



37000: Marketing Strategy

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I commit to

Select your Goal...

GO

SET YOUR

GOALS &

ACHIEVE
THEM

1



SELECT YOUR
GOAL

2



SET THE
STAKES
(OPTIONAL)

3



GET A
REFEREE

4



ADD FRIENDS FOR
SUPPORT

Who's stickKing



Mav610
Put on tefillin



jhrivnak4
Provisional Land Standards



JovanJones
40 Day Fast



arielg
Avoid Porn\Masturbation



WARRIORKING
Core 4

In the news

TIME

FOX
NEWS

NBC

BBC
NEWS

CBS
NEWS

FT
FINANCIAL
TIMES

The New York Times

more

Success Stories

"Great slogans... great graphics.... fast and
easy navigation"

Tony

more

The numbers



\$21,846,048
dollars on the line



299,657
commitments created



726,335
workouts completed



12,320,730
cigarettes not smoked

Search for stickK users and Contracts!

Search

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. Zero-cost 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