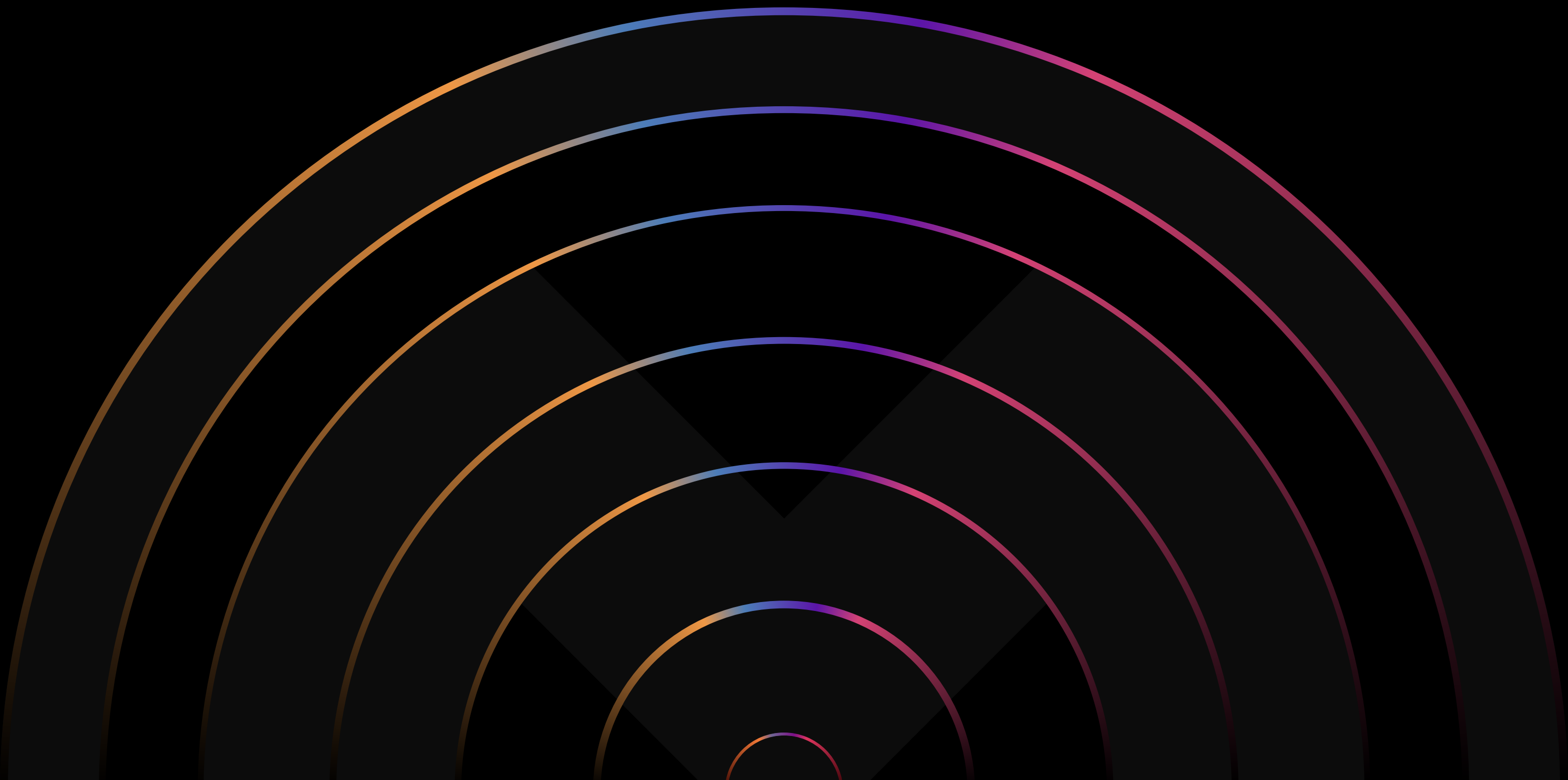


LEVERAGING BEHAVIOURAL SCIENCE IN CREATIVE CAMPAIGNS FOR BEHAVIOUR CHANGE



Key principles,
considerations and case
studies

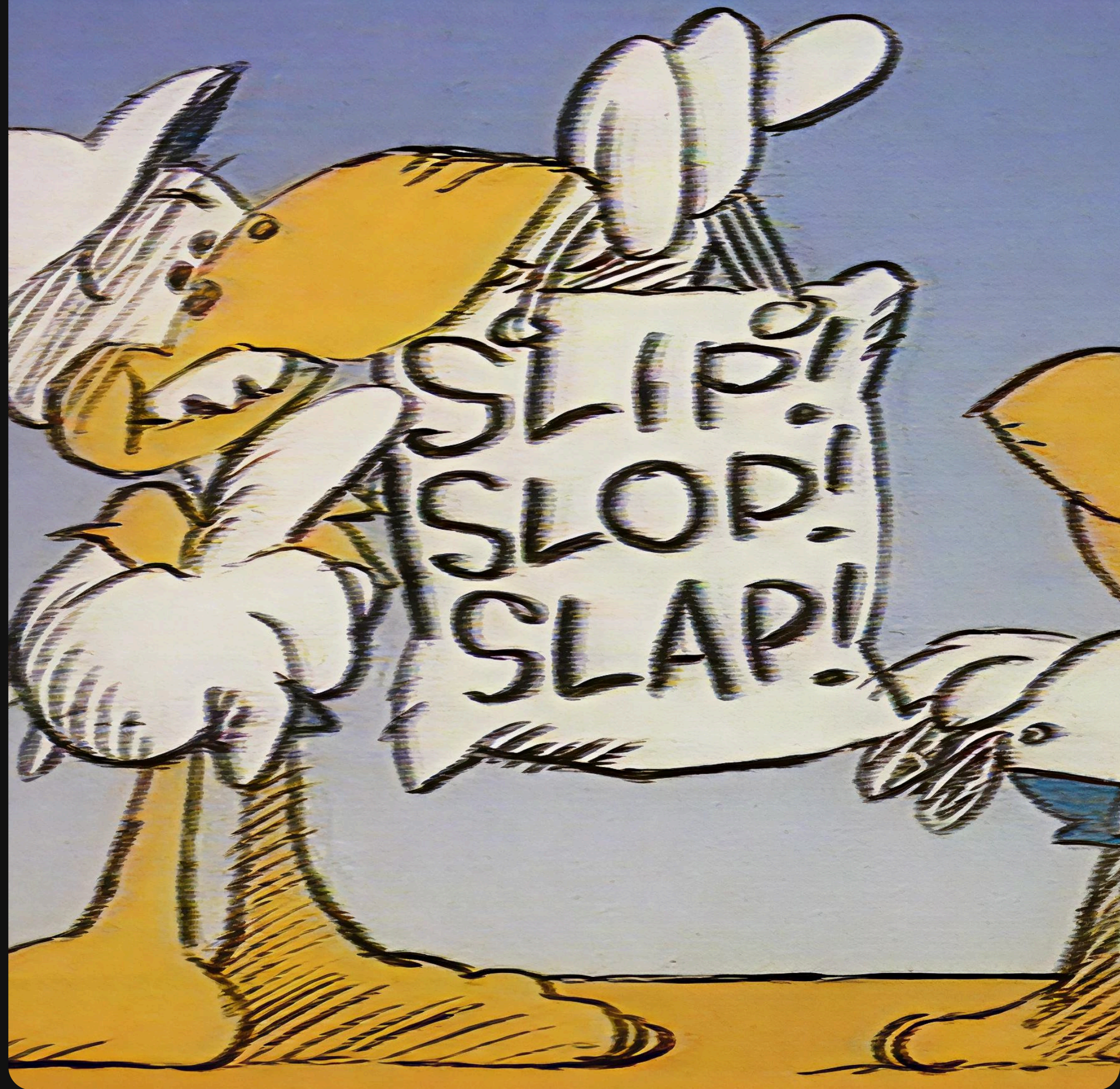


Evidence-based strategy for measurable change

Slip, Slop, Slap. If you're from Australia, this slogan - and its meaning - will be instantly recognisable. Back in 1981, this iconic public health initiative launched Australia's status as a global leader in skin cancer prevention, and it's now a commonly-used example of how behavioural science can be used in marketing campaigns.

In short, behavioural science provides evidence-based strategies to drive measurable behaviour change. It sounds complicated, but it's simple: by understanding how people make decisions, marketers can develop campaigns that go beyond raising awareness and instead drive real action.

This playbook is designed to help you apply evidence-based behavioural insights to enhance storytelling, improve audience engagement, and deliver measurable results.



Key principles

What are the key behavioural science principles?

Let's start with the key behavioural science principles, which form the foundation for effective behaviour change campaigns. There are a number of behavioural science principles, which can vary depending on the context and framework. However, for the purpose of this playbook, we'll focus on these key principles for marketing. These are:





Default bias

What is it?

The idea that people tend to stick with pre-set, or default, options.

Leverage this by

Presenting desired behaviours as the default choice.

Real-world example

Subscription services will often offer a free trial with an auto-renewal feature. Many customers will continue paying for the service after the trial period because the default option (auto-renewal) is set, and they don't take action to change it.

Loss aversion

What is it?

The idea that losses feel more significant (and can be more motivating) than gains.

Leverage this by

Framing messages to highlight potential losses rather than emphasising gains.

Real-world example

A company might send emails saying "Your deal is expiring soon!" or "You will lose your voucher if you don't act now," playing into the fear of losing out.

Social proof

What is it?

The idea that people are heavily influenced by what they perceive others are doing.

Leverage this by

Showcasing and framing positive behaviours as widespread and socially accepted.

Real-world example

Charities might show messages on their website such as: "X number of people have donated today" or "Join the 10,000 others who are helping," to influence others to donate.

Framing effect

What is it?

The idea that how information is presented significantly impacts decision-making.

Leverage this by

Using positive framing to encourage action, and negative framing to deter unwanted behaviours.

Real-world example

A hotel might say "Over 90% of our guests recommend this hotel" rather than "Only 10% of our guests didn't recommend this hotel" to frame it as positive and desirable.

Availability heuristic

What is it?

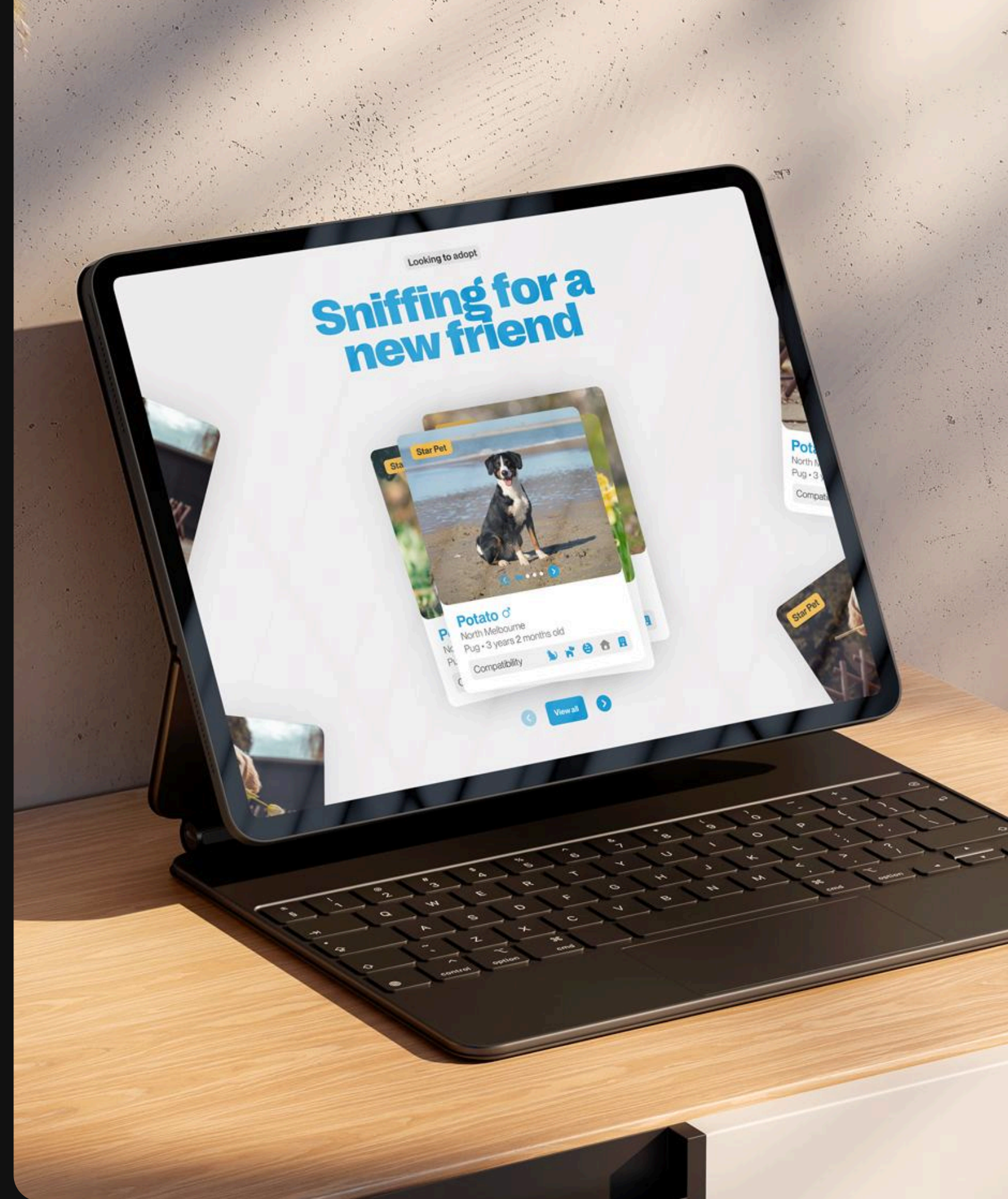
The idea that people judge the likelihood of events based on how easily examples come to mind.

Leverage this by

Using vivid, relatable stories to make risks feel more immediate and relevant.

Real-world example

A car insurance company might run an ad featuring a recent high-profile accident, making potential customers overestimate the risk of accidents and nudging them to buy insurance.



Choice architecture

What is it?

The idea that simplifying and structuring choices can guide people towards better decisions.

Leverage this by

Structuring a choice that you want someone to make by positioning it prominently.

Real-world example

Online checkout pages often use pre-selected checkboxes for things like added insurance or upsells. By setting these add-ons as defaults, customers may feel inclined to keep them, driving additional sales.

Commitment & consistency

What is it?

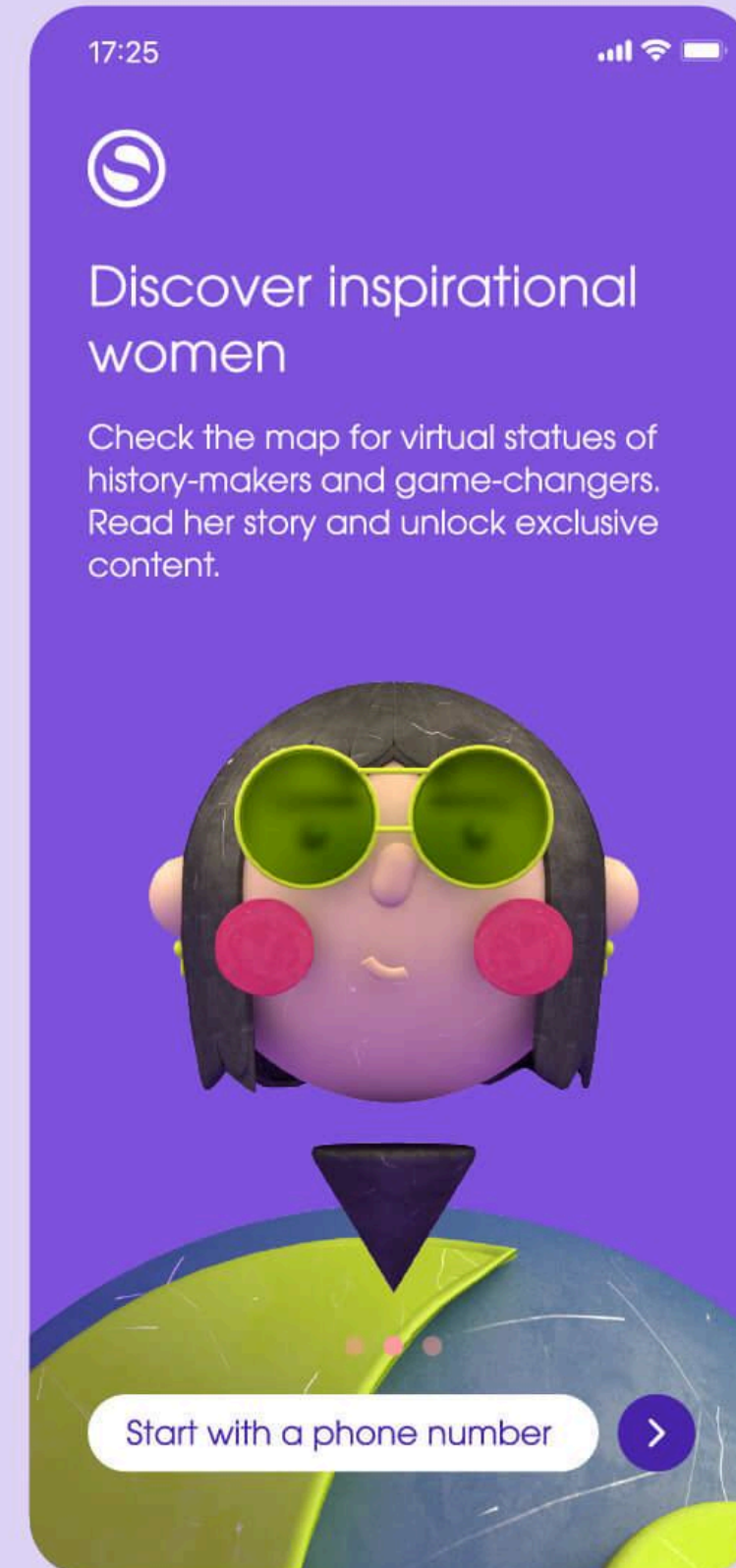
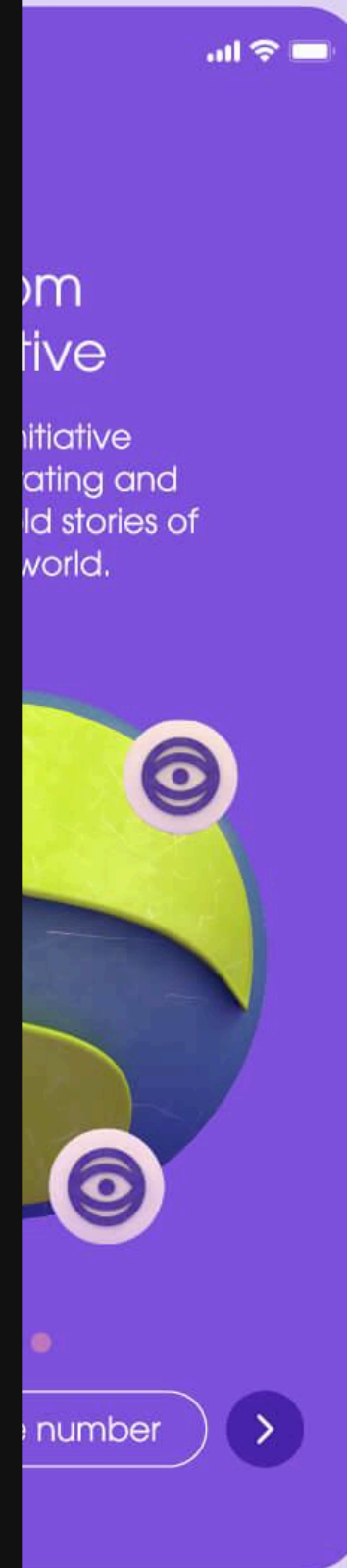
The idea that people strive to be consistent with their past actions and commitments.

Leverage this by

Encouraging small initial steps can lead to larger behaviour changes over time.

Real-world example

Weight loss programs get people to commit to a goal (e.g., attending a weekly meeting). Once they make a commitment, they are more likely to continue the behaviour.





Case studies and real-world applications

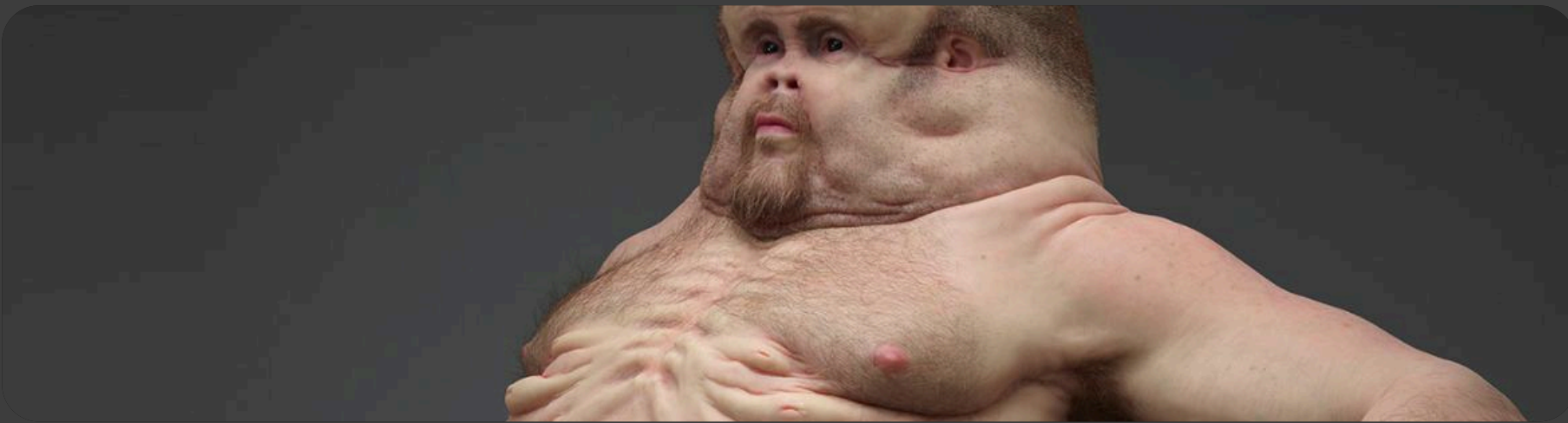
FLIP THE VAPE (Mo Works)
 Reduced vaping among Aboriginal youth by using **social proof** and **framing effects** to 'flipping the vape' as cool and empowering.





Slip, Slop, Slap

Encouraged sun protection by embedding commitment and consistency and **social proof**.



Meet Graham

Used **availability heuristic** to vividly illustrate human vulnerability in car crashes, making the risks more tangible.



This Girl Can (Sport England)

Used **social proof** and **nudging** by using relatable role models to encourage women to engage in physical activity.

Step 1

How to integrate behavioural science into campaigns

Successfully integrating behavioural science into campaigns requires a structured approach. To illustrate, we'll use the example of a campaign that encourages consumers to reduce their home energy consumption.



**BIGGER
REWARDS
BETTER
APP
BIGGER
HEROES**

MyDriveHero

Identify the target behaviour

Define the specific behaviour you want to change or promote.

Example

We want consumers to reduce their home energy usage by 10% each month.

Understand barriers and motivators

Conduct research to identify what prevents people from adopting the desired behaviour and what might motivate them to change.

Example

A barrier could be that people don't know how much energy they are using and don't realise the cost savings they can make. A motivator could be the potential for financial savings and contributing to environmental sustainability.

Select relevant behavioural principles

Choose the most appropriate behavioural science principles that address the identified barriers and motivators.

Example

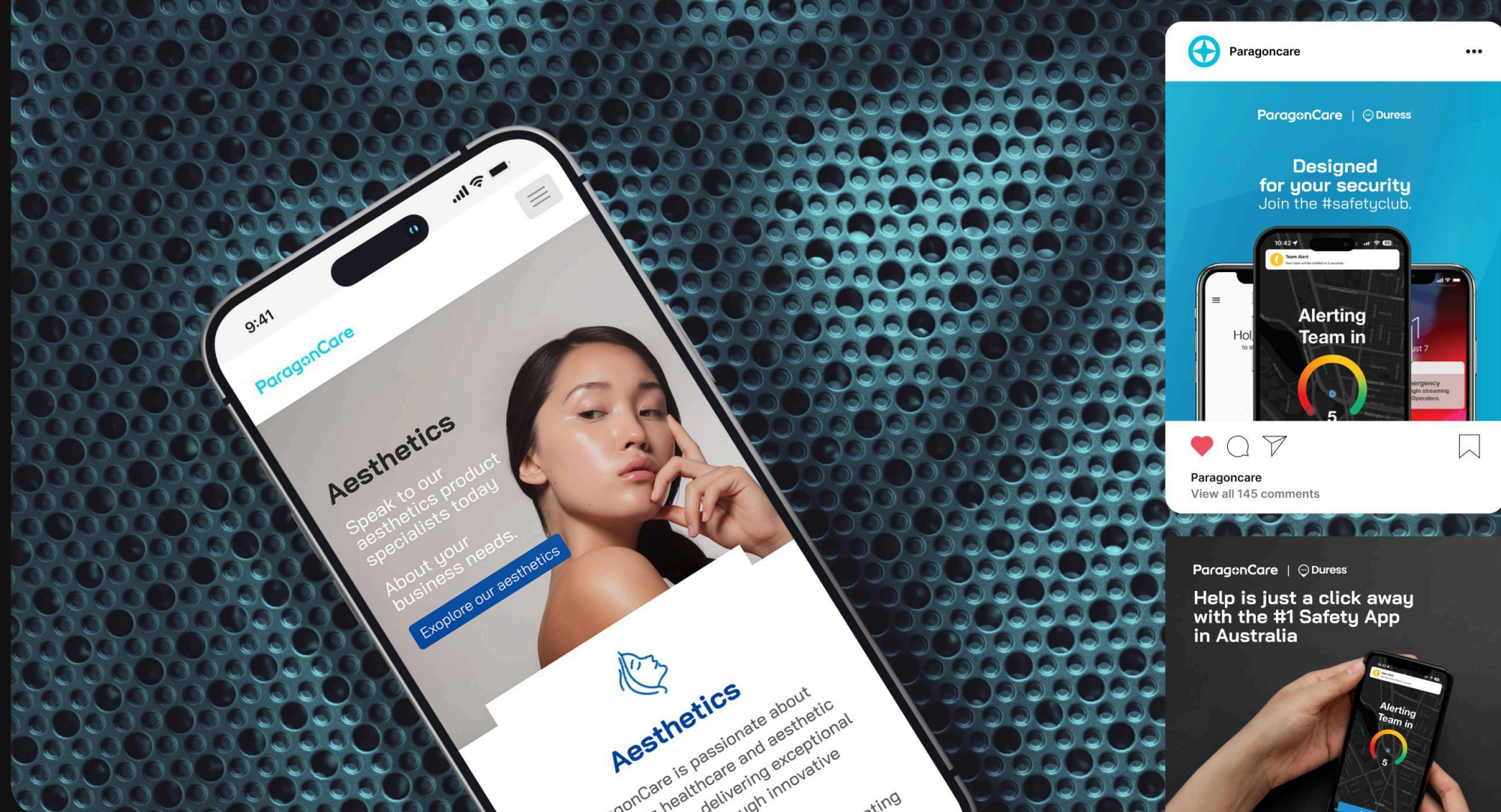
You could use loss aversion, where you highlight the potential loss of savings if they don't act, e.g., "You could lose up to \$100 a year in wasted energy." Additionally, social norms could be used to encourage behaviour, such as "join your neighbours who have already reduced their energy usage by 10% this month."



Step 2

Translating our insights into campaign ideas

Next, we can put our behavioural insights into practice by preparing engaging campaign ideas that resonate with the audience.



Craft messaging

Start by identifying your audience's needs, values, fears, and motivations and then frame messages using the behavioural science principles you've chosen. Are they driven by a sense of responsibility (e.g., saving the environment)? Or are they motivated by practical benefits, such as saving money or time? Tailoring your messaging to what matters most to them increases the likelihood of engagement.

Design touchpoints

Create campaign elements (visuals, copy, user experiences) that incorporate behavioural nudges. Decide on the best channels to reach your target audience, ensure that your messaging is consistent across all touchpoints, and consider the timing and frequency of your touchpoints.

Test and refine

Use A/B testing, market research and/or focus groups to optimise your approach based on behavioural responses. Read about this in more detail on page X.

Implement and monitor

Launch your campaign and continuously track behavioural metrics to measure effectiveness. Read about this in more detail on page X.



How Mo Works integrated behavioural science into the FLIP THE VAPE campaign

Using the framework set out in the previous pages, we utilised our understanding of behavioural science to implement meaningful change in young people in Australia, in collaboration with The Koori Way.

Identify the target behaviour

For Aboriginal and Torres Strait Islander people aged 15+ to quit vaping.

Understand barriers and motivators

By understanding that fear-based campaigns don't work as well with younger audiences, we focused on empowering Indigenous youth with the knowledge that quitting vaping can lead to a better future and a healthier lifestyle.



Select relevant behavioural principles

We used framing effects to position 'flipping the vape' as cool and empowering, and social proof by featuring young Indigenous leaders and advocates across Victoria across touchpoints.

Craft messaging

We used bold and to-the-point language that stands out on touchpoints and corresponds with our imagery.

Design touchpoints

We promoted our campaign on digital platforms including Facebook, Instagram, TikTok, and Snapchat, as well as OOH advertising throughout Victoria.

Implement and monitor

Continuous tracking and measurement were implemented, with focus group interviews carried out after the campaign to fully understand the impact.



Measuring + tracking

How to measure success and optimise behaviour change campaigns

To measure success and optimise behaviour change campaigns, it's essential to track key performance indicators while continuously testing and refining strategies based on data-driven insights and feedback. Follow these checklists for tracking and measurement ideas before, during and after your campaign.

How to define and track results

This will depend on your goals and the content of your campaign, however, you could consider using the following to track and measure results:



Measuring + tracking

QR codes

Track how many times a QR code, linking to your website or campaign landing page, is scanned.

How to measure success

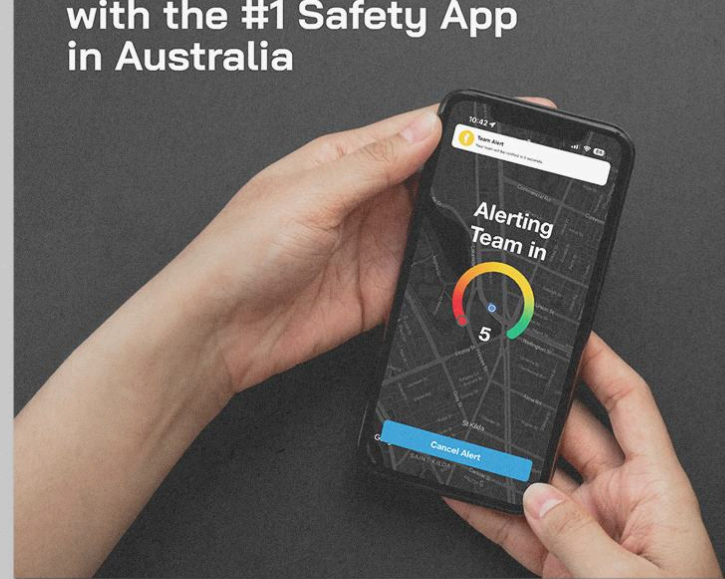
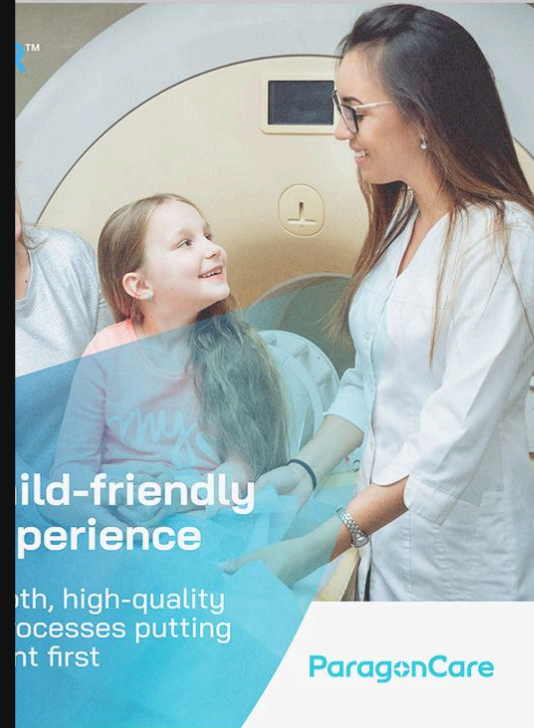
Most QR code generation tools or platforms provide analytics that show how many times the code was scanned. Some will also allow you to see where the scans are coming from geographically.

Social media engagement

Track engagement on your campaign content across social channels.

How to measure success

Track likes, comments, shares, and mentions related to your campaign. If you've created specific hashtags for your campaign, you can also monitor how often they are used and the reach they generate.





Website Traffic

Track how many site visits, page views, and specific landing page traffic you receive in a set time.

How to measure success

Set up UTM parameters in any URLs you're going to use to track where your traffic is coming from, for example through email or through social media. You can also track how long visitors stay on your page by looking at bounce rate data.

Form submissions

If your campaign involves capturing leads, measuring form submissions is crucial.

How to measure success

Track how many visitors to your website or landing page fill out and submit the forms. You can also identify where form submissions are coming from (e.g. QR codes, social media links, website traffic) to help you understand which channels are most effective in generating leads.

Email open rate

If you're using email as part of your campaign, you can measure how successful your email campaigns are.

How to measure success

Use email marketing tools to track metrics like open rates, click-through rates (CTR), and unsubscribe rates. Measure how many recipients engage with your content, sign up for further information, or click on offers.

Measuring + tracking

Tracking and measuring results before, during and after the campaign

Effectively tracking and measuring behaviour change at each stage of the campaign ensures you can evaluate progress, identify areas for improvement, and make data-driven adjustments to maximise impact. Here's what you should consider before, during, and after your campaign.



Before the campaign

Establish baseline measures through pre-campaign research

Before you launch your behaviour change campaign, you need to understand the starting point. Survey your target audience to understand their current behaviours, attitudes, and knowledge about the issue. You could also look at historical data from previous, similar campaigns if they exist.

Identify key indicators

These indicators help you understand the current behaviour and set a baseline against which you will measure progress. You should align your key indicators with your campaign goals - for example, if the goal is to encourage people to use energy-efficient appliances, the key indicator could be the percentage of people using energy-efficient products before the campaign.

Determine the key behaviours you want to track

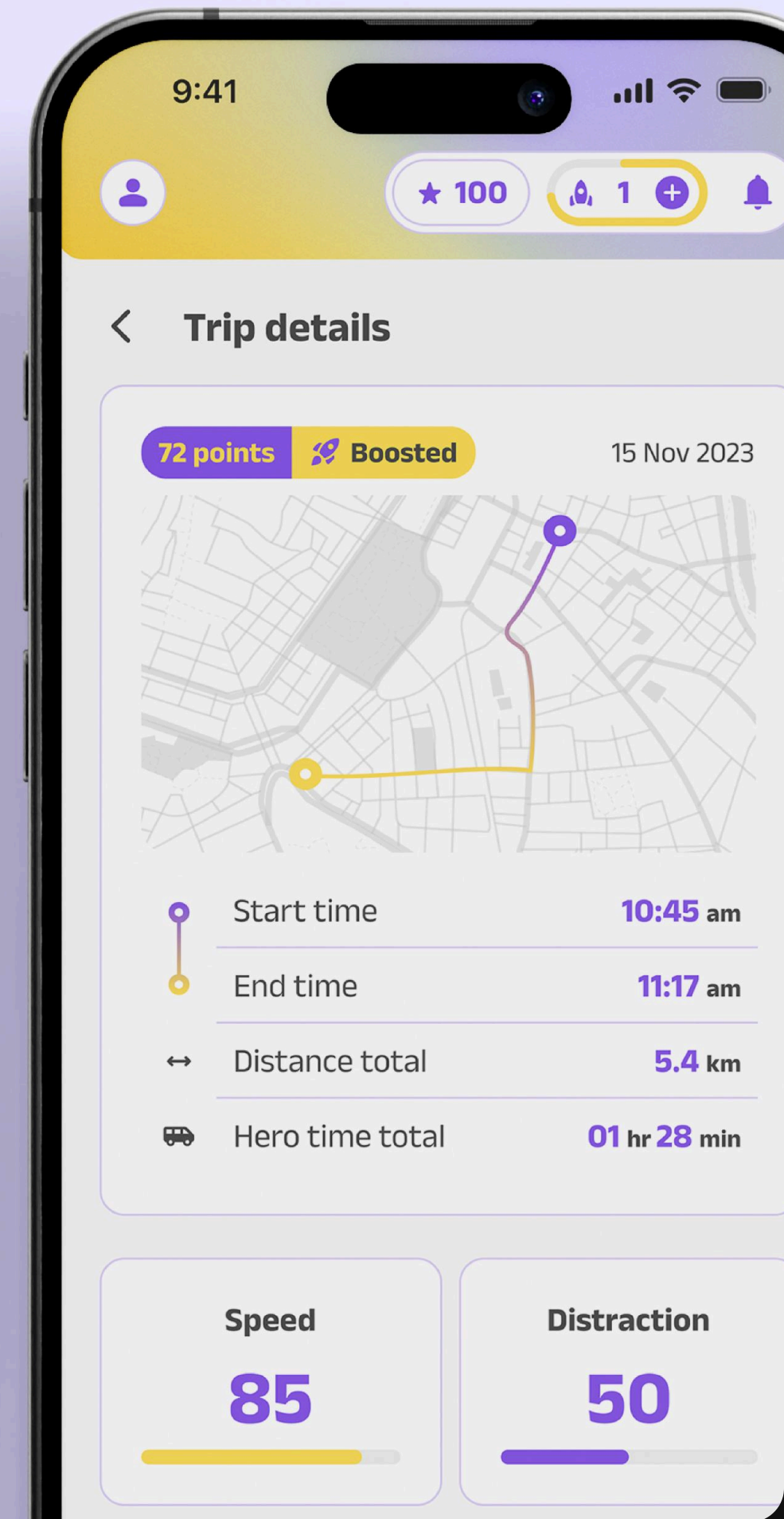
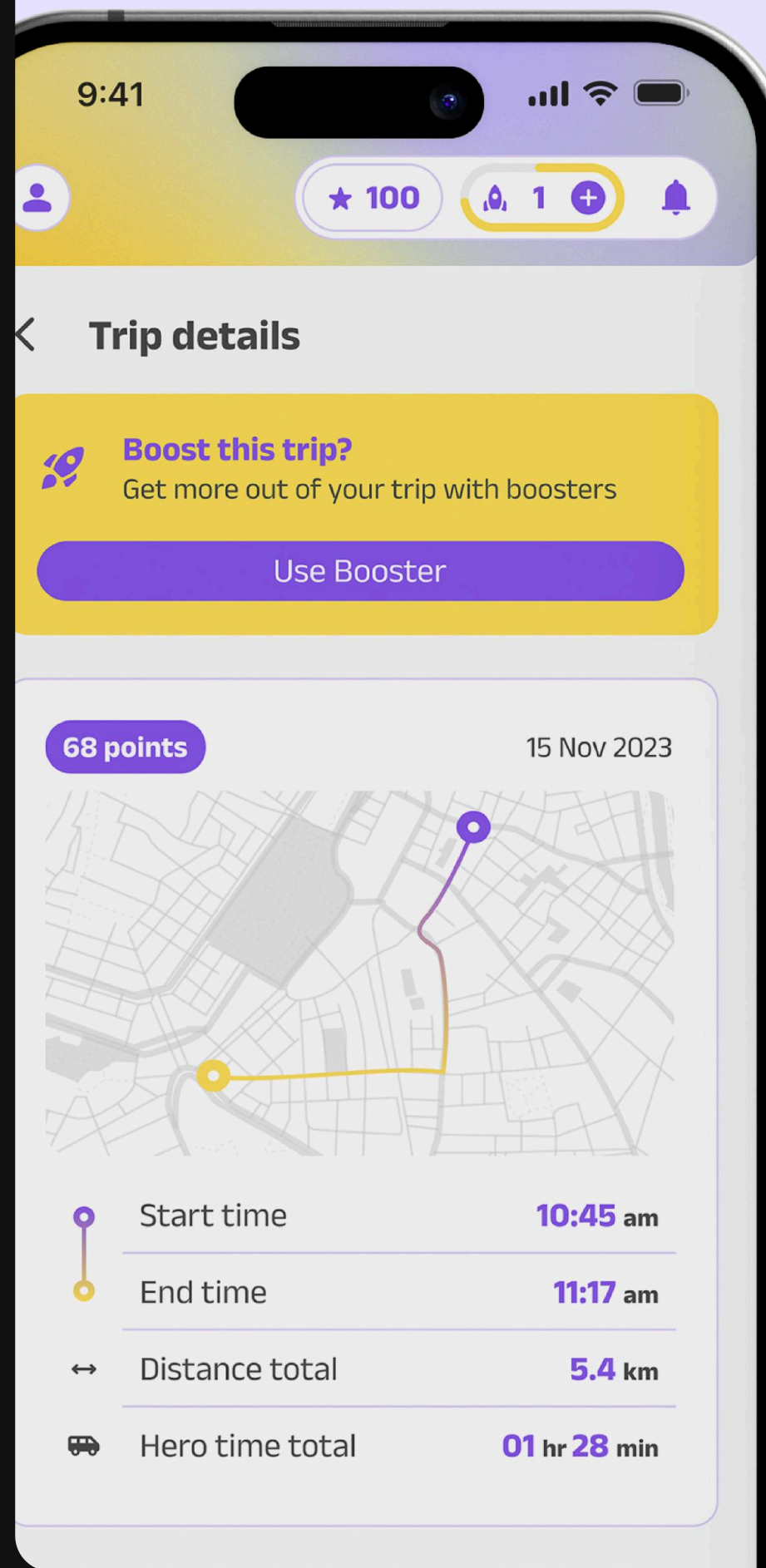
Once you've identified your key indicators, it's time to define the behavioural metrics that will allow you to measure change in a clear and tangible way. Try and be as specific as you can, for instance, instead of measuring general "engagement," you could focus on the "percentage of people who start using energy-saving modes on their appliances."

Use multiple measurement tools

To ensure you capture a complete picture of the pre-campaign baseline and behaviour, it's important to use multiple measurement tools. This can include surveys, focus groups, observational studies and data analytics. Consider using a mix of quantitative and qualitative sources for a more complete picture.

Implement continuous tracking

Before your campaign begins, ensure you establish a system for continuous tracking throughout the duration of your campaign. Get your tracking tools (such as Google Analytics) ready, set up dashboards, and establish any other data tracking systems specific to your campaign.



After the campaign

Conduct A/B testing to optimise effectiveness

A/B testing (testing and comparing two different versions of something to determine which performs better) helps you understand which elements of your campaign resonate most with your audience. You could test variations of messages, designs, or calls to action to identify the most effective strategies for achieving your intended behaviour change.

Create feedback loops to refine and improve campaign strategies

Throughout the campaign, consistently monitor your KPIs and gather feedback on the campaign's effectiveness in real time. Use data analytics to spot trends early. Are participants engaging with content? Are they taking the desired action? After the campaign ends, conduct a comprehensive analysis of the feedback collected throughout the campaign.



Measuring + tracking

Analyse long-term impact to assess sustained behavioural change

After the campaign ends, continue to monitor the same key metrics that were tracked before and during the campaign. For example, if your goal was to reduce energy consumption, measure if people continue to use energy-efficient appliances and practices six months after the campaign.

Gather qualitative insights through focus groups and interviews

Once the campaign has concluded, organise focus groups or interviews with participants to dive deeper into their experience with the campaign. Focus on questions that help you understand how and why participants adopted (or didn't adopt) the behaviours encouraged by the campaign.



Ethical considerations

The ethical application of behavioural science in marketing is essential. Key considerations include:

Transparency

Be open about the use of behavioural techniques in campaigns

Informed consent

Ensure that the audience understands how their behaviour might be influenced

Avoid manipulation

Nudges should guide, not coerce. The freedom to choose should always remain

Data privacy

Handle behavioural data responsibly and in compliance with regulations

Cultural sensitivity

Ensure behavioural strategies are appropriate across different cultural contexts

Long-term impact

Evaluate the long-term effects of behavioural interventions on individuals and society



Conclusion and Future Trends

The integration of behavioural science into creative campaigns represents a powerful frontier in marketing. By embracing evidence-based strategies and ethical considerations, the creative industry can drive meaningful, positive change in society through more effective and responsible campaigns. As we look to the future, here are the trends we predict will shape this field:

Personalisation

Advanced data analytics will enable hyper-personalised behavioural interventions.

AI and machine learning

These technologies will help predict and influence behaviours more accurately.

Virtual and augmented reality

Immersive experiences will create new opportunities for behavioural nudges.

Neuroscience integration

Brain imaging technologies may provide deeper insights into decision-making processes.

Ethical frameworks

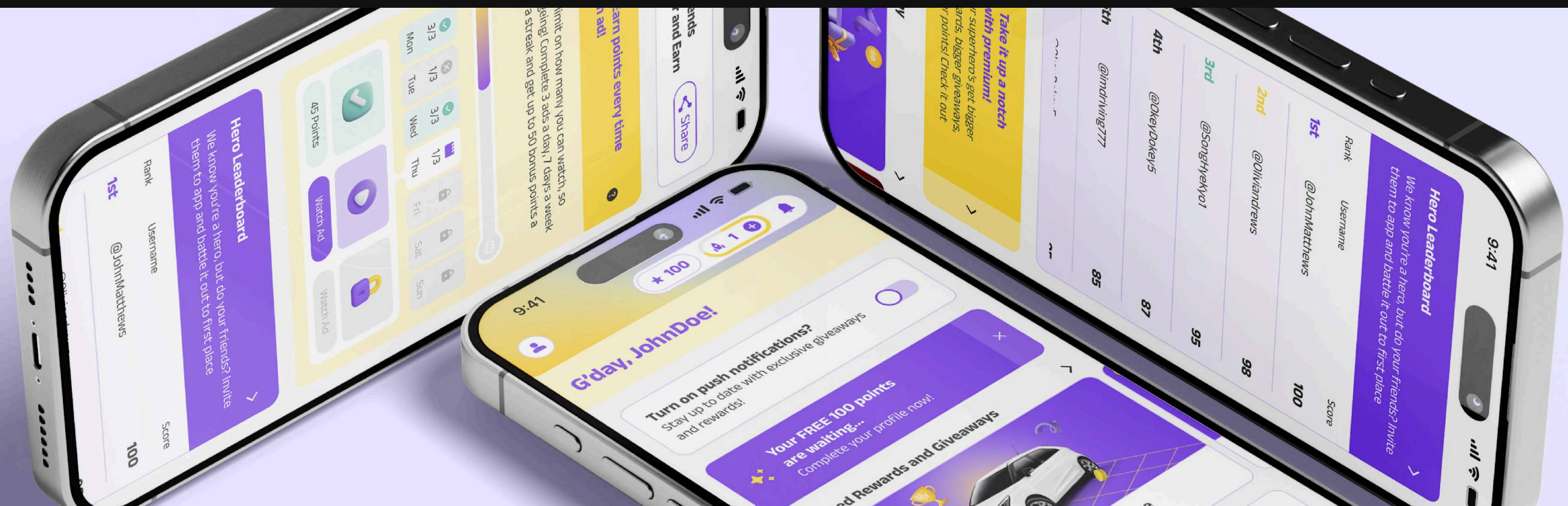
More robust guidelines for the ethical use of behavioural science in marketing will emerge.

Cross-disciplinary collaboration

Increased partnership between marketers, behavioural scientists, and technologists.

Real-time adaptive campaigns

Campaigns that adjust behavioural strategies based on immediate feedback.



Evidence-based frameworks for behaviour change

There are several evidence-based frameworks that provide structured approaches to behaviour change and may provide further insights into behavioural campaigns.

COM-B model

It focuses on capability, opportunity, and motivation as drivers of behaviour. To be effective, campaigns should address all three elements.

Theory of planned behaviour

Emphasises the role of attitudes, subjective norms, and perceived behavioural control in shaping intentions and behaviours.

Nudge theory

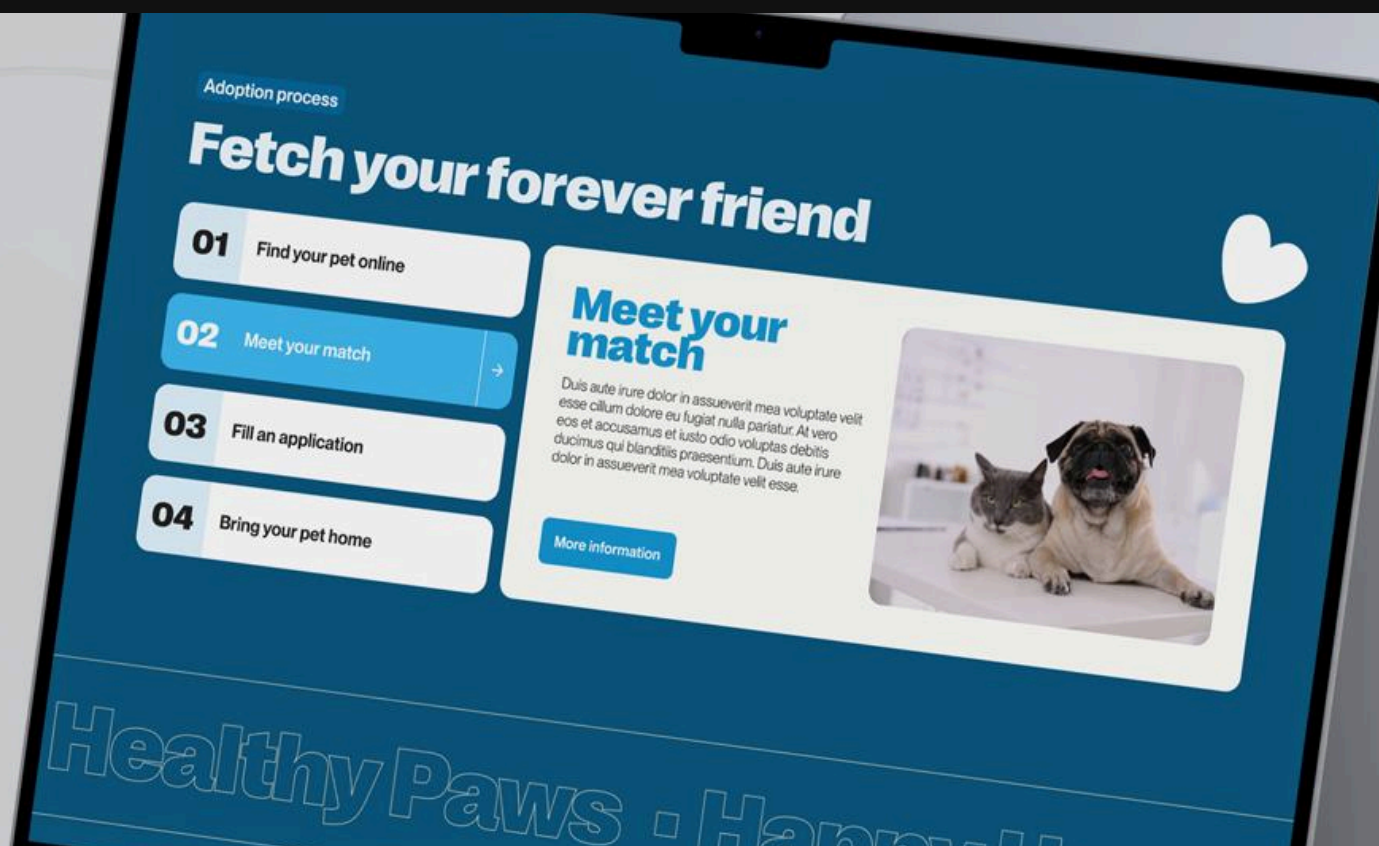
Proposes that positive reinforcement and indirect suggestions can influence behaviour and decision-making.

EAST framework:

Suggests that interventions should be Easy, Attractive, Social, and Timely to maximise impact.

Fogg behaviour model

Asserts that behaviour occurs when motivation, ability, and a prompt converge simultaneously.



Complimentary

30-Minute Ideation Session

In this complimentary session, we'll dive into how behavioural science can help your business drive better decision-making, address pain points, and improve customer engagement and loyalty. In just half an hour, we'll give you actionable insights that you can immediately apply to your business.

[Book Now](#)

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Key principles,
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Supercharge your business with Australia's leading creative consultancy

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