

CRITICAL MASS

# DISCUSSION GUIDE: STRATEGIES FOR BEHAVIOUR CHANGE

18 FEBRUARY 2016

CRITICAL MASS IS AN  
EXPERIENCE DESIGN AGENCY  
WITH A RELENTLESS FOCUS  
ON THE CUSTOMER

WE DESIGN MEANINGFUL CUSTOMER  
EXPERIENCES THAT HELP  
TRANSFORM OUR CLIENTS'  
BUSINESSES



LUXOTTICA

citi



SAP



● sunglass hut



ROLEX

UNITED



MOEN



GUCCI

VISA



BRIDGESTONE

WE FOLLOW CULTURAL  
TRENDS AND GATHER  
REAL INSIGHTS TO  
UNDERSTAND OUR  
TARGET AUDIENCE



VS 2.2

They want to be fans forever  
from this year.

The club has kept their passion through the life of others, while the same fans  
receiving one of the biggest barriers to organ donation in Brazil: family was a obstacle.  
The organ donor card affirms the family of the fans donation wishes.

The waiting list for heart and kidney transplants in Recife was reduced to 20%.  
We created a **family connection** between fans and the Sport Club Recife brand.  
**Dozens of lives saved** including all the patients featured on the campaign.

**KAREN AVERY**  
Sport Club Recife Immortal Fan

**MARLENE DOS SANTOS**  
Waiting for heart transplant

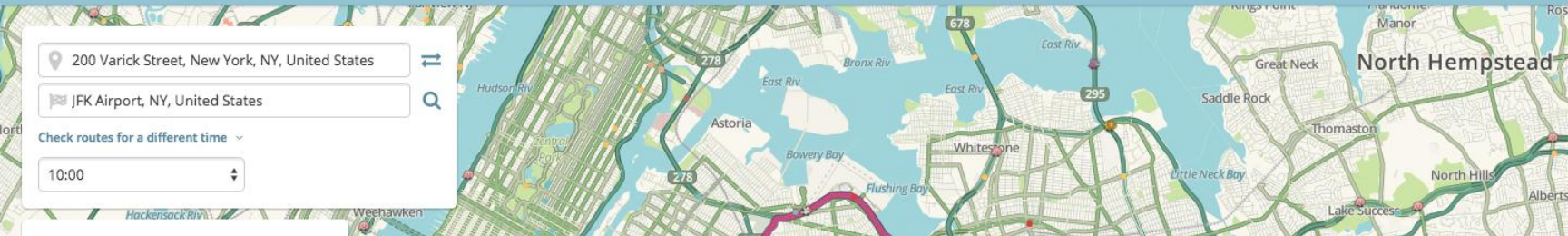
immortal fans

THE FIRST ORGAN DONOR CARD FOR A FOOTBALL TEAM.  
NOW YOUR LUNGS, EYES AND HEART CAN KEEP ON CHEERING  
FOR SPORT CLUB RECIFE EVEN AFTER DEATH.



WE CONSIDER  
TECHNOLOGY TRENDS  
AND MONITOR ADOPTION





200 Varick Street, New York, NY, United States

JFK Airport, NY, United States

Check routes for a different time

10:00

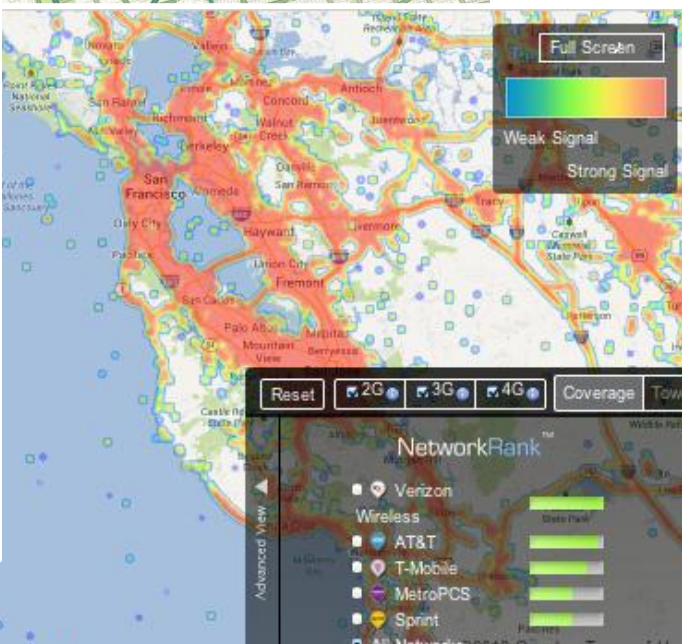
### Route Options

From **200 Varick Street, New York, NY, United States**  
To **JFK Airport, NY, United States**  
Estimated routes for **10:00**

- 1** I-278 E Brooklyn; I-678 S / Van Wyck Expwy Queens **>**  
▲ 18.41 miles ⌚ 26 min
- 2** Grand Central Pkwy E, I-678 S / Van Wyck Expwy Queens **TOLL >**  
▲ 22.22 miles ⌚ 34 min
- 3** I-278 E Brooklyn; Woodhaven Blvd Queens **>**  
▲ 20.19 miles ⌚ 34 min

Share routes

Edit the map



WE USE STATS TO HELP GROUND US

**62% OF AFRICAN POPULATION IN RURAL AREAS,  
LIMITED ACCESS TO MEDICAL FACILITIES. MOBILE  
PENETRATION AT 82% IN 2014<sup>1</sup>.**

**BY 2020: MORE THAN 4/5 PEOPLE WILL HAVE  
ACCESS TO 3G<sup>2</sup> & MORE THAN 6.1 BIL  
SMARTPHONE USERS<sup>3</sup>!**

<sup>1</sup>DELOITTE - CONNECTED HEALTH. HOW DIGITAL TECHNOLOGY IS TRANSFORMING  
HEALTH AND SOCIAL CARE, 2015

<sup>2</sup>GSMA, THE MOBILE ECONOMY, 2015

<sup>3</sup>ERICSSON MOBILITY REPORT, NOV 2015

WE MAP CURRENT  
CUSTOMER  
EXPERIENCE AND  
EMPATHIZE



CONSIDERING

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1. EACH TARGET CONSUMER
2. HIS/HER JOURNEY MODEL
3. QUALITATIVE OBSERVATIONS
4. QUANTITATIVE DATA
5. OPPORTUNITIES

AND PRIORITIZE  
STRATEGIES AND  
TACTICS FOR  
AFFECTING CHANGE

OFTEN INVOLVING OUR  
TARGET AUDIENCE  
THROUGHOUT,  
DRIVING TOWARD  
SUCCESSFUL  
OUTCOMES

**CONCEPT VALIDATION  
AND  
END USER RESEARCH**

**PILOT, LEARN AND  
ADAPT**

**ONGOING FEEDBACK  
AND  
RECOMMENDATIONS**

**MULTI VARIABLE  
TESTING**



**ALWAYS TRACKING  
AND ANALYSING DATA,  
LEARNING AND  
OPTIMIZING**

1. IN OUR EXPERIENCE, SUSTAINED BEHAVIOUR CHANGE IS NOT EASY  
**KEY TAKEAWAYS**  
AND REQUIRES DEEP UNDERSTANDING OF CULTURE, RELEVANT TRENDS,  
  
THE TARGET CUSTOMER AND BARRIERS HE/SHE FACES
2. SOMETIMES THE SOLUTIONS THAT RESONATE ARE NOT OBVIOUS OR  
  
UNIVERSALLY APPLICABLE
3. WHEN WE ARE ABLE TO MAKE IT SIMPLE AND MOTIVATING (POPULAR)  
  
TO PARTICIPATE, WE SEE GREATER SUCCESS
4. WITH OUR CLIENTS, WE ADOPT A CONTINUOUS LEARNING AND  
  
OPTIMIZATION APPROACH

THANK YOU