

<http://shrinkwrapmarketing.com/>

SHRINKWRAP.
BRAND NEW BEHAVIOR
NEW BRAND BEHAVIOR

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Consumer behavior is like a flowing river. We never try to change the current, but work to harness the power of the flow for your brand. Our research uncovers the rocks and holes that prevent movement, and gives your brand a map for successful navigation.

SHRINKWRAP. = Behavior Change. Our market research consultancy unites rigorous strategy with psychological analysis to facilitate new behavior towards your brand.

Engage the Limbic:

Up to 80% of behavior is generated by emotions, experiences and emotions that originate from the limbic system of the brain. Our proprietary research technique, Psychogenics™, engages both parts of the brain. [\[Learn more\]](#)

Insight is not Enough:

In today's environment, strategies that focus on customer insight are not sufficient. To move consumers toward your brand. To be effective in the market place, your brand's strategy must facilitate genuine behavior change. [\[Learn more\]](#)

What our Clients say:

ShrinkWrap™ takes us beyond the obvious to the hidden truths. They crack open consumers to reveal primal drives and insights, then deliver them in a simple, actionable savvy way. The result is dramatically effective communications.
- Linda Marston, Director Global Brand Communications, ClavinWentworth. [\[See More\]](#)

<http://shrinkwrapmarketing.com/road-map-for-behavior-change/>



ROAD MAP FOR BEHAVIOR CHANGE™

Traditional qualitative research approaches often reveal insights that are "true but useless". Even when consumers identify strongly with an insight, it cannot be used unless the insight has the potential to affect behavior in the market place. We pressure test our insights by using our SHRINKWRAP Road Map for Behavior Change™. Our model is simple, yet effective. It works on the following premises:

- Go with the flow: Travel in the direction your consumers are already going. Our research uncovers the source of the flow and leverages its power for your brand.
- Investigate Target's Personal Needs: Find the consumer needs that are so strong and deep they will deal a steady behavioral cascade toward your brand.
- Reveal Belief Constructs: Unconscious and conscious beliefs form a scaffold in the mind of the target which keeps current behavior in place. We illuminate the scaffold of ideas, emotions, and perceptions. New behavior is induced when belief constructs are satisfied, flipped, or disarmed.
- Analyze the brand and determine the specific brand assets that have the potential to trigger new action.

