SKIM

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

Marina Georgieva, Senior Analyst, SKIM
Research & Results Munich, 2019

Brand communication

Can you describe yourself now?

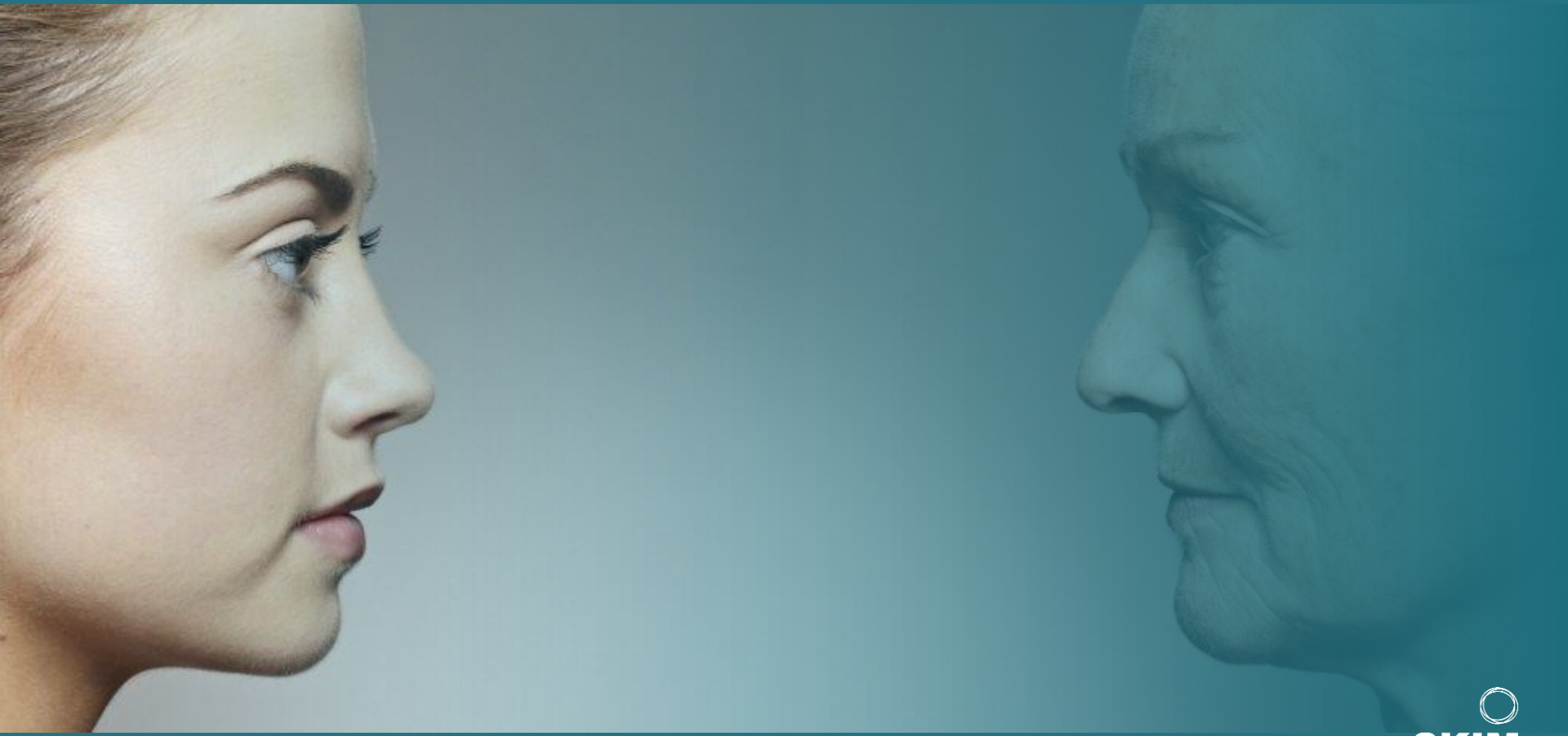
SKIM

Can you describe yourself now?

Can you describe yourself in 30 years?

SKIM

Present self vs Future self



SKIM

LOW
psychological distance

Object or event is more concrete, it feels real

HIGH
psychological distance

Object or event is more abstract, feels less real

SKIM

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 happing 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

SKIM

Psychological distance impacts brands' success

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

SKIM

Consumers

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

SKIM

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

SKIM

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

SKIM

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

SKIM

Demonstrating the product

Using sensorial cues to demonstrate the product experience

SKIM

Product vs product experience

SKIM

No senses vs senses

SKIM

Abstract vs concrete

SKIM

Communication challenges online

People cannot touch, smell or taste the products online

SKIM

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

SKIM

Key take-aways

Psychological Distance

Reducing the psychological distance triggers action

Brand communication

Messages
Visuals

Online challenges

Hero images

SKIM

Eager to boost your eCom and mCom brand conversion?

Subscribe to our monthly SKIM updates:

SKIMgroup.com/RR19-subscribe

Marina Georgieva | SKIM
m.georgieva@skimgroup.com