

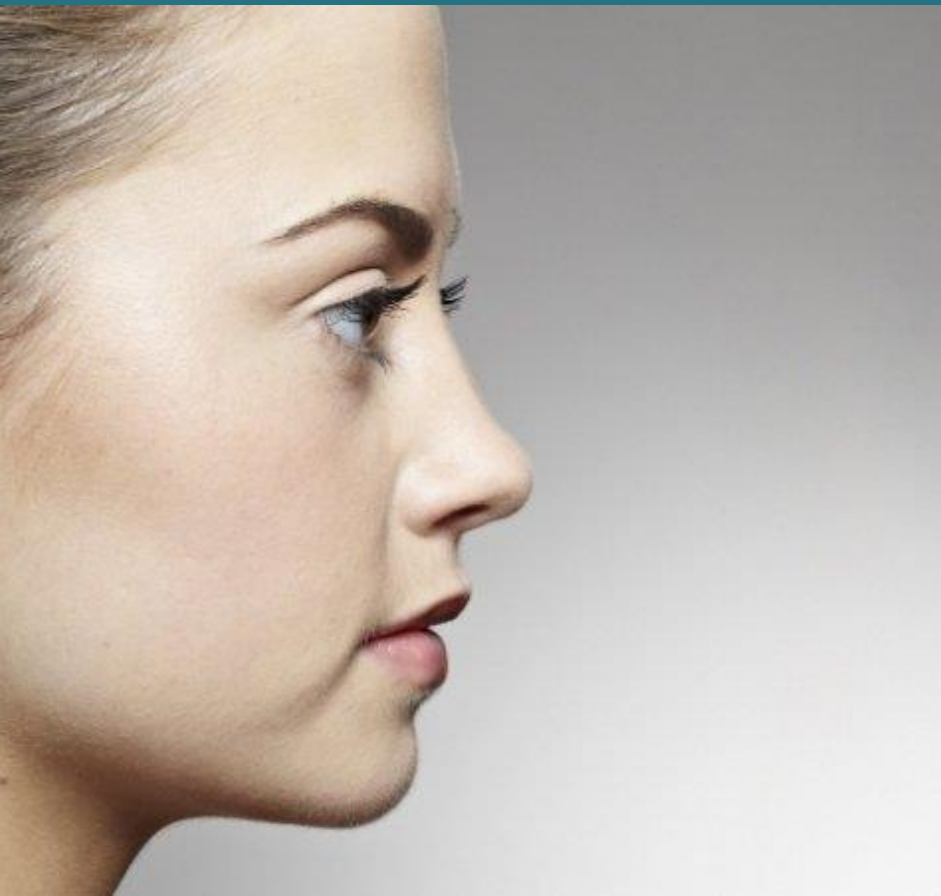


How to bring product experiences to life by **decreasing psychological distance** to trigger consumer decision making

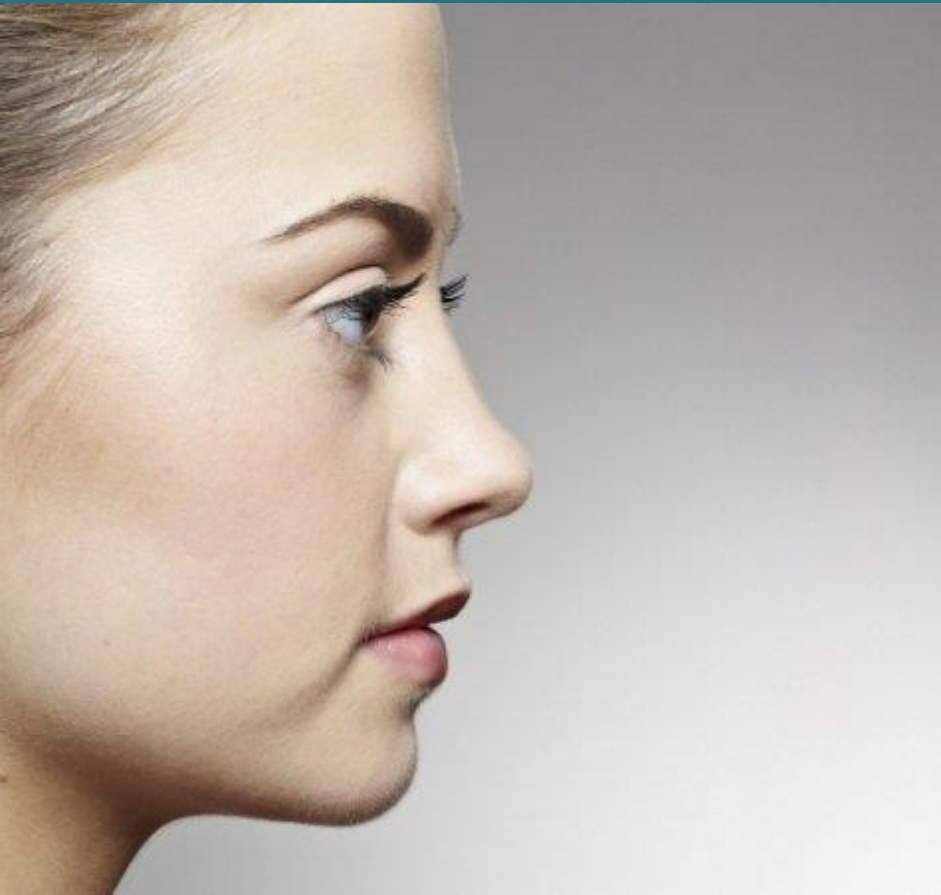
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Brand communication





Can you describe
yourself **now**?



Can you describe
yourself **now**?



Can you describe
yourself
in 30 years?



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Present self

vs

Future self



LOW

psychological distance



Object or event is more concrete, it feels real

HIGH

psychological distance



Object or event is more abstract, feels less real



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Four types of psychological distance

Temporal

The longer **the time** between the event and the present, the higher the distance

Spatial

The longer **the physical distance** between the event and your location, the higher the distance

Social

The more **different** the person the event is happening to is to you, the higher the distance

Hypothetical

The harder it is to **imagine** what the event would be like, the higher the distance



Psychological distance impacts brands' success



Reducing psychological distance through your brand communications drives short-term action

Consumers

When deciding what brand to choose, people often form a mental image of the product experience and emotional state they desire





Brands

To trigger the intended action, the brand should project a promise through visuals and words that matches the mental image consumers have in mind

Reducing psychological distance closes the gap between

What
the brand
OFFERS

Projected product
experience



What the
consumer
WANTS

Desired product
experience

Match → Connect → Trigger Action

Concrete messages are better at driving purchase than abstract ones

Enjoy fresh butter taste

Delicious taste

Makes good foods better!

Concrete

Abstract

Butter taste

Taste that won't let you down

Butter re-imagined


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STUDIO WIRELESS
WITH ADAPTIVE
NOISE CANCELING

Demonstrating
the product



Using sensorial
cues to demonstrate
the
product experience


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Product **vs** product experience

baby Dove

WE BELIEVE THAT THERE ARE NO PERFECT MOMS. ONLY REAL ONES.

Discover NEW Baby Dove.



The image displays four Baby Dove products: a pack of baby care wipes, a bottle of nourishing baby lotion, a tube of diaper rash cream, and a bar of bathing bar. Each product features the Baby Dove logo and a 'new' badge.

Discover NEW Baby Dove
Added moisture for better care



The image shows a woman with dark hair smiling as she washes her baby's hair in a bathtub. The baby has a large amount of white foam on their head. On the edge of the tub, several Baby Dove products are visible, including a bottle of lotion, a tube of cream, and a bar of soap. A 'new' badge is placed over one of the products.

baby Dove

No senses vs senses



Abstract vs concrete



Communication challenges online

People cannot
touch, smell
or taste the
products
online



Online images showing the product inside, its texture and ingredients to trigger sensorial cues, reduce psychological distance and increase desire



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Key take-aways

Psychological Distance

Reducing the psychological
distance triggers action

Brand communication

Messages
Visuals

Online challenges

Hero images



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