

# NUDGE CHEAT SHEET



## Awareness | Lesson One: System One / Two

### LESSON 1.1: HOW YOU MAKE DECISIONS

Insight	Finding	Takeaway
System One	98% of our decisions are automatic	Leverage heuristics for the majority of your marketing
System Two	Occasionally we engage our brains with self-awareness and make a deliberate and conscious decision	Don't assume customers will consciously think about your marketing
35,000 decisions	On average, we make 35,000 decisions a day, we rely on system one	Make purchasing your product as simple as possible

### LESSON 1.2: CONSUMERS ARE IRRATIONAL

Insight	Finding	Takeaway
Margarine sales quadrupled when coloured yellow	Consumers are irrational, simply changing the colour of a product improved the perception of the flavor	How your product is presented will change perception
Red painkillers	Red painkillers are more effective, yet most marketers / product designers don't take advantage	Get ahead of the competition by applying behavior science findings
Coffee containers	Coffee becomes more enjoyable when served out of a professional tin	Use product packaging to improve customer satisfaction
Menu descriptions	More description on a menu increases the enjoyment of a meal	Add value to your product by describing it in more detail
Champagne glasses	Different shaped glasses can change the enjoyment of a drink	Use product packaging to improve customer satisfaction
Oral-B ads	Rational messaging is less effective than messages that leverages cognitive rules of thumb	Use nudges rather than rational, technical messaging