



The 1 minute **FACTSHEET** about

ADCOCK
solutions

The science of **Better Promotions**

*Introduce psychology to **maximise the impact & appeal** of **your** special offers & promotions*

DID YOU KNOW?

When dealing with people, remember you are not dealing with creatures of logic, but with **creatures of emotion**, creatures motivated by **fear & greed**.

The **location** of the price within the shelf edge label **influences** value **perceptions**

Some offers **bypass reason** and are processed by our mental reward centres

Shoppers **can't help** but to use surrounding offers as **context** (relevant or not)

½ or half, 50p or 50% - Whichever you choose **will** alter **value perceptions**

5 BENEFITS

When we apply psychology to your promotions, we add vital psychological levers to tilt more purchase decisions in your favour:

1. Processing fluency– Simplify offers so that consumers prefer your brand by default
2. Paradox of choice – Make your offer psychologically more of the preferred option
3. Implicit appeal – Tap into evolutionary needs & drivers of consumers
4. Emotional alignment – Connect with consumers so they emotionally prefer your offer
5. Wants into needs – Turn your offer from a want to have to a must have, right NOW

WHAT NEXT?



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Get in touch!

"Let's have an informal chat about the future of your offers & promotions"