

UNLIMITED

# TO THE HEART OF HUMAN UNDERSTANDING

FOUR WAYS TO FAST-FORWARD DEEPER HUMAN  
UNDERSTANDING ACROSS THE BUYER JOURNEY



# **HUMANS ARE COMPLEX.** SO, HOW CAN BRANDS TRULY UNDERSTAND THEIR CONSUMERS?

For every online order, every action we choose to take, and every decision taken, we are always making choices consciously and unconsciously.

The challenge for marketing, digital, and communications leaders is that what we thought we knew about consumer behaviour, maybe no longer holds true, or at least doesn't perform like it used to.

Deeper human understanding isn't the result of intuition or assumption. We get it by applying the latest, evidence-based techniques to understand the here and now. Data science, behavioural science and neuroscience acting together to consider the emotional and rational response of consumers across our brand strategies, tactics and communications.

Everything we do strives to understand consumers better than they understand themselves – and ultimately support brands in making the right choices for performance today and value over the longer term.





At UNLIMITED, we know that improving human understanding drives business advantage for our clients. That's why we put the Human Understanding Lab at the heart of our thinking and strategy.

By combining methods and tools from scientific fields including data science, behavioural science and neuroscience, we can go deeper to understand and inform brands.

We bring this unique combination of expert capabilities to our clients' brands to help them diagnose, inform, and deliver the incremental changes that drive performance and effectiveness in our everyday.

READ ON TO EXPLORE  
OUR **CORE** SUITE OF  
**FAST-TRACK DIAGNOSTIC TOOLS**

# ABOUT US

**Our team offers the most concentrated hub of data scientists, neuroscientists, behavioural scientists, academics, trend analysts, strategists and researchers in an agency environment (we built it on purpose).**

- You can access our team of 120+ UK-based experts, ready to solve any challenge and maximise any opportunity throughout the customer journey.
- The Human Understanding Lab is at the heart of UNLIMITED's approach – deeper human understanding underpins the work of our specialist group of agencies.

# SPECIALIST CAPABILITIES POWERING OUR HUMAN UNDERSTANDING LAB



## NEUROSCIENCE & BIOMETRICS

Implicit reaction time testing,  
eye tracking,  
facial coding,  
EEG & GSR  
FMRI



## BEHAVIOURAL SCIENCE

Creating change frameworks, understanding barriers to change,  
'Nudge' strategies



## DATA STRATEGY & SCIENCE

AI & machine learning,  
Customer lifestyle & value,  
Audience insight,  
Measurement & attribution



## CUSTOM RESEARCH AND TRENDS

Surveys,  
Focus groups,  
Online communities,  
Trends,  
Ethnography,  
Passive metering

# OUR INDUSTRY LEADING EXPERT TEAM CAPABILITIES

## **Somebody call a doctor!**

Across neuroscience, behavioural science and data science, we have the industry's leading minds in their fields, powering our Human Understanding.



**Dr Cristina Balanzo**

Consumer neuroscientist  
and brand consultant



**Dr Andy Myers**

Consumer neuroscientist  
and brand consultant

# HUMAN UNDERSTANDING **FOR BUSINESS ADVANTAGE**

**At UNLIMITED, we know that business advantage comes from truly understanding human decision-making and behaviour.**

The Human Understanding Lab is at the heart of our approach. Think of it as a 'plug-in' that gives our clients direct access to tools and scientific analysis that informs optimum creative, comms and activation across the full journey.

To help brands fast-forward their own Human Understanding, we offer a range of diagnostic tools that helps to plan, optimise, measure and transform common pain points in the brand-consumer relationship.

For instance, identifying what 'experience' customers look for in the brands they buy from, where customers shortcircuit the journey, how and where they drop 'out and in' the path to purchase, and what sentimental triggers can make them feel a sense of attachment or loyalty.

With insights like these, we help brands find new shortcuts to deeper understanding that drive improved performance in their everyday comms and marketing, and value over the longer term.



# HUMAN UNDERSTANDING MASTERCLASS

**Few would argue that for a brand to thrive its main aim is to emotionally connect with people. However, the hard truth is that our brains have a lot to deal with, and while many marketers like to believe customers think about brands all the time and feel actively, this is not the case.**

Your brand in the brain is a messy network of memories, feelings, and associations - most of which consumers are not even able to articulate. And that is a human understanding challenge!

The good news is that neuroscience offers a way of understanding the subconscious, emotional processes that drive our decision-making. Our Human Understanding Masterclass reveals how the latest techniques in neuroscience, behavioural science and data science come together to help you better understand the key human insights that matter for your brand.

The two-hour virtual masterclass will bring you face to face with the underlying emotional processes that truly drive decision-making. Our industry leading experts will submerge you in the world of the subconscious, giving you the knowledge and tools to grasp the complexities of the emotional brain to build brands and drive behaviour change.



# PULSE OF THE NATION

**Our moods, mental and physical states, make a big difference to what we think about brands and our actions. We've been surveying the nation since 2018 on a number of key issues to determine how what we think and feel impacts on our behaviours.**

Capture the pulse of the nation in an instant. We survey the British public twice a week to seize in the moment insights from real people. Delivered from a nationally representative sample, you can reliably understand and report on a *true* pulse of the nation, rather than just a random sample.

Whether you need insights for a PR campaign or press release, to capture public opinion, track a current campaign, or just gather intelligence on a particular industry, our Pulse of the Nation is flexible and can be tailored to your specific needs. If you're looking for something a little more bespoke, we can capture information from specific audiences and demographics too.



# DECISION DRIVERS

**Humans are complex beings – our actions are motivated by different needs and desires at any one time. Brands that can cut through and tap into these underlying motivations will stand a better chance of influencing choice and driving behaviour. But with so many potential benefits to target, which are the ones that will resonate with different target audiences? This is where our Decision Drivers tool comes in.**

Decision Drivers identifies the real motivators within a category that act as subconscious shortcuts to influence consumers to act on their impulse and make real world decisions. We use techniques to analyse people's reactions to understand what is really motivating and believable at a subconscious level – the level which most decision-making happens in the brain.

Using advanced statistical techniques, we map the optimum combination of messages that will resonate with your target audiences. The result is a clear understanding of the motivating category drivers, brand messages, nudges, or product benefits that will unlock a smarter marketing and comms strategy for your brand.



# CREATIVE CONNECTION

**If you want to achieve awareness and emotional connection, or to drive shares and convert sales, you need to scientifically plan and optimise spend ahead of launching your content.**

Creative Connection allows you to assess your content's creative potential before it goes live. Harnessing the power of neuroscience, we measure the most important elements that make effective communications – the ability to catch attention, generate an emotional reaction, and whether it will drive the actions you are looking for.

Creative Connection is built upon implicit reaction time testing, measuring not just what people say but what they truly believe at a subconscious level. Combined with the option to include even deeper measurement with facial emotion analysis, the tool gives you science-based confidence in your creative strategy and expert recommendations to guide optimisation.



**DEEPER HUMAN  
UNDERSTANDING** DRIVES  
IMPROVED BRAND  
PERFORMANCE **WHEREVER  
YOU NEED IT**



# WHAT MAKES OUR CORE PRODUCTS SPECIAL?

There's a lot to take in here. We get it. You may already be using some of the techniques featured to fast-forward your brand performance.

What we do differently is use cutting-edge tools and capabilities to decipher the emotional and unconscious effects of your marketing and communications activity – looking at consumers and customer actions through a number of lenses. Namely, neuroscience, behavioural science, and data science to get a deeper understanding of human behaviour.

It's not only the 'what' or the 'how' that matters, it's really about understanding the 'why' - why consumers do what they do.





# ONE- DIMENSIONAL INSIGHT DOESN'T WORK

The capabilities of our Human Understanding Lab are set up to help our clients access cutting-edge techniques, understand humans that little bit better, and activate what we learn through planning and responsive in-market optimisation that drives improved brand performance.

When it comes to changing behaviours short-term, driving lasting sentiment, or predicting future value, we know that one-dimensional insight never fully allows you to deliver on your brand's potential.

# HUMAN UNDERSTANDING IS EVERYTHING



We don't have the silver bullet (not yet at least), but we do have the expertise and the methodology to obtain a deeper understanding and help you to make it count in influencing consumer behaviour and decision-making for your brand.

We have a simple belief at UNLIMITED that you might share – human understanding is everything. In order to create business advantage, we must understand human decision-making better than consumers can themselves, and more clearly than our competitors.

**WE CAN  
HELP WITH  
THAT PART**

FLICK  
TO THE  
NEXT  
PAGE  
TO GET  
THINGS  
MOVING



# TO THE HEART OF HUMAN UNDERSTANDING



**TO TALK ABOUT OUR CORE  
PRODUCTS, OR DISCUSS YOUR  
BRAND NEEDS**

Get in touch:

Simon Collister

Director of the Human  
Understanding Lab,  
UNLIMITED

[Simon.Collister@unlimitedgroup.com](mailto:Simon.Collister@unlimitedgroup.com)

**FOR MORE INFORMATON  
ON HUMAN UNDERSTANDING LAB**

[CLICK HERE](#)



**JOIN A MASTERCLASS WORKSHOP  
REQUEST YOUR FREE PLACE**

[CLICK HERE](#)



# UNLIMITED

BUSINESS ADVANTAGE THROUGH  
HUMAN UNDERSTANDING™

[www.unlimitedgroup.com](http://www.unlimitedgroup.com)

7-11 Lexington Street, Soho, London, W1F 9AF

+44 (0) 20 7747 6060