



Persuasion

Pilots

Using the science of
persuasion to drive sales
results



INFLUENCE AT WORK

INFLUENCE AT WORK research shows there are six Universal Principles of Persuasion¹



Reciprocity

We feel obligated to return favors done for us



Consistency

We want to act consistently with our commitments and values



Scarcity

The less available a resource the more we want it



Liking

The more we like people the more we want to say yes to them



Authority

We look to experts to show us the way



Social Proof

We look to what others are doing as a guide to our behaviours

¹ See 'Influence: The Psychology of Persuasion' by Robert Cialdini and [this popular YouTube video](#)



We tested the sales impact of a 'most popular' message and a 'reciprocity' approach in a series of experiments in 16 restaurants (8 treatment and 8 control) in Colombia and Brazil



Social Proof

Changes to staff scripts

- Consensus lines added to cashier and hostess speech

Changes to Menu Boards

- 'Most Popular' Stickers
- Highlighting popularity of particular items



Reciprocity

Giving kids a balloon as *the family enters* the restaurant rather than when they leave (which is norm)

Impact of 'Most popular' on Dessert and Burger sales

“

How about a dessert?
The McFlurry is our
visitor's favorite.

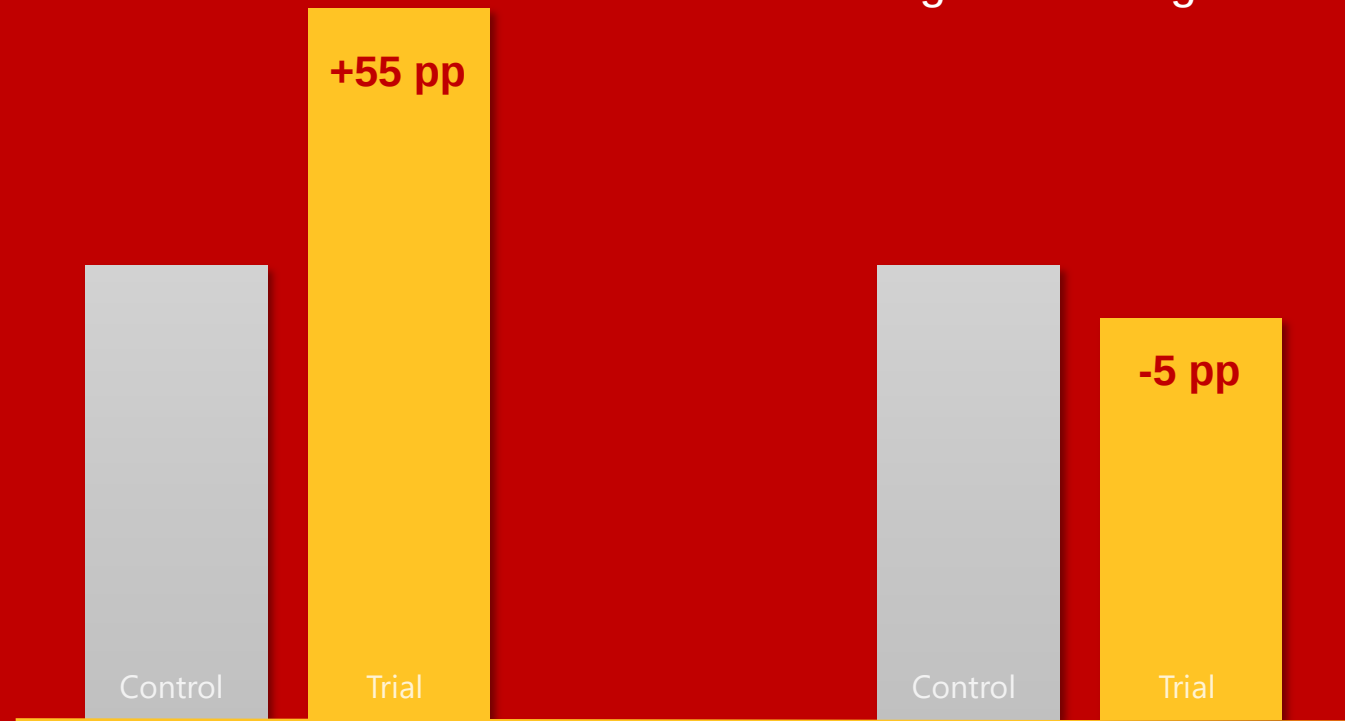
Our (x) Signature burger
is the most popular

”



Effect on Desserts
Increase of sales of McFlurry

Effect on Signature Burgers
Increase of sales of McDonalds
Signature Burger Meal



Key Insight: People are most open to influence when they are undecided or have no stated preference.



Impact of 'Most popular' on Burger and Dessert Toppings

“

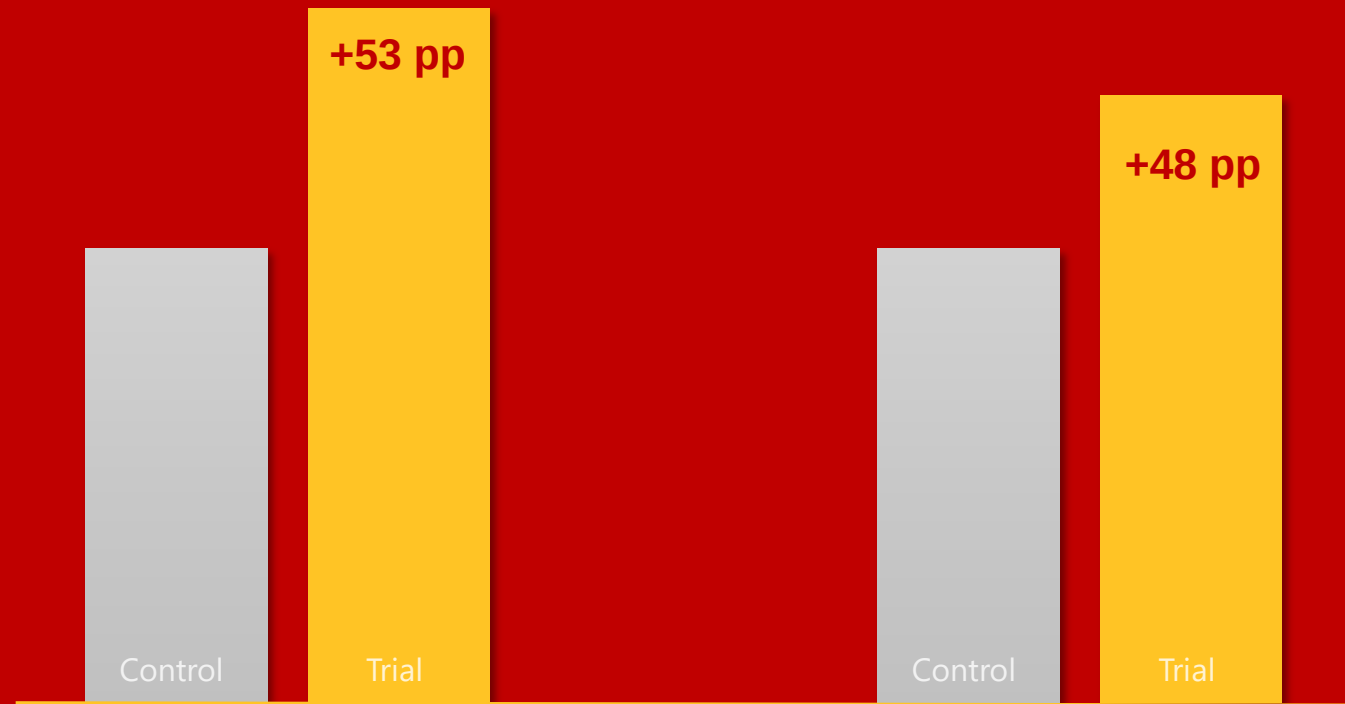
Bacon topping?
It's the most popular.

The (x - flavor) is our
visitor's favorite
McFlurry topping

”

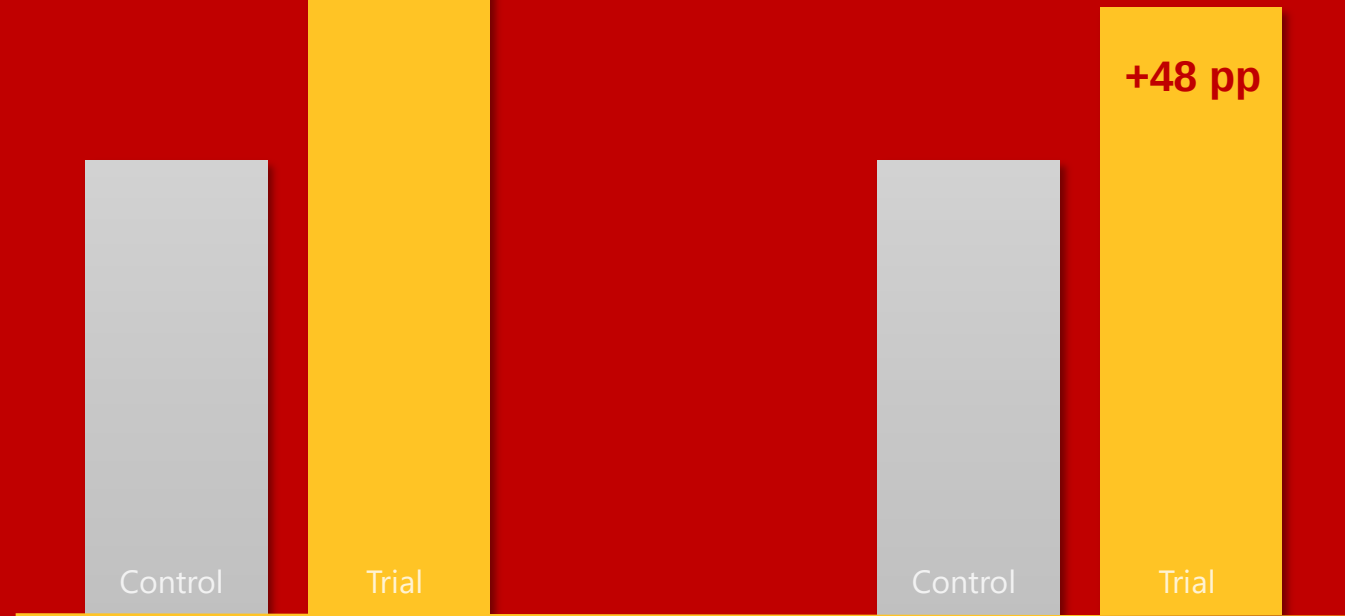
Effect on Extra Value Meals

Increase of sales of extra bacon
topping



Effect in (Dessert Centers only)

Increase of sales of extra topping
on McFlurrys



Stickers and Call-Outs have a similar effect



Menu Boards : Premium Burger

Impact on sales of signature burgers



Menu Boards Stickers: Dessert

Impact on sales of McFlurrys





Giving a child a balloon *before* the purchase



Increase of Family
Business sales (check)



Increase of associated
sales (coffee)

