



Behavioural Solutions

If only marketing was as simple as ringing a bell to get a response. Unfortunately there are hundreds of triggers and drivers influencing our conscious and sub-conscious responses to stimuli, and they don't all motivate us in the same way or same direction. Amárach has worked with leading practitioners in Ireland and abroad in the area of behavioural economics and psychology, applied to pressing business and policy issues. Let us help solve your motivation needs informed by leading science.


amárach
research

Case Study: The Latte Levy

A Joint Study with Carr Communications

Research Requirements:

to understand and model the drivers of coffee drinker behaviour with regard to using disposable cups, and identifying the key drivers of changes to recycling behaviour.

Research Approach:

partnering with Carr Communications, we tested a combination of framing exercises and price points with a nationally representative sample to find the optimum policy mix for the latte levy.

Research Outputs:

the findings were published in a widely reviewed report* that was used to engage policy makers and industry participants in a discussion about the best approach to introducing the new levy in the Irish marketplace.

* Report linked here:

<https://www.slideshare.net/amarach/the-latte-levy-a-amarach-research-and-carr-communications-report-2018/>

Amárach has conducted behavioural research for:



Behavioural Solutions

Amárach's behavioural research team works with clients to find the optimum behavioural approach to their business or organisational requirements. For more details contact: gerard.oneill@amarach.com



Read our
'Seven Reasons to use Amárach':
<https://amarach.com/>

Find out more

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

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