



Healthcare Center of Excellence

Using Cultural Psychology, Anthropology and
Language Studies to Design and Interpret Global
Positioning and Messaging Development

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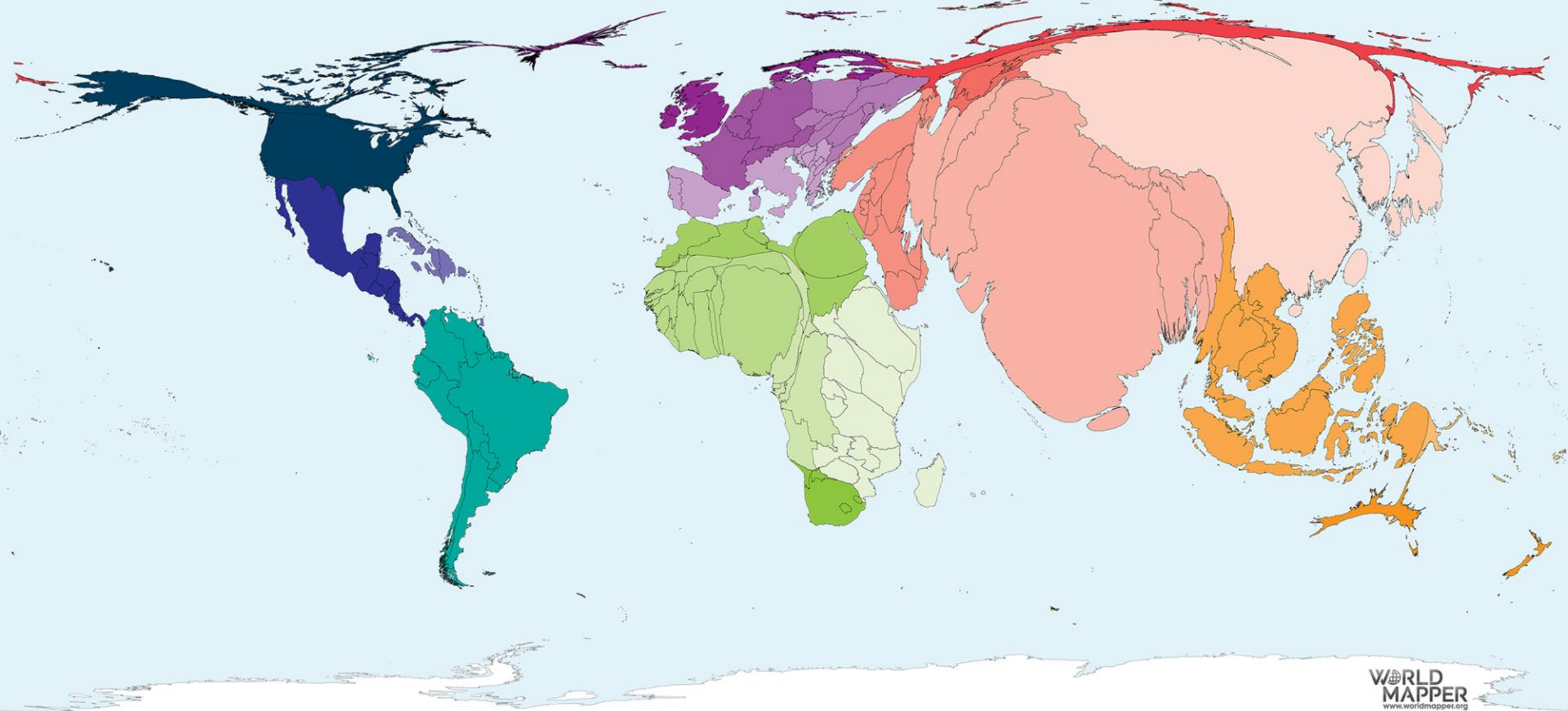
Looking at the World a Different Way

Here we are,
slap bang in the
center

Or the centre

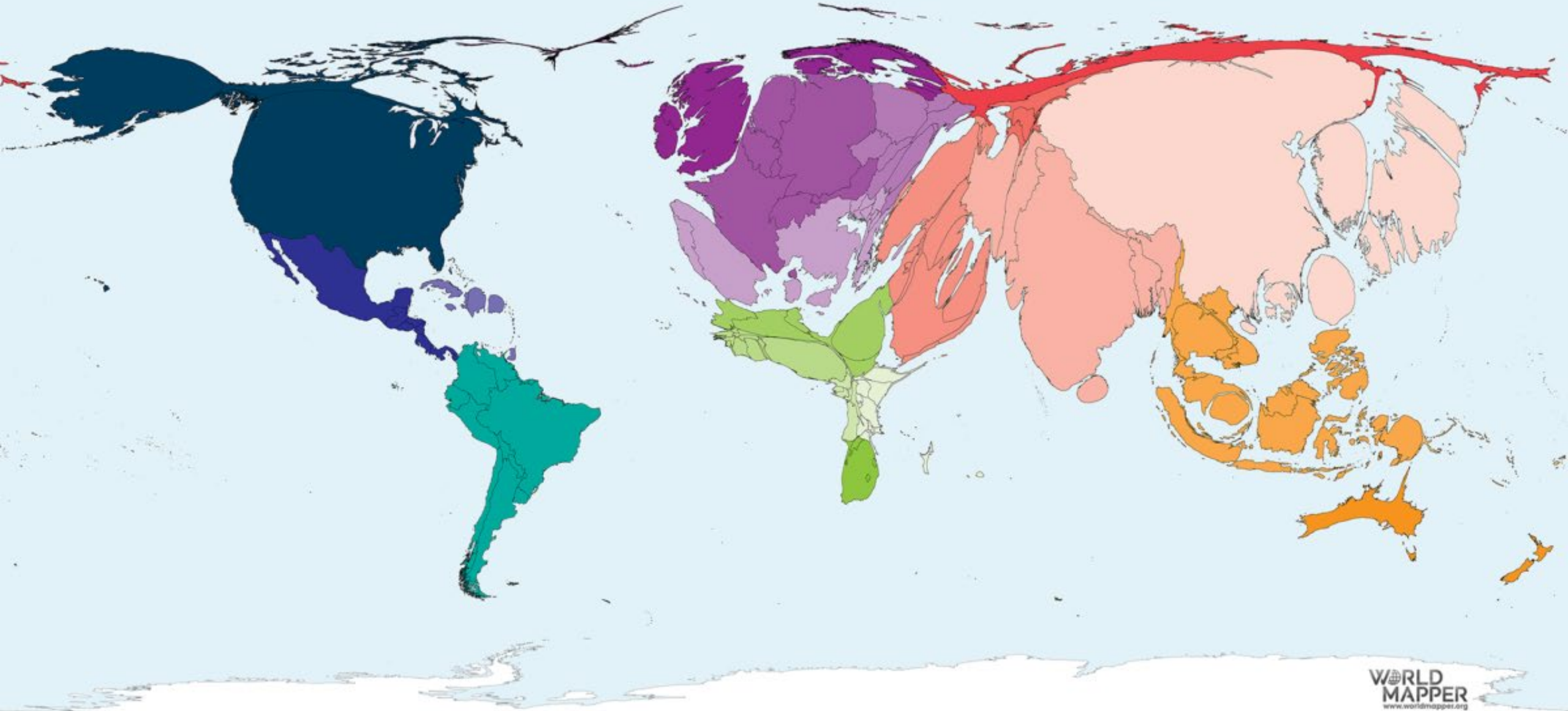


The World by Population

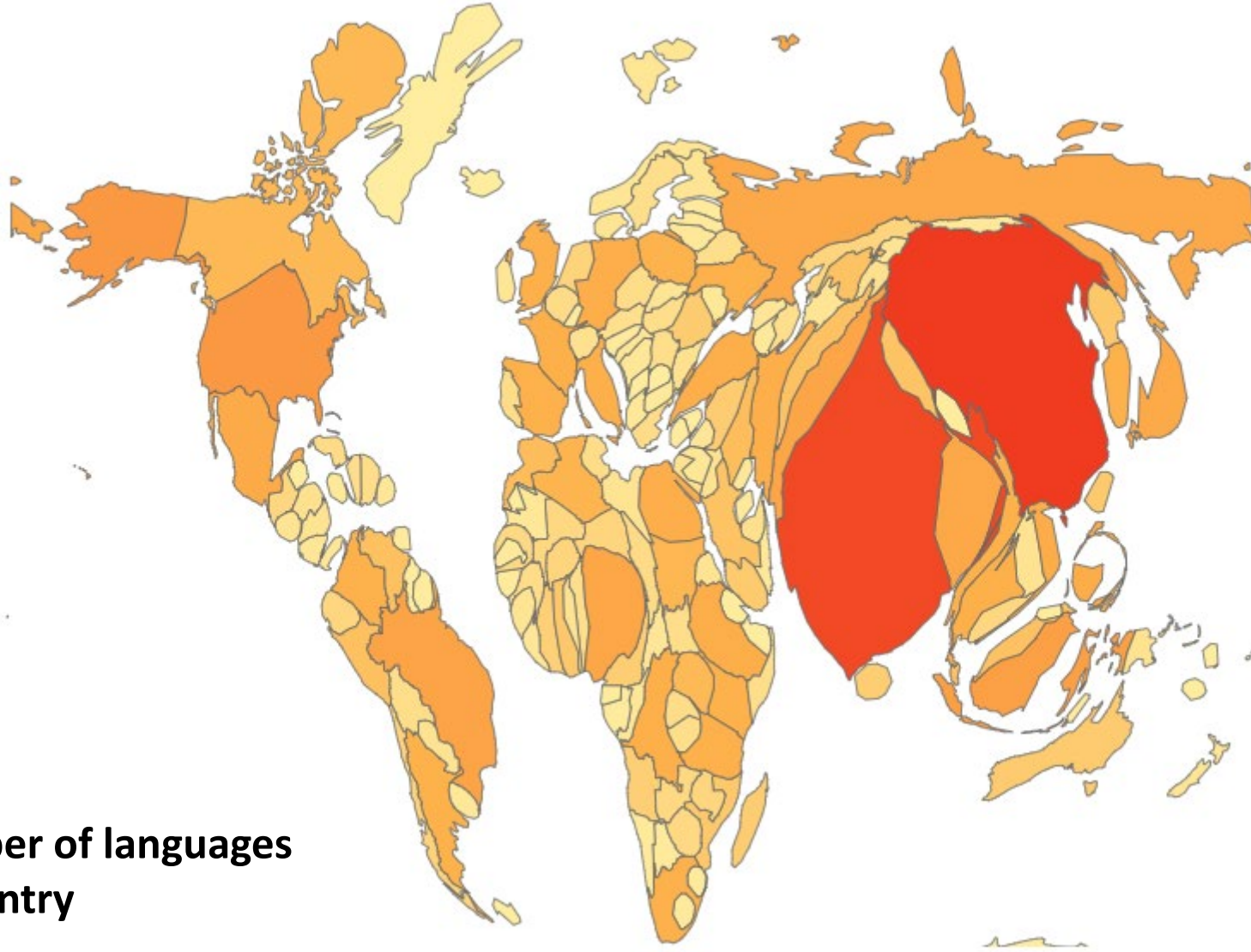


WORLD MAPPER
www.worldmapper.org

The World by GDP



WORLD MAPPER
www.worldmapper.org

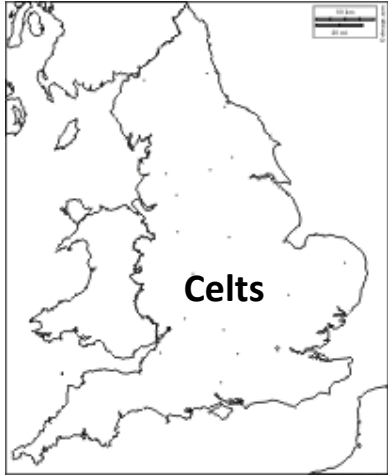


World by the number of languages spoken in each country

English – A Complex Language



410 CE Romans leave



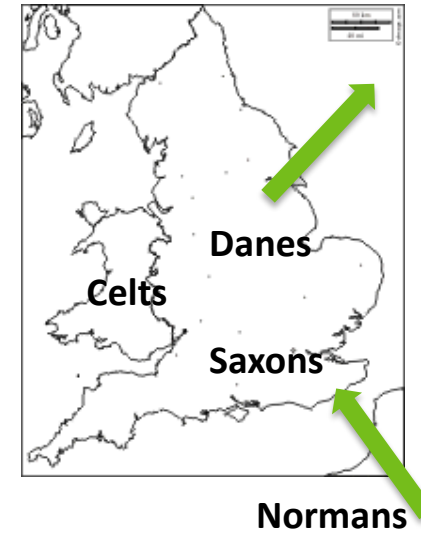
5th-8th C Saxons settle



9th-11th C Danes invade



11th C Normans invade



“English” contains elements of Celtic, Anglo-Saxon, Norman French, Danish/Jutish and Latin

Gate – Old English/Danish
Entrance – French
Portal – Latin
Opening – Jutish
Foyer – French/Latin
Lobby – Latin
Vestibule – Latin
Concourse – French/Latin

Variety of Words

Shallow

Superficial
Facile
Simplistic
Oversimplified
Flimsy
Insubstantial
Lightweight
Empty
Trivial
Trifling
Skin-deep
Two-dimensional
Frivolous
Foolish
Silly

Peu profond

- Superficiel
- Frivole
- Futile
- Banale

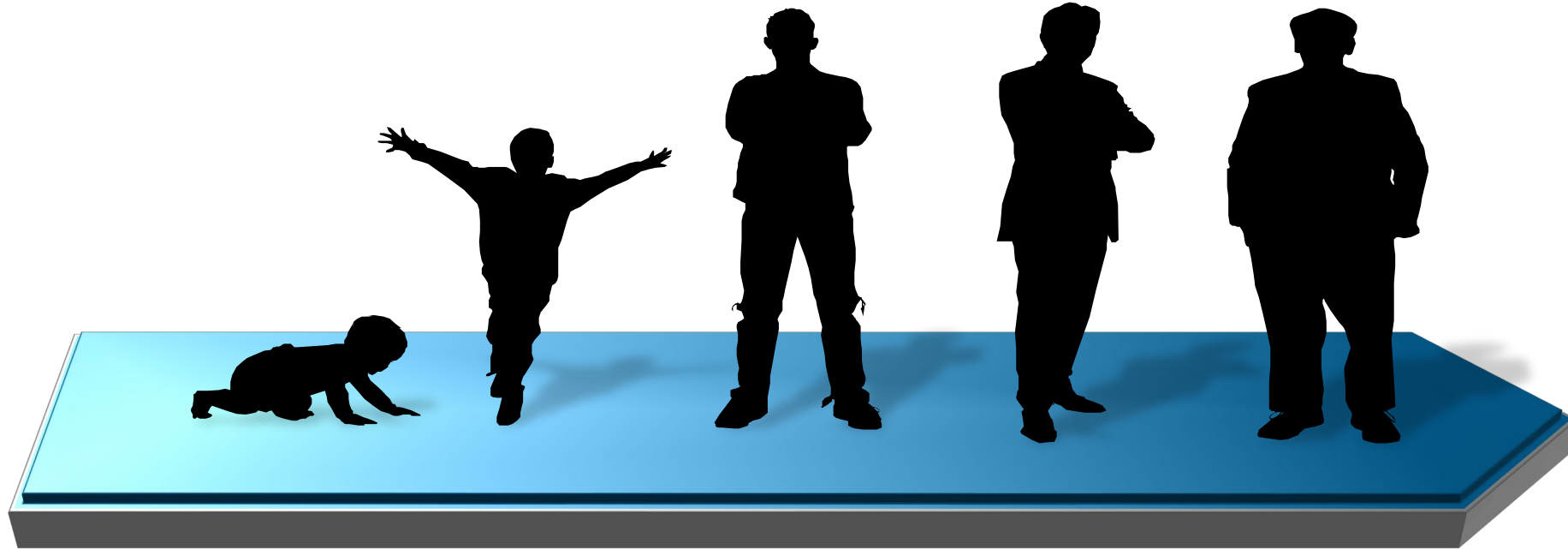


Behavioral Drivers

- People behave according to who they are, not what situation they are in
- Personality is the most fundamental and unchanging driver of behaviors
- Our belief is that we cannot fully interpret research responses unless we understand the personality of each respondent



Personality is the deepest and most consistent driver of behaviors.



Personality is fully formed and stable by age 20

Personality types and make up are global and stable over the long term

Personality predicts decision making processes.

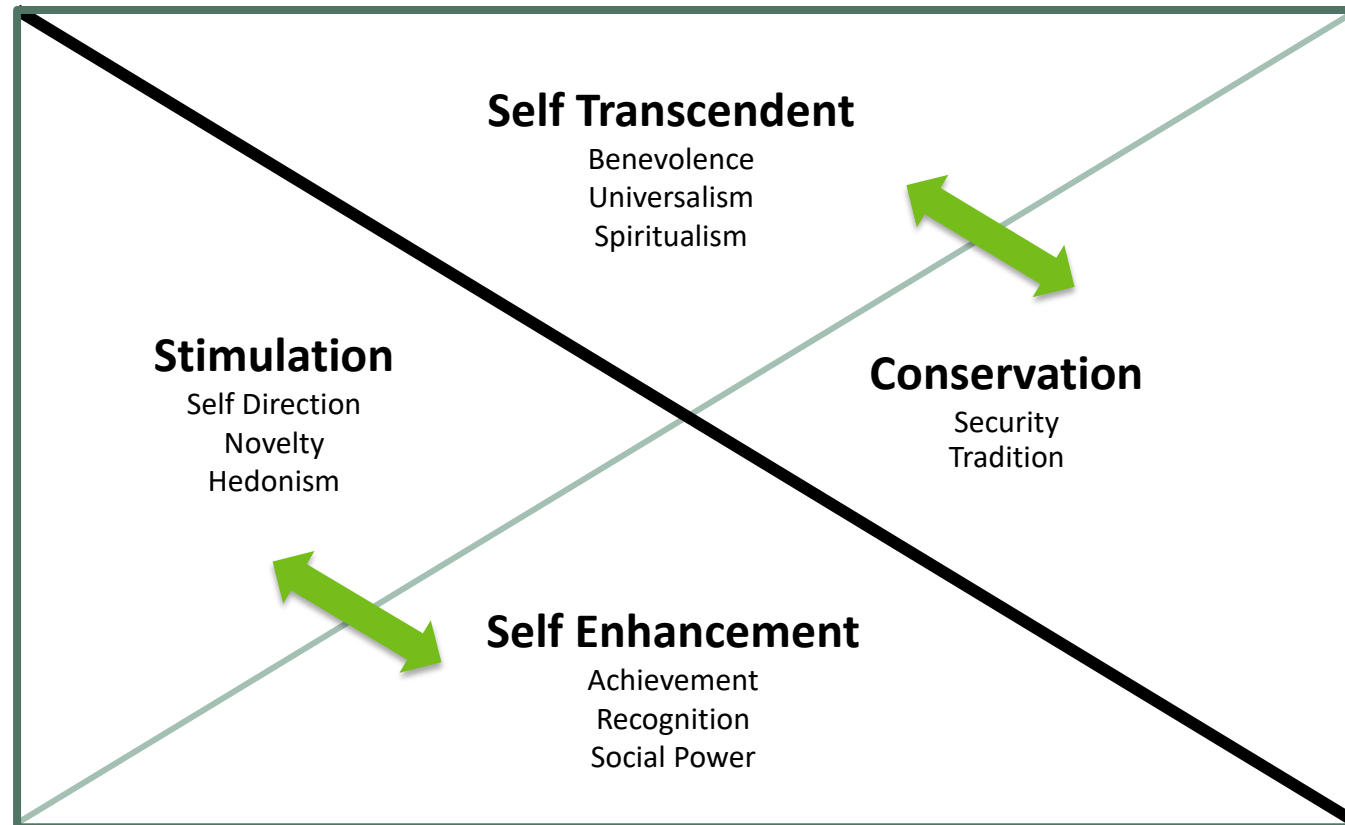
- Personality cannot tell us *what* people will decide, but *how* they decide and therefore how to *influence the decision*
- Personality typing can be used to optimize positioning, messaging content and language, support programs, touch points (e.g., call center tactics and scripting)
- *The ultimate vision for this type of segmentation is that a company only needs one segmentation, not one for every product group or market. Neither will it need to be re-run after a period of years.*

Personality Segmentation

- Requires the development or adoption of a *personality assessment model*.
- We use the Schwartz Bilsky model because it is highly validated and is global.
- Using some models like this require reducing the classification tool to a minimum. That is the main agency investment required.



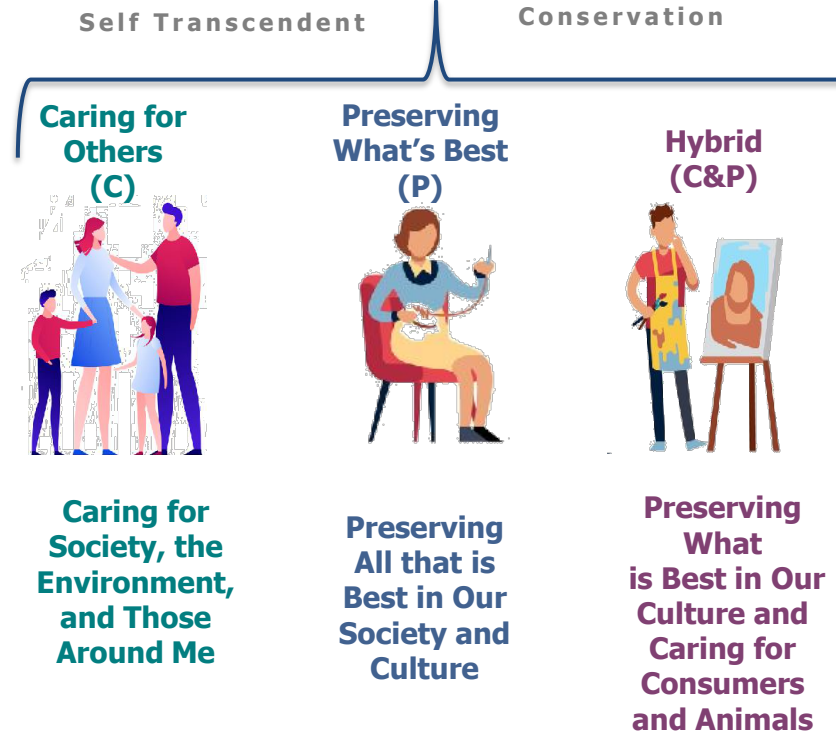
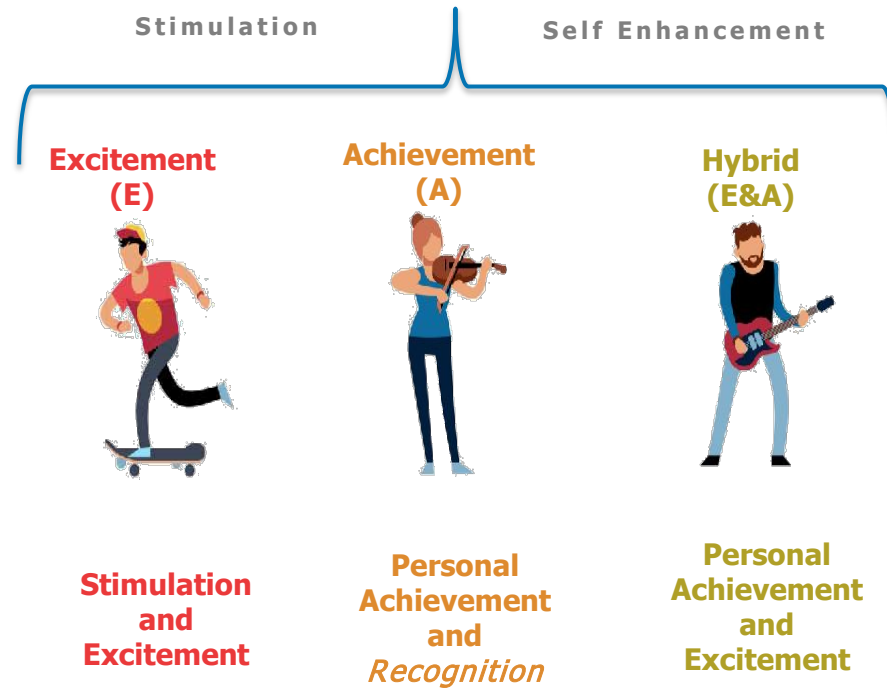
The Concept of the Schwartz-Bilsky Personality Assessment



PersonaSmart™ Patient/Consumer Personality Types

Hedonic Individualists Personality Cluster (35%)

Altruistic Conservationists Personality Cluster (65%)



This Schwartz Bilsky based model is valuable for deep understanding of consumer needs and decisions

Example: Personality and Nutrition Beliefs

Hedonic Individualists



Think of themselves as super-busy, even if objectively they are not. They look for shortcuts.

They are cynical and tend to believe that organic food tastes no better than regular food and is a scam.

They are certain they can manage their nutrition. If they are going to have a soda, it's going to be sugar loaded. They will just eat less ice cream later.

They prioritize satisfaction over wellness. They are impulsive and will buy fast and perhaps change their mind later.

Altruistic Conservationists



Much more health and wellness literate. They ask their questions upfront. They are skeptical and while they may be slow to adopt a new product but will be much more likely to stick with it.

They believe that organic food tastes much better than regular food and, even if its overpriced, they need to buy it.

They need and want help to achieve wellness for their whole family and look to healthcare providers, health plans, retail and food and beverage manufactures for help.

Source: Segmedica's ConnexionPoints® syndicated study, *Changing Behaviors under COVID-19*

Case Study: Healthy Product Design

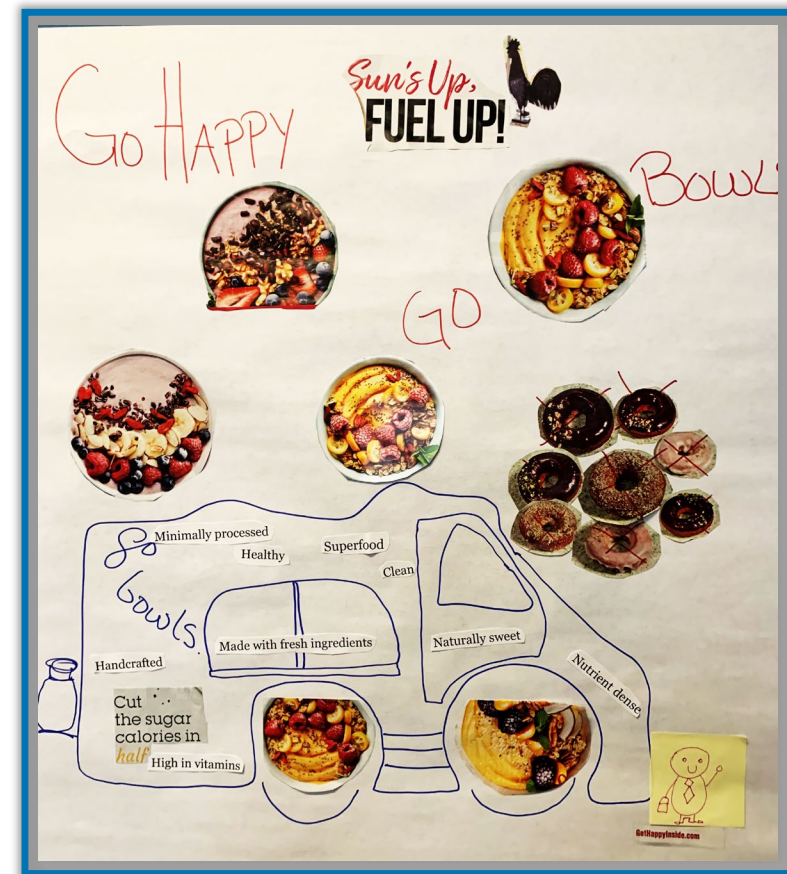
Hedonic Individualistic Types

Go Bowls

A food truck serving healthy smoothie bowls for busy professionals

- Emphasis on the product being “nutrient dense” and “naturally sweet”
- Color palette full of bright reds and oranges
- Product for the **busy career-person** – attributable to their personality types

“ Do we want to make it *organic*? Do we *care* if it's *organic*? Do we want to be *hoity-toity*? ”

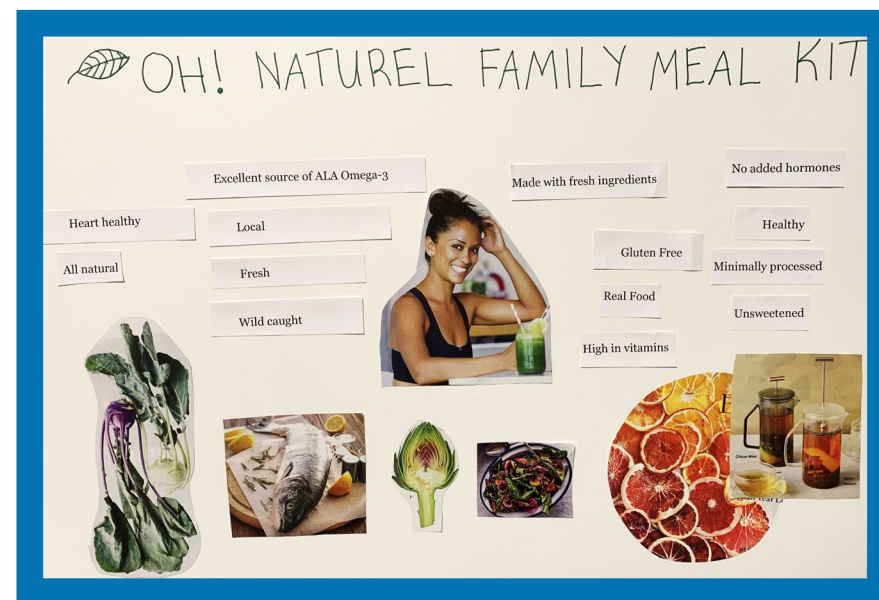


Case Study: Healthy Product Design

Altruistic Conservationist Types

Oh! Naturel Family Meal Kit Organic, locally-sourced meal kit for the whole family

- Included foods would be naturally high in nutrients and low in allergens, but locally-sourced to keep costs low
- Color palette mostly deep greens
- Emphasize **family, sharing meals, and ecologically responsible sourcing** – attributable to their personality types



“

It could be a family meal kit, though, so you're having enough to serve the whole family for X amount of dollars.

”

Case Study: Group Dynamics

Hedonic Individualistic Types



“ I think **we’re gonna win** on this one – **they won** round one! ”

- Became **competitive** and **comparative** with the other group
- **Slower to engage** and collaborate
- Concerned with **personal** impacts
- Prioritize **enjoyment** of food over **potential** health benefits

Altruistic Conservationist Types



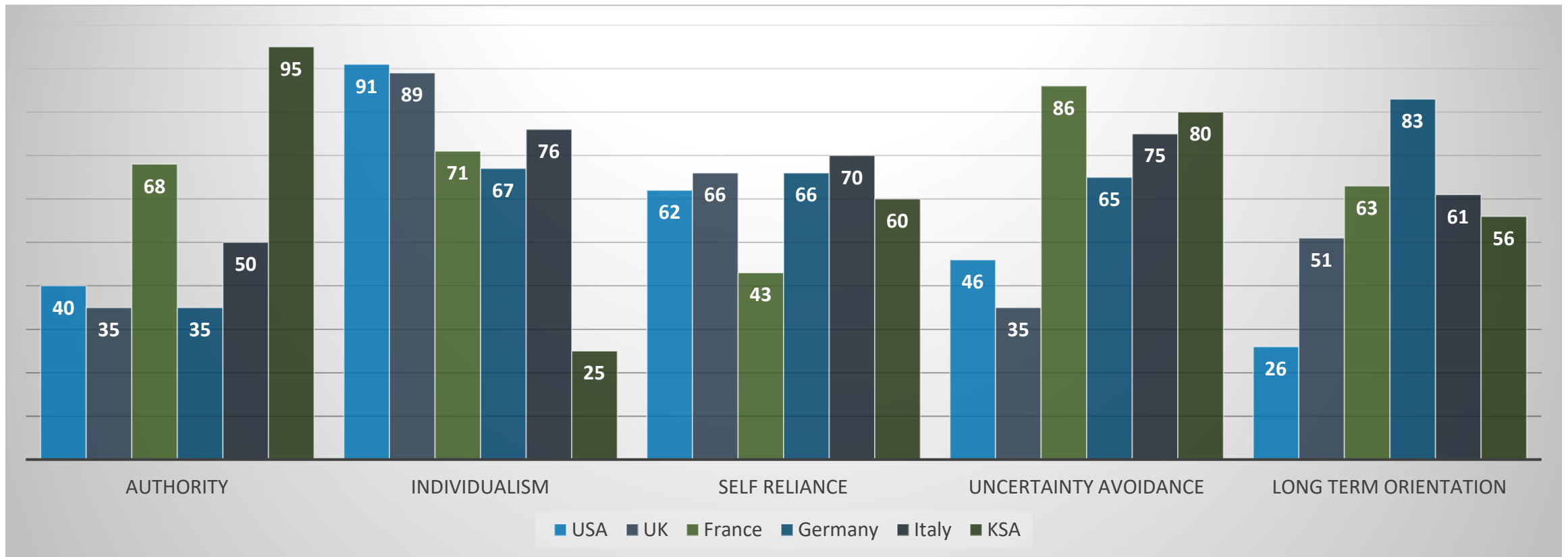
“ I think what makes it healthy is: **no added hormones, minimal processing, healthy, made with fresh ingredients.** ”

- **In-depth knowledge** of health
- Quicker to **adapt** to the group setting and **collaborate**
- Emphasis on the **collective**
- More **risk-averse**

Cultural Variations



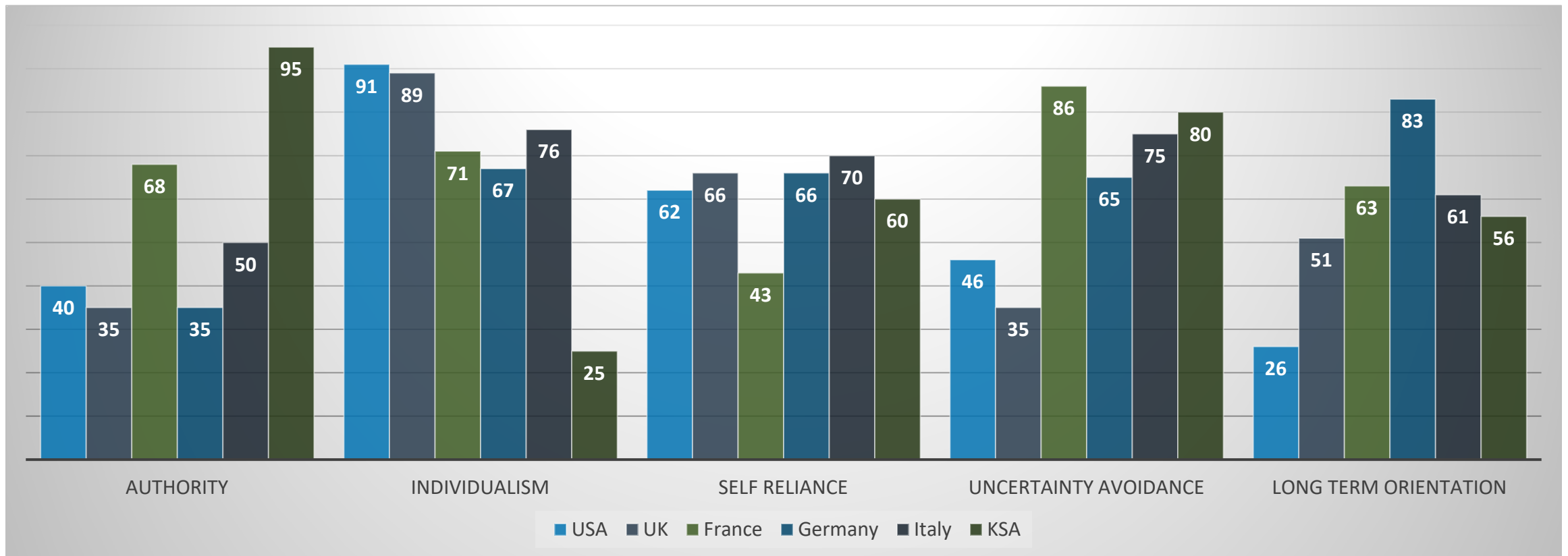
Cultural Indices



These indices help us understand the differences between cultures and adjust to each one in both design and analysis.

(Source: The Hofstede Institute, The Netherlands.)

Cultural Indices



USA, UK, Germany – low on authoritarianism, high of individualism.

USA, UK – low on uncertainty avoidance. Other countries seek black and white information and input

KSA – very high on authoritarianism, very low on individualism, high on uncertainty avoidance

France – high on authoritarianism and low on self reliance (socialized state). Very high on uncertainty avoidance.

Ways to Implement



Ways to Implement

- We can adjust questioning, probing style and analysis according to culture
- For example, we can expect French, German and KSA respondents to be very black and white in their responses.
- In the KSA to be very deferential to their superiors/institution/firm



Ways to Implement

- Adjust design to country norms
- Do not just translate – consult
 - Research partners who know anthropology
 - Translation houses which can consult
 - Foreign language moderators
- Representative samples
 - Cultural Group – e.g., Latin, Saxon, Indo-European.
 - Cultural priorities and norms

Ways to Implement

- Focus on the deepest drivers of decision making – personality, worldview
- Agencies: Embrace Behavioral Science and seek your own differentiated solutions
- Clients: Demand Behavioral Science solutions
- Everyone: Study your target countries

Thank You for Listening

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