

UNLIMITED

# TO THE HEART OF HUMAN UNDERSTANDING

SUPER SIX WAYS TO FAST-FORWARD DEEPER HUMAN  
UNDERSTANDING ACROSS THE BUYER JOURNEY



# **HUMANS ARE COMPLEX.** SO, HOW CAN BRANDS TRULY UNDERSTAND THEIR CONSUMERS?

For every online order, every meal we make, the activity we choose, in every decision through every day - we are always making choices consciously and unconsciously. The challenge for marketing, digital and comms leaders is that what we thought we knew about consumer choice and preference, maybe no longer holds, or at least doesn't perform like it used to. There's no doubt that consumer behaviour has been forever disrupted. People are behaving differently – we're subscribing to new services, falling in love with pets and staycations like we've never done before. Brands have no choice but to adapt. To stay in tune, they need new ways to get into the minds of their consumers.

Deeper human understanding isn't the result of intuition or assumption. We get it by applying the latest, evidence-based techniques to understand the here and now – data science, behavioural science and neuroscience – acting together to consider the emotional and rational response of consumers across our brand strategies, tactics and communications. Everything we do, strives to understand consumers better than they understand themselves – and ultimately support brands in making the right choices for performance today and value over the longer term.





At UNLIMITED, we know that improving human understanding drives business advantage for our clients. That's why we put the Human Understanding Lab at the heart of our thinking and strategy.

By combining systems and methods from scientific fields including data science, behavioural science and neuroscience, we can go deeper to understand and inform.

We bring this unique combination of expert capabilities to our clients' brands to help them diagnose, inform and deliver the incremental changes that drive performance and effectiveness in our everyday.

READ ON TO EXPLORE  
OUR '**SUPER SIX**' SUITE OF  
**FAST-TRACK DIAGNOSTIC TOOLS**

We call them super for good reason.  
And yes, there are six.

# ABOUT US

A person wearing a dark t-shirt, brown pants, and a cap stands on the edge of a large, dark rock formation. They are looking out over a vast, misty mountain valley. The background shows rolling hills covered in dense evergreen forests, with a soft, hazy light suggesting dawn or dusk. The overall mood is contemplative and expansive.

**Our LAB team offers the most concentrated hub of data scientists, neuroscientists, behavioural scientists, academics, trend analysts, strategists and researchers in an agency environment. (We built it on purpose.)**

- You can access our 120+ team of UK based experts, ready to solve any challenge and maximise any opportunity throughout the customer journey
- The LAB is at the heart of UNLIMITED's approach – deeper human understanding underpins the work of our specialist agencies in Digital, Insight & Analytics, Marketing and Communications

# SPECIALIST CAPABILITIES POWERING OUR HUMAN UNDERSTANDING LAB



## NEUROSCIENCE & BIOMETRICS

Implicit reaction time testing  
Eye tracking  
Facial coding  
EEG & GSR  
fMRI



## CUSTOM RESEARCH AND TRENDS

Surveys  
Focus groups  
Online communities  
Trends  
Ethnography  
Passive metering



## DATA STRATEGY & SCIENCE

AI & machine learning  
Customer lifestyle & value  
Audience insight  
Measurement & attribution



## BEHAVIOURAL SCIENCE

Change frameworks  
Understanding barriers to change

# OUR INDUSTRY LEADING **EXPERT TEAM CAPABILITIES**

## **Somebody call a doctor!**

Across neuroscience, behavioural science and data science, we have the industry's leading minds in their fields, powering our Human Understanding.



**Dr. Stephen Welch**

Data scientist  
and statistician



**Dr Cristina Balanzo**

Consumer neuroscientist  
and brand consultant



**Dr Andy Myers**

Consumer neuroscientist  
and brand consultant

# HUMAN UNDERSTANDING **FOR BUSINESS ADVANTAGE**

**At UNLIMITED, we know that business advantage comes from truly understanding human decision-making and behaviour.**

The LAB is at the heart of UNLIMITED's approach. Think of it as a 'plug-in' that gives our clients direct access to diagnostic tools and scientific analysis that informs optimum creative, comms and activation across the full journey.

To help brands fast-forward their own Human Understanding, we offer a suite of diagnostic tools that help to solve common pain points in the brand-customer relationship. For instance, identifying what 'experience' customers look for in the brands they buy from, where customers shortcircuit the journey, how and where they drop 'off and on' the pathway to purchase and what sentimental triggers can make them feel a sense of attachment or loyalty.

With insights like these, we help brands find new short-cuts to deeper understanding that drive improved performance in their everyday comms and marketing, and value over the longer term.



# HUMAN UNDERSTANDING MASTERCLASS

**So, what drives your online buys? Were you feeling bored, stressed, inspired, nostalgic? Have you ordered in food because you don't feel like cooking? Or spent over the odds on a special gift, just to see someone smile?**

We like to think our buying decisions are logical, but they're really not. To understand what makes consumers tick, we have to delve into the emotional state behind their buying decisions. Consumers buy from brands that touch them on an emotional level... so how can you make that connection? Our Human Understanding masterclass reveals how the latest techniques in neuroscience, behavioural science and data science come together to help you better understand the key human insights that matter for your brand.

Our two-hour virtual workshop will transform the performance of your brand strategy, tactics and comms. Led by our very own industry-leading experts, we submerge you in the world of the human brain and the intersection with data science truths. The Masterclass session gives you the tools to understand how to refine your approach and influence customer behaviour at key points of the customer journey.





# BRAND DIFFERENCE

**It was famously said there's only one thing worse than being talked about, and that's not being talked about. For brands, there's nothing more damaging than indifference in the marketplace.**

To combat indifference, you need to know how you're really perceived. What do customers really think of your brand? Beyond the brand tracker, the sentiment report and the focus group – understanding what they actually say, their unfiltered perceptions about your brand and your competitors offers powerful insight to establish, align and enhance your unique brand positioning and value.

We use social data – but not the regular kind, you run through a tool - we access all online user-generated content available, including forums, blogs, review sites, wikis and social networking sites and apply Natural Language Processing (NLP) to reveal the points of difference between brands in the marketplace. We show you what customers are actually saying, feeling and sharing about your brand. Understanding the language, tone of voice, themes and sentiment from your audiences and perceptions versus competitors provides a vital insight into improving relevance, inspiring word-of-mouth and fostering loyalty.



# DECISION DRIVERS

**There's a world of difference between thinking something and actually doing it. Maybe you've thought about upgrading your smartphone, looking at houses in a new area or booking a dream holiday. Without the trigger to act, these thoughts may never become reality. Is your brand stuck in the awareness zone?**

Our Decision Drivers tool identifies the real motivators within a category that act as subconscious shortcuts to influence consumers to act on their impulse and make real world decisions. We provide the start-point to develop the messages that work hardest to achieve your brand comms and marketing goals.

We go beyond traditional survey approaches. We apply Implicit Reaction Time testing to measure what consumers can't articulate, combined with statistical TURF analysis to map the optimum combination of messages to achieve the reach or impact goal.

We'll help to identify the optimum mix of messages that will resonate with your audience. We show you category drivers, 'behavioural nudges' or shortcuts to induce behaviour, and the best mix of benefits and reasons to buy to take forward into campaign comms.



# PERSONALITY PROFILER

Who are your customers? Like...really? What do they talk about? What's important to them? What are they excited about? Whilst two people may appear to be the same on the outside – same age group, gender, purchase history etc - matched by demographic, they will be wired completely differently on the inside and respond in very different ways to your brand signals.

Understanding how consumers might respond doesn't have to be assumption, or research-based – it can be based on real observations in the language they use, to understand who they are and why they behave as they do. By using text mining techniques and sentiment analysis you can uncover the motivations, emotions and personalities of your core audiences to better inform your creative and customer strategies.

We use these insights to create psychographic cluster-based segmentation models – aligning personality against five key OCEAN measures:

- **OPENNESS**
- **CONSCIENTIOUSNESS**
- **EXTRAVERSION**
- **AGREEABLENESS**
- **NEUROTICISM**

The personality profiles help to focus on segment clusters and determine tone of voice, style and layout composition for creative and marketing executions that match what these customers want to see and hear, to drive action.



# CREATIVE CONNECTION

**You can't measure the success of an ad based on what it took to produce or the budget behind it. If we could, every ad would be great, right? Wrong.**

Whether you want to achieve 'impact' or 'engagement', 'sales' or 'share', are you able to scientifically justify spend ahead of launching the ad? Don't sit tight and wait for the results.

Creative Connection allows you to assess your comms before it hits the market, to understand how it catches consumers' attention, where in the brain it evokes an emotional response, and whether it drives the actions you are looking for – and we can do all this within a week.

Through Implicit Reaction Time testing, we tell you what consumers really think and how they respond, giving you science-based confidence in your creative strategy, or the insights to refine and improve performance.

We use a proprietary, agile ad testing techniques and tools to rapidly measure and validate the emotional connection for your creative, and the impact or performance you are likely to achieve in the field. We help comms and marketing leaders to scientifically analyse and forecast creative and comms performance across video, static, messaging and creative concepts.



# LIFETIME VALUE

**In today's market, short-term thinking can yield quick wins, but it may not set your business up for success in the long-haul. The long-game is a hard one to play as it's filled with uncertainty. But data science has the power to help us identify now, where we can deliver customer value in future.**

We help you to zoom out, take in the bigger picture and make marketing investment decisions based on the future value of your customers. Future value assesses both likely revenue and costs within a customer's remaining engagement with your brand.

Using advanced data modelling and scenario planning, our decision support engine provides an interactive dashboard to help you understand the impact of strategic customer management decisions around acquisition, loyalty scheme benefits and retention incentives – whatever is pertinent to your future business success.

Our data experts provide help to clarify the relationship between today's investment decisions and the future payoff for your brand. We provide you with a robust framework to plan around the long-term value of customers and identify future high value look-a-likes for acquisition or growth investment.



**DEEPER HUMAN  
UNDERSTANDING** DRIVES  
IMPROVED BRAND  
PERFORMANCE **WHEREVER  
YOU NEED IT**



# WHAT MAKES THE SIX SO SPECIAL?

There's a lot to take in here. We get it. You will most likely already be using many of the techniques we reference for our Human Understanding Lab and in the Super Six ways to fast-forward your brand performance.

Individually, these are not necessarily new. What we do differently is use multiple disciplines to decipher the rational and emotional, the actual and the perceived – looking through a number of lenses and bringing it together to get a deeper understanding of human behaviour. It's not only the 'what' or the 'how' that matters, it's really about understanding 'why' consumers do what they do that counts in improving effectiveness.





ONE-  
DIMENSIONAL  
INSIGHT  
DOESN'T  
WORK

The capabilities of our Human Understanding Lab are set up to help our clients access cutting-edge techniques, understand humans that little bit better, and activate what we learn through planning and responsive in-market optimisation that drives improved brand performance.

When it comes to changing behaviours short-term, driving lasting sentiment or predicting future value, we know that onedimensional insight never fully allows you to deliver on your brand's full potential.



# HUMAN UNDERSTANDING IS EVERYTHING



We don't have the silver bullet (not yet at least), but we do have the expertise and the methodology to obtain a deeper understanding and help you to make it count in influencing consumer behaviour and decision-making for your brand.

We have a simple belief at UNLIMITED that you might share – human understanding is everything. In order to create business advantage, we have to understand human decision-making better than consumers can themselves, and more clearly than our competitors.

**WE CAN  
HELP WITH  
THAT PART**

FLICK  
TO THE  
NEXT  
PAGE  
TO GET  
THINGS  
MOVING



# TO THE HEART OF **HUMAN UNDERSTANDING**



**TO TALK MORE ON SUPER SIX, OR  
DISCUSS YOUR BRAND NEEDS**

Get in touch:

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**FOR MORE INFORMATON  
ON HUMAN UNDERSTANDING LAB**

**CLICK HERE**



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# UNLIMITED

BUSINESS ADVANTAGE THROUGH  
HUMAN UNDERSTANDING™

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