



H&BA
The Health & Beauty Association

Accelerating Sustainable Industry Growth of Health, Beauty & Personal Care

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Maximising Sales with Behavioural Science

How an Understanding of Birthdays, Jam and car washes can increase sales.

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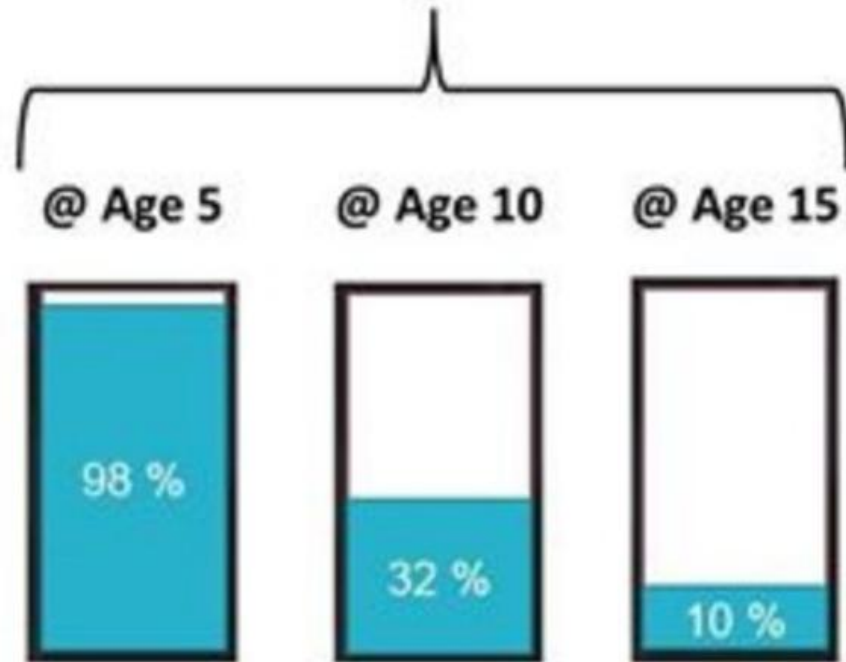
The problem with your brain



The problem with your brain

Thinking out of The Box

A Group of 1,600 Children



The problem with your brain

A bat and a ball cost

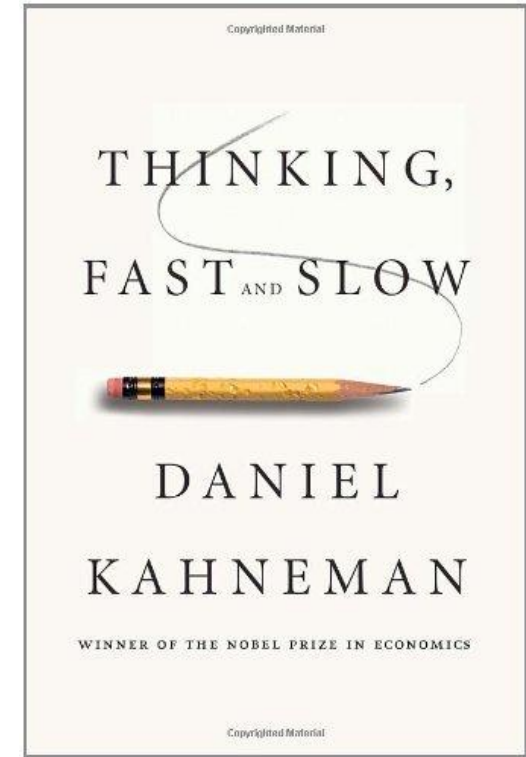
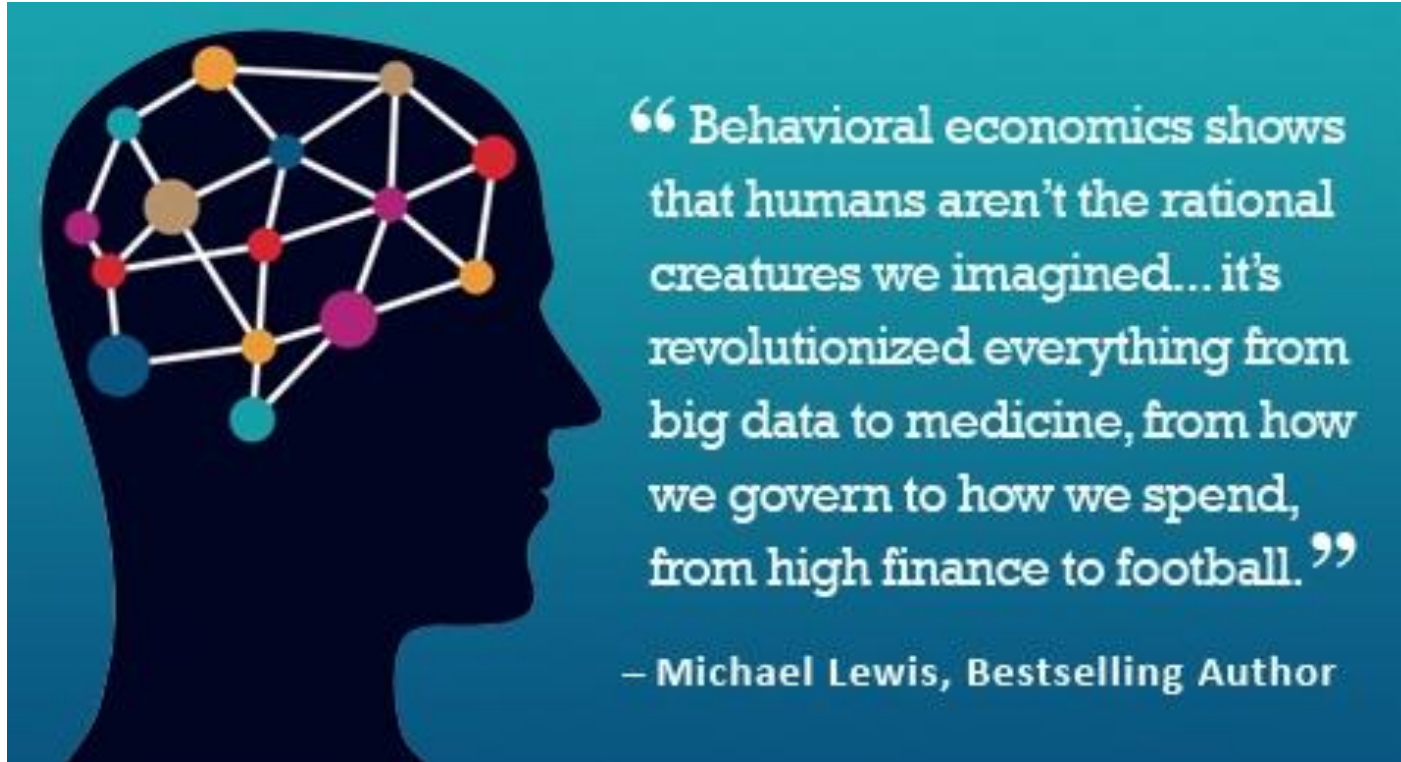
£1.10

The bat costs **£1 more**
than the ball

How much does the ball
cost?



The 'New' science of behavioural Economics



3 things we can learn from this picture



Behavioural Economics (BE)

- There are three compelling reasons for you to apply behavioural science to healthcare marketing:
- Relevance - Everything you do is about changing consumer decisions, whether that's persuading shoppers to switch to your brand, buy it more often, or pay a premium for it. So why wouldn't you want to learn from the science of behaviour change?
- Robustness - It's based on peer-reviewed experiments by world renowned scientists and not just on the opinion of the highest paid person in the room.
- Range - Behavioural science has identified a remarkable number of biases. This variety means that whatever brief you're tackling there's likely to be a relevant bias to take advantage of.

You Don't Get Results
By Focusing On
Results. You Get
Results By Focusing
On The Habits And
Behaviours That
Produce Results.

It's everywhere



Pre BE was 1 minute walk to carousel
7 mins wait

Total time 8 minutes

Lots of complaints

After BE
7 mins walk
1 minute wait

Total time 8 minutes

The reduction was effectively “**almost 100%**” in complaints — going from high levels of dissatisfaction to virtually none (Shea, 2012, *Harvard Business Review*).



85% decrease in erosion

What's in a Phrase?

Square Door
Impossible Amount
Rusty Engine
Flaming Forest
Better Excuse
Apparent Fact
White Horse
Subtle Fault
Muscular Gentleman
Common Fate

One aspect of behavioural science you probably do use – Charm Pricing



There's a large body of evidence to show that charm pricing works, spanning 40,541 participants.

Charm pricing is a robust phenomenon and that across many studies, prices ending in nine were reliably perceived as significantly better value, and led to higher purchase intention.

One explanation for this is the left digit effect — we read left to right — so we focus on the figure we see first, in this case £4. So even though the price is just 1p less than £5, it seems significantly lower than this.

You can leverage the principle in two ways:

Boost sales at a minimal loss of margin per customer. (e.g. £17.99 instead of £18.00)

Increase prices without damaging volume (e.g. by increasing prices from £10.75 to £10.99)

Price Judgements are relative

Same price. Different perceptions.



A \$10 Item

PG Tips price	Comparison price	Proportion thinking PG Tips was good value
£2.29	£1 (Tesco own label)	31%
£2.29	£3.49 (Twinings)	65%

The Psychology of Price Choices- The decoy

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\$11,444

\$8,012

The Order Effect



LOW → HIGH	
BEER 1	\$4
BEER 2	\$4
BEER 3	\$4
BEER 4	\$5
BEER 5	\$6
BEER 6	\$7
BEER 7	\$7
BEER 8	\$7
BEER 9	\$7
BEER 10	\$8
BEER 11	\$8
BEER 12	\$9
BEER 13	\$10
AVG SALE \$5.78	

HIGH → LOW	
BEER 1	\$10
BEER 2	\$9
BEER 3	\$8
BEER 4	\$8
BEER 5	\$7
BEER 6	\$7
BEER 7	\$7
BEER 8	\$7
BEER 9	\$6
BEER 10	\$5
BEER 11	\$4
BEER 12	\$4
BEER 13	\$4

Price biases



- Charm Pricing
- Specificity
- Relativity
- Extreme aversion
- Anchoring
- Decoy effect
- Unit Re-framing

How many did you remember?

My Prediction

“Vision is the most powerful of our senses. Using language people can visualise makes your message stickier. That’s why ‘Red Bull gives you wings’ is a more memorable slogan than ‘Red Bull gives you energy’.”

square door
rusty engine
flaming forest
muscular gentleman
white horse

impossible amount
better excuse
apparent fact
common fate
subtle fault

Concrete phrases are remembered up to 30% more effectively than abstract ones.

Source: Begg (1972)

How you 'sell' it.



Ultra-slim 5-gigabyte hard drive doubles as a FireWire disk for files and applications.



Blazingly fast FireWire connection capable of downloading an entire CD in just 10 seconds.

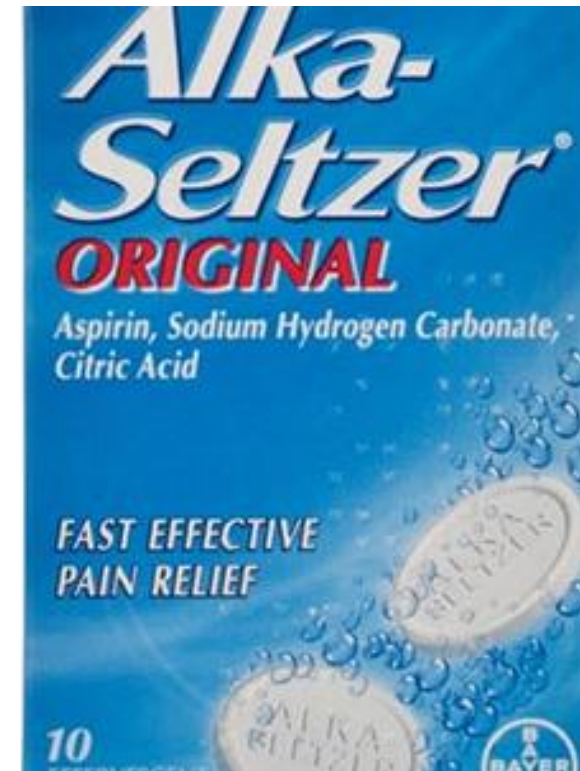


Rechargeable lithium polymer battery that provides up to 10 hours of continuous playtime.

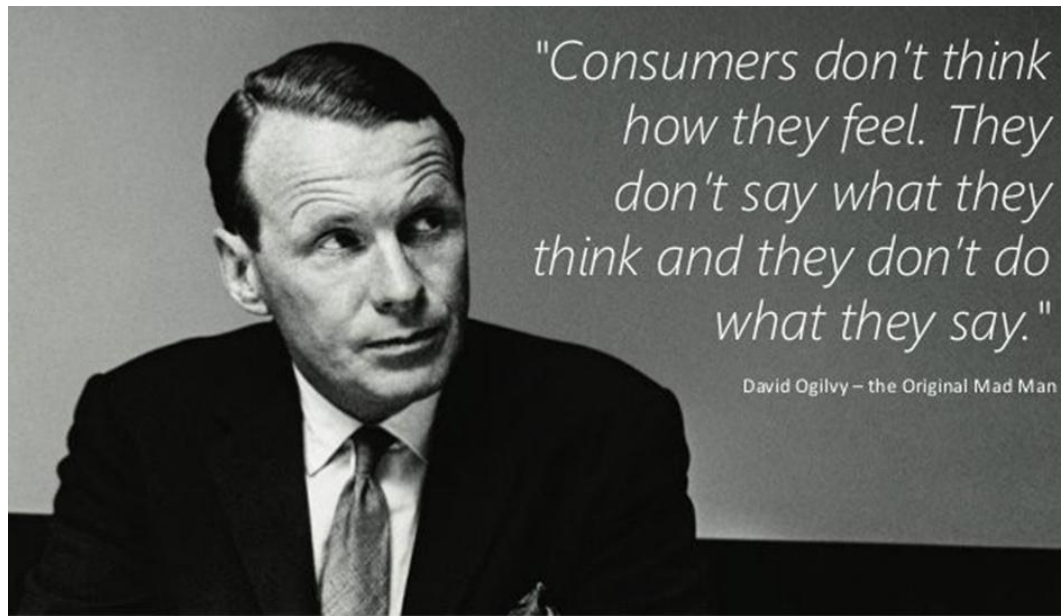


Headphones engineered with Neodymium transducer magnets for high-fidelity sound.

A simple 'nudge' that nearly doubled the rate of sale
(Shampoo to Gastro)



Plop, plop,...fizz, fizz



The pathways at Ohio state university were paved based on the routes students took before there were paved paths



COGNITIVE BIAS CODEX



Visual & Algorithmic Design: John Manoogian III
 Concept & Categorization: Buster Benson
 List of 188 Cognitive Biases: Wikipedia

Framing and Reframing

**DINE IN
FOR TWO**

£10



Menu
CHOOSING FROM A SELECTION OF
MAIN MEAL
— + —
SIDE DISH
— + —
DESSERT
— + —
BOTTLE OF WINE
OR NON-ALCOHOLIC ALTERNATIVE
ALL FOR £10

Only at
YOUR M&S



or

You decide.



Market share increase of 18%

The power of reframes

‘Minor’ vs
‘Common’
Ailment



Which of these would have the greatest effect?



You will gain 5 years of life
by quitting smoking

1.

2.

**3. They would
have the
same effect**



You will lose 5 years of life
by smoking

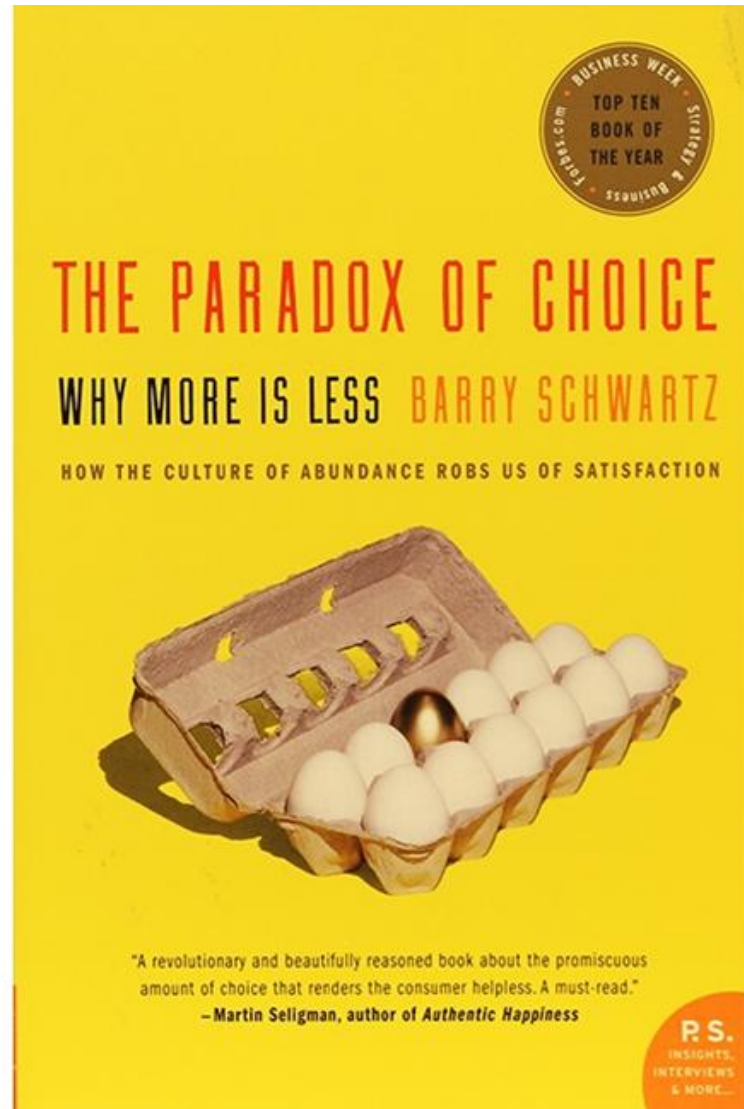
Loss aversion bias



You **will lose 5 years of life
by smoking**

The pain of losing is psychologically 2 -3 times as powerful
as the pleasure of gaining.

The paradox of choice



THE JAM STUDY

A grocery store conducted 2 tasting sessions. In one session shoppers were allowed to sample 24 flavors of jams, and in the other session they were allowed to sample 6 flavors



24 Choices of Jam vs **6 Choices of Jam**

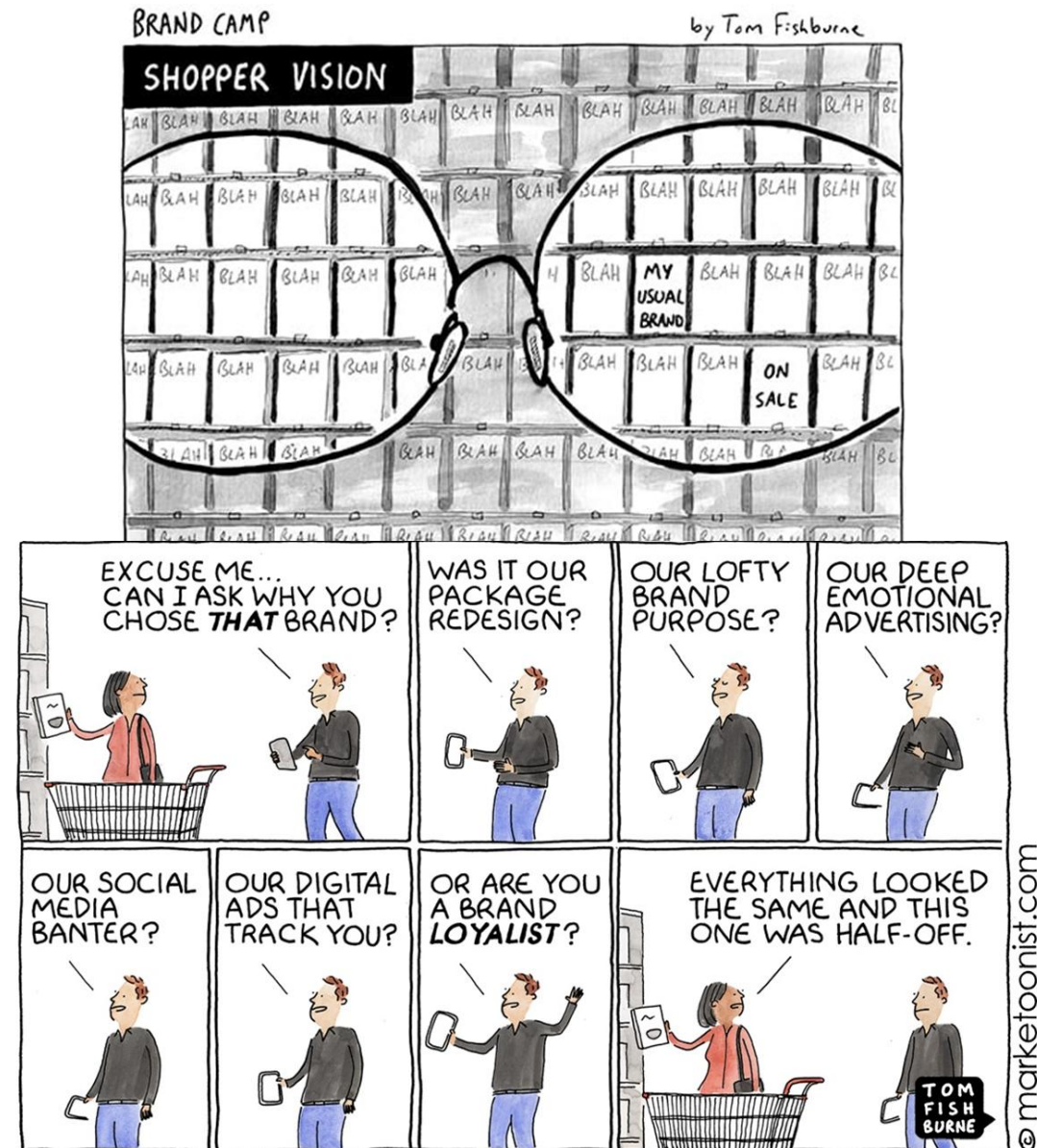
Attracted **60%**
of Shoppers

Shoppers sampled **2**
flavours on average

Attracted **40%** of
Shoppers

Shoppers sampled **2**
flavours on average

The need to stand out.



The Von Restorff Effect (The Isolation effect) or.....

How to stand out in a crowd



**HAVING A DISTINCTIVE LOGO
PROMPTED A 42.4% UPLIFT IN
BRAND MEMORABILITY.**

- Distinctiveness drives attention and memory
When something stands out from its surroundings, it captures more attention and is more likely to be remembered. This is the core of the Isolation effect — uniqueness enhances memorability.
- Ease reduces cognitive effort and boosts brand recall. People prefer options that require minimal mental effort. Making your brand or product easy to find, understand, and purchase helps form stronger, more positive associations, increasing the likelihood it will be remembered

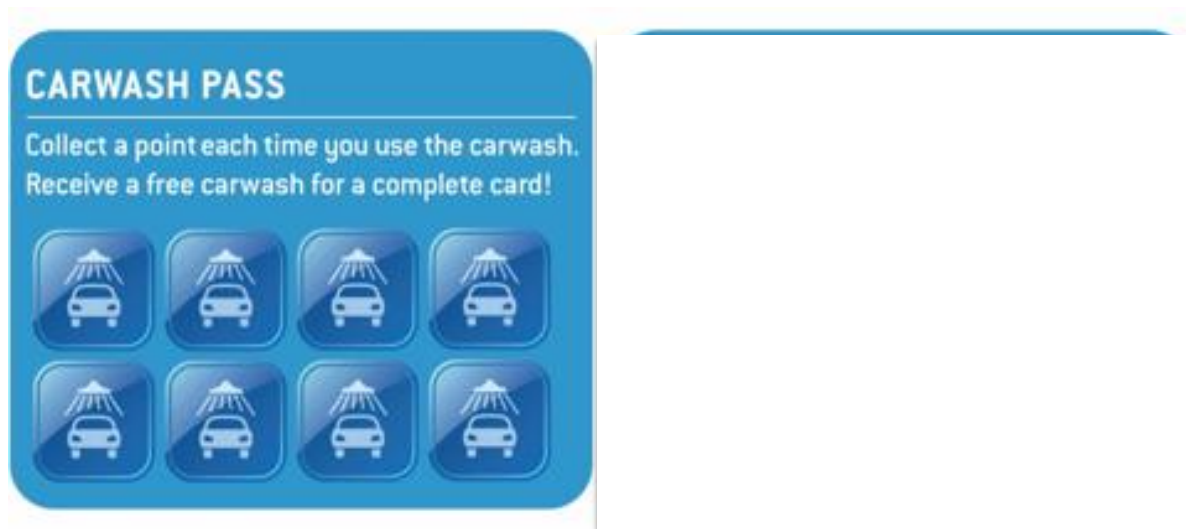
How not to stand out



© marketoonist.com



Improving loyalty for the lazy mind



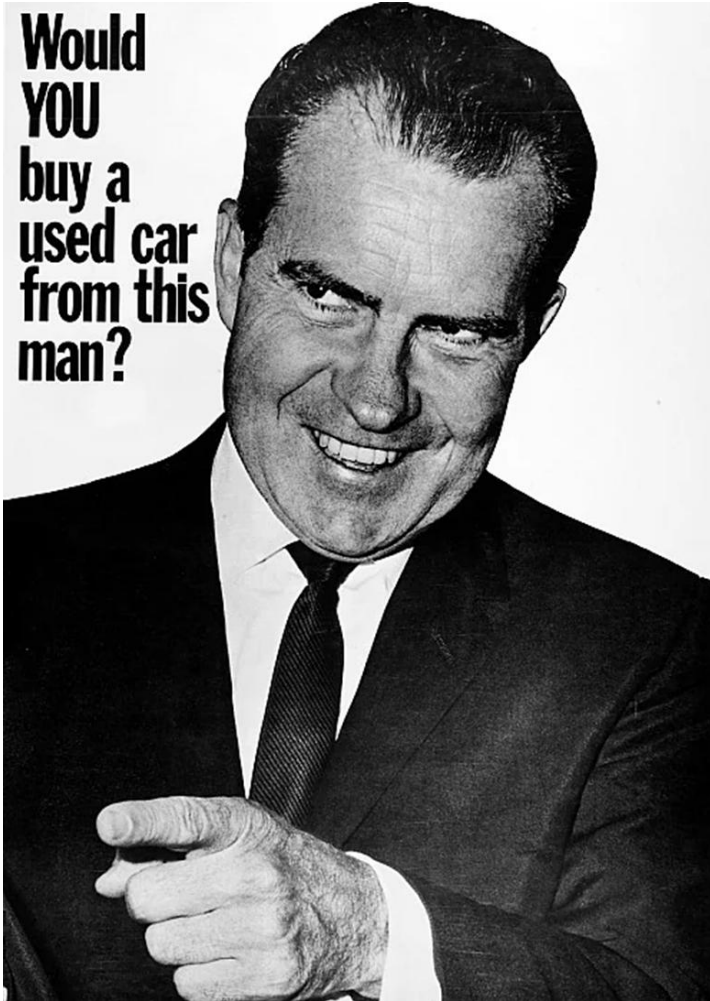
Social Proof – Why 8 out of 10 is not enough



- Group 1 saw no social proof (our control group)
- Group 2 saw a generic claim: “8/10 customers recommend TrustShield”
- Group 3 saw industry-tailored social proof: “8/10 customers in Logistics would recommend TrustShield”
- Group 4 saw country-tailored social proof: “8/10 customers in Australia would recommend TrustShield”

The study confirmed that social proof —positively influences B2B buyer behaviour. When no social proof was shown, only **30%** of participants believed the brand offered a high-quality solution. This rose to **50%** with tailored social proof, **a 66.67%** uplift in sentiment.

Would
YOU
buy a
used car
from this
man?



It is. Are you?

135 participants were asked to evaluate various newspaper articles and adverts. The content included either questions (for example, 'Did you know that wearing Avanti shoes can reduce your risk of arthritis?') or statements of identical information (such as, 'Avanti shoes can reduce the risk of arthritis.').

After reading the pieces, participants' attitude towards the brand was assessed on a nine point scale.

Results showed that attitude scored 11% higher when the ad featured a question compared to a statement.

OPINION

New year, new brands – it's a real phenomenon

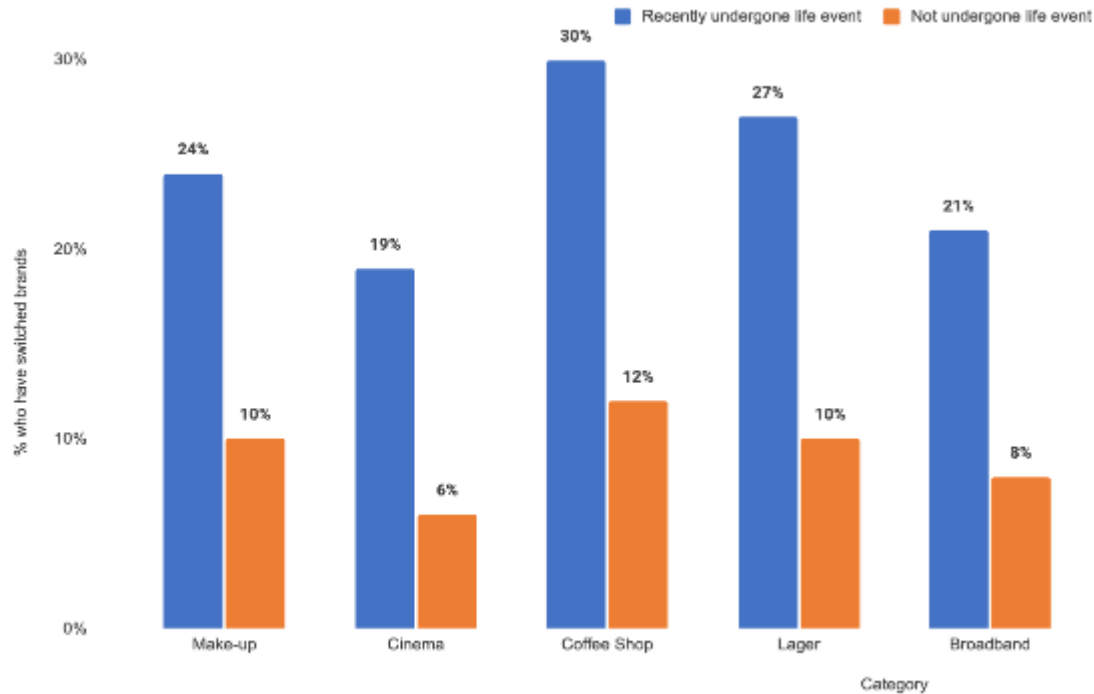
Research has found that customers are more open to trying something new soon after a landmark event, opening up an opportunity for brands to get them to switch.



By Richard Shotton & Will Hanmer-Lloyd | 16 Jan 2020

HABITS BECOME DISRUPTED JUST AFTER A LIFE EVENT

We asked 2,370 consumers which life events they had recently experienced and whether they had tried any new brands.



For every product category, **the probability of trying a new brand doubled** if someone had recently undergone a life event.



/Buy

MarketingWeek

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Subs

OPINION

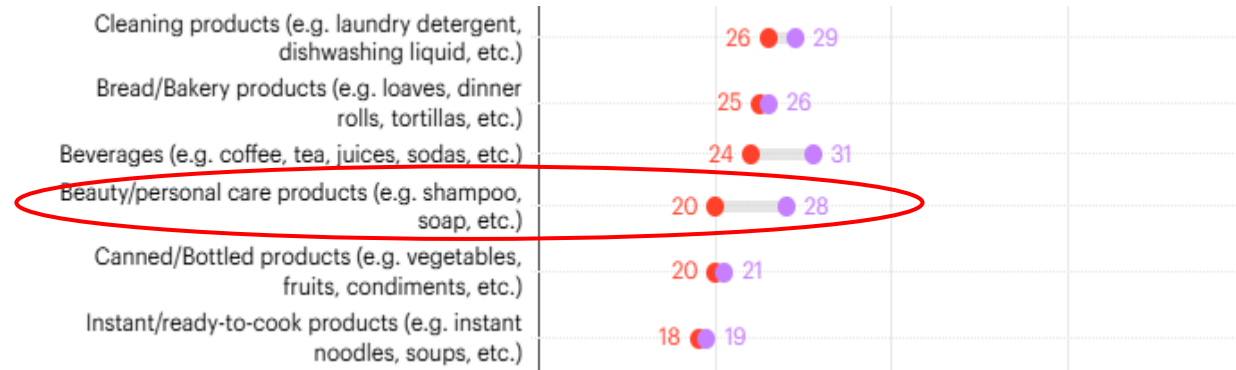
Targeting 'nine-enders': Why age is much more than a number

Research shows consumers make changes when landmark birthdays approach, but few brands target people based on these important ages.

Shrinkflation



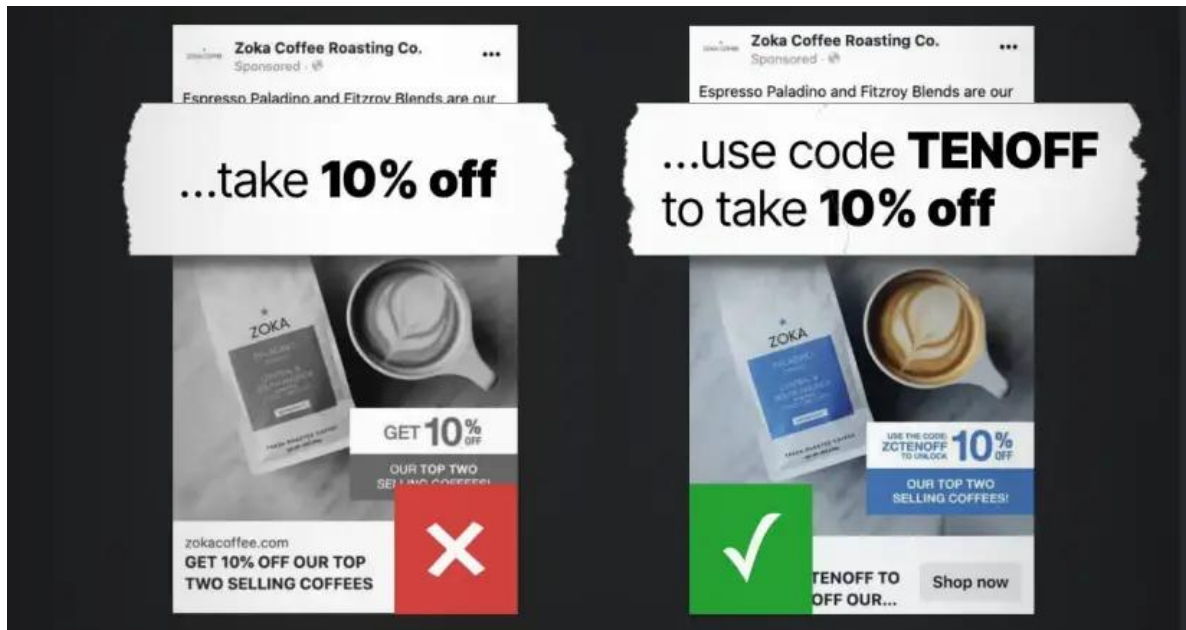
Shrinkflation concern rises in 2025, but fewer Britons are changing shopping habits



(% of UK adults who are 'very' or 'fairly' concerned about shrinkflation)

2023 2025

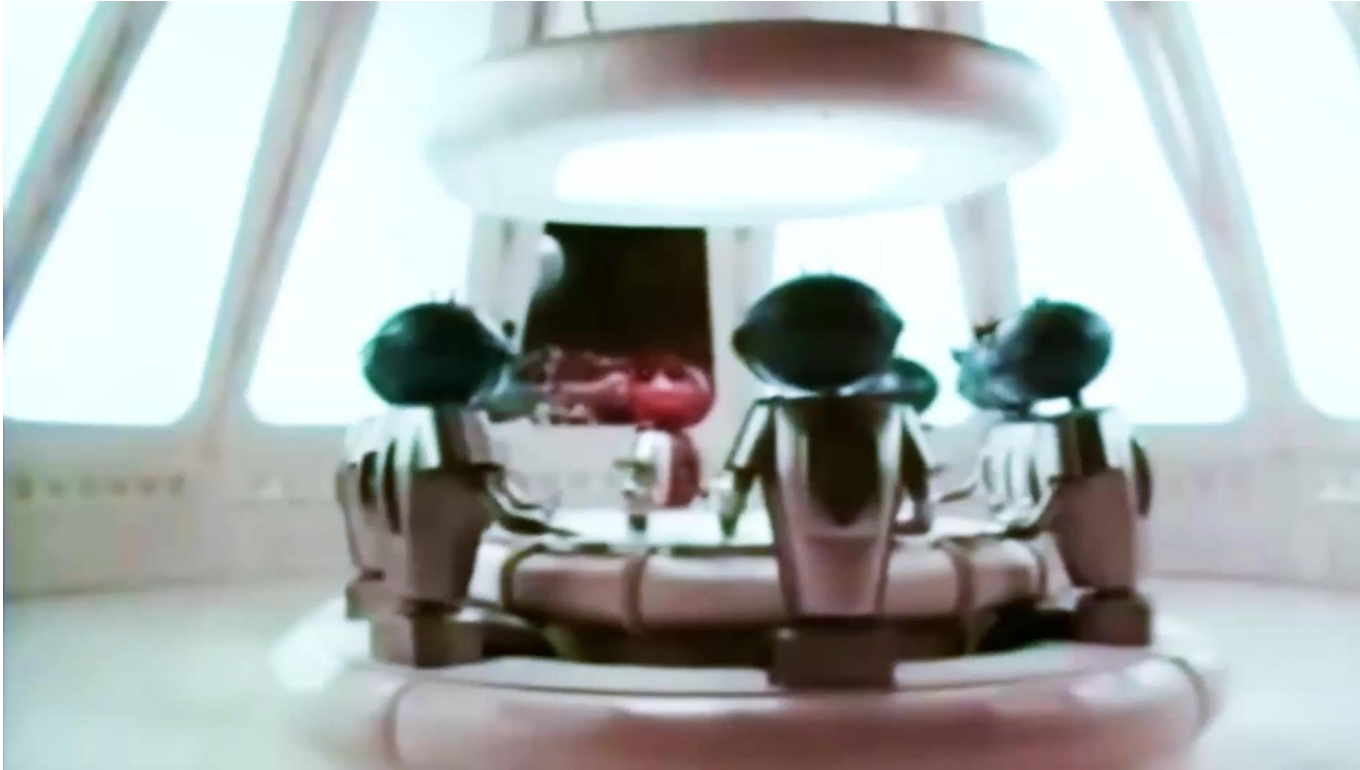
Online discounts are more enticing when customers need to work for them.



Why It Works

- **Self-Responsibility.** Customers feel *entitled* to these discounts.
- **Behavioural ROI.** Customers feel smart if they expend *little* effort for *big* savings.
- **Promo Codes.** Generally, 15% off is more effective when you give customers a code to enter in the checkout instead of showing the reduced price on the product page.
- Customers who see the final price while shopping often fixate on how much they're *paying*, where as customers with a promo code fixate on how much they're *saving* while shopping ([Jia et al., 2024](#)).

Humour and Language in adverts



- 85% of consumers say they are more likely to purchase a product after watching a funny advert.
- 63% are more likely to spend more with the brand.
- 95% of business leaders fear using humour.

- What have the following adverts got in common?
- Smash
- Mars Bars
- Birds eye potato waffles
- Finger of Fudge
- Kwik Fit
- Cornetto

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