



VETTYVER

UNCONSCIOUSLY BIASED

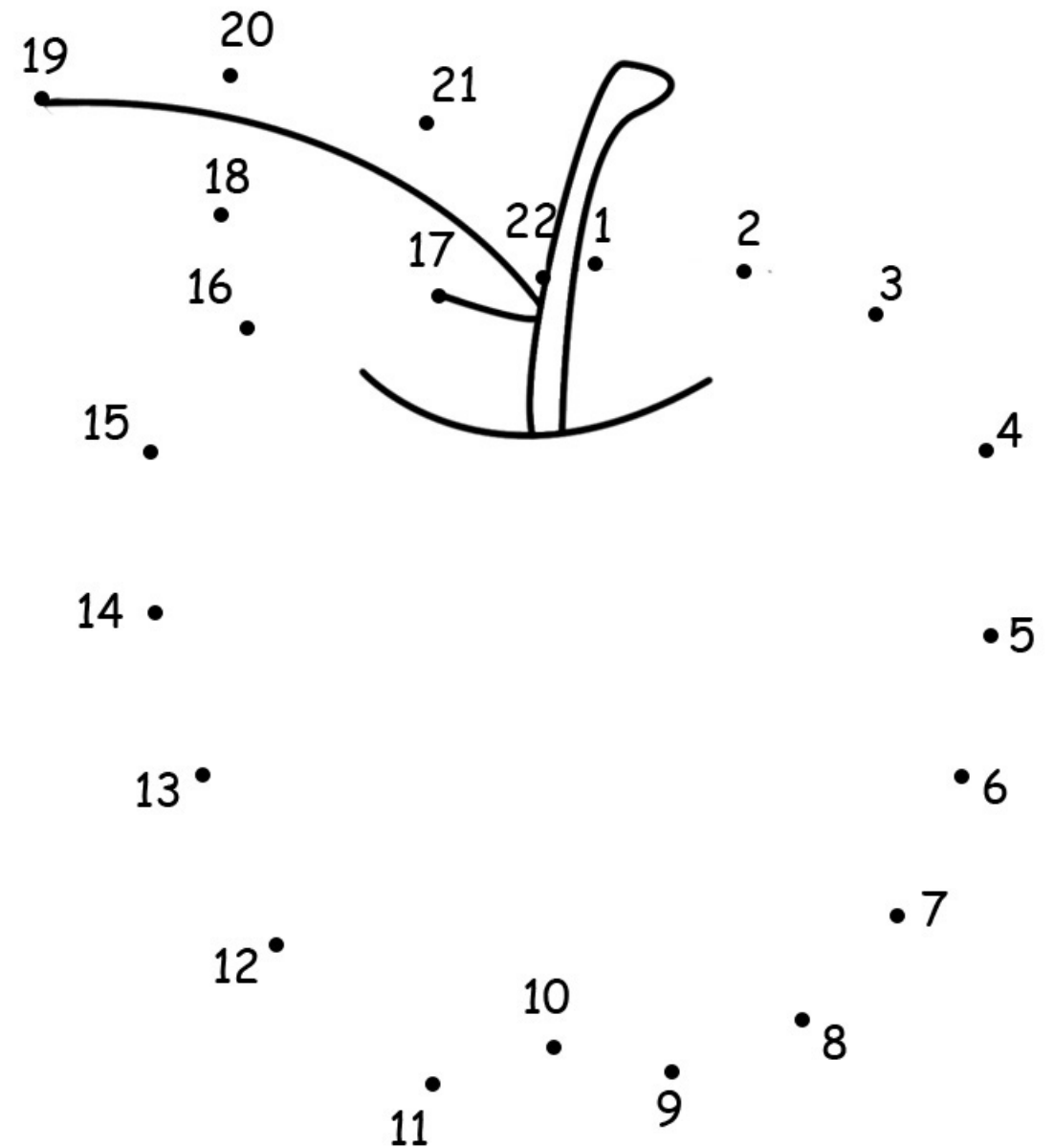
JOINING THE DOTS

Different industries tend to attract different tribes. Individuals sharing an outlook on life, spheres of experience and influence, class, culture and education. Without conscious or deliberate intervention, there will be some diversity, but the team will probably share some central values, a cultural Venn diagram.

The focus of Unconscious Bias as a topic is usually on hiring and the importance of equality, but as an extension of that, if there is unconscious discrimination, what is the result of that discrimination in output and communications?

Steve Jobs talked about creativity and innovation as 'joining the dots' of experience, individuals creating ideas generated out of their collective experiences.

If the spheres of experience or dots are limited, what is created will directly reflect the team's collective experiences, excluding very different spheres of perception and experience. What you can visualise in a night sky is very different from what you see in a join-the-dots picture.



TRIBAL

Perception and decision making are formed in a two stage process: unconscious computation and cognitive processing. Unconscious computation happens instinctively and instantly and it is entirely instructed by our senses.

We have frequently made a decision before cognitive processing has kicked in.

Unconscious processing happens when the amygdala receives input from all sensory organs enabling us to respond rapidly to immediate threats. It is central to decision making, triggering social trust, fight or flight and other reactions relating to our safety. We are hardwired to stick to our own tribe and mistrust other tribes who may be competitive and represent danger.

Unconscious bias is the immediate, reflexive, defensive reaction to the "other"* and stereotyping is the cognitive component of social bias, the deliberate linking of social groups to perceived qualities.

So whether we are making value judgements about people or brands, our senses are a key component.

Chris Bergonzi 'Understanding Bias and the Brain'



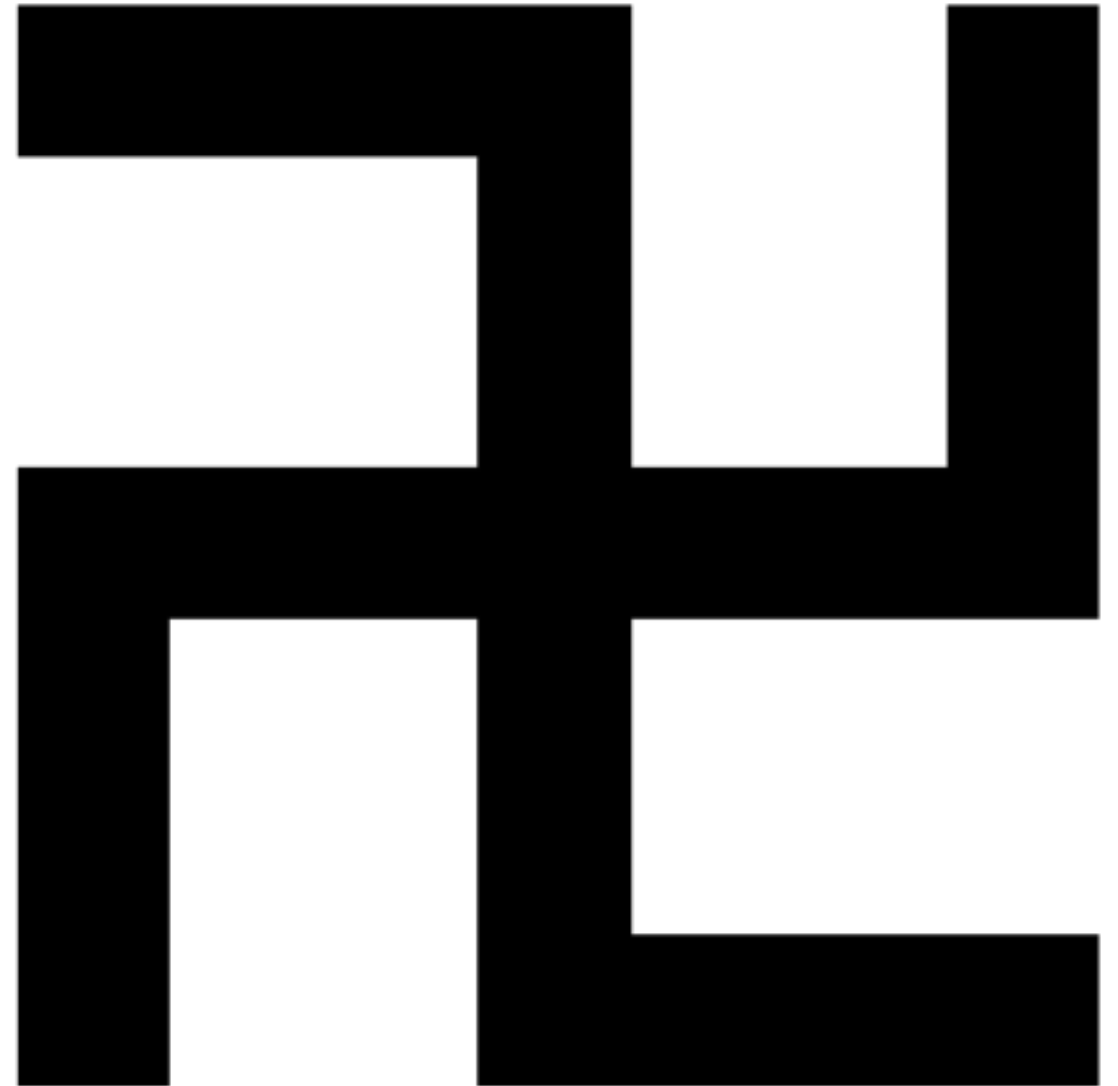
OPEN TO INTERPRETATION

Perception is formed from a set of triggers and signposts communicated via all the senses through language, sound, music, imagery, storytelling, smell, and touch. Interpretation of those triggers is then filtered through individual lenses such as gender, age, cultural exposure, personal experience, status, emotion, life history and relationships. What you see and feel is very different from what another person sees and feels.

Communications create a complex discourse, a set of messages, signs and judgements perceived differently by each of us individuals.

Limit your team's diversity unconsciously and you limit the breadth of output and outlook.

We want to challenge people to understand the complexity of the senses and how they interplay; to explore unconscious bias and stereotyping of people based on sensory stimulus; and encourage a greater respect and understanding of the relationship between brands and the way they are experienced by the senses.



THE SENSES

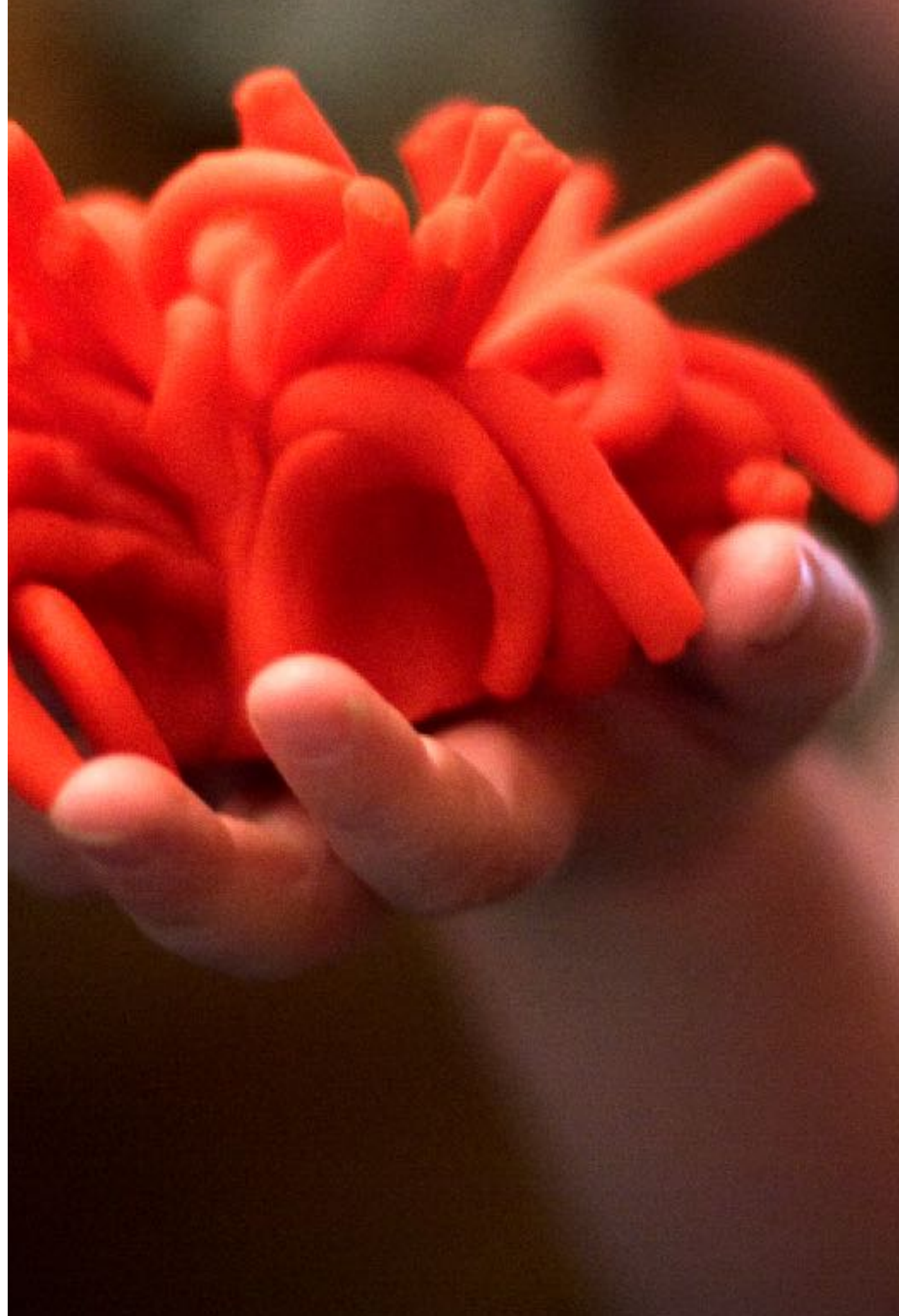
Our senses define our perception, mood, decision making. They affect how we perceive people and how we feel about brands.

Brand experiences are representing larger chunks of brand spend because they offer the opportunity to be a lot more immersive, personal and complex. Sensory output is critical in the creation of brand experiences.

Engaging the senses appeals directly to our emotions and memories, creating stronger connections and loyalty. Sensory experiences have the potential to extend a brand's reach into our homes and our lives. But it has to be right for the brand. Every sensory adventure with a brand should have its individual values at heart, ensuring every experience is unmistakably distinctive and relevant. In creative industries it often comes down to personal preference.

Those triggers and subliminal messages are consciously and unconsciously created. So it comes down to **who** is choosing the voice-over. The music. The colour.

We have designed a workshop of experiences to challenge your team, to stimulate conversation and recognition in order to effect change.



WIZARD OF OZ

It's not what you say it's how you say it. Heard of the halo effect? There are a complex set of messages embedded in a voice and perceptions and assumptions based on that: class; race; gender; age; sexuality; perceived intelligence; upbringing; political views; education; religion; character and behaviours.

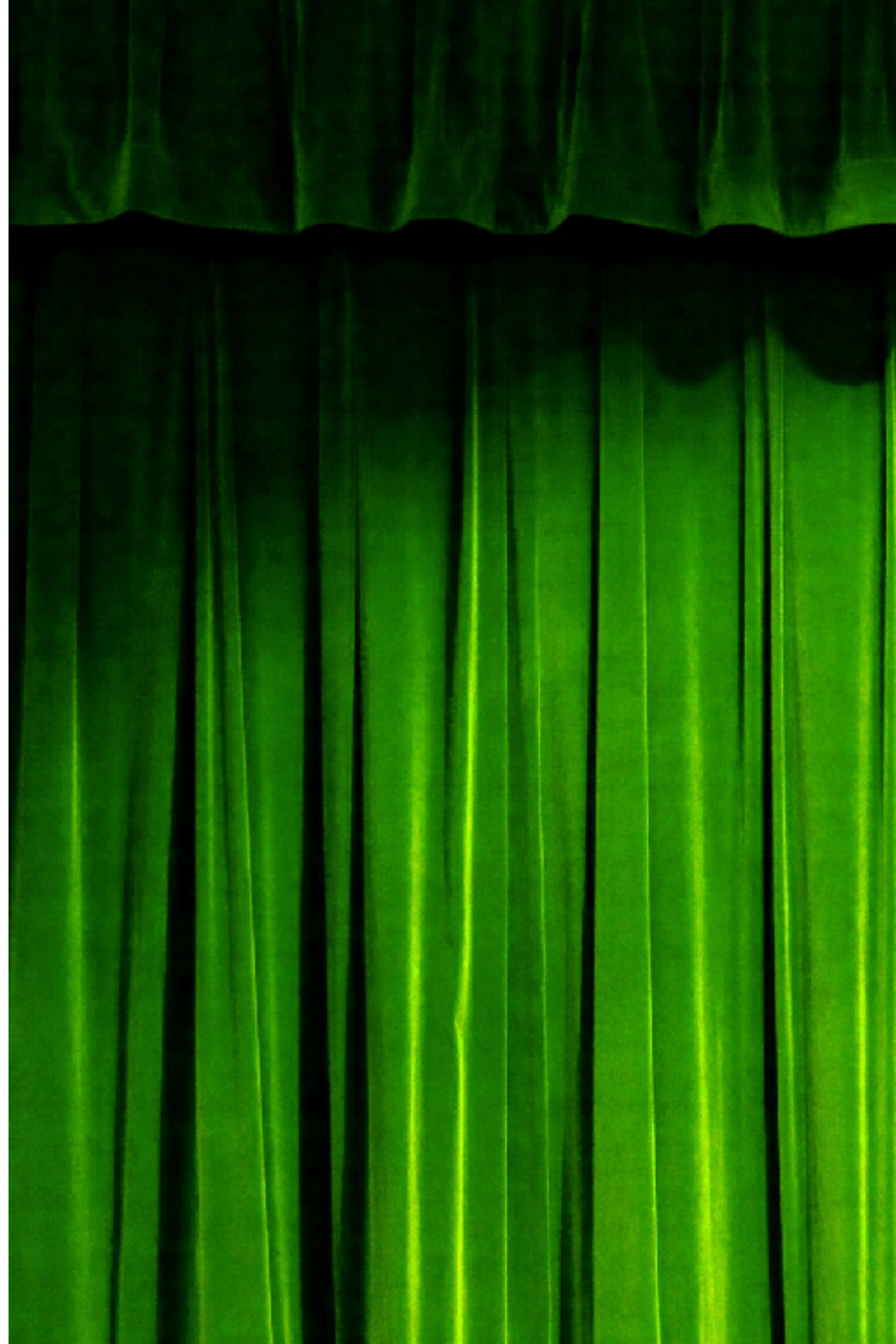
EXPERIENCE

Listen to the voice and answer questions: about their job, salary, education, personality, gender, sexuality, appearance, clothing, address, type of home, brands etc. Review and discuss live survey results.

AIM

To challenge your team to realise the value assumptions they make based on voice. Who they like, hire, co-operate with, believe and trust based on voice alone. To demonstrate relevance of voice to Unconscious Bias. To discuss the voices chosen and used in various communications.

Consider the importance of voice in communications and the implicit messages it gives.



DJ BOOTHS

How do you choose the music for a target market, brand or an ad? Hunt through your vinyls, Spotify, iTunes, hear a track in a bar, on the radio, search by keywords and related artists. Bat around some options with your team.

So the library is limited to an individual or a small group of individuals' musical exposure and preferences, their digital footprint, immediate influences and influencers. Limit the diversity in a team's age, gender and culture and the music will be limited.

Music is subjective and is inevitably affected by gender, age, mates, exposure, socio-economic status and geography. Following that logic, unconscious bias will extend through communications. So let's see if that's true.

EXPERIENCE

Audio stations with headphones and a playlist. At each station you will have a different image in front of you. Choose the track you think best suits each image. Discuss what assumptions, perception and bias was demonstrated in your choices.

AIM

To get teams talking about how and why they choose music / sound and what effect that has on the audience / consumer. To understand the assumptions being made about brands and target markets. To consider the role of audio principles and guidelines to move choice from personal preference to a strategic extension of brand values.



SMELL OF SUCCESS

Smell is one of the most powerful senses. Attached to the limbic system, the emotional centre of the brain, it has the strongest power of recall with a direct route to our emotions and memories. It is frequently attributed as the subconscious decider of our social sphere. It can elicit a physiological response, and can affect our perception of value, personality, safety, emotion, mood and pain. Yet its power and effect is rarely carefully considered.

GAME

Smell a number of scents. Try to identify some of the ingredients and answer some questions. What would you choose for yourself? Is this smell expensive or cheap. Who does it remind you of? Who would you hire as your creative director based on one of the smells? Which one does the CEO wear? What is your greatest smell memory or association?

AIM

To challenge delegates to make value judgements based on smell and become aware of those judgements.



VETYVER

WORKSHOPPING

We run the workshops for all sizes. We can work with small groups or for large events / conferences. The theme of this sensory workshop is Unconscious Bias, but we also run workshops on Creativity, Storytelling and Memory among other topics. We also design bespoke workshops and experiences to suit your event.

Cost varies on location. and numbers.

To find out more please get in touch.

Claire Sokell Thompson
+44 7779 229938
claire@vetyver.co.uk

© 2018 Vetyver Ltd All Rights Reserved

