

## Hidden Persuaders 2.0

Ronald Voorn

EdTalks for EDCOM

# Ronald Voorn MSc, EMP, PhD Candidate (@ronvrn)



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## Content

What are our persuasion capabilities  
How do we use these?  
Is that really what we want?

*Marketing* is the activity, set of institutions, and processes for **creating**, communicating, delivering, and exchanging offerings that have **value** for customers, clients, partners, and society at large. AMA 2016

A black and white portrait of a man, identified as Mr. Alfred Heineken, in a dark suit, white shirt, and dark tie. He is holding a lit cigarette in his right hand and looking directly at the camera with a serious expression. The background is slightly blurred, showing what appears to be a bookshelf.

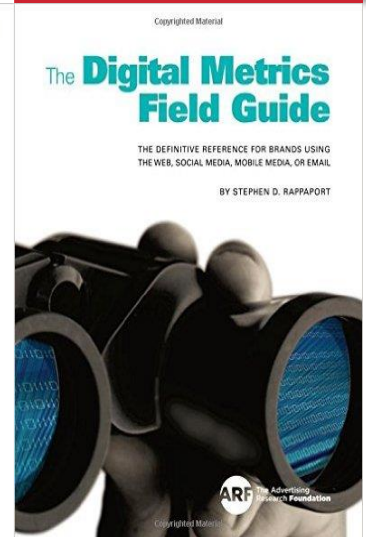
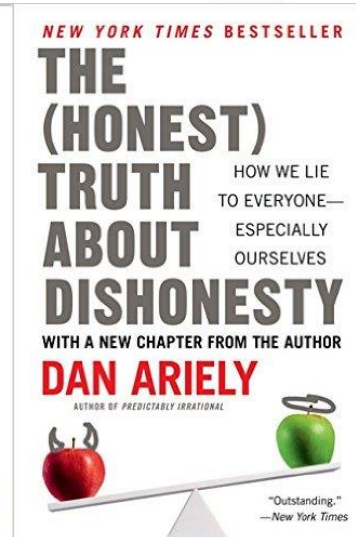
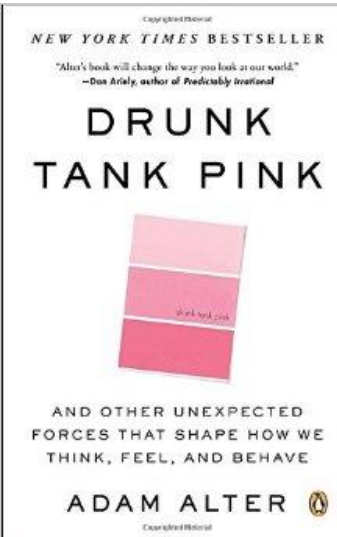
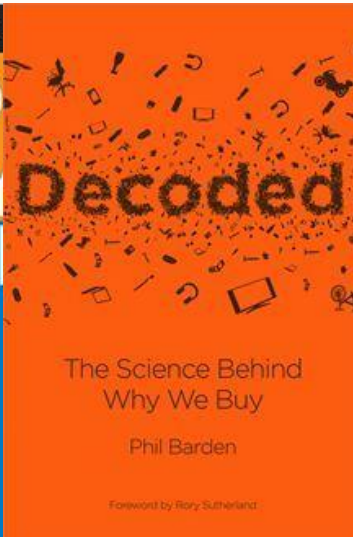
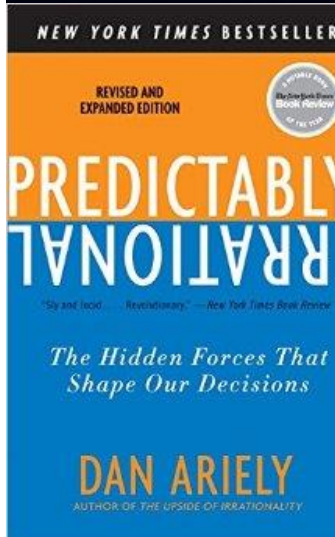
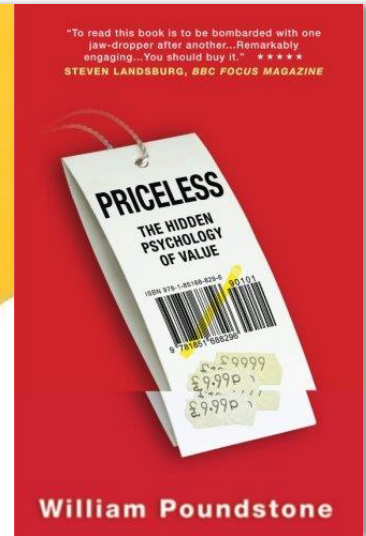
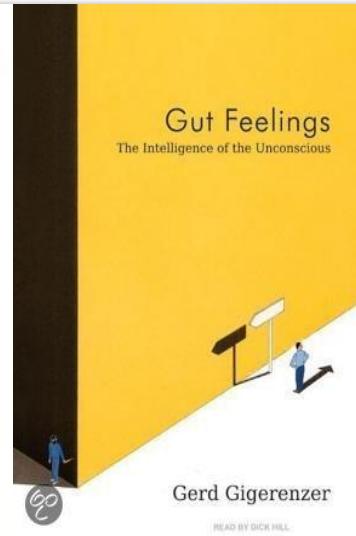
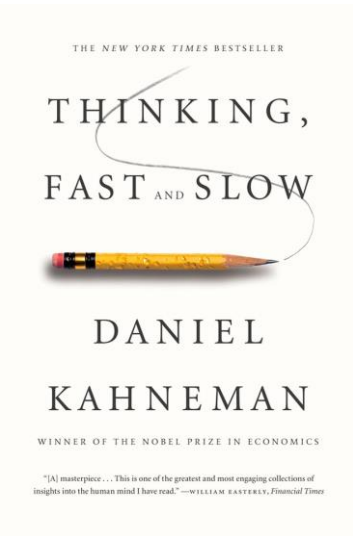
What is the value of the Heineken brand?

*“ Mr. Voorn, when my breweries burn down tonight, I will get a loan tomorrow to rebuild them all on the basis of the value of my brand. But, Mr. Voorn, when you burn down my brand tonight I will be stuck with a lot of empty breweries in the morning!” Mr. Alfred Heineken (1992)*

Trust : “A willingness to make oneself vulnerable to another in the presence of risk” (Kim et al., 2004)



# Our knowledge is growing by the day





The Mini Automatic. For simple driving.



# ARMS RACE

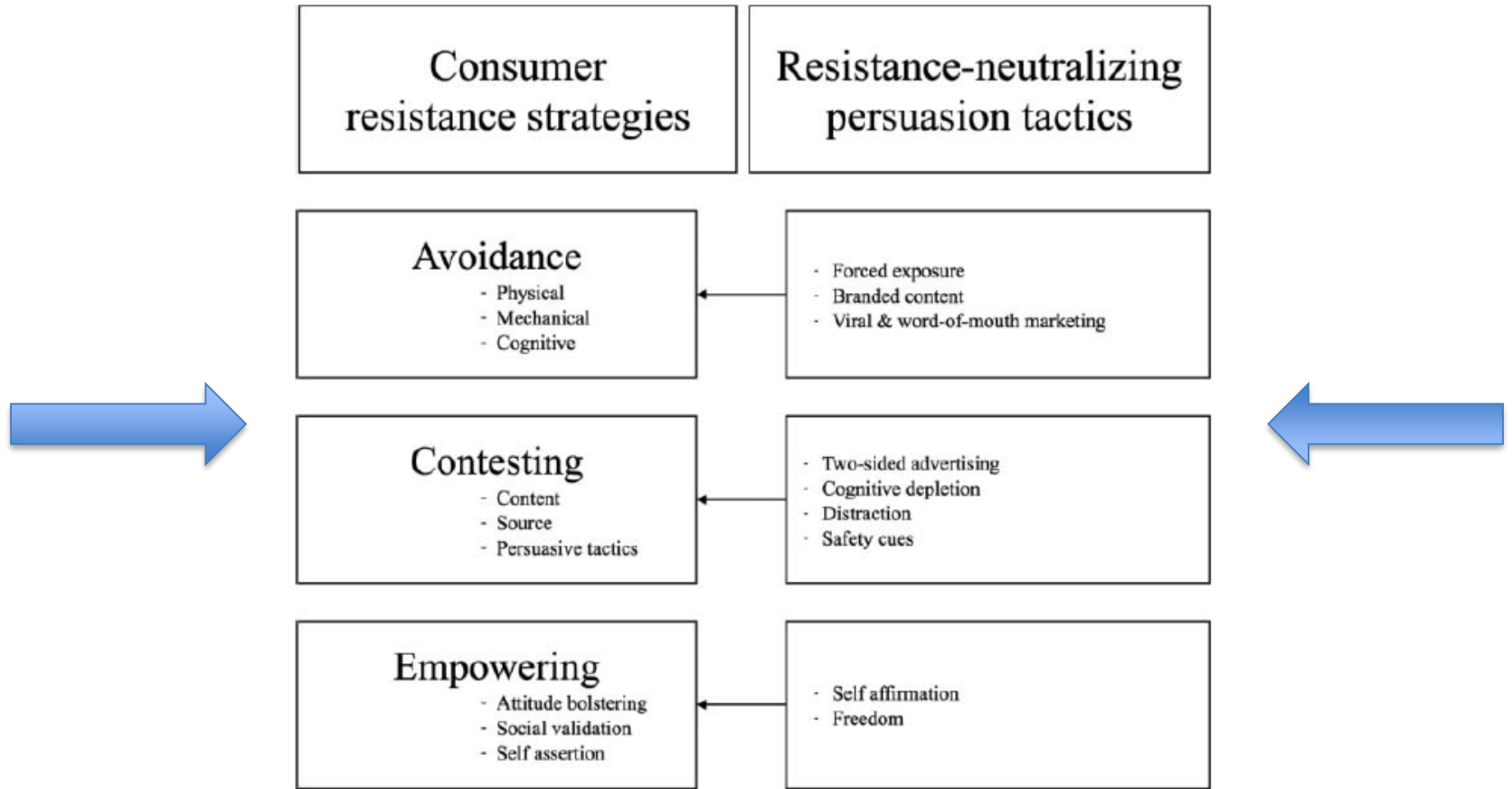
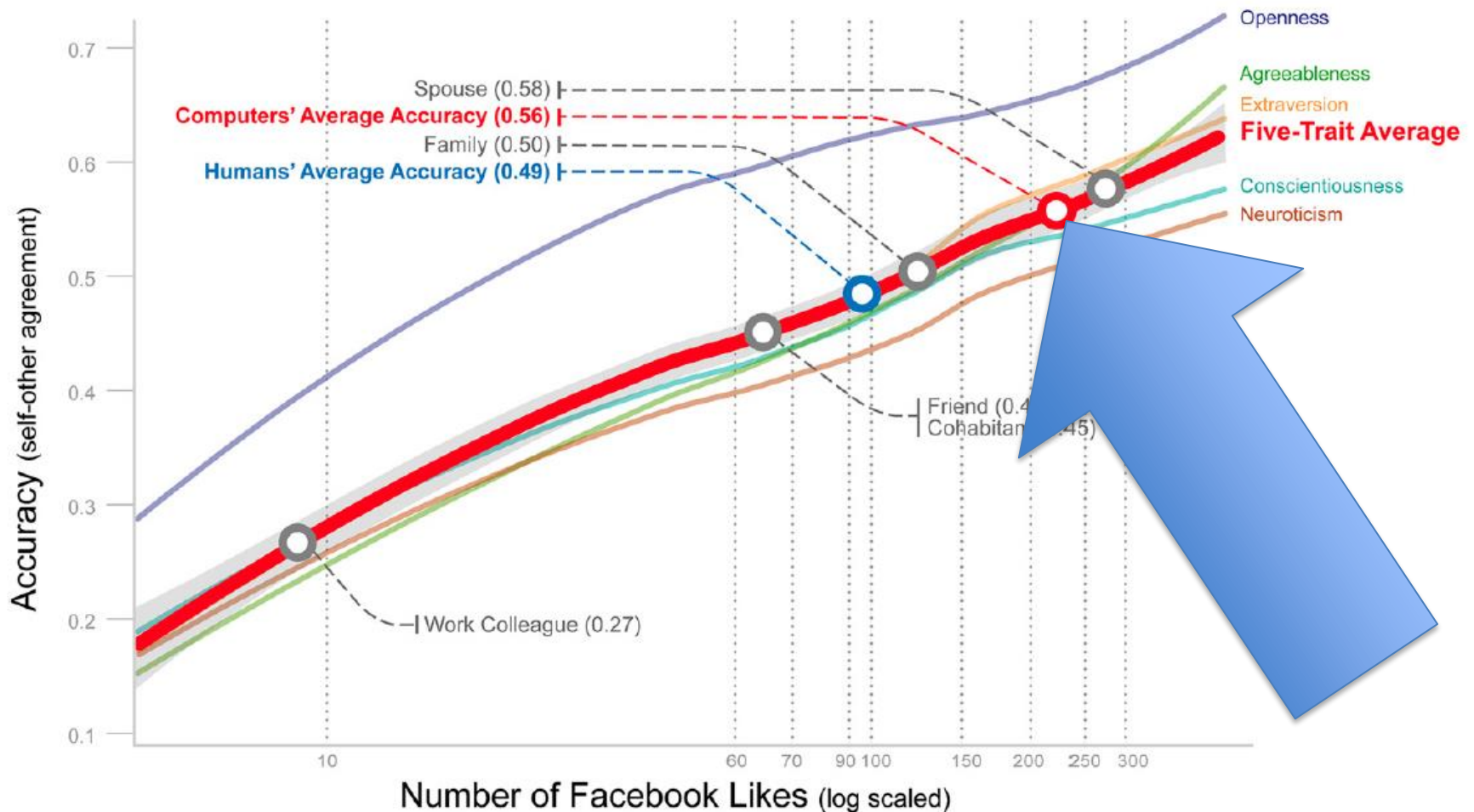
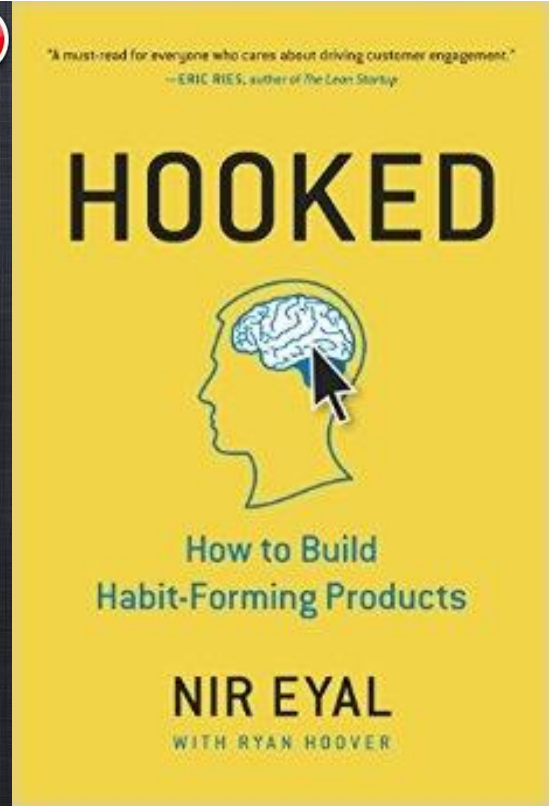
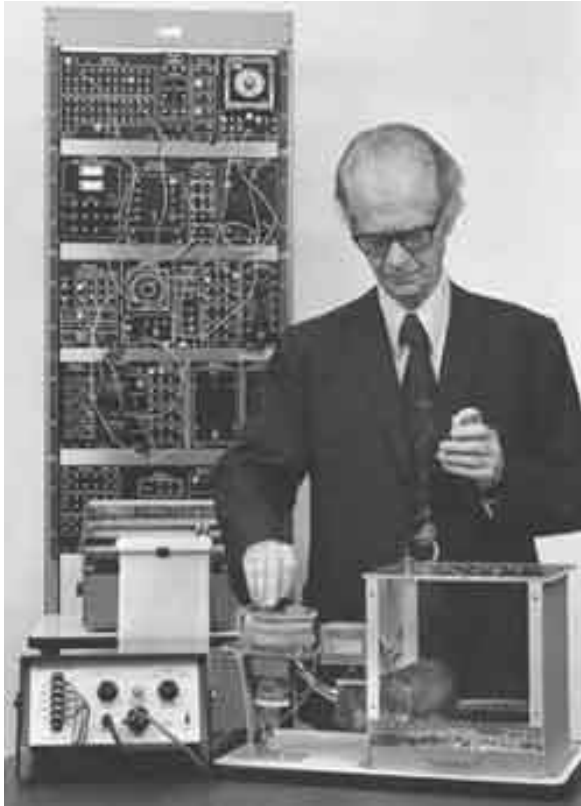


Figure 1. The ACE typology of consumer resistance strategies.

# Computers are able to better predict your personality than friends



# Habit Loops



And enormous amounts of consumer behaviour Data



# Tech is racing forward

THE WALL STREET JOURNAL.

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Nest Founder  
Tony Fadell Leaving  
Company



Rivals Uber and  
Didi Drive Closer to  
Profitability in China



Lee: Large  
Number of Patents  
Could Give China an  
Edge in ...



Startup Scene Is  
Sunny in Southeast  
Asia, Investors Say



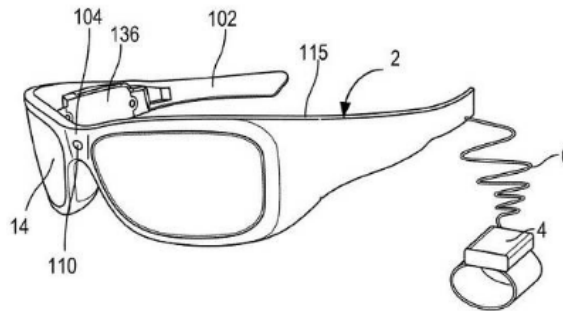
glassdoor  
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DIGITS

## Microsoft Awarded Patent for Emotion Detecting Eyeglasses

By AMIR MIZROCH

Apr 29, 2015 9:33 am ET



Microsoft's wearable emotion detection and feedback system. MICROSOFT/U.S. PATENT AND TRADEMARK OFFICE

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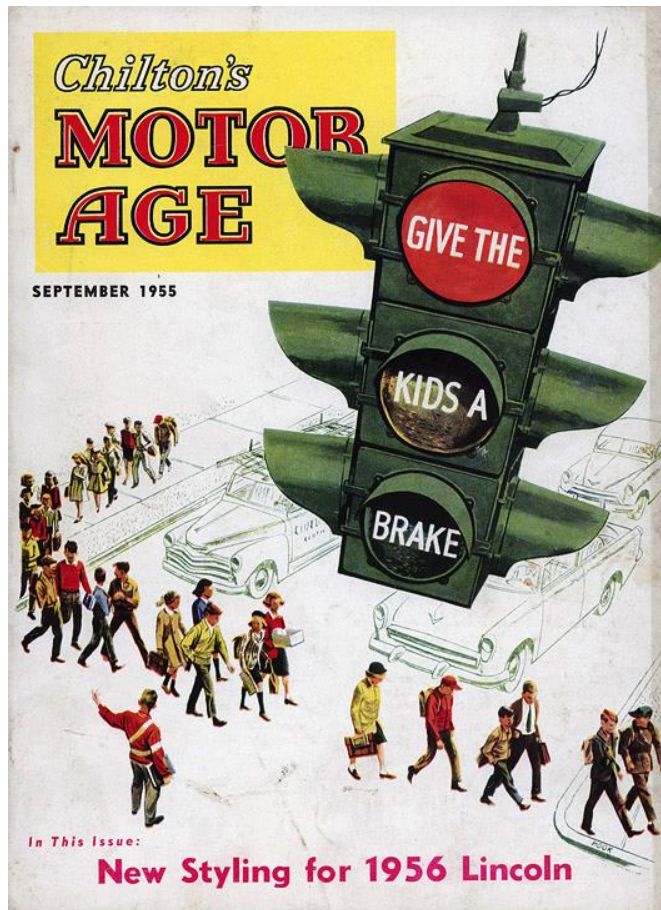
## PayPal wants to implant passwords in your stomach and your brain

"Natural body identification" could one day replace passwords and other modern methods of identification, claims PayPal developer chief



How do we use this consumer knowledge?

Besides for good?



- Covertness?
- Respect for free will ?
- Damage ?
- Targets weaker people?
- Deliberate or not?

REVISED EDITION

"For marketers, it is among the most important books written in the last 10 years."

—*Journal of Marketing Research*

NATIONAL BESTSELLER

# INFLUENCE

The Psychology of Persuasion

ROBERT B. CIALDINI, PH.D.



SOCIAL PROOF



COMMITMENT



RECIPROCATATION

# INFLUENCE



LIKING



AUTHORITY



SCARCITY





Tests



## WHAT CITY ARE YOU?



Each city is a lot like the people in it. Do You like to live a busy life, or prefer romance? Take this fun test and find out what city are you!

# More than 10% all adults globally in a Psychological Database

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## Our clients

VisualDNA Consumer Profiles have delivered rich insights for leading brands across multiple industries.

Take a look at our case studies page to see examples of our quizzes in action.

See quizzes in action ▶



# Royal AHOLD



Avocado Spinach: More Apple (51%) & Cucumber (15%) than Avocado (21%) & Spinach (12%)



Blackberries and Blueberries: More Apple (37%) & Orange juice (25%) than blackberries (15%) en blueberries (15%)


# KLM AIR FRANCE

## Bait & Switch

Vliegtickets Barcelona - Vliegtickets voor €98 - KLM.com

Adv. [www.klm.com/Barcelona](http://www.klm.com/Barcelona)

(+€10/boekingskosten) Boek nu bij KLM!

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1 Volwassene | Economy Class

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BUSINESS

# LinkedIn agrees to pay \$13 million in 'spam' settlement



LinkedIn Chief Executive Jeff Weiner participates in a question-and-answer interview in October. (Chip Somodevilla / Getty Images)



By **Samantha Masunaga** • Contact Reporter

OCTOBER 6, 2015, 1:21 PM



ADVERTISEMENT

### In Case You Missed It

 **Hillary Clinton's expected claim of the nomination and other things to watch for in Tuesday's primaries**  
3:00 AM

 **As their populations soar, bald eagles increasingly pose a threat of plane collisions**

# A/B testing without any disclosure !


The image shows the Booking.com homepage. At the top, there is a dark blue navigation bar with the 'Booking' logo on the left and several utility icons on the right: a help icon, a currency icon, a US flag, a heart icon labeled 'My Lists', a location pin icon, and two buttons labeled 'Register' and 'Sign In'. Below the navigation bar, there is a horizontal menu with links: 'Find Deals', 'Trips of a Lifetime', 'Write a Review', 'Homes & Apartments', 'Booking.com for Business', and 'Booking.com'. The main heading reads 'Book your ideal accommodations at a great price'. On the left, there is a large yellow search box titled 'Find the Best Deals' with the subtext 'Working with leading names like Marriott, Hilton, and Wyndham Worldwide.' The search box contains a text input field with the placeholder 'Destination/Hotel or Property Name:' and a hint 'p.g. country, city, landmark or interest'. Below the input field are two date pickers for 'Check-in' and 'Check-out', each with a calendar icon and a dropdown arrow. The 'Check-in' field contains the text 'When are you arriving?' and the 'Check-out' field contains 'And when are you departing?'. Below the date pickers is a 'Traveling for:' section with radio buttons for 'Work' and 'Leisure', and a question mark icon. At the bottom of the search box are three dropdown menus for 'Rooms' (set to 1), 'Adults' (set to 2), and 'Children' (set to 0). A large blue 'Search' button is positioned at the bottom right of the search box. On the right side of the page, there is a white notification box with a close 'X' icon. The notification text says 'Welcome back! It's always a pleasure to see you. Sign in to see deals of up to 50% off.' and includes a blue 'Sign In' button. Below the notification, there is a link 'No account? Start here'. Below the notification, there are two destination cards. The first card is for 'Paris' with a French flag icon and '4,211 properties'. It features a background image of the Eiffel Tower and includes icons for a hotel and an airplane. A link 'Find things to do »' is at the bottom right of the card. The second card is for 'London' with a British flag icon and '2,814 properties'. It features a background image of Big Ben and includes icons for a hotel and an airplane.

# Influencer marketing with in many cases no disclosure or worse

Instagram

## The FTC and Influence Marketing: The crackdown begins

APR 6T



**Diclegis**  
(Doxylamine Succinate and Pyridoxine Hydrochloride)  
Delayed-release tablets  
3mg/5mg

*By Kerry*

**#CorrectiveAd** I guess you saw the attention my last **#morningsickness** post received. The FDA has told Duchesnay, Inc., that my last post about Diclegis (doxylamine succinate and pyridoxine HCl) was incomplete because it did not include any risk information or important limitations of use for Diclegis. A link to this information accompanied the post, but this didn't meet FDA requirements. So, I'm re-posting and sharing this important information about Diclegis. For US Residents Only. Diclegis is a prescription medicine used to

Log in

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<http://www.businessesgrow.com/2016/04/06/ftc-and-nfluence-marketing/>

<http://mediakix.com/category/influencer-marketing-examples/>



## Covert Marketing Activities: Identifying Commercial Communication

Advertising should be clearly distinguishable as such whatever form or medium used. If not, it is considered an example of covert advertising and therefore a violation of section 4 of the Danish Marketing Practices Act.

## NEWS

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# Not in front of the telly: Warning over 'listening' TV

🕒 9 February 2015 | [Technology](#)



# Google Home



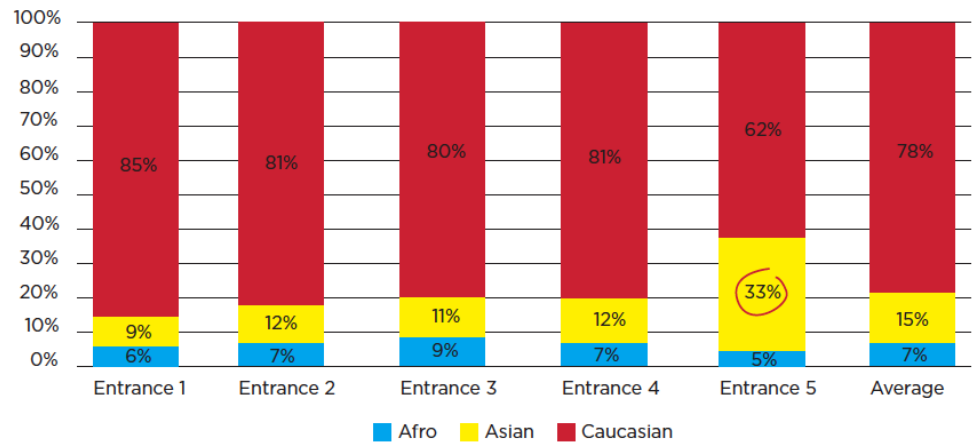
Manage everyday tasks effortlessly

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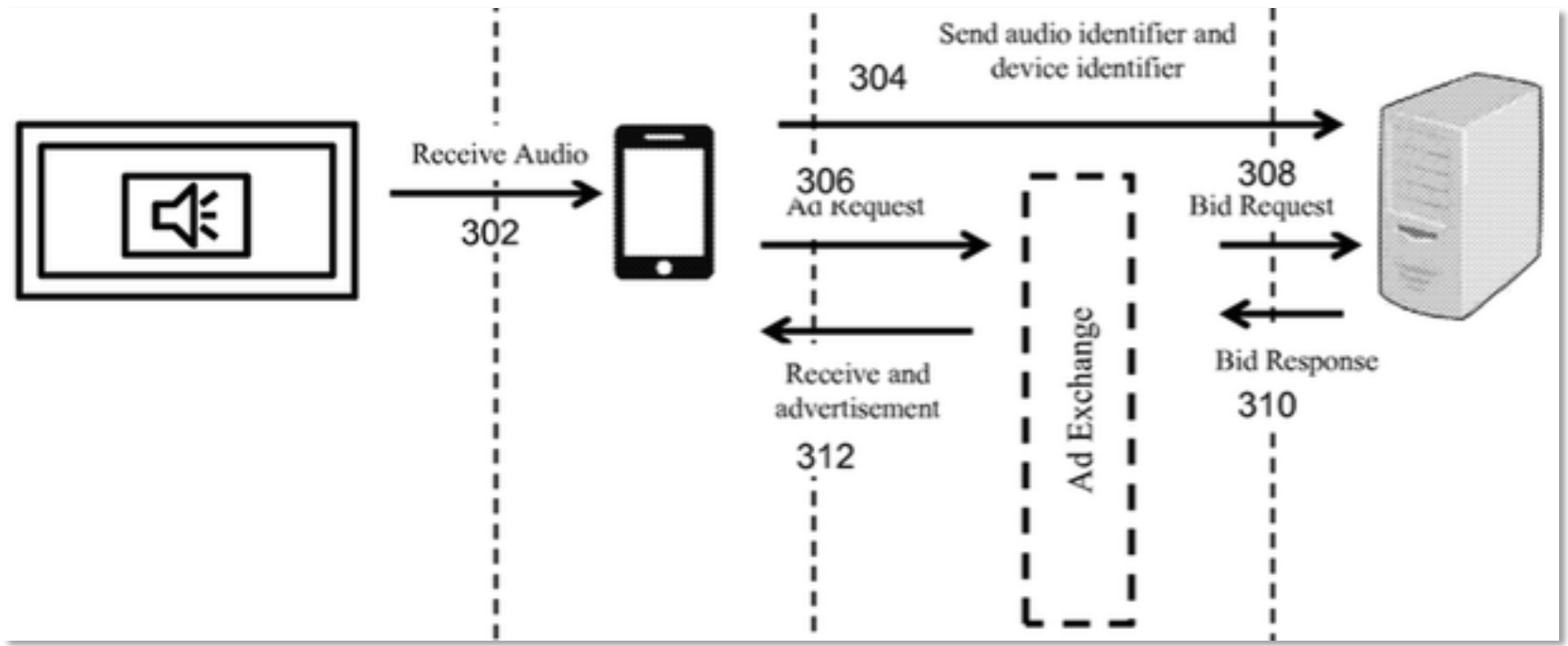


# eye see mannequin™

## RESULTS AND ACTIONS



# Stealth device to device interaction



# NET TRUST IN MEDIA ON EU LEVEL

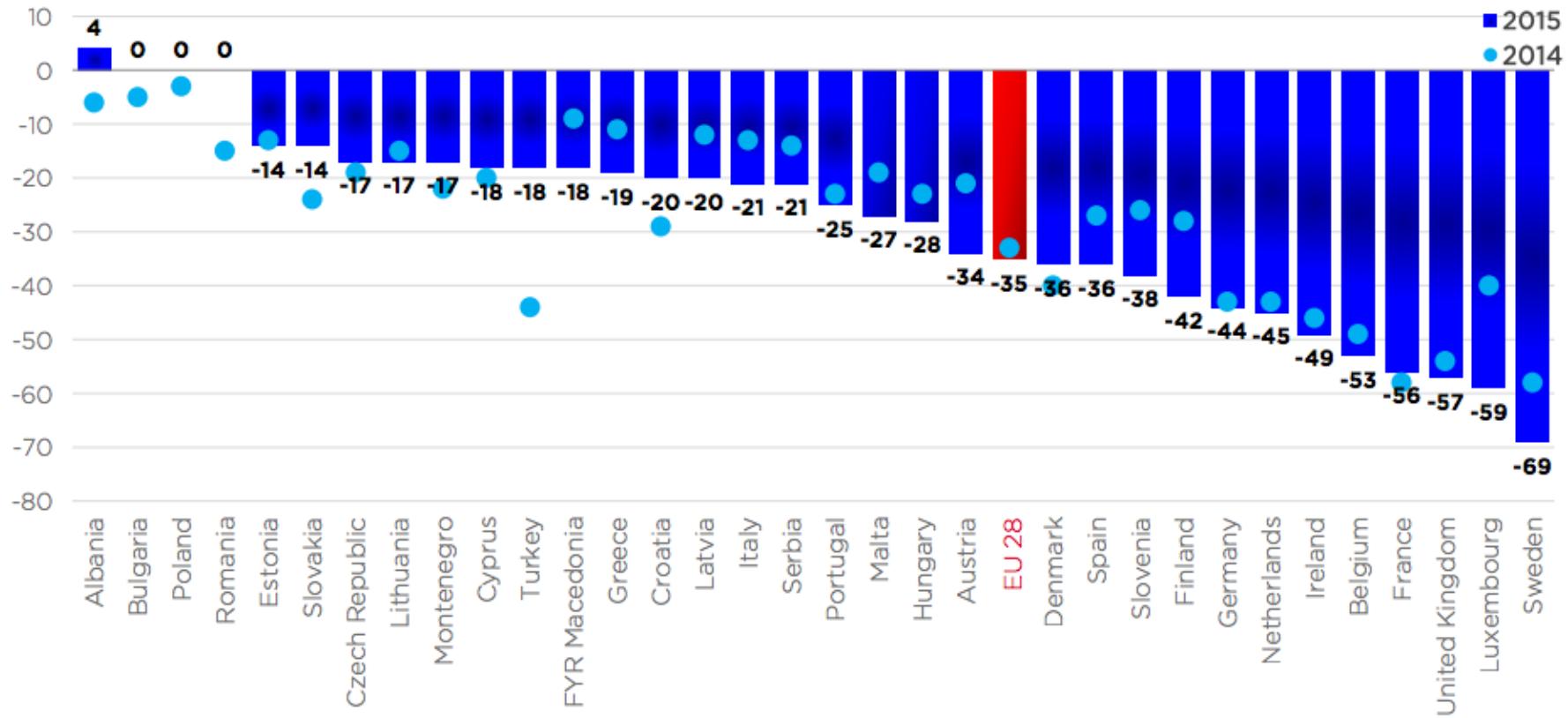


**Net Trust Index = 'Tend to trust' - 'Tend not to trust'**

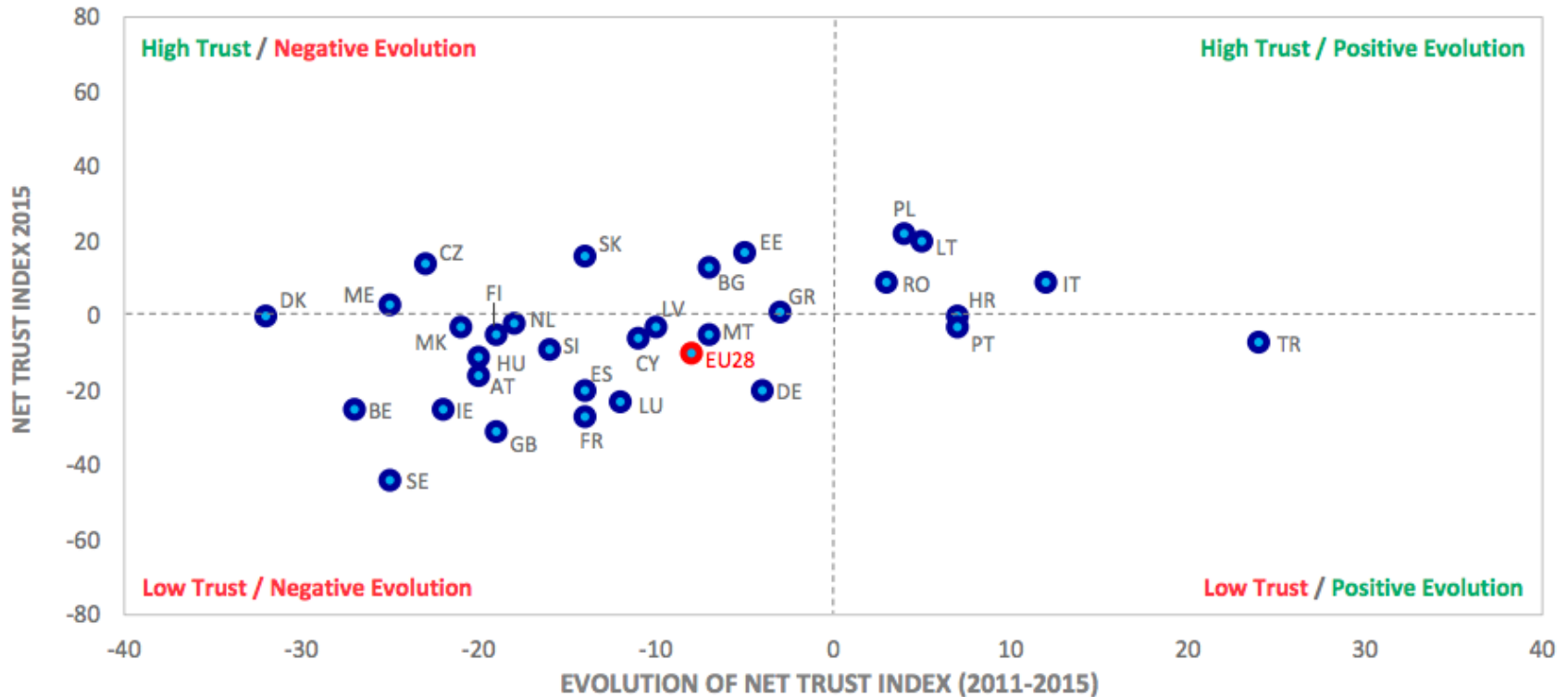


# NET TRUST INDEX - ONLINE SOCIAL NETWORKS

(2014-2015)



# EVOLUTION OF TRUST - INTERNET (2011 - 2015)



\*Country codes listed in appendix



Tip for students, marketers and firms: resist objectification !



# Values create value!

ARTICLE IN PRESS

European Management Journal ■■ (2015) ■■-■■



Contents lists available at [ScienceDirect](#)

European Management Journal

journal homepage: [www.elsevier.com/locate/emj](http://www.elsevier.com/locate/emj)

## Evaluating espoused values: Does articulating values pay off?

Karsten Jonsen <sup>a,1,\*</sup>, Charles Galunic <sup>b,1</sup>, John Weeks <sup>a,1</sup>, Tania Braga <sup>a,1</sup>

<sup>a</sup> IMD, ch de Bellerive 23, 1001 Lausanne, Switzerland

<sup>b</sup> INSEAD, Boulevard de Constance, 77300 Fontainebleau, France

# Your choice?



Trust is the new gold  
Don't lose it