

BEHAVIOURAL SCIENCE

The best marketers don't just understand consumer behaviour... they shape it!



You are invited to an upcoming webinar on Thursday, October 8 (Noon EDT / 11am CDT) where **RESEARCH STRATEGY GROUP** will explain how we successfully use **Behavioural Science** to understand the "systematically irrational" consumer and develop strategies to help you actively intervene to **shape favourable consumer decision making and behaviours**.

During the session we'll detail how to...

- leverage essential qualitative BSci forensic tools and frameworks to **understand the cognitive biases shaping consumer decision-making and behaviour**
- deploy leading edge quantitative tools to create marketing and communications strategies that "**nudge**" consumers **towards favourable marketing outcomes**

Join us on October 8th to learn more about how Behavioural Science can help you to **leverage a deeper, more actionable level of understanding** of consumers.

Please register via email to:

zlatavolfson@rsginc.net.

Webinar details will be forwarded upon registration.

Date: Thursday, October 8, 2020

Time: NOON-1:00pm EDT/11:00am-NOON CDT