

# A Lesson in Buyology

Katie Hart



Men



*Willis Day 1966-2001*

Women







# The old way...

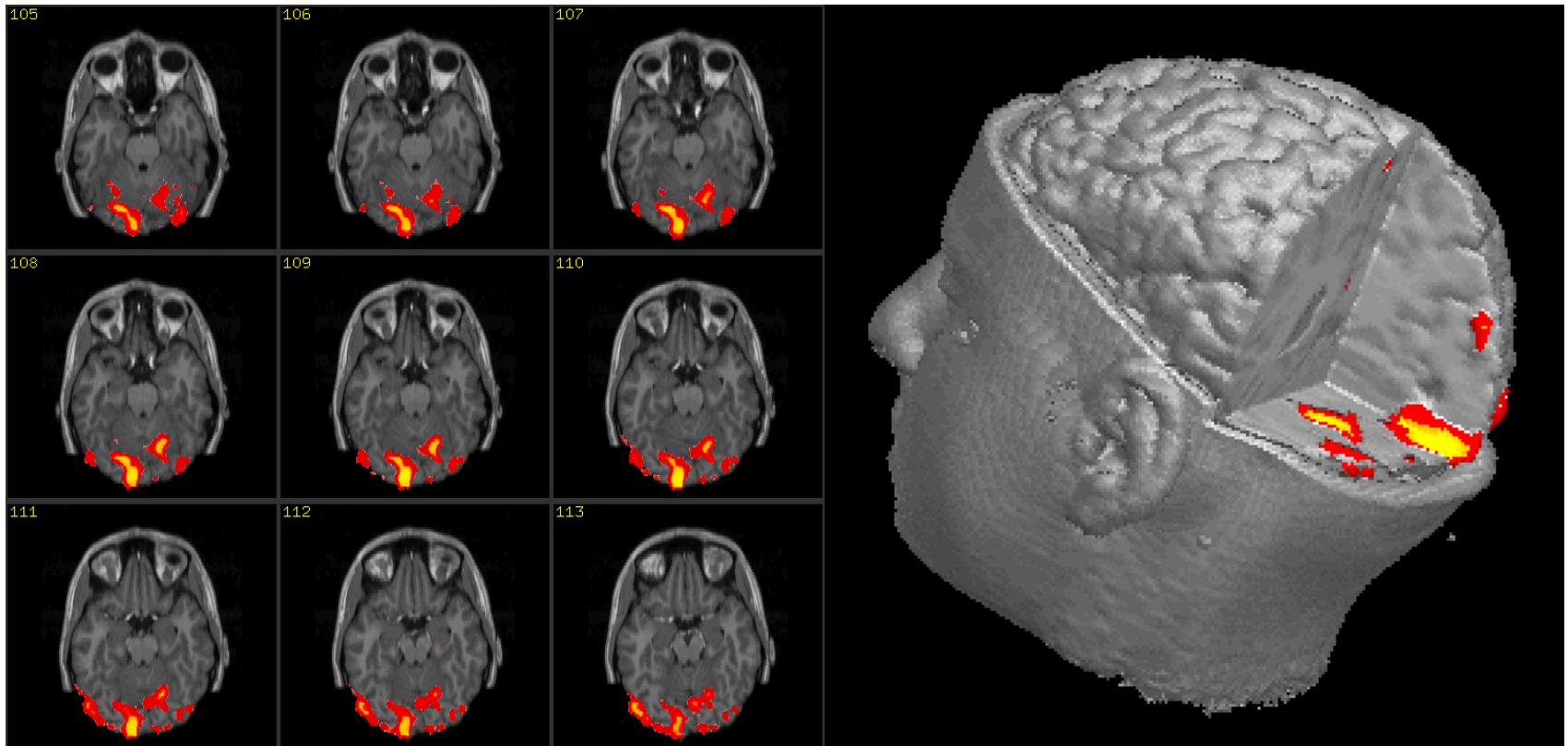
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# The current way...

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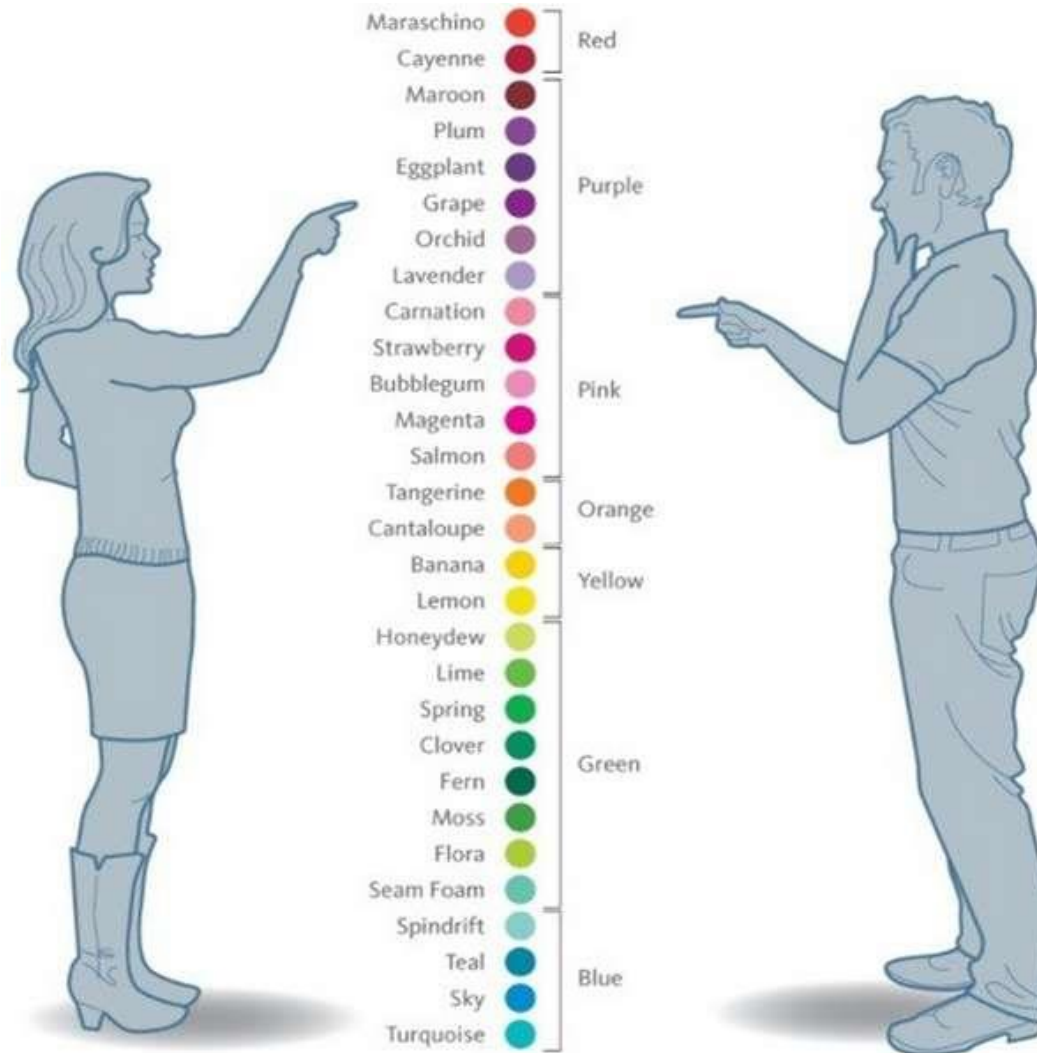


# The differences...





# The differences...







# The differences...

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**Girls**



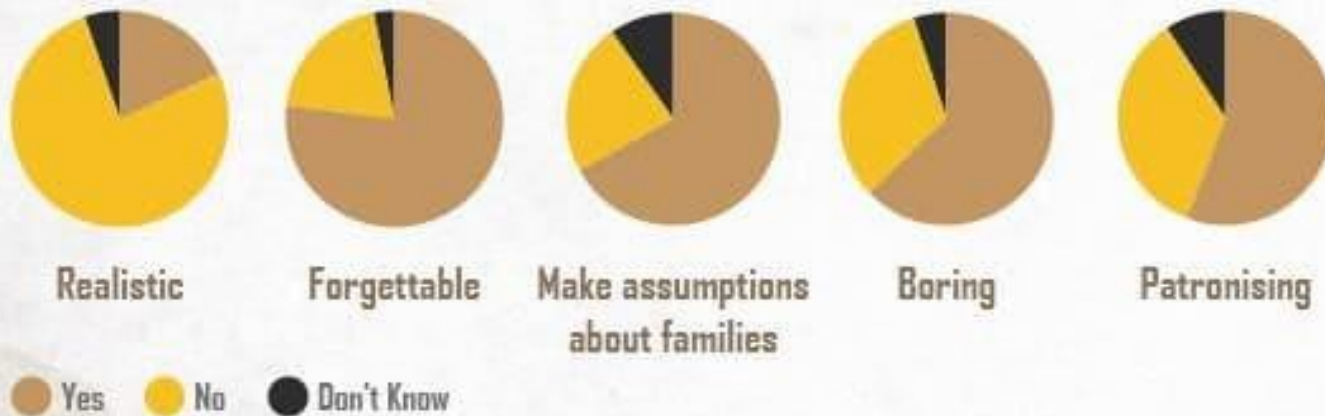
**Boys**





# Differences in action...

## WOMEN THINK CAR ADVERTS ARE...

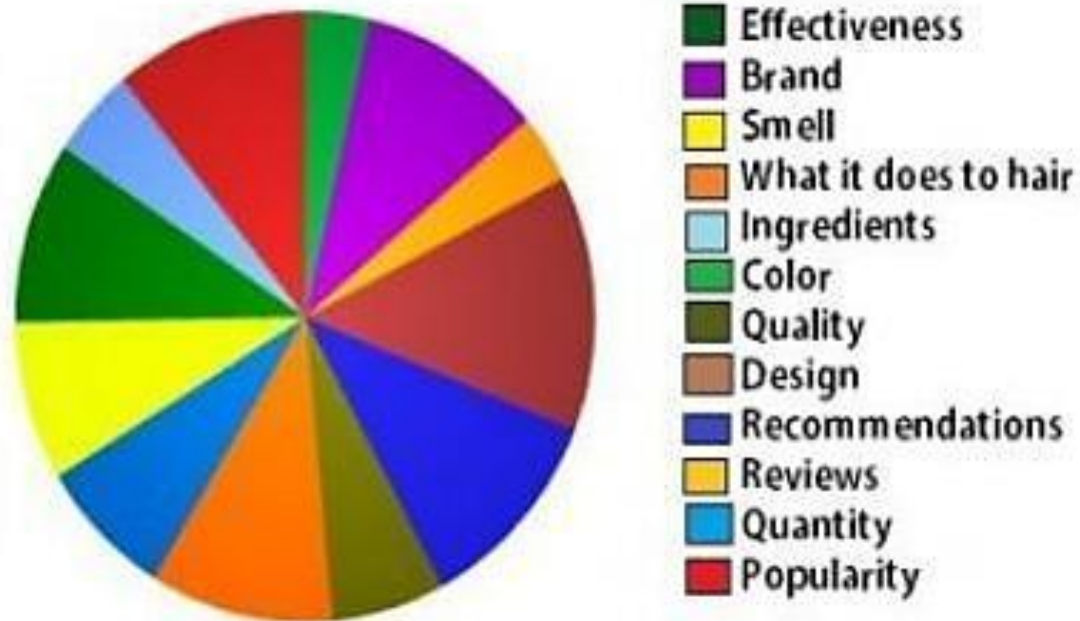




# Impact on Marketing

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## HOW WOMEN CHOOSE SHAMPOO:

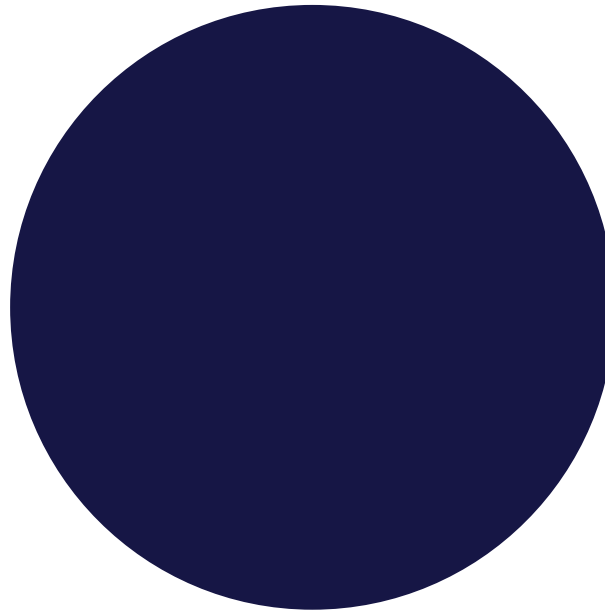




# Impact on Marketing

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## HOW MEN CHOOSE SHAMPOO



■ It says 'Shampoo'







# The differences...

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# The differences...

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**Analysis**



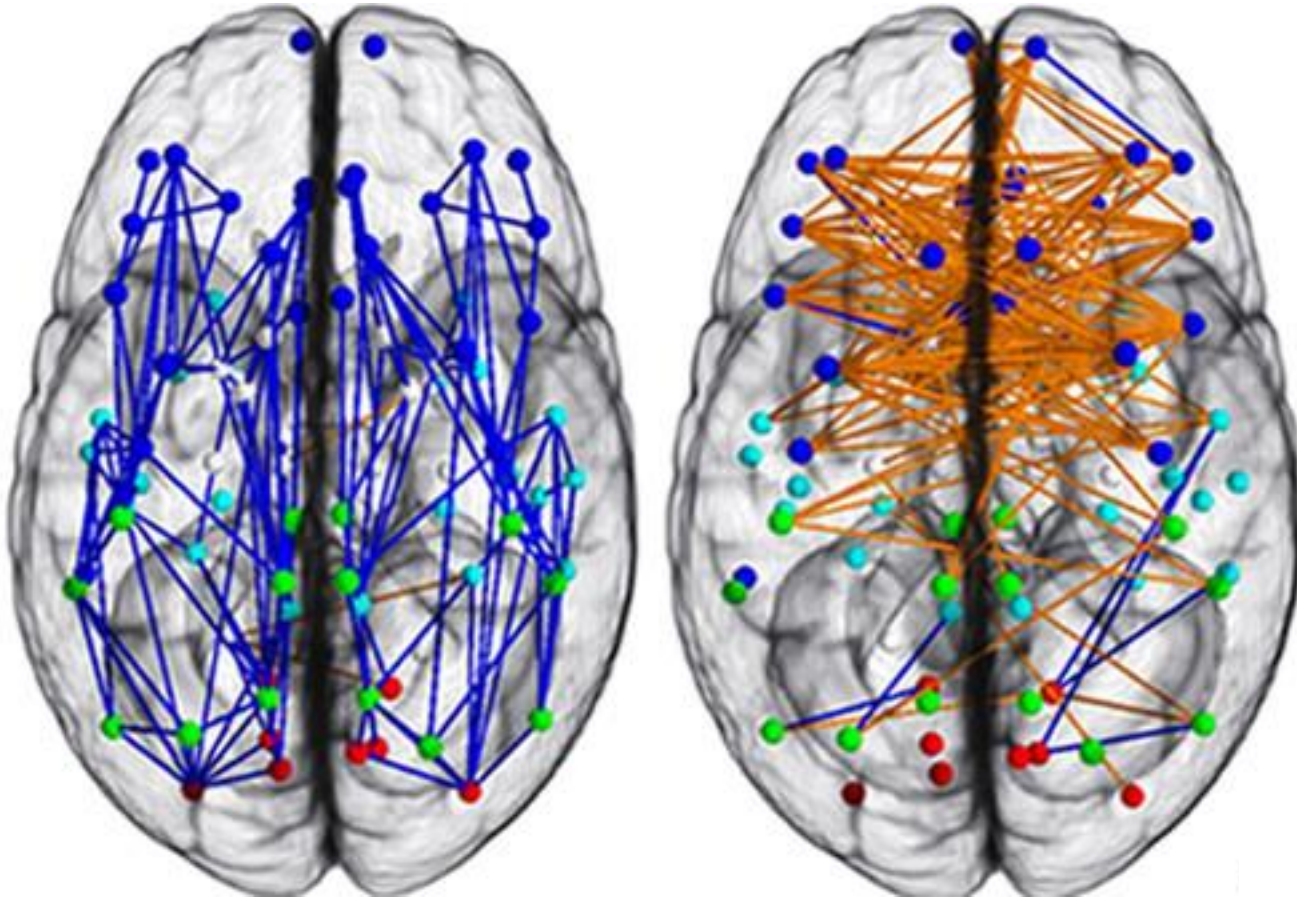
**Synthesis**





# The differences...

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# The differences...

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# The differences...

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fight



flight





# The differences...

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# The differences...

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# The difference!

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# The differences

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- Achievement impulse

- Utopian impulse





# The world of Achievement

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Creating  
hierarchies

Status  
symbols

One-  
upmanship



Focus on  
headlines,  
not detail

Playing the  
game

Focus on  
hard  
measures





# The Utopian world

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Work for the  
greater  
good

Improving  
physical  
surroundings

Anticipating  
pitfalls and  
avoiding risks



Searching for  
new answers

Self-  
enhancement

Improving  
relationships

Assuming  
responsibility  
for  
everything





# In conclusion...

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