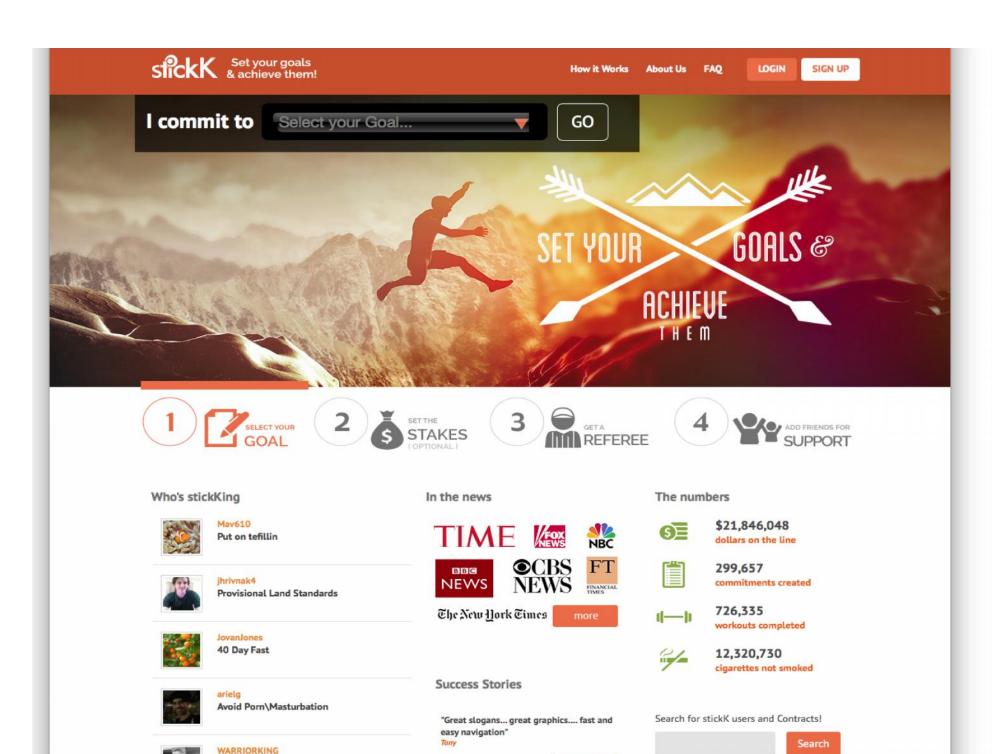


## 37000: Marketing Strategy

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## What Happened?

- Focused on B2B
  - Clients include Staples, Bristol Myers, GE
  - New, social incentives
  - New technical capabilities
- After sufficient growth, have rededicated some resources back to B2C (last 6 months)
  - New app releases
  - Wearable device integration

## New Product Developments for B2B

Structure	Insight
Non-monetary rewards	People are disproportionately motivated by indulgences relative to their equivalent value in cash. Zerocost rewards (e.g., casual Friday) may be unobtainable otherwise.
Lottery payouts	Preference for 1% chance of \$200 over \$2 for sure.
Timing	Accrue points for behaviors in addition to outcomes
Start an account with points	The "progress" illusion shows that seeding an account can lead to increased motivation
Status quo bias/Inertia	Set up system so that default favors beneficial behavior