

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?

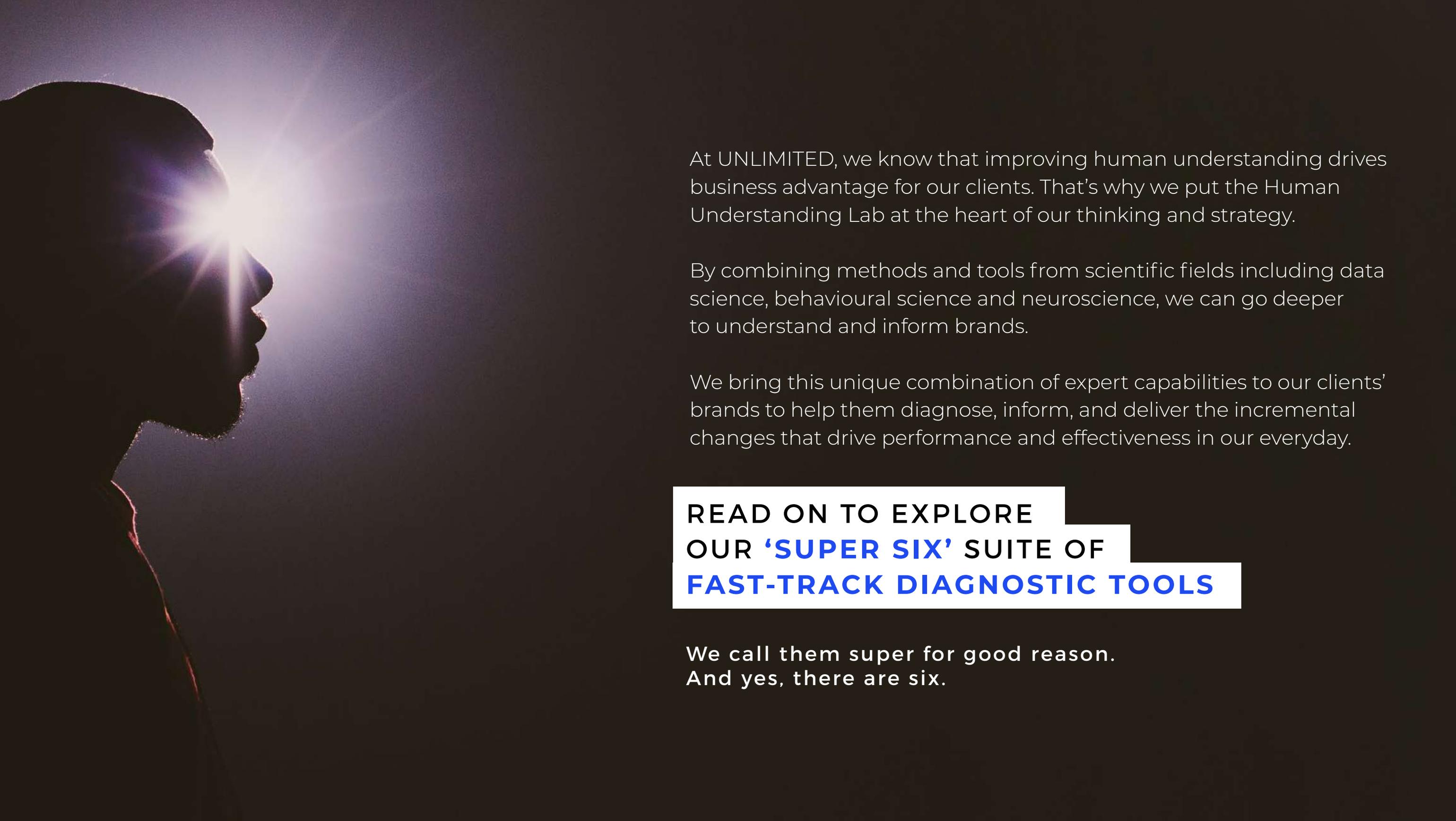
For every online order, every action we choose to take, in every decision through every day, we are always making choices consciously and unconsciously.

The challenge for marketing, digital and communications leaders is that what we thought we knew about consumer behaviour, maybe no longer holds true, or at least doesn't perform like it used to.

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.

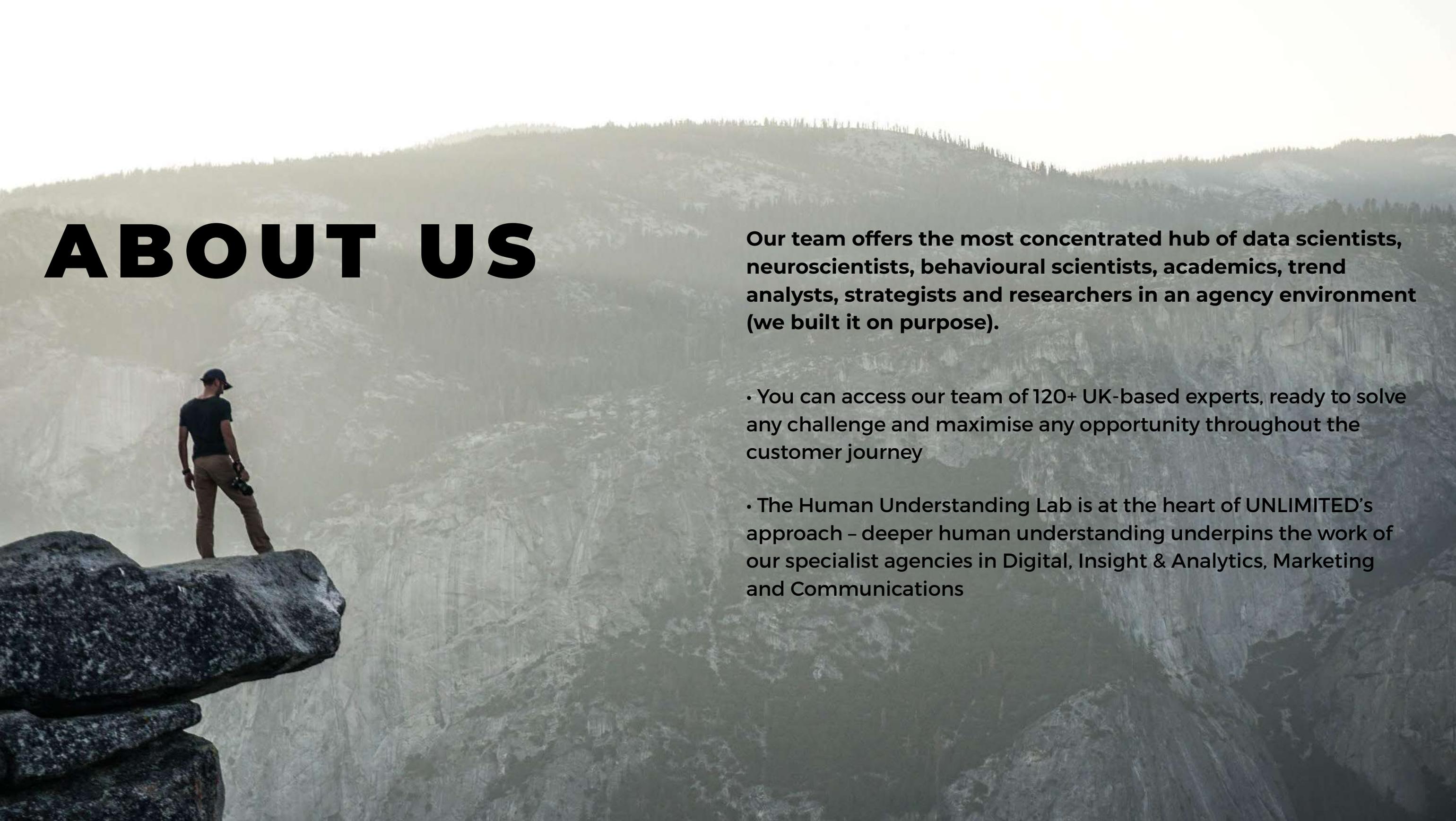
By combining methods and tools from scientific fields including data science, behavioural science and neuroscience, we can go deeper to understand and inform brands.

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 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 team of 120+ UK-based experts, ready to solve any challenge and maximise any opportunity throughout the customer journey
- The Human Understanding 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



## BEHAVIOURAL SCIENCE

Creating change frameworks  
Understanding barriers to change  
'Nudge' strategies



## DATA STRATEGY & SCIENCE

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



## CUSTOM RESEARCH AND TRENDS

Surveys  
Focus groups  
Online communities  
Trends  
Ethnography  
Passive metering

# 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 Human Understanding Lab is at the heart of our 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 range of diagnostic tools that helps to plan, optimise, measure and transform common pain points in the brand-consumer 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 'out and in' 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

**Few would argue that for a brand to thrive its main aim is to emotionally connect with people. However, the hard truth is that our brains have a lot to deal with, and while many marketers like to believe customers think about brands all the time and feel actively engaged in a relationship with their brand. Unfortunately, this is not the case.**

Your brand in the brain is a messy network of memories, feelings and associations, most of which consumers are not able to even articulate, and that is a bit of a human understanding challenge!

The good news is that neuroscience offers a way of understanding the subconscious, emotional processes that drive our decision. 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.

The two-hour virtual masterclass will bring you face to face with the underlying emotional processes that truly drive decision making. Our industry leading experts will submerge you in the world of the subconscious, giving you the knowledge and tools to grasp the complexities of the emotional brain to build brands and drive behaviour change.



# 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 standards feeds you access through off-the-shelf tools. We can access online user-generated content available, including review sites, forums, blogs, video-sharing platforms and other social networks, 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 versus your competitors. Understanding the language, tone of voice, themes and sentiment from your audiences' perceptions provides a vital insight into improving relevance, inspiring word-of-mouth and measuring loyalty.



# DECISION DRIVERS

**Humans are complex beings – our actions are motivated by different needs and desires at any one time. Brands that can cut through and tap into these underlying motivations will stand a better chance at influencing choice and driving behaviour. But with so many potential benefits to target which are the best ones that will resonate with different target audiences? This is where our Decision Drivers tool comes in.**

Decision Drivers 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. like 'We use techniques to analyse people's reactions to understand what is really motivating and believable at a subconscious level – the level which most decision making happens in the brain.

Using advanced statistical techniques, we map the optimum combination of messages that will resonate with your target audiences. The result is a clear understanding of the motivating category drivers, brand messages, nudges or product benefits that will unlock a smarter marketing and comms strategy for your brand.



# PERSONALITY **PROFILER**

**Who are your customers? What's important to them? What are they excited about? What inspires them? Whilst two people may appear to be the same – the same demographics, the same socio-economic status or same purchase history - they are likely to be wired completely differently and respond in very different ways to your brand.**

Understanding how consumers might respond doesn't have to be based on instinct or assumptions – it can be based on real psychological characteristics that enable us to understand who they are and why they behave as they do. Using text mining, NLP analysis and AI we create psychographic audience segments – assessing audience personalities against the 'big five' OCEAN measures:

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

The resulting personality profiles help uncover the emotions, motivations and personalities of your core audiences. We use these insights to better inform audience segmentation, guide creative and message development and develop engagement strategies that align with what consumers want to see and hear in order to drive action.



# CREATIVE CONNECTION

**If you want to achieve awareness or emotional connection, or to drive shares or convert sales, you need to scientifically plan or optimise spend ahead of launching your content.**

Creative Connection allows you to assess your content's creative potential before it goes live. Harnessing the power of neuroscience we measure the most important the elements that make effective communications – the ability to catch attention, generate an emotional reaction, and whether it will drive the actions you are looking for.

Creative connection is built upon implicit reaction time testing, measuring not just what people say but what they truly believe at a subconscious level, combined with the option to include even deeper measurement with facial emotion analysis - gives you science-based confidence in your creative strategy, and expert recommendations to guide optimisation.



# 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****

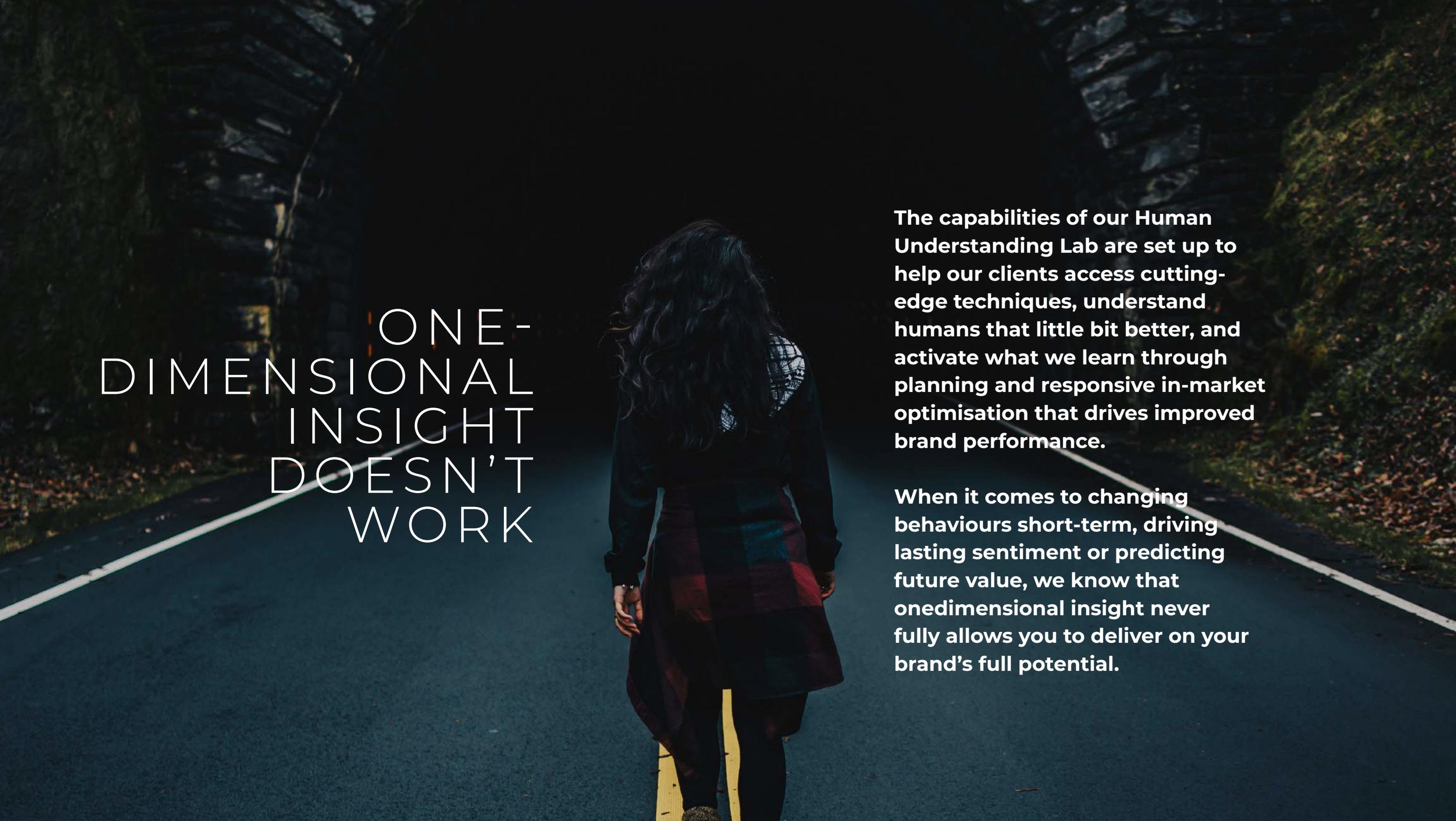


# WHAT MAKES THE SIX SO SPECIAL?

There's a lot to take in here. We get it. You may already be using some of the techniques featured in Super Six to fast-forward your brand performance.

What we do differently is use cutting-edge tools and capabilities to decipher the emotional and unconscious effects of your marketing and communications activity - looking at consumers and customers actions through a number of lenses using neuroscience, behavioural science and data science to get a deeper understanding of human behaviour. It's not only the 'what' or the 'how' that matters, it's really about understanding the '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.

A hand is shown from the bottom left, reaching upwards towards a large, dark, irregularly shaped rock that is falling from the top center of the frame. The rock is surrounded by a cloud of smaller, dark, irregularly shaped debris, suggesting it has just broken apart or is falling through a field of smaller rocks. The background is a solid, bright blue color. The overall scene conveys a sense of reaching for help or intervention in a crisis.

**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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