








# MINDSPACE

<p><b>MESSENGER</b></p>  <p>We are heavily influenced by who communicates information.</p>	<p><b>INCENTIVES</b></p>  <p>Our responses are shaped by incentive.</p>	<p><b>NORMS</b></p>  <p>We are strongly influenced by what others do.</p>
<p><b>DEFAULTS</b></p>  <p>We tend to go with the flow of pre-set options</p>	<p><b>SALIENCE</b></p>  <p>Our attention is drawn to what is novel and seems relevant to us.</p>	<p><b>PRIMING</b></p>  <p>Our actions are often influenced by subconscious cues.</p>
<p><b>AFFECT</b></p>  <p>Emotional associations can powerfully shape our actions.</p>	<p><b>COMMITMENT</b></p>  <p>We seek to be consistent with our promises and reciprocate acts..</p>	<p><b>EGO</b></p>  <p>We act in ways that make us feel better about ourselves.</p>

TARGET AUDIENCE

OPINION / BEHAVIOUR

MESSENGER

INCENTIVES

NORMS

DEFAULTS

SALIENCE

PRIMING

AFFECT

COMMITMENT

EGO