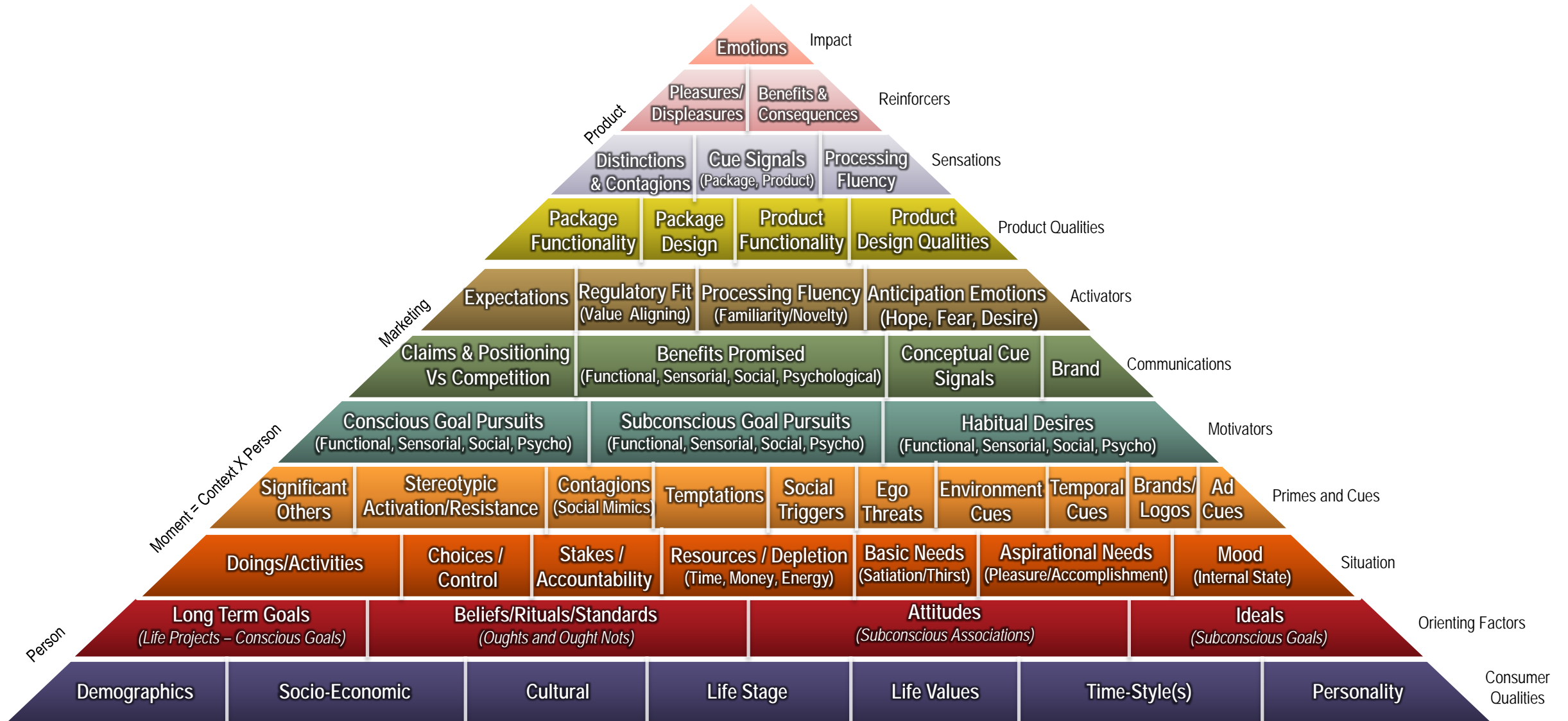


BehaviorLens® Behavior Pyramid™

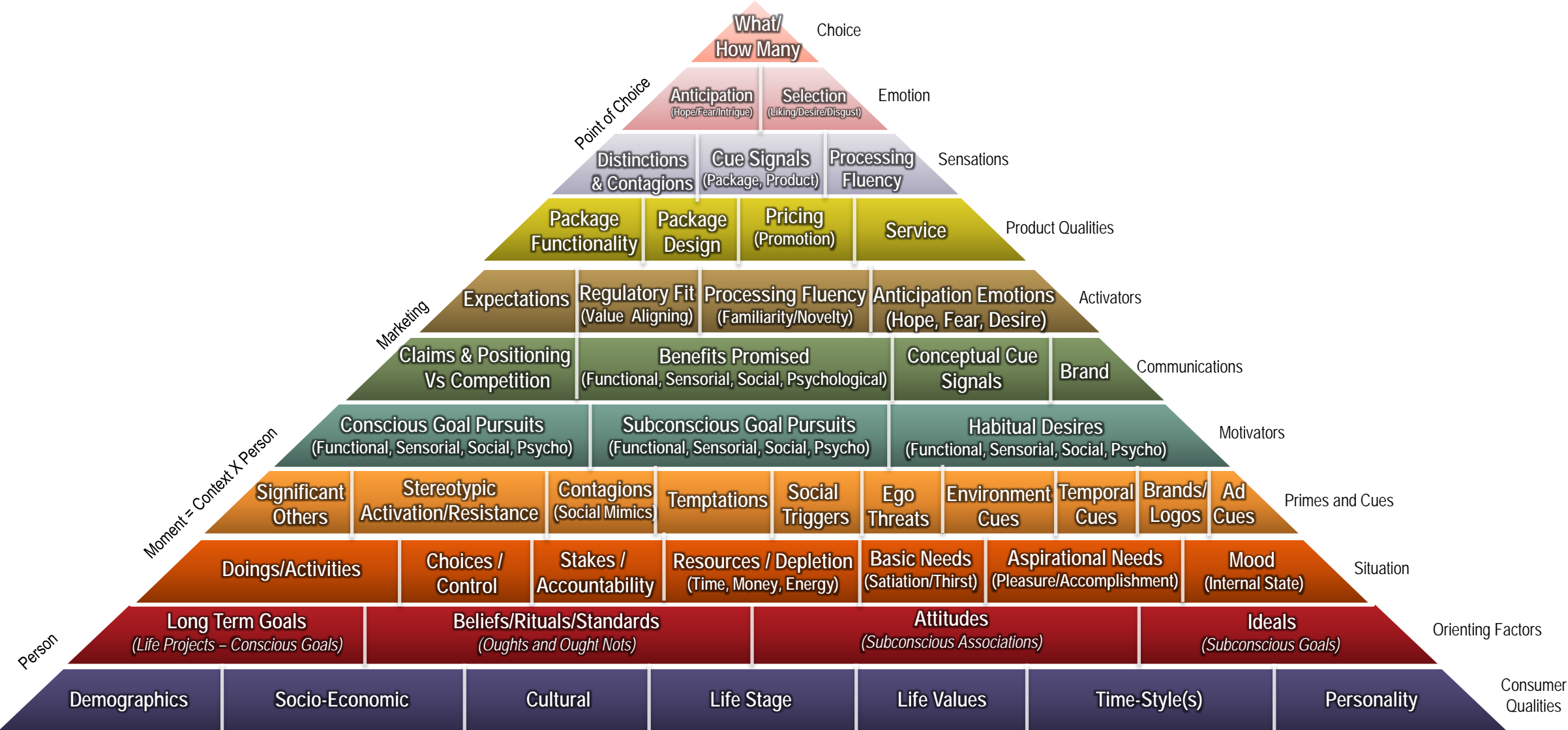
Revision: February 4, 2014



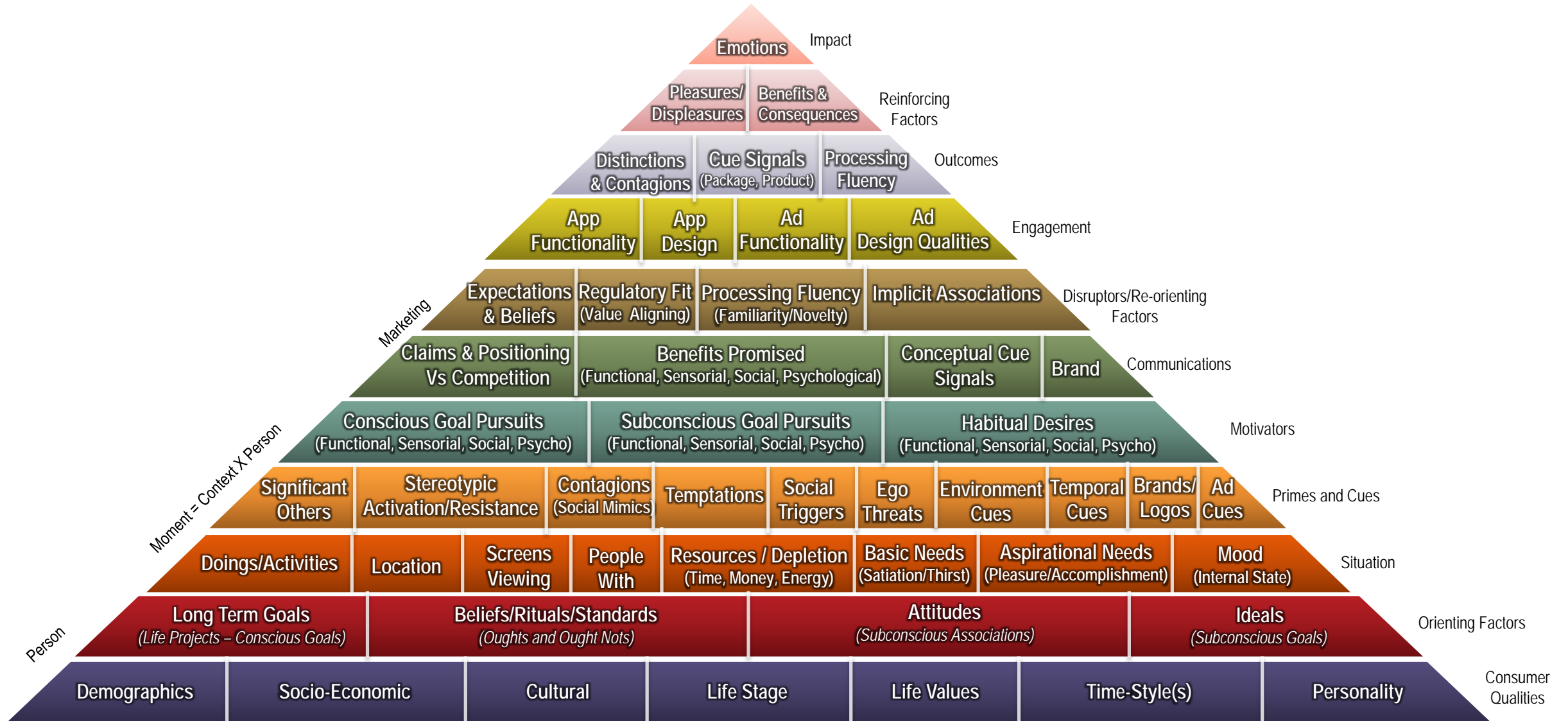
Behavior Pyramid™ (Use Moments)



Behavior Pyramid™ (Select Moments)



Behavior Pyramid™ (Pre-Select Moments)



<ul style="list-style-type: none"> • Behavior: Actions taken by consumers related to a product and brand (shopping, planning to use, preparing to use, consumption/use, social/sharing, first time, repeat, habitual) 	
<ul style="list-style-type: none"> • Emotions: Internal states that are fleeting and projected 	
<ul style="list-style-type: none"> • Perceptions: Subconscious or conscious stimulation through the senses 	<ul style="list-style-type: none"> • Pleasures: Hedonic sensations from sensory stimulation
<ul style="list-style-type: none"> • Intrinsic Qualities: The qualities that belong to the product by its very nature 	<ul style="list-style-type: none"> • Features & Functionality: Aspects of the product and the way the product functions
<ul style="list-style-type: none"> • Expectations: Experiences that consumers believe will result from product use 	
<ul style="list-style-type: none"> • Brand: The held beliefs about the brand • Product Cues: Perceived product qualities that subconsciously signal a benefit or avoidance leading to expectations about a potential experience. 	<ul style="list-style-type: none"> • Positioning Claims: The assertions made about a product or brand and how it is positioned in the marketplace • Benefits: The held beliefs about the product
<ul style="list-style-type: none"> • Goals (Context Specific): What is being sought in the context • Beliefs (Standards): What the person and product is and should do in a situation (standard of identify) 	<ul style="list-style-type: none"> • Attitudes (Context Specific): Those attitudes relevant and important to the context • Product Ideals: What the product or person ideally is or could do in a situation
<ul style="list-style-type: none"> • Environment Cues: Perceptions from the environment that subconsciously motivate consumer behaviors. • Choices / Control: The manner in which the consumer is in control of a situation or the choices he / she encounters 	<ul style="list-style-type: none"> • Stakes / Accountability: The amount a consumer has at stake with the purchase (i.e. safe cough medicine for an infant.) • Moods: The psychological mood a consumer is in during a consumer experience • Resources / Depletion (Time, Money, Energy): Energy, Money, or other resources that are depleted
<ul style="list-style-type: none"> • Functional: Fulfilling a utility or usefulness • Social: Fulfilling a relationship or self-social identity 	<ul style="list-style-type: none"> • Sensory: Fulfilling a sensorial or aesthetic preference • Psychological: Fulfilling psychological states of mind or stimulation
<ul style="list-style-type: none"> • Goals (Life Projects): Life projects that provide direction to life activities • Beliefs (Oughts): Life themes and values for what actions ought or ought not be taken by the person, brands, others, or what ought to be an experience outcome 	<ul style="list-style-type: none"> • Attitudes: Persistent, yet projected feelings about brands, people, yourself and experience outcomes • Ideals: Wants and needs in accordance with hopes, dreams and adherence to norms
<ul style="list-style-type: none"> • Demographics: Statistics characterizing populations or segments • Socio-Economic: A consumer's social and economic factors • Culture: Knowledge and values shared by the society the consumer belongs • Life Stage: A distinct period of time in a person's life (new parent, first career, etc.) 	<ul style="list-style-type: none"> • Time-Style(s): How a consumer typically views and manages their time (past, present, future) • Personality: Compilation of all attributes, behavioral, temperamental, emotional and mental that characterize a unique consumer