



# Consumer Psychology

## Modular Programme

Focus on your customer's mind and increase the profit. A, B, C, D for navigating to your success.

What are some of our key learning outcomes?

- How people make buying decisions
- Principles and tools of relevance and persuasion
- Putting together psychology, emotionalization and customer journey
- Secrets of leading brands and digital platforms

Language: English

Registration: [Here](#)

Lecturer: Lazar Dzamic

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## Module 1. Consumer psychology is HUMAN psychology

Purchase is a complex process, where successful companies create shortcuts. Many reasons why we buy, but we know mechanics of influence and decision making.

- a. Our brain vs. our mind – cognitive science, intro to mind (nature vs. nurture, we don't know what we feel, narratives as the basis of self and society, busy world of paradoxes, social vs. individual, intro to biases).
- b. Different kinds of needs and wants, rational and emotional factors (Weiden, Just move me dude), intrinsic vs. extrinsic orientations.
- c. Standard models of consumer psychology - 10 consumer behaviour models.
- d. Changing biz environment: 6Is, E-4P evolution, digital and democratisation of influence, from storytelling to Storydoing.

## Module 2. Consumer insights as THE 'hot buttons' for influencing purchase decisions

- a. Practical implementation. Drawing a personal brand logo.
- b. What is insight, 8 kinds and 6 sources of insight, USP/ESP/PSP, stereotypes, strategy Wen diagram (Cultural, Brand, Product and Audience truths).
- c. Propositions (and brand essences).
- d. More examples of insight-based comms (Axe, Persil, Dove Sketches, Evian Babies, Dollar Shaving Club).



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## Module 3. Brands and branding: promise and meaning as shortcuts to decision

Most valuable brands slide... why?

- a. Roles of brands and their business value: promises, shortcuts, price premium generators, emotional value, carriers of meaning. IPA: emotional resonance/Havas: meaningful brands
- b. Branding strategy basics: 6 aspects of a brand
- c. Sharp: Mental/Physical Availability. Brand equity. Digital brand: what is it?
- d. Storytelling and Content, HHH/SAS/EU (context engineering), storytelling in the digital world, borrowing of influence... – examples

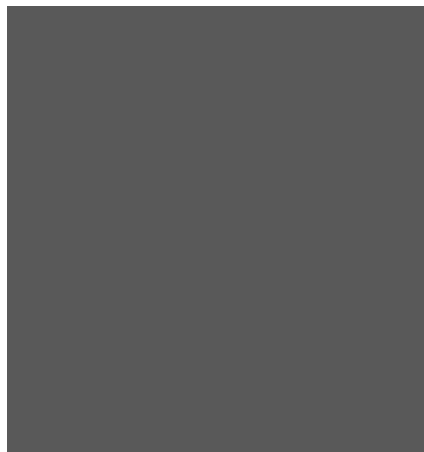
## Modul 4. Narratives as the basis of self, society and brands

- a. Origins of stories, drama and archetypes. Defining brand archetypes: manifestos, Harley etc.
- b. B2B/B2C/H2H. Emotions as the best shortcuts (selling eggs, Milka)

- c. 11 creative templates for quick storytelling
- d. How advertising works – balanced score cards, neuromarketing

## Module 5. Context as the sales tool, offline and online

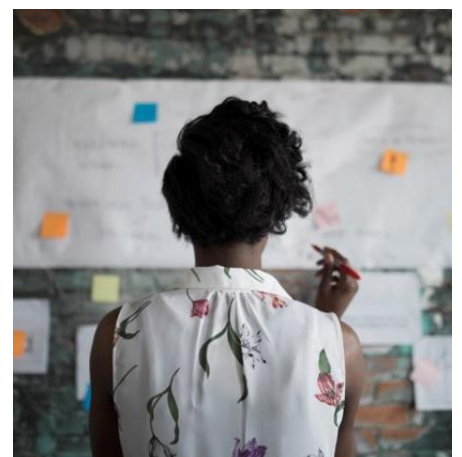
- a. Content is King, Context is God!
- b. Basics of the Customer Journey/funnel, types of CJ/MTMs, mapping. TUI example
- c. Offline CJ: shopper marketing, retail anthropology
- d. Persuasion architecture, examples of how UX/IA drives sales, Personas, role of data



## 6. Nudging: Behavioural Economics in practice

What is BE: basics

- a. Practical examples: framing menus, confirmation bias, social proof, commitment and consistency, loss aversion, scarcity...
- b. Darren Brown film on subliminal
- c. Ethics of persuasion
- d. Exercise: develop a BE-powered registration form (1st 3 screens)/ develop a BE-powered bank statement/DM tricks: envelope, emotions, pens, cards etc.



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Focus on your customer's mind and increase the profit

## Lecturer: Lazar Dzamic

### Creative Strategist, Lecturer

A former Head of Brand Planning in Google's creative think tank ZOO in London, where he created the strategy team and two of the world's first Creative Data Scientists. His mission at Google was to 'Turn Light Into Heat': a vast amount of Google data into surprising and deep insights for creating great brand stories. Prior to Google, he also served as a strategy head in several London creative agencies and was one of the first digital strategists in the United Kingdom in 2000. He worked on campaigns and programmes for some of the UK's most loved brands such as Tesco, John Lewis, Waitrose, Virgin Holidays, Nando's etc.

After his return from London, Lazar is a much sought-after trainer for digital marketing transformation in CEE, working with some of the biggest local and regional clients such as Triglav, Mercator, Telenor, Adidas, Erste Bank, Frikom and others. He is a lecturer in Digital Marketing at the Faculty for Media and Communications in Belgrade (FMK), Business School Lausanne (BSL) and marketing trainer at the regional PwC Mini MBA Academia.

He is the creative industries consultant for The European Bank for Reconstruction and Development (EBRD), an ex-journalist, contributor to The Guardian and also a best-selling non-fiction author in Serbia. He is a regular speaker at global and regional conferences on topics of digital marketing and brand storytelling.

'He lights up the room with positive energy, makes you feel so relaxed and engaged even when you are a total "rookie" and dazzles you with his creative, yet very hands on, practical approach.'

Adidas

## REGISTRATION DETAILS



Duration:  
6 modules | 1 training day

Please contact us for more information



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