



REVEALING THE 'WHY' BEHIND THE BUY

4 STEPS TO CATALYSING BRAND GROWTH THROUGH MOTIVE-MATCHING



**MOTIVES ARE THE 'WHY'
BEHIND THE BUY**

**WE BUY THINGS BECAUSE
THEY ALIGN WITH OUR MOTIVES**

MOTIVE-MATCHING LIGHTS A FIRE BENEATH YOUR BRAND GROWTH

Aligning brands and brand communications to consumers' underlying psychological motives drives greater consumer satisfaction, brand loyalty and, in turn, growth

A VALIDATED & HIGHLY EFFECTIVE APPROACH

Studies show significant evidence of the effectiveness of aligning with motivations in changing attitudes, intentions, and behavior.

Including a comprehensive meta-analysis into the effects of motivational matching on persuasion examined over 700 experiments - with a combined sample of 200,000+ participants!



**BUT SINCE 95% OF
MOTIVATION IS
SUBCONSCIOUS...**

**HOW CAN WE
'MATCH' WHAT IS
HIDDEN TO US?**





4 STEPS TO UNLOCKING HIDDEN MOTIVES & CATALYSING BRAND GROWTH

#1 Unpick the psychology of human behavior

At the heart of every consumer decision lies a web of underlying motives – layers of desires, fears, and aspirations: understanding these is essential for truly resonant brand strategies.

Motivations extend far beyond explicit, simple desires – ‘implicit motives’ are critically important but operate below the threshold of consciousness.

Traditional market research can’t unpack the motives at play as they fall into the ‘can’t say, won’t say’ camp. Quantitative surveys or even qualitative discussions rarely gets further the rational and conscious.

To truly understand the hidden drivers that move your audiences to buy (or not buy) you must tap into deeper psychological insight.



#2 Get past the 'Can't say, Won't say'

To understand unconscious (automatic, instinctive) motivations, we need to be sophisticated in how we reveal as people simply can't tell you what they are.

As we cannot take people's words and actions at face-value we need a deeper level of insight. We need to find research approaches that tap into the subconscious.

At Brand Genetics our team have been trained in the fundamentals of motivational science to help us identify hidden motives – and we have now augmented this human insight with our proprietary AI insight tool: Lexi.

By leveraging evidence-based insight from psychology and behavioral science we can reveal the hidden 95% of human motivation.



#3 Apply motive-matching strategically

Once the real motives have been understood, you can apply strategic Motive-Matching to create a powerful connection between what a brand offers and what consumers want.

The importance of alignment of a brand's attributes with the consumer's implicit motives cannot be overstated. By tailoring and communicating on benefits that tap directly into consumer motives, brands can significantly elevate their perceived value and relevance.

Motive-matching builds loyalty and fosters a deep connection with the brand, encouraging long-term engagement and advocacy.



#4 Identify and resolve motivational conflicts

Brands can also help consumers by identifying - and helping resolve - internal motivational conflicts that consumers themselves may not realize are influencing their decisions.

When people have conflicting motives it creates tension – for example, someone’s desire for belonging might clash with a goal to be unique.

Once again Lexi helps our team by uncovering both explicit and implicit motives, providing insights that can reveal these inner tensions.

Identifying these deep-seated motivational conflicts is insight gold – giving a brand a chance to find ways to help address and resolve them.





HOWEVER, THIS APPROACH TAKES...

TIME

*Detailed Analysis vs.
Superficial Toplines*

EXPERTISE

*Knowledge of Core
Psychological Principles*

**INCREASINGLY RARE COMMODITIES FOR
MARKETING PROFESSIONALS**

WHAT IF WE COULD

SUPERCHARGE IT?



MEET LEXI:

**THE AI TOOL THAT REVEALS
HIDDEN MOTIVES**



AI-ENHANCED MOTIVATIONAL ANALYST

Lexi - our proprietary AI psychoanalyst - combines the most advanced generative AI LLM with advanced motivational analysis techniques to surface hidden motives via a lexical analysis of consumer language.

The team at Brand Genetics use Lexi to help us provide a deeper, richer analysis of qualitative research at the pace dictated by modern business needs.

Lexi's role is to offer insights into why people think, feel, and act the way they do, using science backed and evidence based psychological frameworks.

Lexi identifies motives hidden in the language and words people use.



This is Lexi's AI-generated self-portrait

AUGMENTED INTELLIGENCE: HOW LEXI WORKS

Lexi identifies explicit and implicit motives by looking for 'motive markers': motive-related words that reveal our unspoken or unconscious motives.

Using lexical analysis – a deep analytical process of breaking down qualitative consumer dialogue into its individual words, Lexi can confidently identify the implicit motives hidden within consumer dialogue.

This insight enables brands to move beyond a focus on explicit needs and address the unspoken drivers of consumer behaviour.



asklexi.ai

Lexi is an AI psychoanalyst that reveals people's hidden motives from the words they use

Chat

MAPPING THE FUNDAMENTAL HUMAN MOTIVATIONS

At Brand Genetics our team (including Lexi) use the evidence-based, science-backed and expert-endorsed Human Motive Matrix as the basis for our motivational analysis.

The matrix details nine driving motives that are universally relevant human goals. All these motives are also linked to human happiness and wellbeing; so aligning with any will ensure brands have a positive impact on people's lives.

By identifying which motives are most relevant and distinctive in the market, then aligning with them, brands will increase their ability to attract attention, trial and loyalty.

	ME GOALS <i>Feeling positive in myself</i>	ACTION GOALS <i>Feeling positive about my actions</i>	SOCIAL GOALS <i>Feeling positive about my relations</i>
Expectations	<i>Safe, Confident</i> SECURITY <i>Insecure, Afraid</i>	<i>Free, Powerful</i> EMPOWERMENT <i>Trapped, Frustrated</i>	<i>Accepted, Belonging</i> BELONGING <i>Isolated, Lonely</i>
Experience	<i>Unique, Interesting</i> IDENTITY <i>Ordinary, Boring</i>	<i>Involved, Absorbed</i> ENGAGEMENT <i>Passive, Indifferent</i>	<i>Sharing, Caring</i> NURTURANCE <i>Selfish, Unloved</i>
Outcomes	<i>Talented, Exceptional</i> MASTERY <i>Incompetent</i>	<i>Victorious, Productive</i> ACHIEVEMENT <i>Defeated, Pointless</i>	<i>Proud, Respected</i> ESTEEM <i>Ashamed, Disgraced</i>

Adapted from Forbes, D. L. (2011). Toward a unified model of human motivation. *Review of General Psychology*, 15(2), 85-98.

WHERE LEXI ADDS VALUE



Foundational Insight

By uncovering deep-rooted explicit and implicit human motivations, Lexi gives brands a deeper understanding of the why behind a target audience's behaviour



Brand Strategy

Lexi can ground a brand's fundamental human truth in insight that will truly shift behaviour by revealing the implicit human motivations that drive your consumers



Insights for Innovation

By identifying the underlying human motivations – and any motivational conflicts – Lexi can discover opportunities for innovation to better address these goals



Communications Development

Lexi can guide and help optimize communications to better align with motivations for more engaging, meaningful, and ultimately, successful marketing

LEXI IN ACTION – 3 EXAMPLES OF MOTIVE MATCHING



Lexi was used to help a global chocolate icon identify potential reasons behind varying purchase frequencies of large size bars

An analysis of online transcripts revealed an underlying tension between engagement (enjoying the chocolate) and security (overindulging)

This clear distinction between the buyer-types opened up the possibility of targeted communication strategies



A leading healthcare company sought clarity on the direction of a new campaign having previously struggled to land key messages

Lexi analysed transcripts from dozens of interviews, pulling out key words and phrases to show how people described symptoms and the physical and emotional impacts

Furthermore, Lexi was able to deliver several creative comms springboards as starting points for development



As part of a project with a major CSD manufacturer, Lexi was used to help drive behavioural step-change in plastic recycling by analysing the strength and nature of recycling motivations present across multiple markets

When combined with local recycling opportunities and capabilities, a COM-B model was built. From this, clear levers emerge that can be pulled to drive recycling behaviour



APPENDIX: ETHICS AND EVIDENCE

WINNING WITH ETHICAL MARKETING

By focusing on positive motives linked to consumer wellbeing, brand marketing can both unlock growth and promote positive outcomes for consumers.

At Brand Genetics our team – including Lexi - build our work on positive human motivations to ensure that brands that align to these are positively influencing human health and happiness.

Ultimately, it's about leveraging insights to serve the consumer as much as the brand. In doing so, we not only maintain ethical integrity, but also establish a foundation of trust that is essential for lasting brand loyalty.



BRAND GENETICS' HUMAN-FIRST AI MANIFESTO

The manifesto below reflects our perspective that AI is not a standalone solution, but instead offers 'augmented intelligence' - enhancing, rather than replacing, human capabilities:

- 1. Champion Human-centric AI:** Embrace AI as a tool to augment and enhance human capabilities
- 2. Preserve Human Accountability:** Maintain human responsibility for decisions and actions via transparent AI processes and clear delineation of AI vs human responsibilities.
- 3. Empower Development of AI skills:** Enable our team's continuous learning to stay on top of developments in AI.
- 4. Elevate Human Insight with AI:** Use AI to help researchers uncover deeper, more accurate and more valuable insights
- 5. Foster Human-AI creativity:** Augment human creativity AI to enhance the breadth of thinking and range of options
- 6. Enhance Human Decisions:** Combine AI inputs with human experience and intuition to improve decision-making.
- 7. Commit to Ethical Use of AI:** Use AI to serve human interests, maintain transparency of usage and avoid deception
- 8. Recognise AI Limitations:** Conduct regular reviews of systems to understand AI's limitations and potential risks.
- 9. Maintain Human Privacy:** Adhere to privacy laws and mitigate concerns via strategies like anonymization techniques.
- 10. Encourage Open human-AI collaboration:** Share research, knowledge, and experiences, recognising the importance of diverse perspectives for AI advancements that enhance human abilities and societal well-being.

THE SCIENCE BEHIND MOTIVE-MATCHING

Evidence-based frameworks from psychology, neuroscience, behavioral economics, and marketing all support the rationale for motive-matching as a driver of growth:

Regulatory Focus Theory (RFT):

Core human drives to approach pleasure and to avoid pain underpin motivation. Tailoring marketing to align with one of these primal motives - 'promotion' versus 'prevention' can help marketers create and communicate compelling value

Universal Human Motives:

An evidence-based refresh of Maslow's motives, the 'Unified Model of Human Motivation' defines nine universal human motives linked. Matching marketing to one of these core motives, in a fresh and distinctive way, will enhance appeal

Implicit Motivation Theory:

Building on the research of David McClelland, our implicit motives, which are unspoken, hidden and often subconscious, may be better predictors of behaviour than explicit, public motives. Aligning with implicit motives can increase the automatic appeal of brands

Neuroscientific Evidence:

Decision-making is heavily influenced by subconscious processes. Neuroimaging studies show that alignment with consumers' subconscious motives increases activity in brain regions related to reward, enhancing appeal

Behavioural Science (COM-B):

The COM-B framework, with extensive evidence to support it, shows behaviour is largely the outcome of what's motivating us, automatically and reflectively. Effective behavioural interventions tap into the motivators of behaviour

Industry Research (JTBD Theory):

Modern motivational research, embodied in 'Jobs-to-be-Done' (JTBD) theory, focuses on understanding the consumer's goal (the job to be done). Aligning brands with these job-goals that motivate consumers enhances effectiveness

TO LEARN MORE ABOUT LEXI AND MOTIVE MATCHING GET IN TOUCH!

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Unlocking growth
by thinking human first