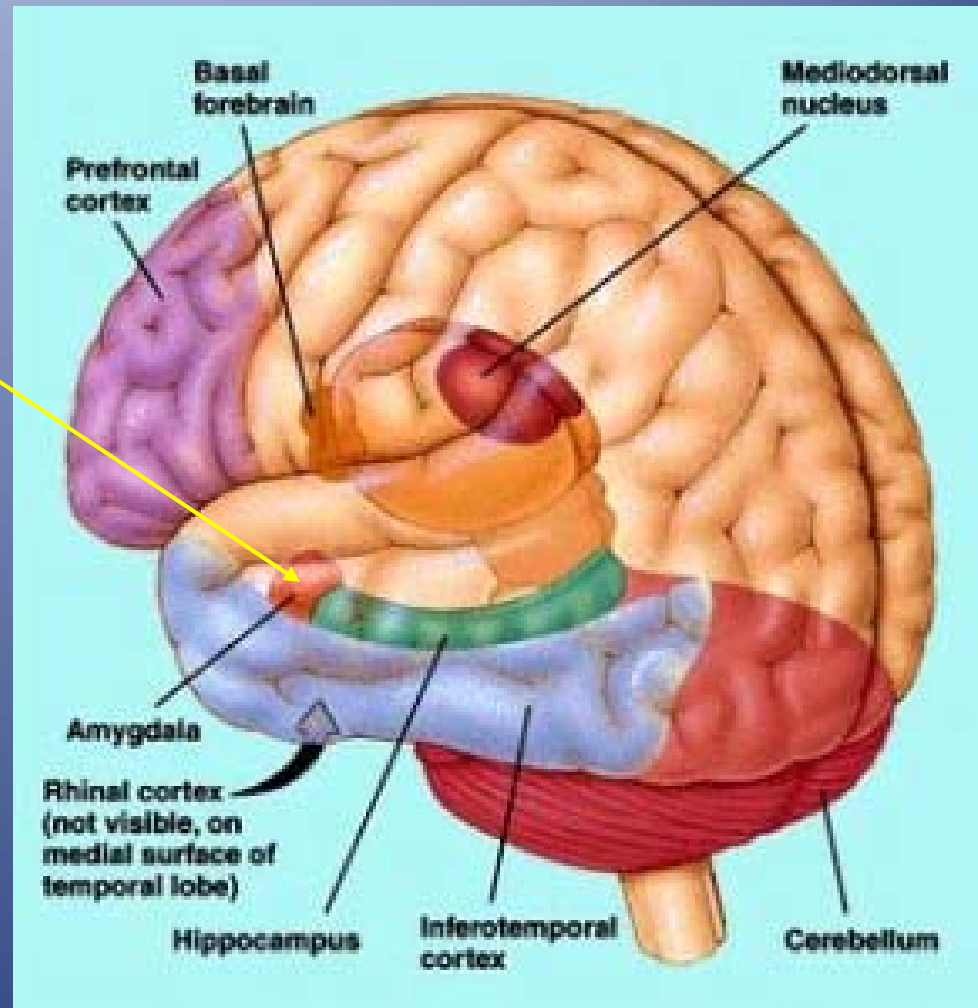


# Use the New Brain

**Fear** elicits just one focused self-preserving response (fight, flight, freeze) in the amygdala – the oldest part of the brain.

## Problem Solving & Decision Making

use more evolved brain functioning – prefrontal cortex, neural networking, social instincts – but we're still not very rational.



# Copycatting Behavior

We are a social species – we seek groups of other people we can identify with, and copy behavior

## RED SOX v. YANKEES



**And, we start learning from a very young age...**

# Choices, Choices, Choices



Our ability to make good decisions, and our ultimate satisfaction with our choice, is reduced when faced with more options.



When decisions are made in concert and consultation with others, we are more likely to make a good decision, and one that we are happy with.

# Mind the Money Message



Money, money, money, M-O-N-E-Y

The presence of it, mention of it, picture of it, leads people to make choices that are more selfish, short-term, and may ignore more relevant information.

# Recommendations

## Successful Social Marketing Principles:

- Create social capital (person to person)
- Show, don't tell
- Allow for testing before commitment
- Promote the 'we' frame not the 'me' frame
- People feel good when part of something bigger
- People feel good when they are successful
- First consideration has more weight (status quo, \$\$)
- Identity / context at time of decision *frames* the decision