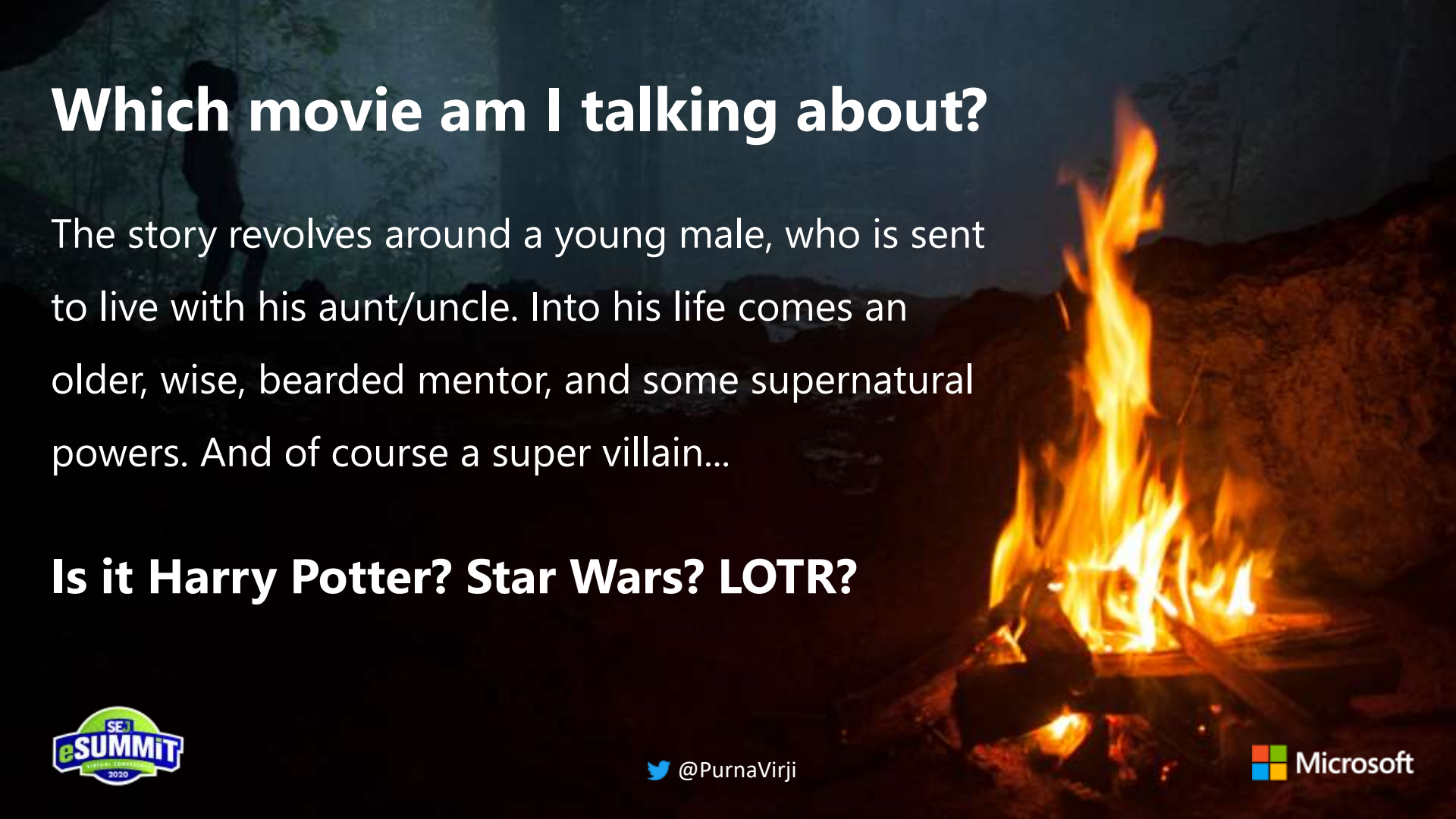

ADVERTISING
FOR Cavemen
EXPLORING THE PSYCHOLOGY OF AD COPY
Purna Virji
SENIOR MANAGER,
GLOBAL ENGAGEMENT, MICROSOFT
Microsoft
@purnavirji
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MUSCLETECH
RESEARCH & DEVELOPMENT
THE FINAL DEFENDER ARRIVES
A BRONX TALE
BEAUTY AND THE BEAST
AMERICAN EAGLE OUTFITTERS
VISIT aerie INSIDE ON THE 3RD LEVEL OF AMERICAN EAGLE OUTFITTERS
CHICAGO
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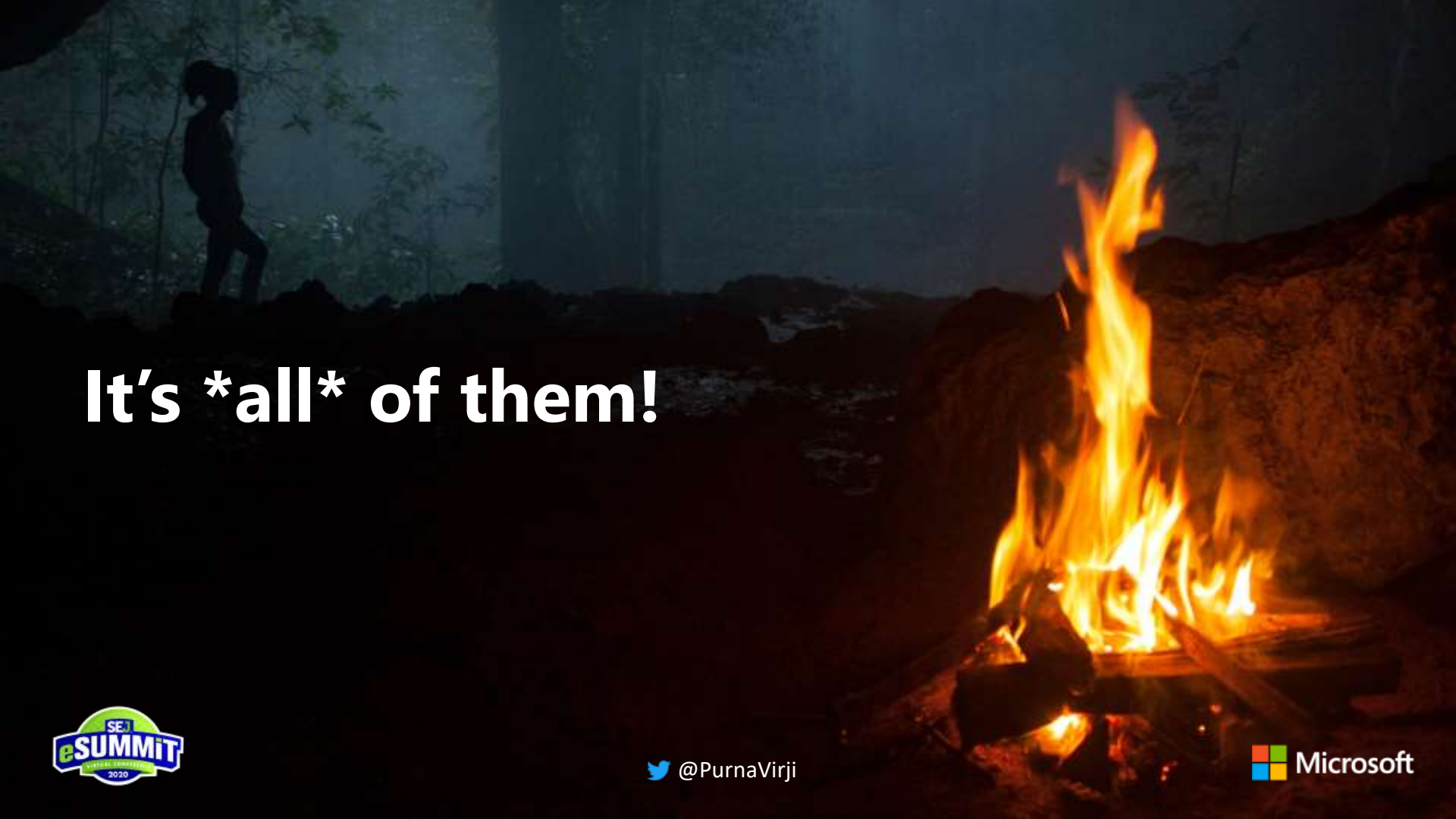

Times change,
but people don't.
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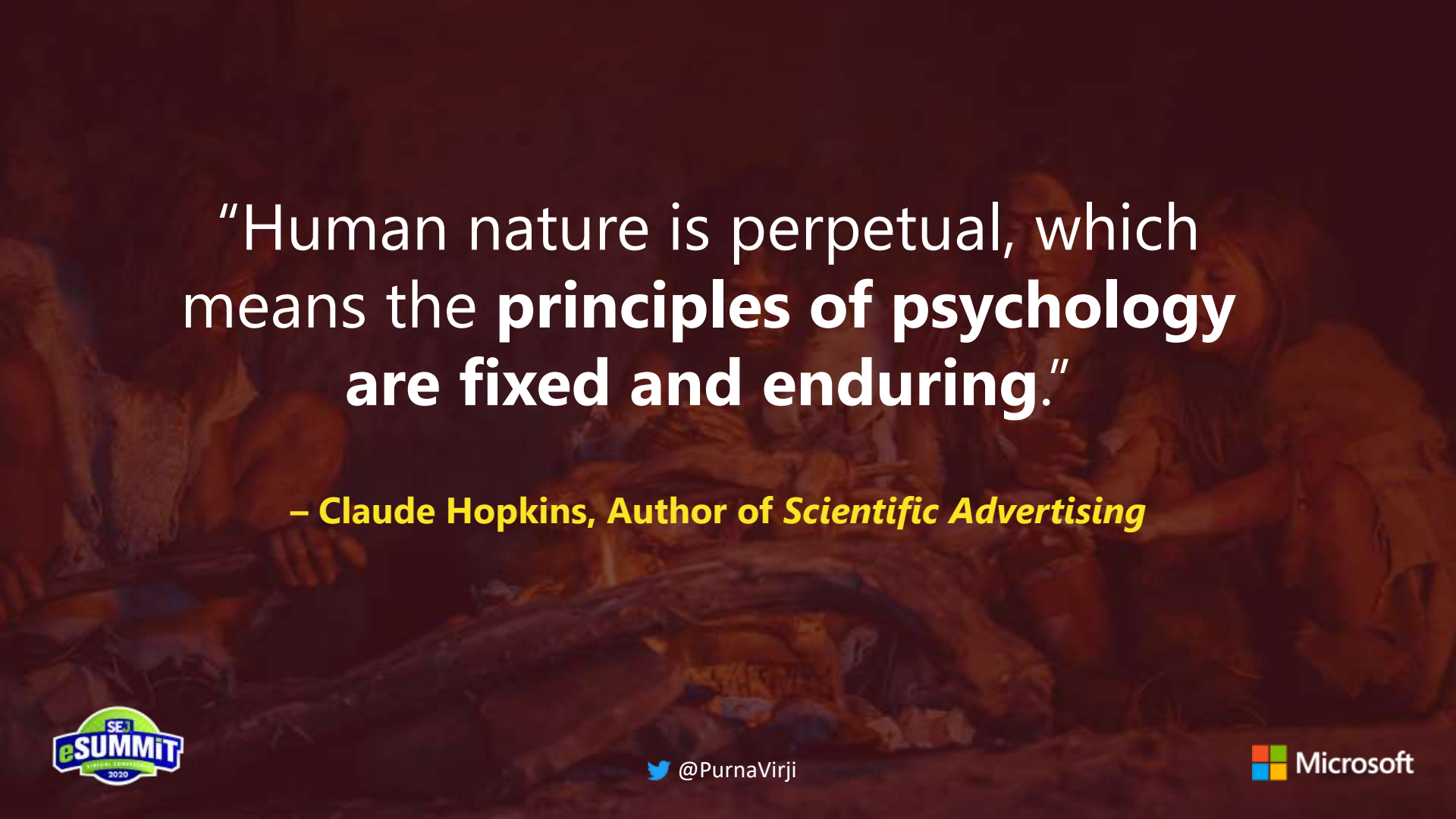


Which movie am I talking about?

The story revolves around a young male, who is sent to live with his aunt/uncle. Into his life comes an older, wise, bearded mentor, and some supernatural powers. And of course a super villain...

Is it Harry Potter? Star Wars? LOTR?


It’s *all* of them!
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“Human nature is perpetual, which means the **principles of psychology are fixed and enduring**.”
– Claude Hopkins, Author of *Scientific Advertising*
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We'll cover:

1. Bargains
2. Surprise
3. Personality
4. Inclusion



1. Make a Bargain Irresistible

People want **bargains not cheapness**



Image Source: Tata Motors, https://nano.tatamotors.com

The Ellen Langer Experiment

There is a queue at the photocopier. The person at the front is asked by a stranger…

"Excuse me, I have five pages. May I use the Xerox machine?"	60%
"May I use the Xerox machine, because I'm in a rush?"	94%
"May I use the Xerox machine, because I have to make copies?"	93%

The power of **'because'**

Source: Langer, E., Blank, A., & Chanowitz, B. (1978). The mindless of ostensibly thoughtful action: The role of "placebic" information in interpersonal interaction. *Journal of Personality and Social Psychology, 36(6)*, 635-642


All Ties on Sale - Get 80% off | Over-Stock Sale
Ad www.Contoso.com/Ties/Sale



Adding a reason for the sale can make it even more compelling.



2. Harness the Power of Surprise

Surprise is powerful and can super-charge other emotions



Time for more PowerProtein? | Get an Extra 20% Off

Ad www.Contoso.com/PowerProtein/Reorder

Enjoying your protein shakes? Enjoy an additional 20% off your re-order as well. Thank you for being a loyal customer- we appreciate you!



Find ways to bring the unexpected to surprise and delight searchers.

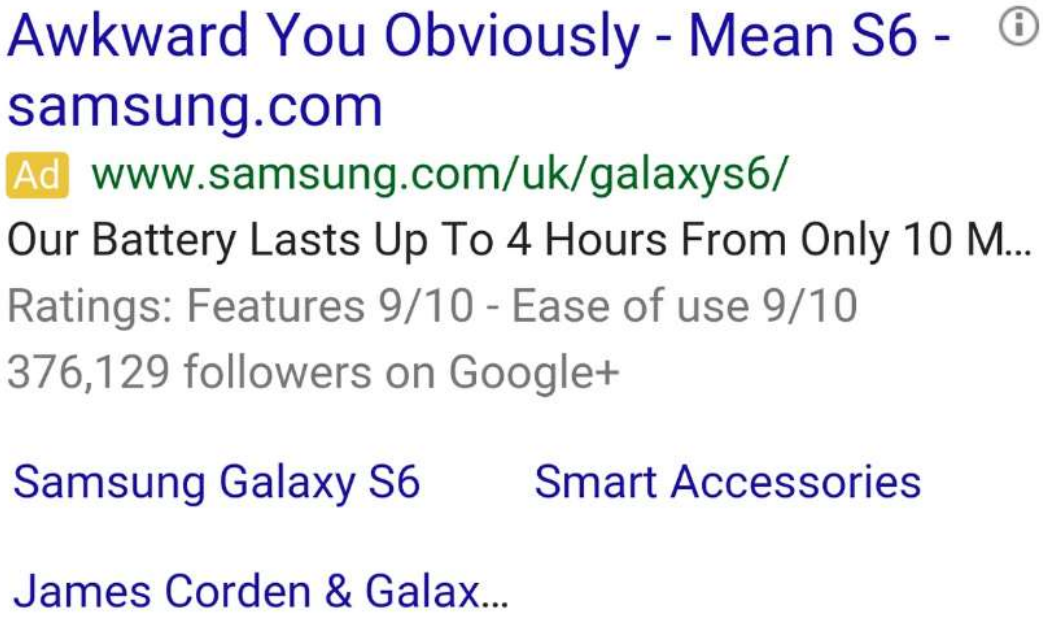


3. Showcase your Personality

We buy on **emotion**, and justify with **logic**




HOW
MAD
IS SHE?
A.
B.
C.
Fresh
Flowers


Awkward You Obviously - Mean S6 - samsung.com
Ad www.samsung.com/uk/galaxys6/
Our Battery Lasts Up To 4 Hours From Only 10 M...
Ratings: Features 9/10 - Ease of use 9/10
376,129 followers on Google+
Samsung Galaxy S6
Smart Accessories
James Corden & Galax...


The S6 Goes All The Way - To The Edge Without Bending
Ad www.samsung.com/uk/galaxys6/
Find Out More About Our New Phones!
Ratings: Features 9/10 - Ease of use 9/10 - Ease of set-up 9/10
Samsung Galaxy S6
Smart Accessories
James Corden & Galaxy S6



Build connection and attachment with your audience by letting your personality shine.



4. Deliberately Include



Inclusive Marketing: The New Frontier

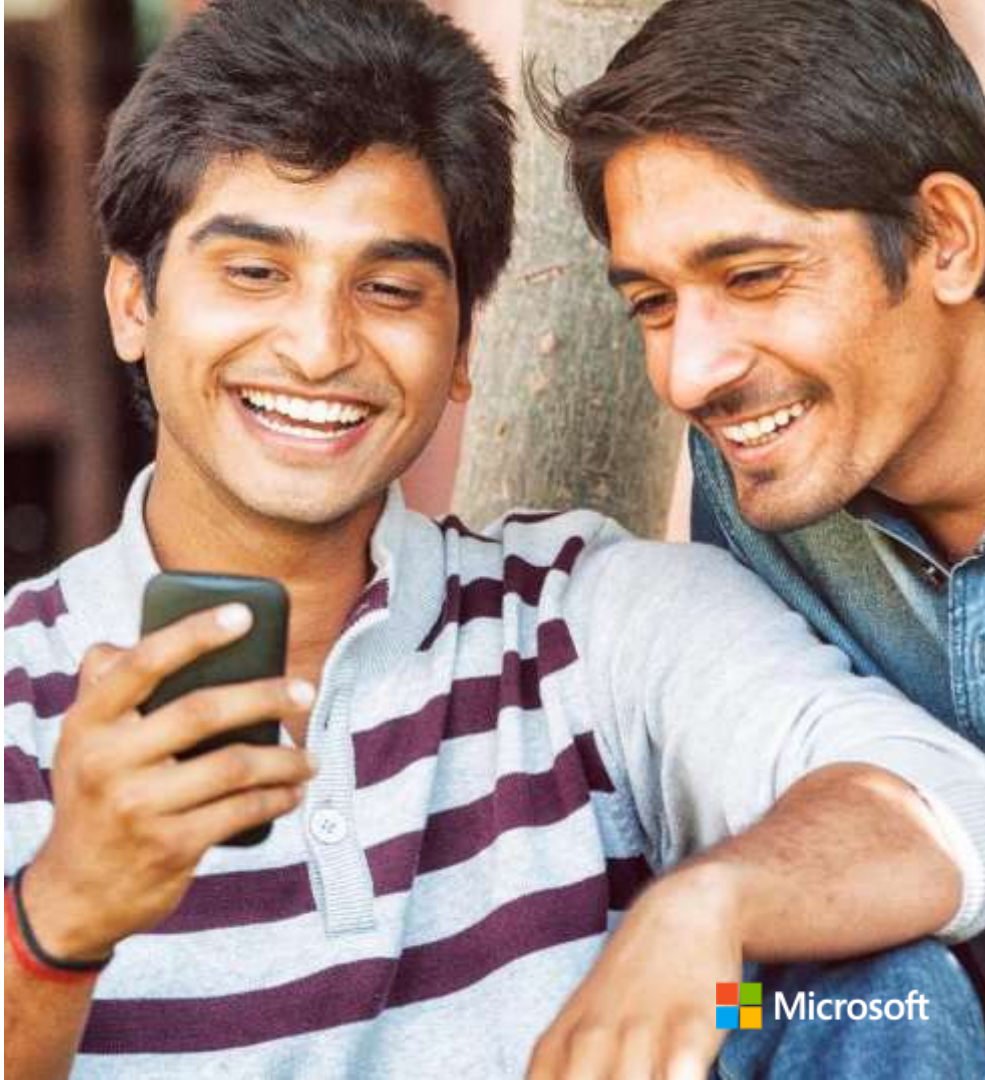
70% of millennials and Gen Z will choose one brand over another if it **demonstrates diversity** in its promotions

47% of millennials say they'd **choose an inclusive brand** over a competitor

1. Kantar Millward Brown & Unilever analysis of 186 ads, scoring in the top 25% as compared to the bottom 25% for progressiveness of main characters, as perceived by viewers. 2. Google, LGBT Advertising: How Brands are Taking a Stance on Issues . 3. Community Marketing Inc., "Table: Attitudes about Brands & Shopping," 2012 LGBT Community Survey, Nielsen, State of LGBTQ consumer 4. *Cause Marketing, citing a study by Edelman, January 5 2017 ANA*

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Inclusive advertising done authentically, feels like connection and family, **it produces the feelings of joy and trust**.



The Psychology of Inclusion and the Effects in Advertising, Microsoft Advertising, 2020

Brands representing diversity in ads…

are more authentic

All	Women	Men	Ethnic Minorities	Caucasian
63%	69%	59%	72%	57%



64%	68%	60%	68%	52%

are more trustworthy

The Psychology of Inclusion and the Effects in Advertising, Microsoft Advertising, 2020

How do we apply it to **PPC?**

When creating campaigns, KW lists and ad copy we are subject to our **own biases/blind spots**



Gender

Age

Ad copy

Employer

Job title

Income

KW lists

Needs

Websites

Family life

Job function

Challenges

Location

Pain points



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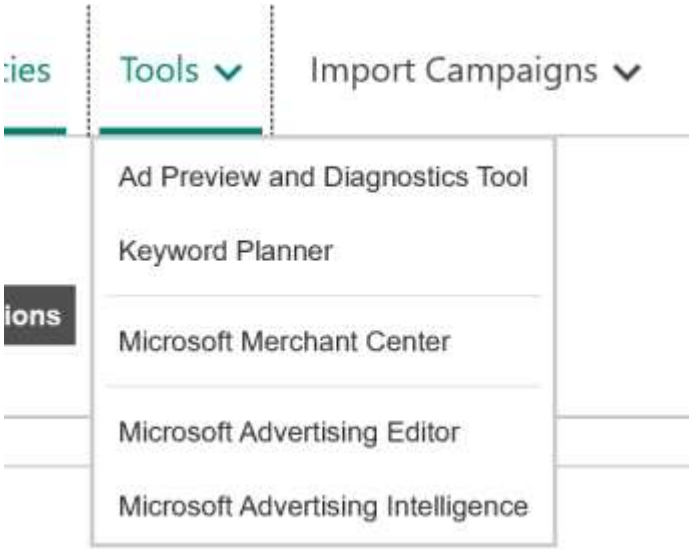
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Whose voice is missing?



Use the keyword planner to help mine inclusive keywords

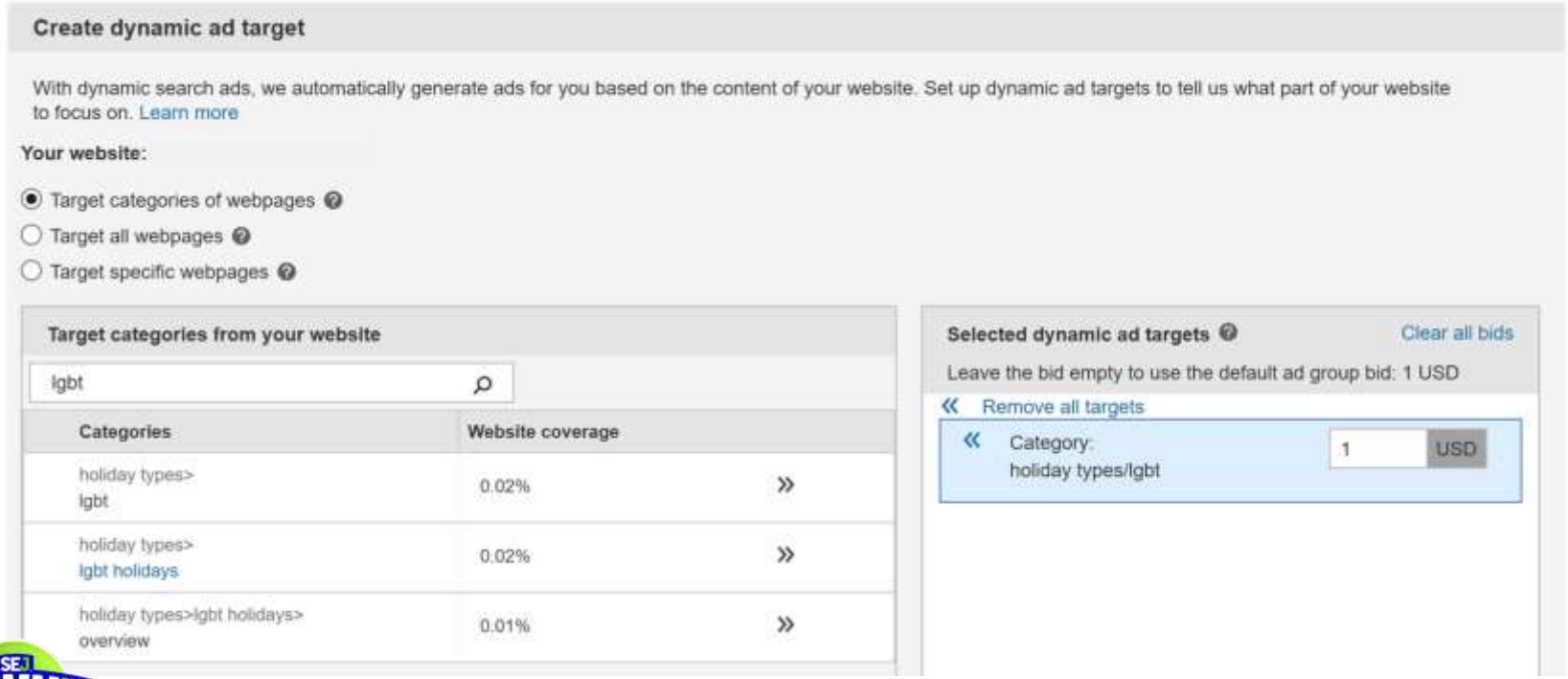


Keyword (by relevance)
ethical investment company
ethical investme
ethical investmen
ethica investments
ethical investment services
ethical investment group
uk ethical investment
define ethical investment
northwest ethical investments
top ethical investments
best ethical investments
ethical investment association
ethical investment information
global ethical investments
ethical investment examples
ethical investment fund

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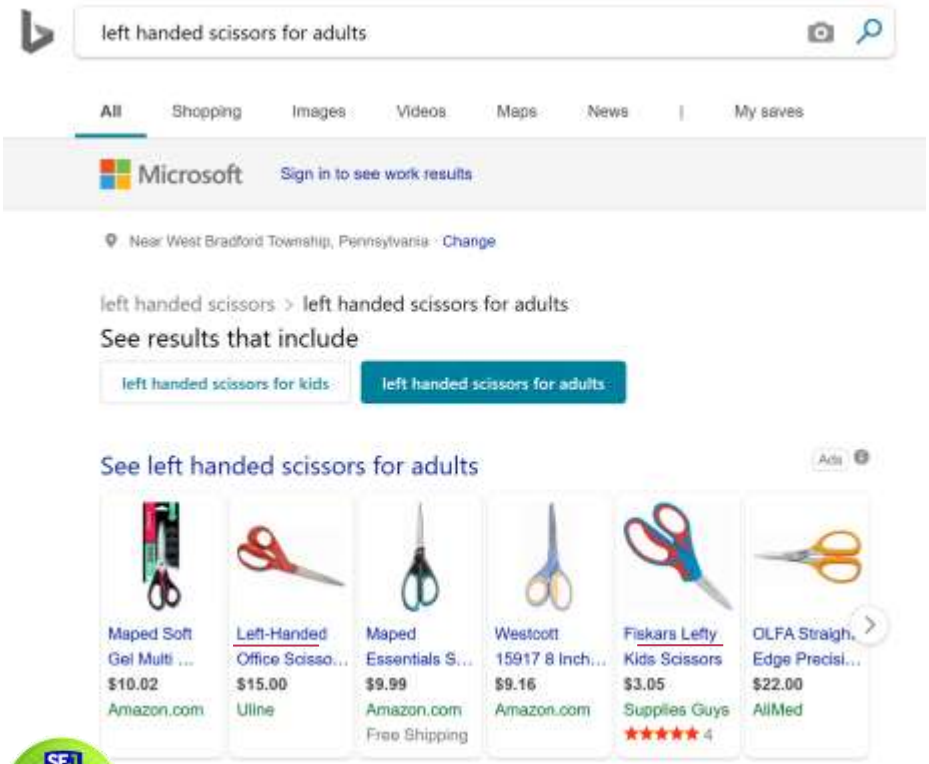
Dynamic Search Ads help you spot exclusions in your keywords and ad copy



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Remember to optimize Shopping Campaigns too



Optimize your feed:

- Title to include product details, with most important data up front
- **'Adaptive', 'Ethical', 'Sustainable' etc.**

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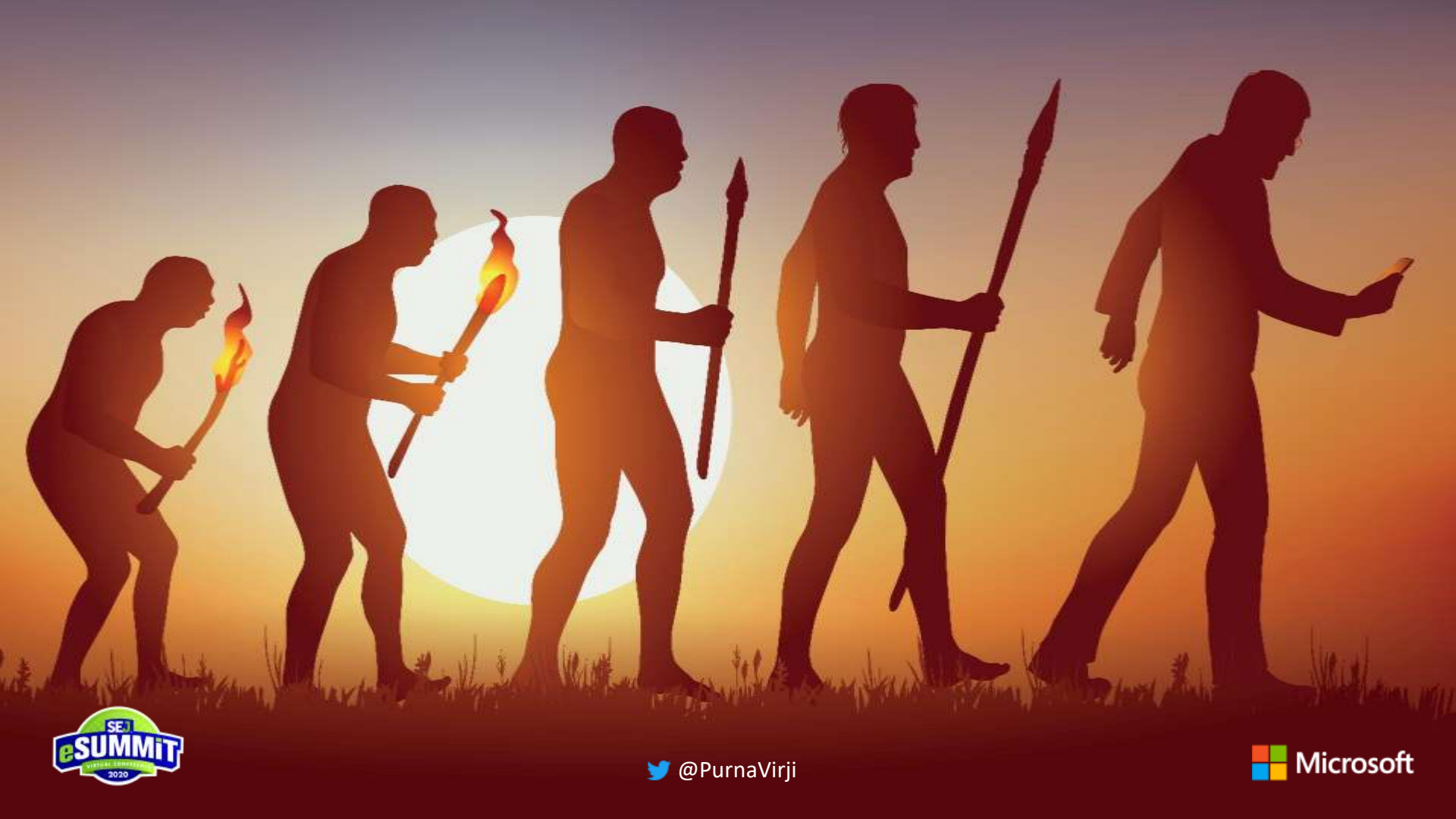
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A few simple optimizations can yield big wins and grow loyalty.

Let's recap:

1. Harness the Power of **Surprise**
2. Make a **Bargain** Irresistible
3. Showcase your **Personality**
4. Deliberately **Include**


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