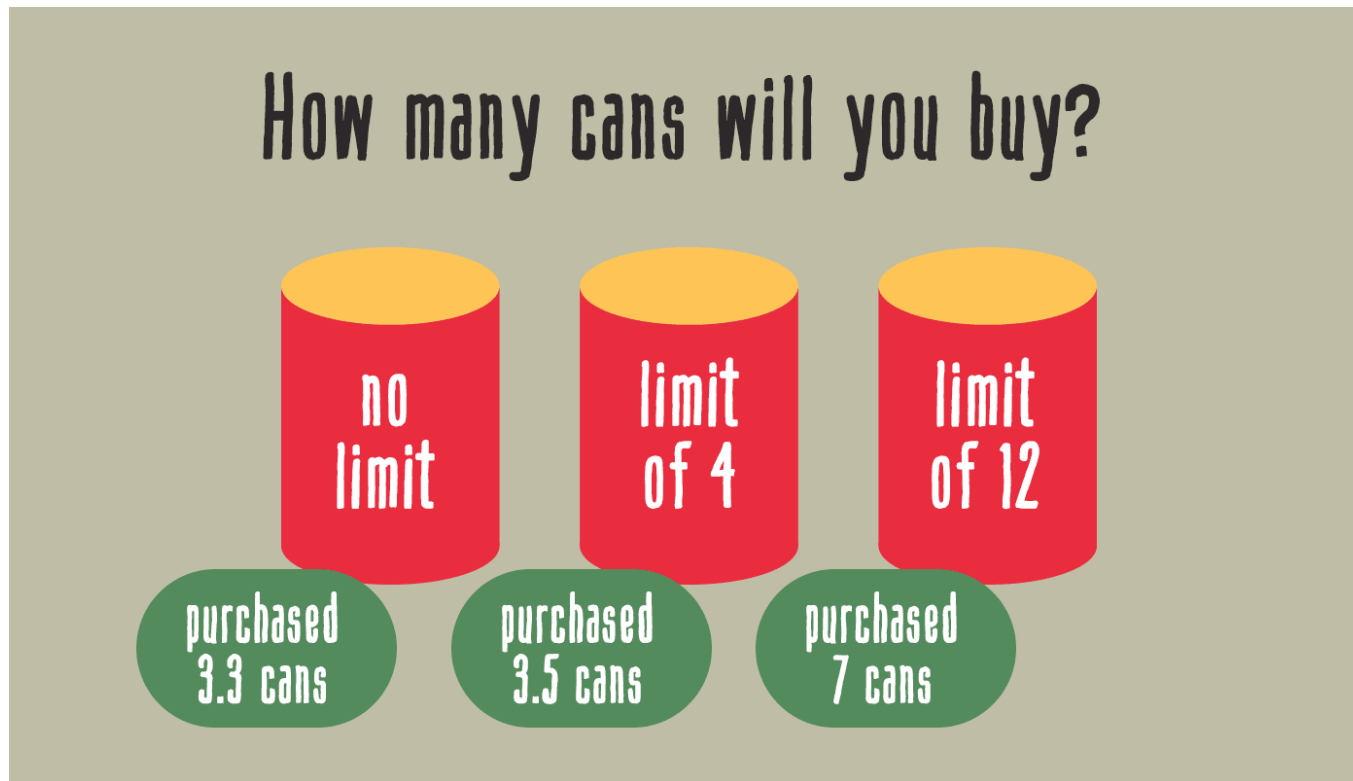
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Making it Attractive

- Attract attention.
- Design rewards and sanctions for maximum effect.



FOMO - Due to Loss Aversion



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Making it Social

- Show that most people perform the desired behaviour.
- Use social networks.
- Encourage people to make a commitment to others.



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Norms



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Making it Timely

Prompt people when they are likely to be most receptive.

Consider the immediate costs and benefits.

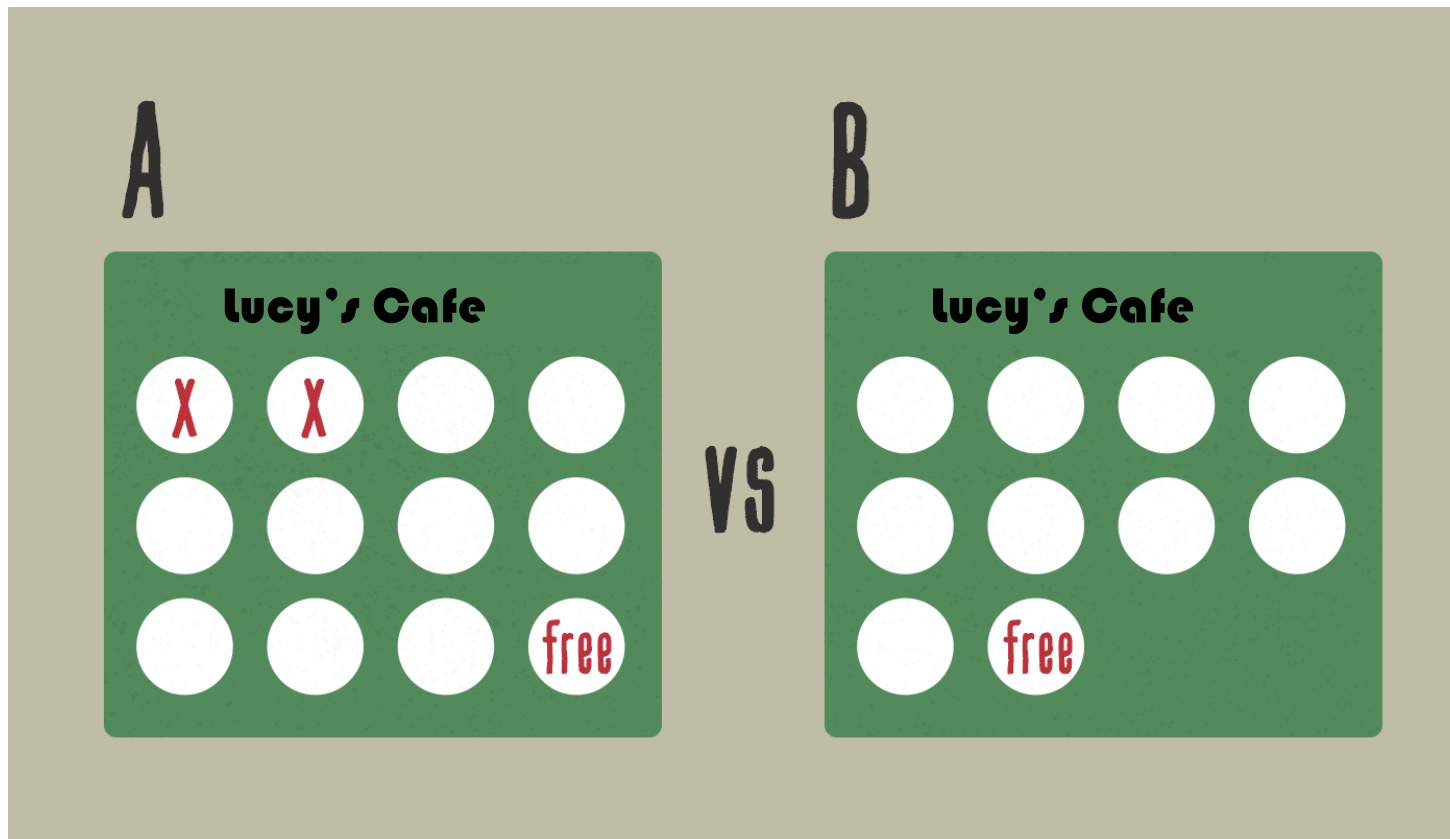
Help people plan their response to events.

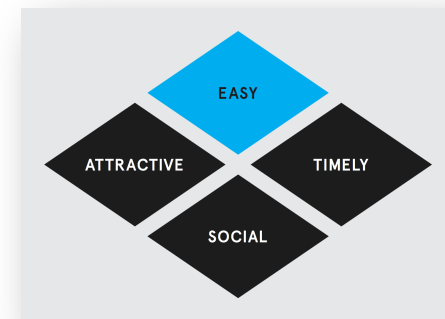


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Head Start





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