



MyMotivators™



Measuring the Intensities of MyMotivators™ /
Whole Brain® Communication
in Print Advertising

Sp 2022 HONR 4800 - Capstone Project

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A02278230



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“Half my advertising spend is wasted; the trouble is, I don't know which half.”

John Wanamaker

Advertising's purpose is to create a state of mind conducive to purchase.

It has three primary objectives:

- Inform.
- Persuade.
- Remind.

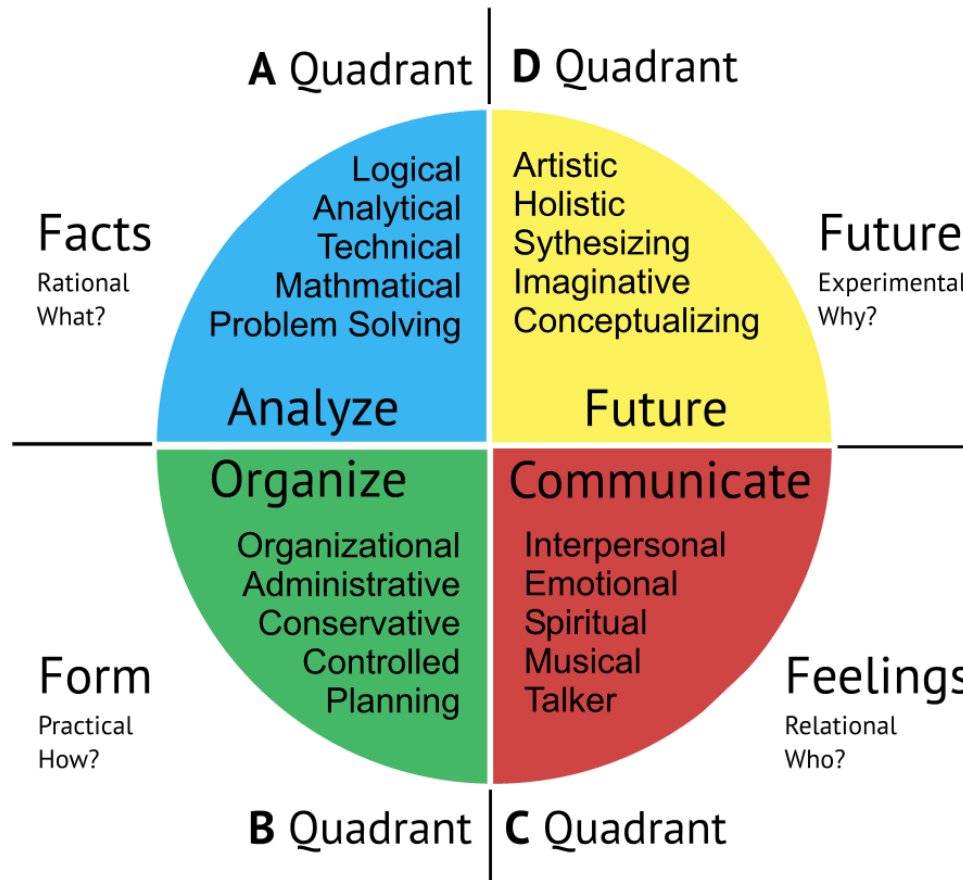


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Dr. Ned Herrmann

The Whole Brain® Model





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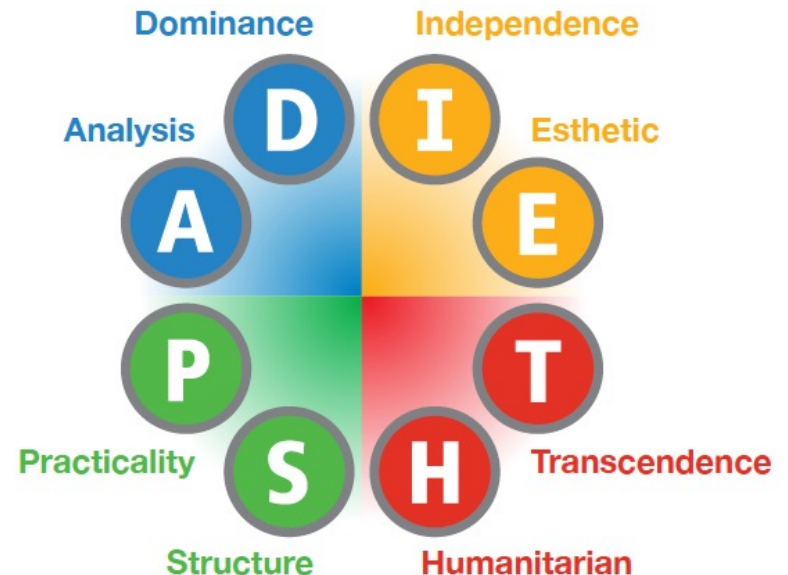


“NEVER STOP TESTING, AND YOUR ADVERTISING WILL NEVER STOP IMPROVING.”

Dr. Russell Osmond’s research identified that there are eight universal “Motivators” shared by all of us, regardless of age, culture, gender, ethnicity, or education. These Personal Motivators fall into the four quadrants of thinking styles defined within The Whole Brain® Model.



DAVID OGILVY





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“UNLESS YOUR ADVERTISING CONTAINS A BIG IDEA, IT WILL PASS LIKE A SHIP IN THE NIGHT.”

DAVID OGILVY

E **Esthetic**

People who are motivated by things that add value to their life, and by harmony, beauty, and appearance.

I **Independence**

Individuals who value personal freedom, being in control of their destiny, and self-reliance.



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“ADVERTISING PEOPLE WHO IGNORE RESEARCH ARE AS DANGEROUS AS GENERALS WHO IGNORE DECODES OF ENEMY SIGNALS.”

DAVID OGILVY

D Dominance

These people look for any advantage they can get to give them an edge. They love to be in charge, and they love to win.

A Analysis

People who thrive on data, clarity, and precision. They are logical, rational, and love to crunch the numbers to prove they are right.



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“CONSUMERS [DECIDE] TO BUY OR NOT TO BUY [BASED ON] THE CONTENT OF YOUR ADVERTISING, NOT ITS FORM.”

DAVID OGILVY

P Practicality

These people love getting things done in a streamlined fashion and hate ambiguity. They love it when ideas are unfolded in a step-by-step fashion in ways that makes sense.

S Structure

People who try to create order and have discipline in everything they do. They value simplicity and become frustrated by chaos or unclear direction.



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“ON THE AVERAGE, FIVE TIMES AS MANY PEOPLE READ THE HEADLINE AS READ THE BODY COPY. WHEN YOU HAVE WRITTEN YOUR HEADLINE, YOU HAVE SPENT EIGHTY CENTS OUT OF YOUR DOLLAR.”

DAVID OGILVY

H Humanitarian

People who desire opportunities to be helpful to others and find solace in groups.

T Transcendence

Those who value unity and want to make a difference in the world. They love to be a part of something bigger than themselves.

MyMotivators™ Profile for Tanner Schulz

Analysis & Independence

Top Motivator profile traits:

Probably prefers

- Information
- Self-reliance

May avoid

- Closure
- Group interaction

Probably will do well

- Be precise, detailed and accurate
- Challenge "status quo"

May do poorly

- May wait too long or talk too much
- May not engage or appear to care

May unknowingly filter

- Anything to do with emotions
- Anything not on their agenda at the moment

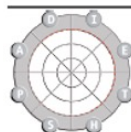
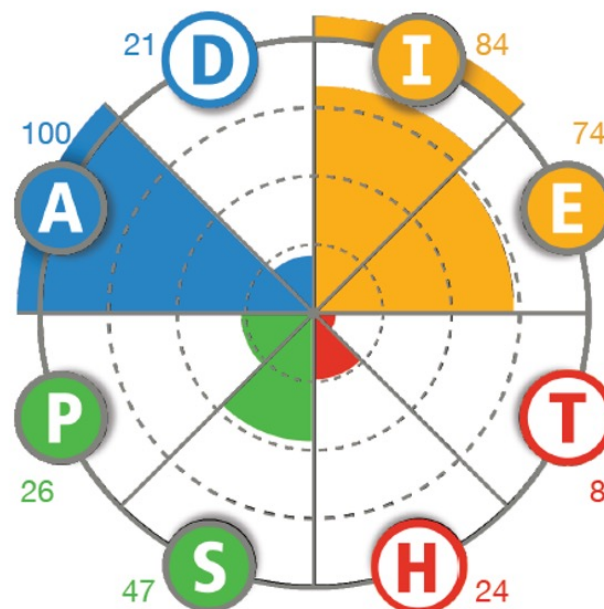
Possible concerns

- May be somewhat impractical and not use the knowledge acquired to obtain specific results.
- Will probably find it difficult to "submit" to the rules and regulations of corporate life

Top Motivator Profile Overview

Individuals with Analysis and Independence as the top two Motivators will almost always be right about things that others may not even see as important. You probably have the uncanny ability to see trends and identify patterns. You may be perceived as a "maven" because often this combination of motivators makes people "early adopters" of ideas or technology.

However people with the Analysis/Independence combination can be perceived by others as being stubborn and at times uncooperative. You may need to make a conscious effort to listen to the inputs of others and watch your "delivery" when it comes to other's feelings.



Relative Intensity of Motivators

The Motivators that fall within the outer ring tend to be driving motivation. You may avoid the activities associated with Motivators within the inner circle.

Considerations from your "lowest" Motivators

Transcendence & Dominance

- Probably won't engage in any discussion of religion or belief systems
- May avoid taking the lead on anything
- Probably will feel uncomfortable when any focus is on them to make choices

Firing Order of Motivators

- Yes A Analytical**
Desire is for knowledge, the discovery of truth and the opportunity to grow intellectually.
- Yes I Independence**
Desire is for personal freedom and self-determination. Self-reliance based on an "I want to be me" attitude is the hallmark.
- E Esthetic**
Desire is for a personal and sensitive appreciation of things harmonious and beautiful.
- S Structure**
Desire is for structure, rules, and a "niche" in which to fit and feel secure. Generally is rules-oriented and has a low tolerance for ambiguity.
- P Practicality**
Desire is for practical accomplishment. Also rewards and results must be linked together NOW!
- No H Humanitarian**
Desire is to share and for an opportunity to be helpful to others. Kindness, sympathy and unselfishness are the trademarks.
- No D Dominance**
Desire is acknowledgment, credit and respect – they also don't mind being in charge.
- No T Transcendence**
Desire is for unity, peaceful acceptance and inner calm. May use faith to transcend reason.

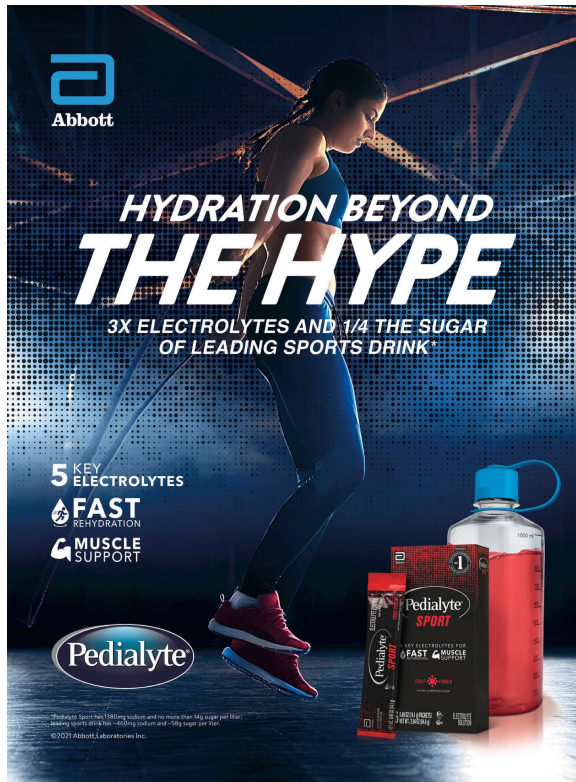


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“IT IS NOT CREATIVE UNLESS IT SELLS.”

DAVID OGILVY



Which one
Is better at
persuasiveness?





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The Idea



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Survey Questions



Esthetic

People who are motivated by things that add value to their life, and by harmony, beauty, and appearance.

- The benefit claimed by this product has a "WOW" factor offering me something meaningful that I perceive will add value to my life.
- The ad is visually appealing, using fonts, pictures and layout that add to the ease of understanding.



Independence

Individuals who value personal freedom, being in control of their destiny, and self-reliance.

- Using this product will make me feel more confident and self-reliant.
- Using this product will make me feel more in-control of my life and well-being.



Dominance

These people look for any advantage they can get to give them an edge. They love to be in charge, and they love to win.

- Using this product will give me an advantage over those that don't use it.
- This product offers specific, numeric advantages versus competitors.



Analysis

People who thrive on data, clarity, and precision. They are logical, rational, and love to crunch the numbers to prove they are right.

- This ad has well-articulated ideas and facts presented in a logical format.
- The ad has brief, clear and precise information.



Practicality

These people love getting things done in a streamlined fashion and hate ambiguity. They love it when ideas are unfolded in a step-by-step fashion in ways that makes sense.

- The ad has a structured explanation of how it works.
- The way this product is described to me makes sense.



Structure

People who try to create order and have discipline in everything they do. They value simplicity and become frustrated by chaos or unclear direction.

- The ad is presented in a logical format and sequence that I can easily understand.
- Using this product simplifies my life.



Humanitarian

People who desire opportunities to be helpful to others and find solace in groups.

- This product helps serve the needs of others.
- This product makes me feel safe, secure, and protected.



Transcendence

Those who value unity and want to make a difference in the world. They love to be a part of something bigger than themselves.

- Using this product will add to my sense of community and connection to others.
- This product makes me feel inspired or emotionally engaged.

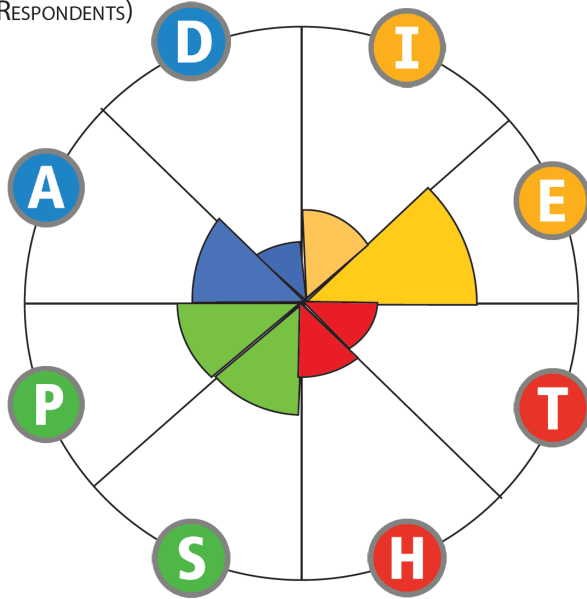


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Research Results

SKECHERS STREETWEAR
(MALE - 90 RESPONDENTS)



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ESTHETIC	63
INDEPENDENCE	27
DOMINANCE	17
ANALYSIS	39
PRACTICALITY	41
STRUCTURE	42
HUMANITARIAN	23
TRANSCENDENCE	16

AdEVALUATOR SCORE 33
VERY POOR

MOTIVATOR STRENGTH BY QUADRANT

	INDEX (100 = AVERAGE)	
YELLOW	85	✗
BLUE	56	✗
GREEN	83	✗
RED	39	✗

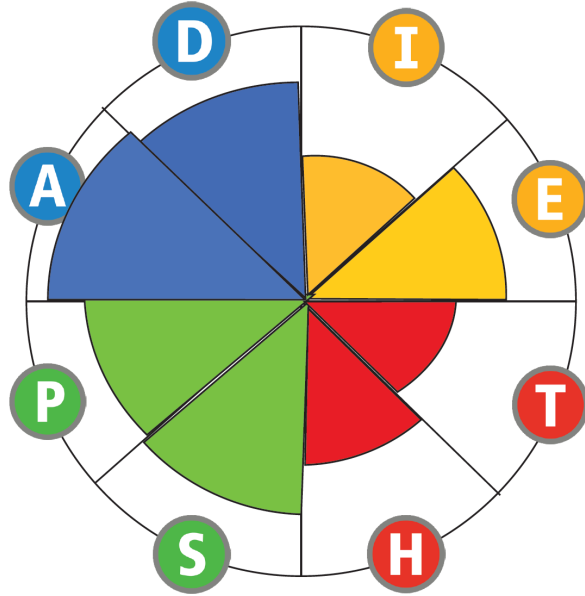
MyMotivators RATINGS

67 OR ABOVE: EXCELLENT
60-66: ABOVE AVERAGE
50-59: AVERAGE
40-49: BELOW AVERAGE
39 OR BELOW: VERY POOR

All data on a 1-100 scale



PEDIALYTE - ADULTS
(FEMALE - 57 RESPONDENTS)



 MyMotivators™

Esthetic	74
Independence	59
Dominance	79
Analysis	83
Practicality	76
Structure	79
Humanitarian	52
Transcendence	44

AD-EVALUATOR SCORE 68
EXCELLENT

MOTIVATOR STRENGTH BY QUADRANT

	INDEX (100 = AVERAGE)	
YELLOW	133	✓✓
BLUE	162	✓✓
GREEN	155	✓✓
RED	96	✗

MyMotivators RATINGS

67 OR ABOVE: EXCELLENT
60-66: ABOVE AVERAGE
50-59: AVERAGE
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All data on a 1-100 scale

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HYDRATION BEYOND THE HYPE

3X ELECTROLYTES AND 1/4 THE SUGAR OF LEADING SPORTS DRINK*

5 KEY ELECTROLYTES

 FAST REHYDRATION

 MUSCLE SUPPORT



*Pedialyte Sport has 1380mg sodium and no more than 14g sugar per liter. Leading sports drink has ~460mg sodium and ~58g sugar per liter.

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Analysis



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Using the data generated from each ad, they were compared one-to-another using the MyMotivators™ intensity as the discriminating factor.

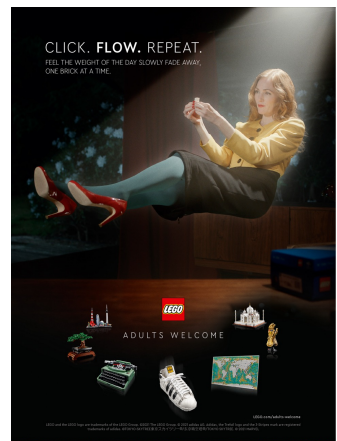
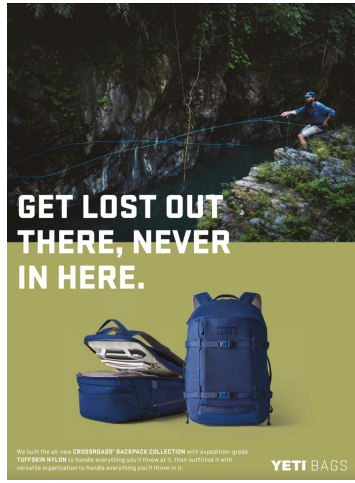
Four dominant trends emerged:

1. The “Esthetic” Motivator is strong in virtually every ad. All ads were visually appealing, as you would expect from large ad agencies developing ads for popular magazines.



Esthetic Visually Appealing

Top 3 Ads



<u>Esthetic</u>	<u>Visually Appealing</u>
Tazo Tea	8.7
Yeti Backpacks	8.47
Gatorade Zero	8.24
Cheerios	7.93
Columbia Jackets	7.44
Pedilyte	7.42
POM Juice	7.41
Land's End	7.4
ZzzQuil Pure Zzzs	7.07
Kraft Lunchables	7.01
American Red Cross	6.36
Skechers Streetwear	6.34
ChildFund	5.78
Cover Girl	5.75
Lego - Adults	5.67

Bottom 3 Ads

Key Insight:

You must have bold, meaningful headlines that capture the consumers attention and explain the wonder of the product.



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2. It's very hard to get a good score in the "Red" quadrant (Humanitarian / Transcendence). Outside of the charities, all others performed below-average. The one exception was Land's End, which noted that their jackets were eco-friendly and ethically sourced.



Humanitarian Serves Others

Top 3 Ads

Every two seconds, someone in the U.S. needs blood.

Schedule a blood donation appointment today.

1-800-RED CROSS | RedCrossBlood.org
Download the Blood Donor App

Healthy. Educated. Safe. Let's get there together.

ChildFund.
1-800-776-6767 | ChildFund.org

This connects with him, and he connects with what he needs to grow up healthy, educated and safe. When we all connect, we make things better for millions of children around the world. And their families. And their communities. And their countries. And you. Together we can all get to a better place.

Best winter coats. from the inside out.

LANDS' END
let's get comfy

LANDS' END IS COMMITTED TO A MORE SUSTAINABLE FUTURE. DETAILS AT LANDS'END.COM/ESG

<u>Humanitarian</u>	<u>Serves Others</u>
American Red Cross	9.65
ChildFund	9.01
Land's End	6.23
ZzzQuil Pure Zzzs	5.37
Yeti Backpacks	5.36
Cheerios	5.3
Pedilyte	5.18
Columbia Jackets	5.17
Gatorade Zero	4.64
POM Juice	4.05
Kraft Lunchables	2.92
Cover Girl	2.79
Tazo Tea	2.44
Skechers Streetwear	2.26
Lego - Adults	1.89

Bottom 3 Ads

BREW UP SOME PASSION

TAZO
PASSION

Want to brew better than ever with TAZO Passion? This caffeine-free blend combines your delicious flavors of hibiscus, orange and elderberry for a brew so great, you'll say we have you beat every time. (Don't say we didn't warn you!)

ZO TAZO TAZO TAZO TAZO TA

STREET STYLE

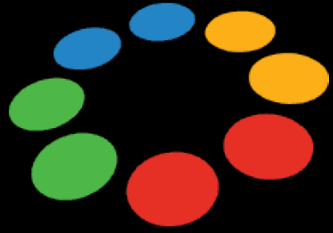
SKECHERS STREETWEAR

SKX
skechers.com

CLICK. FLOW. REPEAT.
FEEL THE WEIGHT OF THE DAY SLUDDY FLOW AWAY. ONE BRICK AT A TIME.

LEGO
ADULTS WELCOME

Key Insight:
Try to have your brand make a positive contribution to people or the world at large (environmentally conscious, support charities, etc.)



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3. Ads that contained very little ad copy (words) generated low MyMotivators™ scores. This seems to indicate that creating an aesthetically pleasing ad doesn't necessarily translate into communication effectiveness, though more research needs to be done on this topic.



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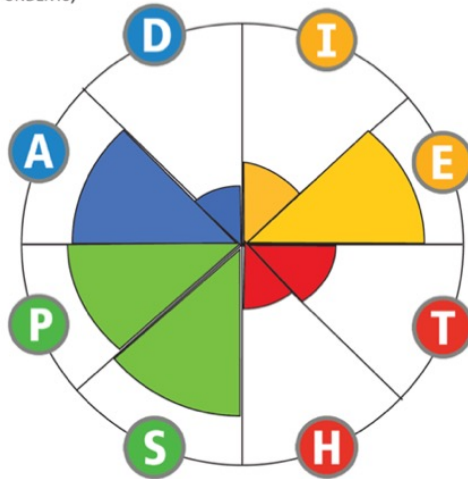
4. Many ads tended to be strongly “left brain” (Blue / Green Quadrants). Of the 15 ads tested, ten had high intensities in some combination of Dominance, Analysis, Practicality, and Structure within their ad copy.



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TZAO PASSION TEA
(FEMALE - 57 RESPONDENTS)



ESTHETIC	87
INDEPENDENCE	29
DOMINANCE	19
ANALYSIS	70
PRACTICALITY	71
STRUCTURE	74
HUMANITARIAN	24
TRANSCENDENCE	32

AdEVALUATOR SCORE 50
AVERAGE

MOTIVATOR STRENGTH BY QUADRANT

	INDEX (100 = Average)	
YELLOW	116	✓
BLUE	89	✗
GREEN	145	✓
RED	56	✗

MyMotivators RATINGS

67 OR ABOVE: EXCELLENT
60-66: ABOVE AVERAGE
50-59: AVERAGE
40-49: BELOW AVERAGE
39 OR BELOW: VERY POOR

All data on a 1-100 scale

BREW UP SOME *PASSION*

Want to brew better tea? Start with TAZO Passion. This caffeine-free blend combines crisp, delicious flavors of hibiscus, orange peel and lemongrass for a flavor so good, just one sip will have you head over heels. (Don't say we didn't warn you.)



TZO TAZO TAZO TAZO TAZO TA



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AdEvaluator Scores

The AdEvaluator used the average across all 8 motivators to calculate a score. The ads that were the most “Whole Brain” scored the highest.

MOTIVATOR STRENGTH BY QUADRANT

INDEX (100 = AVERAGE)

YELLOW	133	✓
BLUE	162	✓
GREEN	155	✓
RED	96	✗

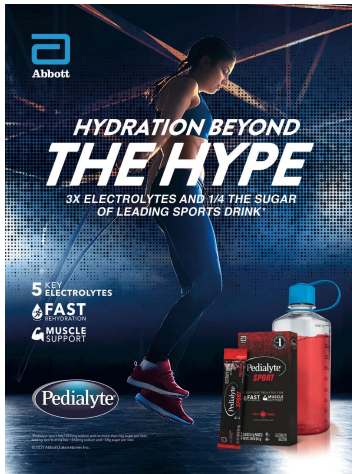


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Which Ad is Better?

<u>Ad Evaluator Ranking</u>	<u>Score</u>	
Pedilyte	68	Excellent
Cheerios	65	Above Average
Yeti Backpacks	64	Above Average
Land's End	62	Above Average
Columbia Jackets	62	Above Average
American Red Cross	61	Above Average
POM Juice	56	Average
Gatorade Zero	56	Average
ZzzQuil Pure Zzzs	55	Average
Cover Girl	52	Average
ChildFund	51	Average
Tazo Tea	50	Average
Kraft Lunchables	39	Very Poor
Lego - Adults	33	Very Poor
Skechers Streetwear	33	Very Poor



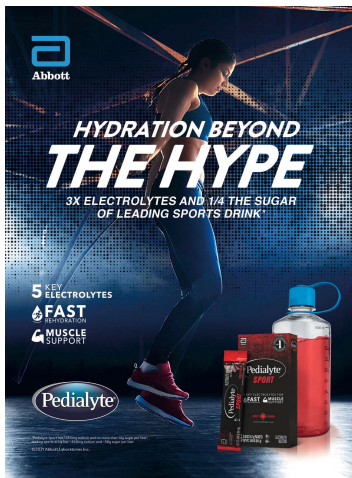


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Which Ad is Better?

WINNER



<u>Ad Evaluator Ranking</u>	<u>Score</u>	
Pedilyte	68	Excellent
Cheerios	65	Above Average
Yeti Backpacks	64	Above Average
Land's End	62	Above Average
Columbia Jackets	62	Above Average
American Red Cross	61	Above Average
POM Juice	56	Average
Gatorade Zero	56	Average
ZzzQuil Pure Zzzs	55	Average
Cover Girl	52	Average
ChildFund	51	Average
Tazo Tea	50	Average
Kraft Lunchables	39	Very Poor
Lego - Adults	33	Very Poor
Skechers Streetwear	33	Very Poor





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Discussion



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1. Whereas this study was conducted exclusively amongst college-aged students, results are likely not representative of a nationwide, randomized group.
2. The study indicates that motivators within a print ad can be measured and quantified. What we do not know is if this correlates to purchase intent. A follow-up study should be conducted to measure each ad by its effectiveness in moving a consumer down the AIDA funnel (attention, interest, desire, action). This will allow for a correlation study linking back to this research which can answer the question of persuasiveness / motivation which creates a state of mind conducive to purchase.
3. Further research should be conducted to understand how a person's preferred / dominant thinking style influences their response to advertising. Do people rate ads more highly which are more aligned to their dominant personal motivators?



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Thank You