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What's Next:

**Nudgestock:
Necessity is the
Mother of
Reinvention**

Ogilvy

Welcome



Dayoán Daumont
Consulting Partner
Ogilvy Consulting



Rory Sutherland
Vice Chairman
Ogilvy



Sam Tatam
Consulting Partner
Behavioural Science Practice



Anna Cairns
Nudgestock
Excellence Manager
EA to Rory Sutherland



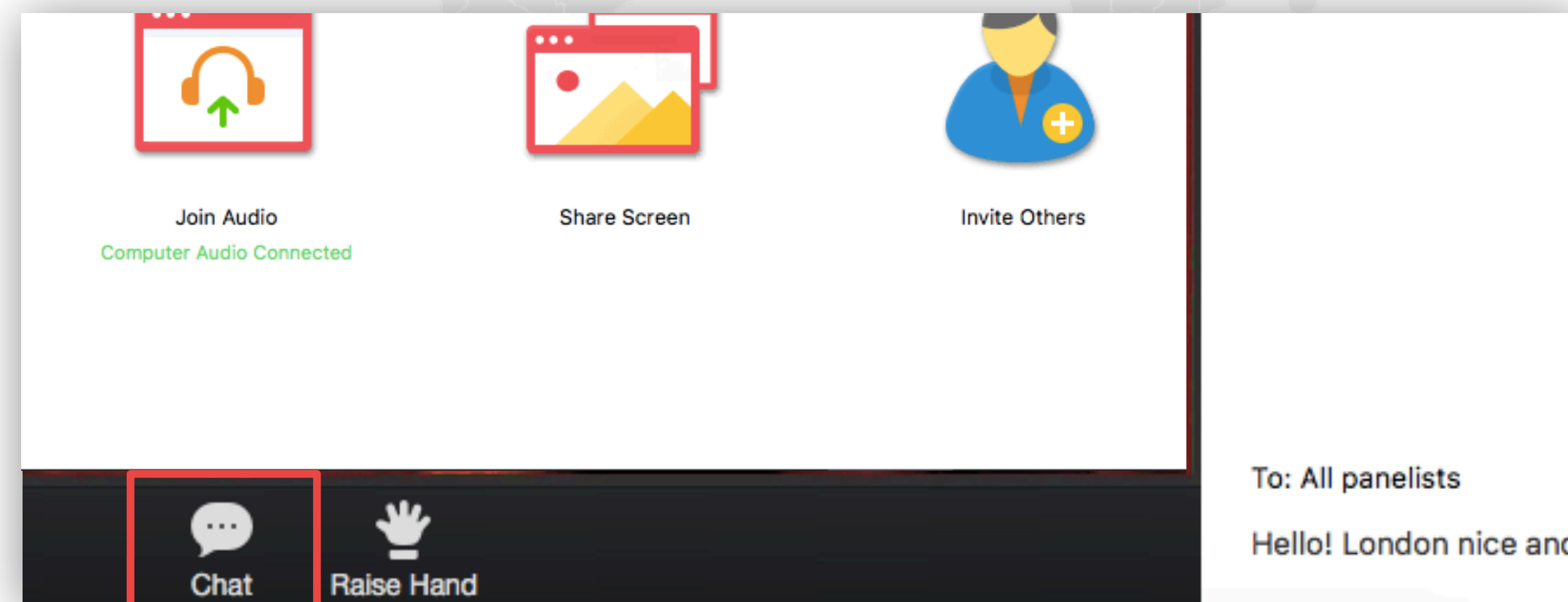
Kimberly Richter
Analyst
Ogilvy Consulting



Mike Hughes
Consultant
Ogilvy Consulting

**Tell us
where you
are dialing
in from!**

What's the weather
like in your city?



The screenshot shows a Zoom meeting interface. At the top, there are three icons: 'Join Audio' (with a headset icon and 'Computer Audio Connected' text below it), 'Share Screen' (with a screen icon), and 'Invite Others' (with a person icon and a plus sign). Below these is a dark bar with 'Chat' and 'Raise Hand' icons. A chat window is open on the right, showing 'To: All panelists' and 'Hello! London nice and'.

**Do you
want this
deck?**

It will be available for download
shortly after the webinar on:
slideshare.net/socialogilvy

And the recording up on
facebook.com/OgilvyConsulting



Content with borders:

How covid forced us to reinvent a seaside festival, and how we pivoted - and reinvented the whole thing in a wholly different digital form. (5mins) SAM

- What is Nudgestock?
- What's its history?
- Why have we previously been attracted to the coast?
- What was the mindset this year? – lemons into lemonade

Nudgestock in Numbers (2-5mins) - Kimbo?

- From 450 to 120,000 - What facts can we share? – 120,000 views / global viewership of 15hrs of content.
- Social impressions
- The breadth and range of sign ups and interest (sector, territories, industries, titles)
- How were we able to deliver to both the masses (i.e. the main event) and focus on individual **interests (Side Tents)**

Content with borders: (5 mins each) Sam, Kimbo Mike

Global rollerdex (greatest names in our industry) - Mike (5 mins) - Line-UP slide (dont want them to be on the same plane)

- Dan Ariely
- Cass Sunstein
- Dilip
- Laurie

Breadth (Rock, Pop, Funk) - Sam (5 mins)

Laurie Santos

- **Sonia (deletion effects - uni doesn't teach what you don't know)**
- **Xe Hu**
- **Geoffrey Millar Diana Fleischmann**
- **Fuck - SoniaGoogle**

Diversity - kimbo

- Diversity Panel – started a conversation we need to finish. “We’re looking where the light is good rather than where they actually are”; highlight the commitments made by our panellists

Production implications 5mins – Anna /Mike

What did we learn in the pivot? Anna

- *From physical to digital* - Technology used/Digital production
- Broadcast > Runsheets
- Minute by minute

From a virtual conference to a 15hr broadcast Mike

- *Different viewing habits - signposting/visual*
- *From networking to community*
 - *Interaction*
 - *Tried different things - where are you watching Nudgestock from?*
- *Variation, Energy, Comms. – keeping people involved*
- *We're in the early days of youtube for businesses/Linked In Live - digital transformation*
 - *Production value, Fame*

The implications for business broadcasting (10mins) Rory POV

1. The conditions we're experiencing is likely to continue in the business world longer than 'civilian' world – conferences will never be as big as before and will need to offer remote options. 1 to 1 conversations vs. 1 to 5,000 people...
2. What can we learn from churches (online congregation vs physical)
3. The opportunity to own 'mindspace' as a business – we can be more famous
4. Brands are more than publishers, they're broadcasters / channel owners
5. There's going to be a gulf absence of f2f conversations
6. If you want a large audience size / don't talk about marcomms, talk about behaviour. Don't talk about accounting, talk about money.
7. Geography has imposed a constraint **access and the opportunity for all to participate in the global economy - OUR COMMITMENT TO 2021**

The bigger implications for behavioural science? (10mins) Sam?

Sidetents

Rory POV here?

Group discussion

The shared learning on human behaviours that a 'global' network can bring.

Wrap up + time buffer/Q&A (10mins)

Necessity is the Mother of Reinvention

What is Nudgestock?
Nudgestock in Numbers
Content without Borders
What we learned about production
Implications for Business Broadcasting
Implications for Behavioural Science
Q&A



Nudgestock History



2013

2014

2015

2016

2017

2018

2019

Speakers include

Nassim Taleb
Dr Paul Dolan
Paul Ormerod
Laurie Santos

Prof. Armand Leroi
Dr George Cooper
David Bodanis
Dr. Jules Goddard

Prof. Richard Thaler
Adam Ferrier
Prof. Colin Camerer
Dr. Nicola Raihani

Tim Hartford
Dave Trott
Dr. Tali Sharot
Dr. Molly Crockett

Geoffrey Miller
Diana Fleischman
Dr. Oliver Scott Curry
Dominic Cummings

Nicholas Christakis
Caroline Webb
Michael Pawlyn
Booking.com

Gerd Gigerenzer
Sir Paul Collier
Spotify & Uber
Tricia Wang







From...



To...

From 450

~~From 450~~
To *120,000+*

50 years of
f2f conversations

■ ■ ■

Nudgestock2020
Ogilvy Consulting UK @OgilvyConsultUK · Jun 12
And we've crossed our £5,000 fundraising goal for our charity partner @BritishRedCross !!! Can you help us double it? Pay your "Nudgestock Tax" by playing our fundraiser bingo below. #nudgestock2020



tasks, Emotional decision making, and to address the topic of vulnerability...
@Ogilvy · Jun 12
It's not what you don't see.
Bethea, Director of Behavioural Science, The Coca-Cola Company, bringing diversity in the field of behavioural science.
#nudgestock2020 is going on right now, join the session. okt.to/7Pejlm

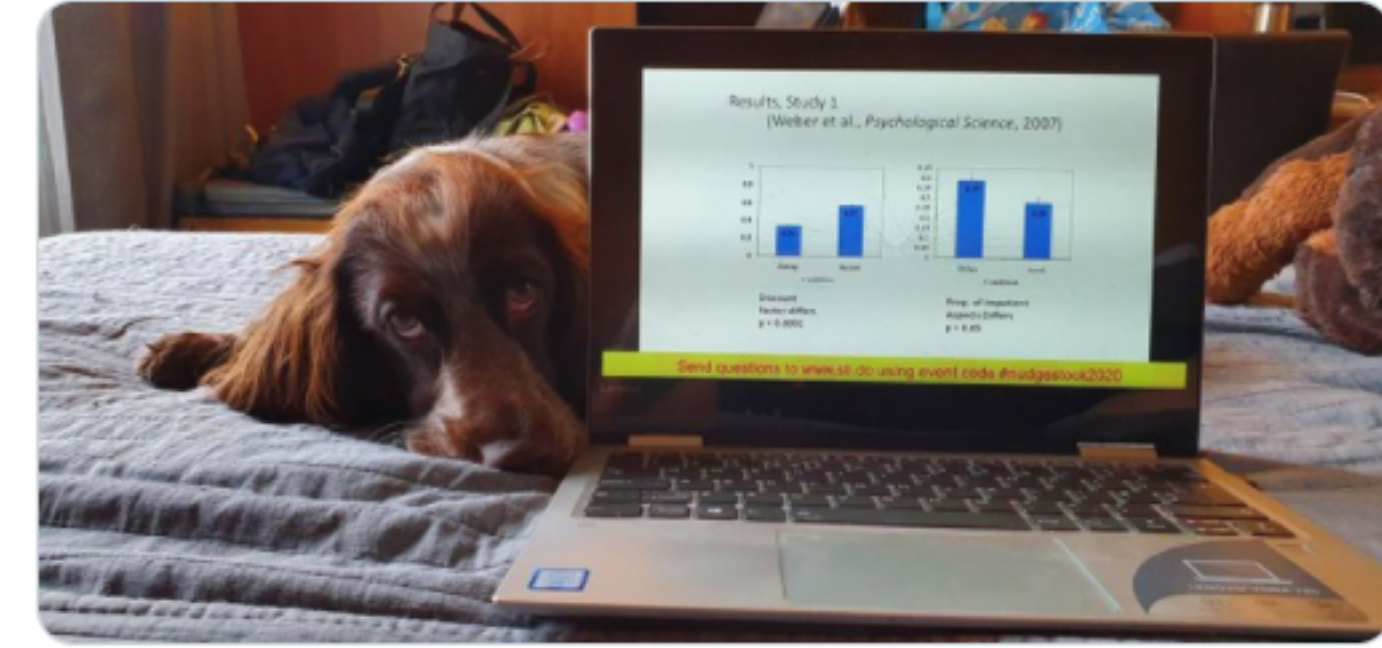
with a #behavioralscience cocktail from...
I'll take a "Loss Diversion". What'll you have?
#Nudgestock2020 #behaviouralscience



Katy Irving is at home @KSBIrving · Jun 12
Full day of nudgestock behavioural science content from coffee to cocktails! #Nudgestock2020

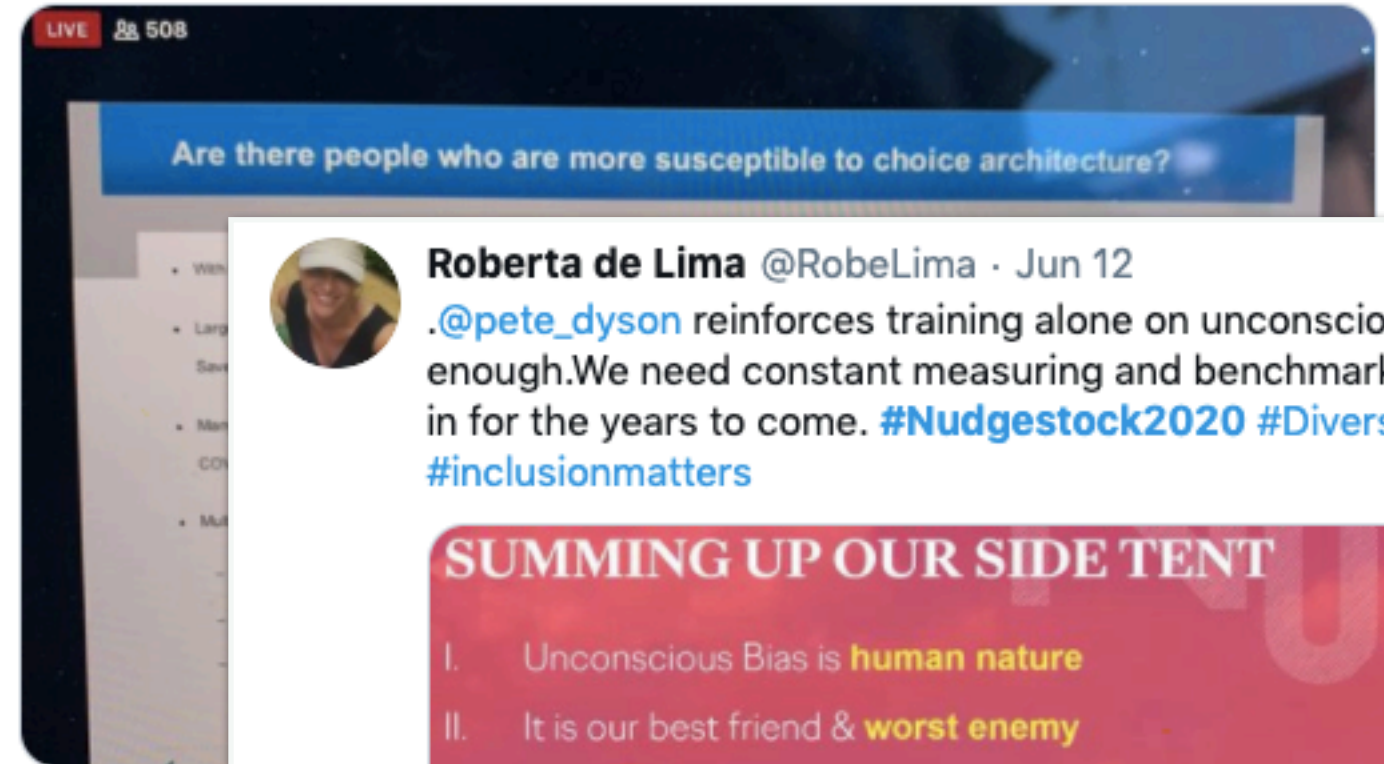


Mike Fox @MikeyFox · Jun 12
Today's travel to #Nudgestock2020 has worn a groove between my sofa and kettle.
Elina Halonen @SquarePegMind · Jun 12
It's a... com...
#Nudgestock2020



Jun 16
#Nudgestock2020 on the value of behavioural science from being too...
p 3:03:43
2020 'Hours 9-12'
Join us - digitally - as we bring together a wonderfully eclectic mix of thought leading talks a...
youtube.com

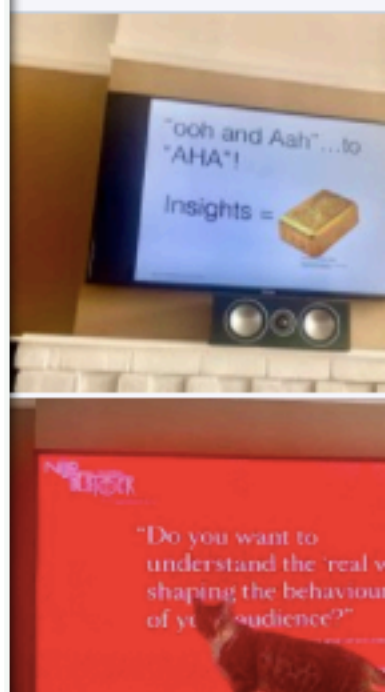
Birgit Baier @Perschie · Jun 12
People on lower SES are more affected by...
needed to help.
#Nudgestock2020 @OgilvyConsultUK @OgilvyConsult



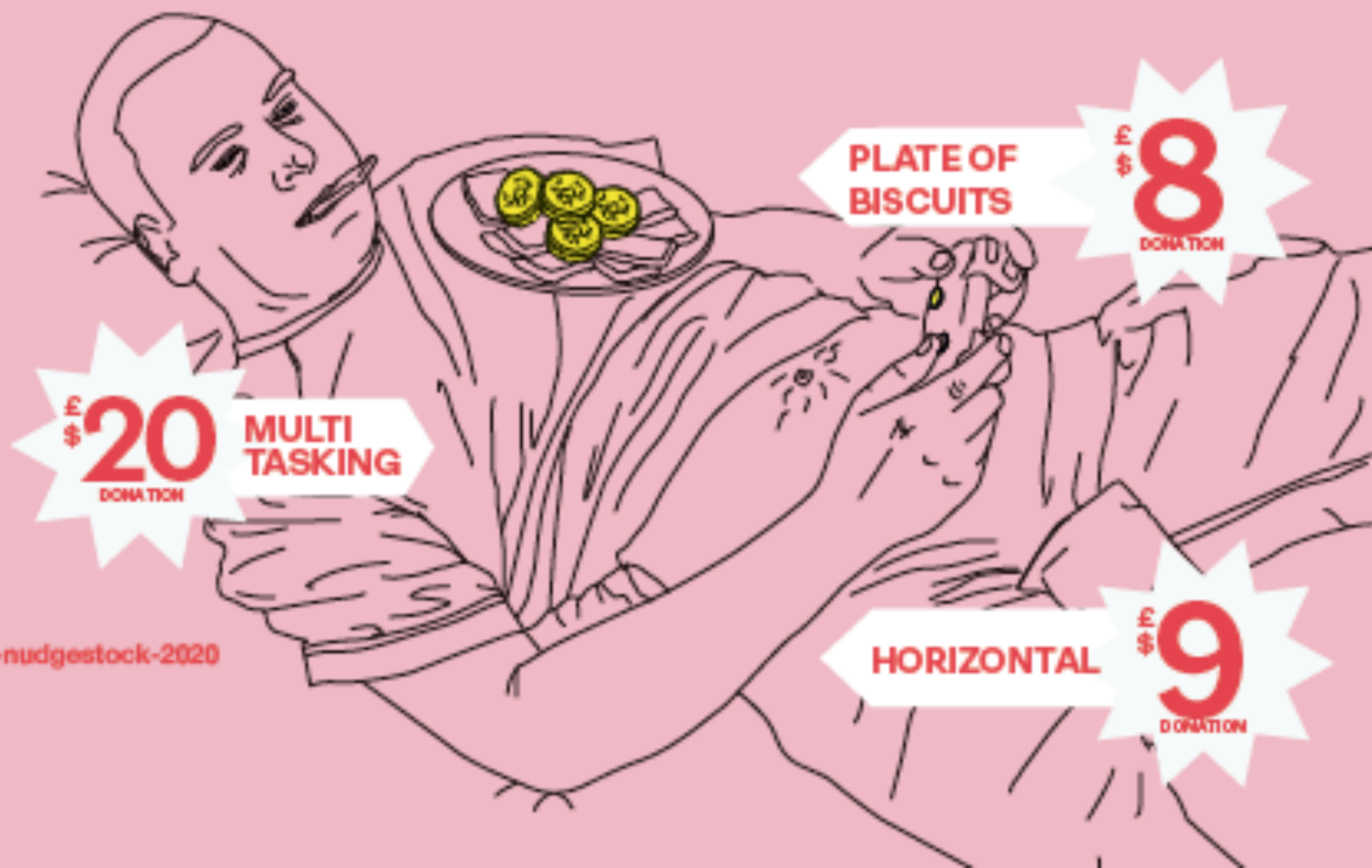
Roberta de Lima @RobeLima · Jun 12
.@pete_dyson reinforces training alone on unconscious bias is not enough. We need constant measuring and benchmarking to get senior buy in for the years to come. #Nudgestock2020 #DiversityandInclusion #inclusionmatters



Ron Donaldson @rondon · Jun 16
RT @KanjoApp: The Kanjo library has grown substantially after our attendance at Nudgestock on Friday. Some light reading to kickstart the working week - and there's still more to arrive! Which is your favourite?
#nudgestock2020 #MondayMotivation



**ARE YOU COMFY
RIGHT NOW?**



Donate to the Red Cross in your Festival-Pack
or go to: www.justgiving.com/fundraising/ogilvy-nudgestock-2020

NIJD GLOBAL GESTOCK

175%

£8,764

raised of £5,000 target
by 464 supporters

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Ogilvy Group

Global Coronavirus Response

Online talks & case studies from leading thinkers for The British Red Cross Society because they're helping the global Covid-19 response.



British RedCross

BRC Coronavirus Response

run by The British Red Cross Society

Join us in helping others during the coronavirus outbreak In these uncertain times, we know one thing for sure: kindness is powerful.

WELCOME TO THE SUSTAINABILITY & SOCIAL CHANGE SIDE TENT



Curated by **Ogilvy Consulting**

Take your seats, we're starting soon...

Hours 1-4

AEST 16:30-21:00 | SGT 14:30-19:00 | BST 07:30-12:00 |
EDT 02:30-07:00

Sam Tatam – Welcome to Nudgestock Global

Dr Chiara Varazzani – Nudging fast and slow. On the pace of behavioural science in government

Jason Collins – Aren't we smart, fellow behavioural scientists?

Bri Williams – Lazy, Scared and Overwhelmed

Ashok Sethi, Jenny Chan & Lucy McCabe – Learning with China: Applying behavioural science to the COVID-19 outbreak

Luca Dellanna – Effective Incentives

He Xu – The Hows of Horror

Nicholas Gruen – Thinking: Keep it ADAPTIVE stupid

Troy Andrews – The Psychology of Persuasive Presentations

Anjali Kelkar – Catalysing the 'Ooh and Aah' to 'AHA!'

Adam Ferrier – Why marketing science suggests listening to the consumer is a bad idea

Side Tents – Learn about behavioural science from the team, in the area of your choice.

Hours 5-8

AEST 21:00-01:30 | SGT 19:00-23:30 | BST 12:00-16:30 |
EDT 07:00-11:30

Rory Sutherland – It's only Behavioural Science (but I like it)

Patrick Fagan – Putting psychology into technology – ethically! How do you (and should you) turn the collective unconscious into data points to harness the power of the personalised nudge?

Jennie Roper – Lockdown, elections, terror threats and big data sets

Dan Ariely – Some contemplations about social science and COVID-19

Dan Makoski – Overcoming Guilt, Shame, Fear and Anxiety through Design and Behavioural Science

Sonia Friedrich – Naked Nudges

Paul Dolan – I'm pro-young, not anti-old - Why aren't the responses to COVID-19 paying more attention to inequalities over the lifetime?

Pete McGraw – Shtick to Innovation: Serious lessons in creativity and execution from comedy's rebels

Dilip Soman – Sludge

Side Tents – Learn about behavioural science from the team, in the area of your choice.

Hours 9-14

AEST 01:30-07:30 | SGT 23:30-05:30 |
BST 16:30-22:30 | EDT 11:30-17:30

Christopher Graves – The Real Why & The Hidden Who: a new way to decode the sensemaking genome

Cass Sunstein – How Change Happens

Sinan Aral – The Hype Machine & COVID-19: The role of social technologies in a post pandemic world

Tara Austin – De Bono's missing Nobel

Eric Johnson – Nudges have Numbers: How much of what we do matters?

Elke Weber – Why defaults rock and labels matter: Query theory and choice architecture

Claire Charron & Alistair Rennie (Google) – Decoding Decisions: Making Sense of the Messy Middle.

BJ Fogg – How to Think Clearly about Behavior Change

Panel Discussion – Diversity & Behavioural Science – Why are we so WEIRD?

Diana Fleischman & Geoffrey Miller – Evolving self-help: Using evolutionary psychology to improve your life

Interval

Laurie Santos – The Unexpected Science of Well-Being

Kai D. Wright – Scaling a social science into the pop culture zeitgeist

Benoit DeFleurian – From Schiphol to Les Mureaux: Applying Behavioural Science Against Public Urination

Evan Hanover – Absence Makes the Insights Stronger: Deprivation Research and Consumer Behavior Change

Dan Ariely – US encore - Some contemplations about social science and COVID-19

Christopher Graves & Rory Sutherland – Nudgestock 2020, Signing off!

Ask your questions at www.sli.do with code #Nudgestock2020



Rock



Pop



Funk



Rock

Pop

Funk



Nudgestock Global 2020 'Hours 9-12'



Watch later

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NUDGESTOCK 2020 PARTNERS

The B²B Institute



ask your questions at www.sli.do
with code #Nudgestock2020

MORE VIDEOS



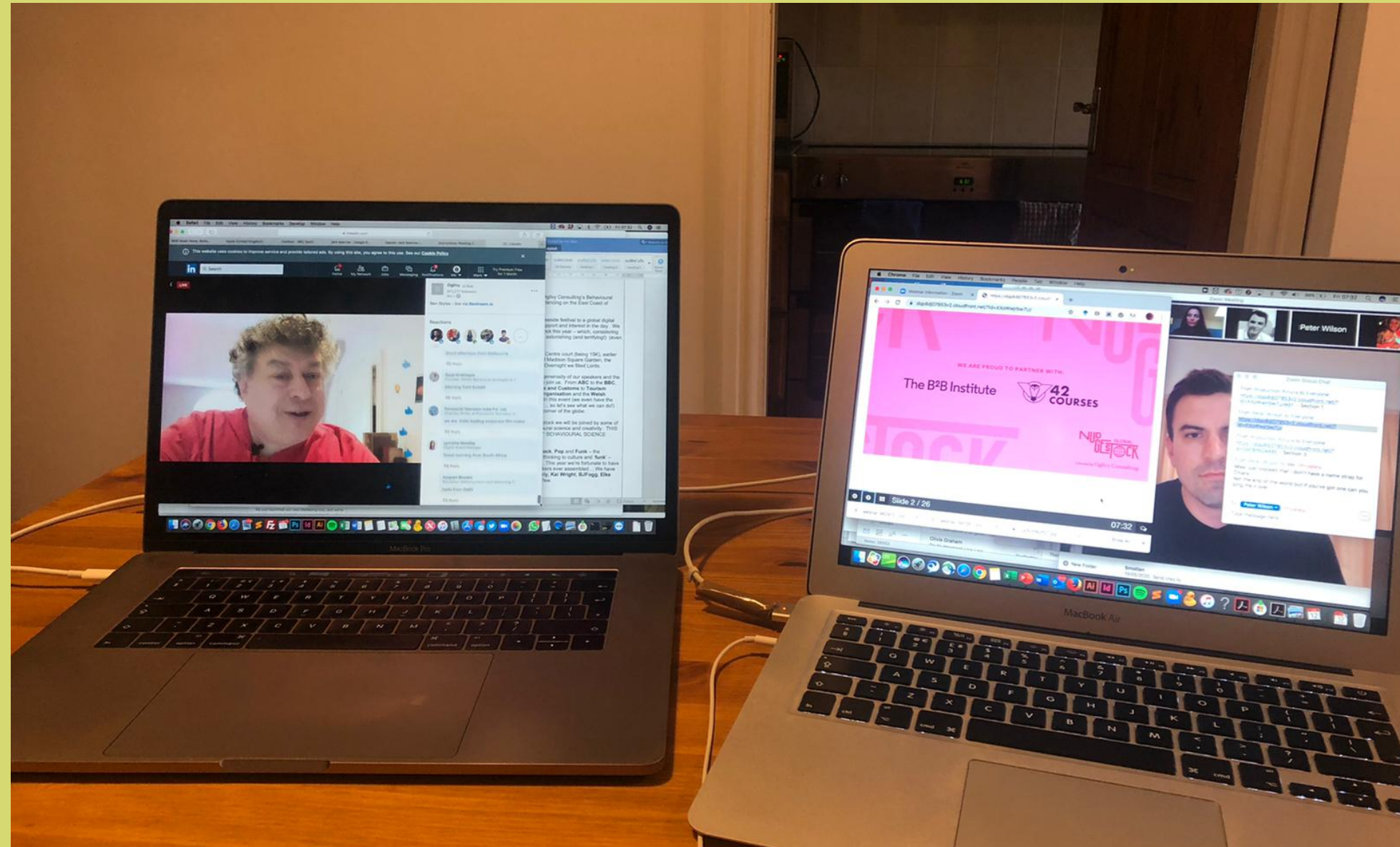
3:24:56 / 3:57:50



YouTube



Our tipping point
Is **3.5 %**



The Conversation That Matters

What did we learn about **Production?**
(from an event to a broadcast)

What are the implications for
the future of business broadcasting?

What are the implications for
applied behavioural science?

Questions?

Ogilvy Consulting

Thank you.

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