



&

lynn
powered by behavioural science

we are
we are
we are
we are

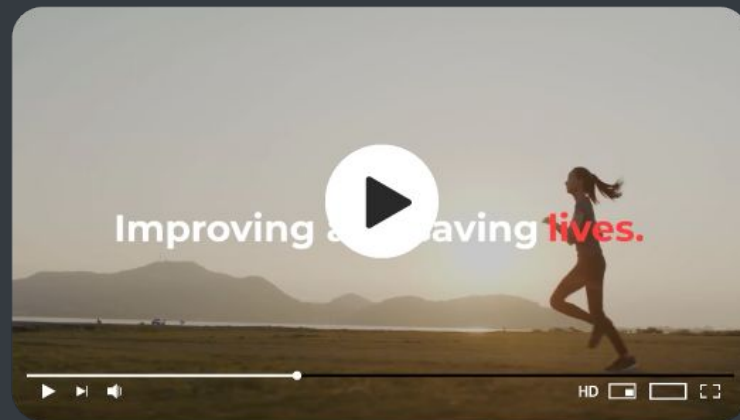
Lynn.

A multi-award-winning global consultancy
famed for producing campaigns that delivers
change for good; in short, our work improves and
saves lives.

how we do it.

**Our shared belief at Lynn is simple:
behavioural science has the power to
improve and save lives.**

We see opportunities and counterintuitive solutions others don't. Put simply, by injecting behavioural science into communications, we build better, smarter, more impactful campaigns, which deliver on their promise; to create the behaviours needed to positively change our world.



<https://youtu.be/SWohRD51ATQ>

what we offer.

Powered by behavioural science, our work improves and saves lives.

As a full-service communications consultancy, we fuse science and creativity to create communications with impact. We don't just observe audiences, we understand and empower them to make better, healthier choices.

We are outcomes and measurement obsessed; our methodologies take the guesswork out of whether we have effected change. Yet more than the global recognition and multiple awards our company and campaigns have received, we know we are making a difference when we measure the value of our work. The difference? Lives improved and lives saved.

Our model is full and flex service. And with our scientific thinking, academic rigour, and creative flair, we are leading a sea of change in comms.

The BS Unit ●
(behavioural science)

Campaigns ●

The Misinformation Cell ●

The BS Unit. *[behavioural science *not the other BS.]*

The BS Unit develops effective and supportive conditions to facilitate behaviour change. If you have a behaviour which needs understanding and ultimately influencing, we are the answer.

At Lynn, we identify and optimise the 'why' behind individuals' choices, judgements, and decisions.

We start with: **What is the problem you're trying to solve? What is the behaviour that needs creating, maintaining, influencing?** From there, we work out what barriers exist: structural, informational, cognitive, and social.

Using multiple conceptual models, we recommend the most effective interventions to effect change. We then also help you measure the impact of change by running field experiments to give you confidence in our recommendations.

Whether you're looking for behavioural insights, behavioural design, experimentation, or evaluation, The BS Unit can help you find the most effective solution.

campaigns management.

Lynn's end-to-end communications campaign management is powered by behavioural science, meaning our insights and strategy are based on a blend of strategic communications and understanding of human behaviour to create the change you need.

We have embedded experiments into all our campaigns, giving you confidence in our recommendations before we activate. All Lynn's campaigns are monitored in real-time. This means if we notice a drop in performance during the lifetime of a campaign, we can quickly flex into different channels, messaging, or creatives. Our transparent measurement methodologies are GCS and AMEC standard, meaning we can attribute the impact of communications and how they affected organisational change.

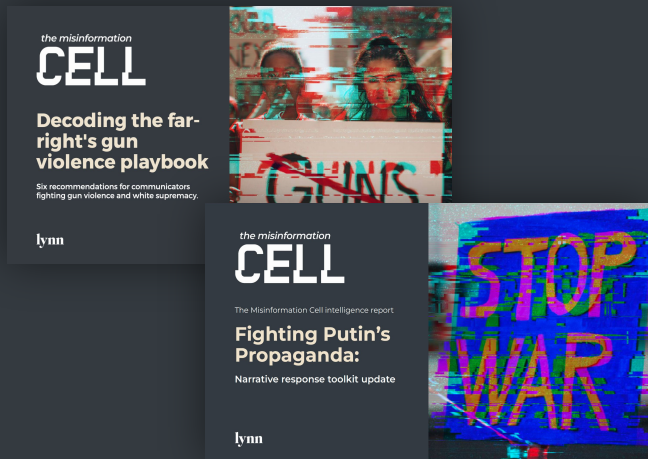
The Misinformation Cell.

The best response to lies isn't always facts – sometimes we need deeper truths.

The Misinformation Cell protects you, your work, and your brand from trolling and mis/disinformation.

Our integrated research, strategy, and response can identify mis/disinformation, test effective counter-narratives, and deliver them proactively to your audience through protection and inoculation campaigns informed by behavioural science.

We go beyond 'correcting myths'; we understand audiences' vulnerabilities, curating messaging and messengers that speak to their core beliefs and identities.



the Lynn framework™

Research & Insights	Development	Rapid Test Phase (RTP)	Activation	Evaluation
<p>Our approach is to understand the problem within a behavioural context, helping identify target behaviours and identifying barriers to audiences' decision-making.</p> <p>We diagnose structural, informational, cognitive, and social barriers to change.</p>	<p>We use bespoke primary research and behavioural insights to develop our strategies, setting measurable objectives that drive outcomes.</p> <p>We tailor our creatives and content so we create maximum impact and salience; so people pay attention, understand the message and take action.</p>	<p>This is our experimentation phase.</p> <p>We test our ideas and solutions via randomised trials to gather data and behavioural insights direct from target communities.</p> <p>Our experiments provide clarity on what works, what doesn't – and critically, why.</p>	<p>We use RTP insights to adjust creative, messaging, and delivery to ensure that campaigns are optimised for maximum impact.</p> <p>And we monitor campaigns in real-time to make adjustments according to our audiences' reactions, perceptions, and emotions.</p>	<p>We agree robust KPIs to support organisational goals.</p> <p>Our real-time monitoring supports our iterative learning approach. This way, we ensure our campaigns evolve and develop.</p>

#MyJourneyHampshire.

Southampton City Council

brief & overview

Partnered with Southampton City Council to produce a behaviour change campaign to reduce car congestion on targeted national highways in the Solent region.

The campaign encourages drivers to:

- **Remode** their car journeys by using feasible public transport
- Shift to **active travel** (walk/cycle)
- **Reduce** unnecessary short car journeys
- **Retime** journeys around busy period (spillover)

What we're doing:

- Primary research & insights
- Campaign design and development
- Live quantitative testing
- Campaign activation
- Evaluation

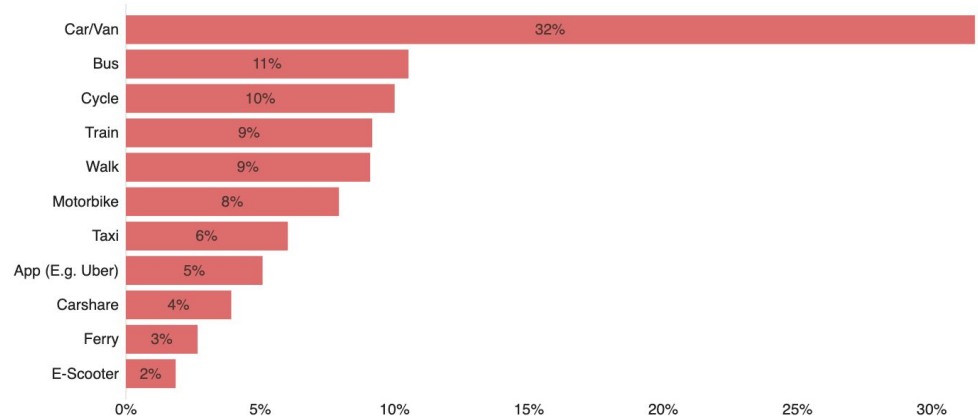


research & insights phase

High-level insights snapshot:

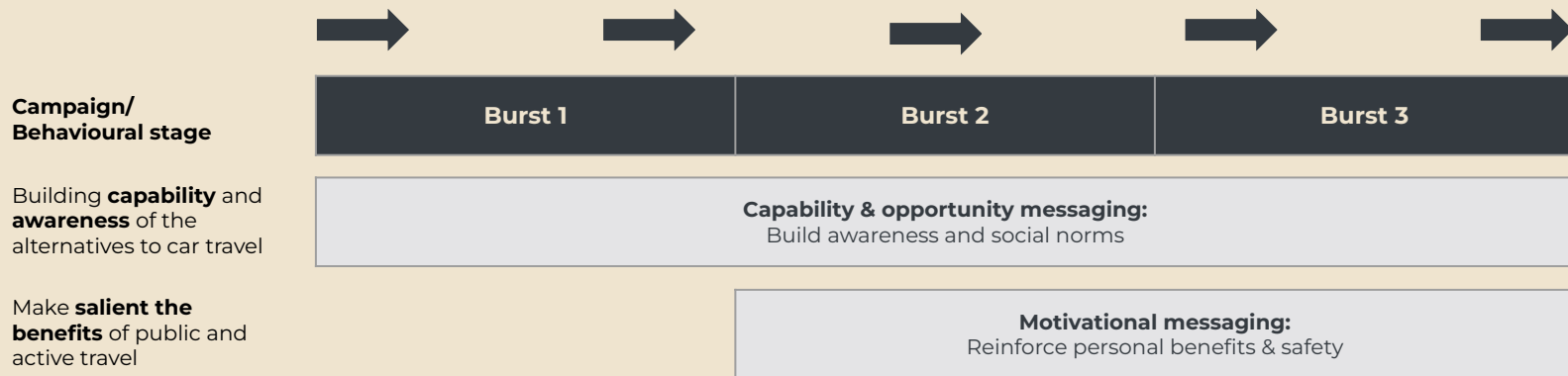
- **Females are less likely** to use and consider non-car methods of transport
- Low perceived feasibility in alternative transport modes
- There were fairly **consistent car use across the different age groups** (between 66.7% - 72.5%)
- There were **no significant differences in transport use for parents** and guardians vs. those who are not
- **A lower likelihood to consider Retiming journeys**, vs. Remodelling or Reducing
- **Good level of motivation** and support peoples' changes in behaviour having a **positive and sustainable impact** on the environment

Figure 6 - What method of transportation could you feasibly use to get to your workplace and/or school/college destination? Please select all that apply to you



our campaign approach

Lynn's recommendation was to remove explicitly 'retime' messaging as this presented the greatest barriers to change. Instead, we recommend focusing on Remode as primary, followed by Reduce messaging. Retime, if the other strands are done successfully, is a positive spillover and reduces in importance.



rapid test phase (RTP)

We are currently undergoing live quantitative testing to help determine the best creative and messaging mix for the main campaign. This will help improve performance of the campaign, ultimately driving greater return on investment (ROI).

Phase	Variable	Explanation	Specifics to be tested	To inform
Test 1	Creative headline	Testing 2 x different creative headlines for the main assets	My bus my journey vs. How do you get to work? headline	Primary assets
Test 2	Messaging platform	Testing several messaging platforms and approaches to determine the most appropriate messaging direction for sub-copy	<ol style="list-style-type: none">1. Control2. Ease3. Cost & affordability4. Speed and journey time	Creative sub copy, ad copy, and framing of in-creative headlines
Test 3	Behavioural frames	Testing different behavioural frames ad copy to understand which are most effective for different audiences.	<ol style="list-style-type: none">1. Control2. Social proof3. Prompt4. Benefits5. Loss aversion	Ad copy of all messages

MY TRAIN, MY JOURNEY.

Get where you need to be with well-connected
buses, trains, and cycling routes.

Find your journey > myjourneyhampshire.com

#MyJourney



My bus, My journey

Thousands of journeys using our bus, train and cycling network are made every day.

Plan your journey > myjourneyhampshire.com

#MyJourneyHampshire

my journey
HELPING HAMPSHIRE GET AROUND



My bus, My journey

Thousands of journeys using our bus, train and cycling network are made every day.

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#MyJourneyHampshire

my journey
HELPING HAMPSHIRE GET AROUND

campaign activation



Once we are confident in what works and, critically, what doesn't, we will launch the full campaign based on the campaign approach you've already seen previously.

This focuses on building capability and opportunity, while reinforcing motivation further on in the campaign.

- Out of home (OOH) advertising
- Solent-wide radio advertising
- Digital activation, including, Facebook, Instagram, Twitter, and more

next steps for the campaign

1. Post-testing, **launch** the full campaign
2. Distribute toolkits to help partners and stakeholders **get involved**
3. **Monitor** in real-time, tweaking and adjusting throughout
4. Analyse based on **real-life behavioural outcomes**

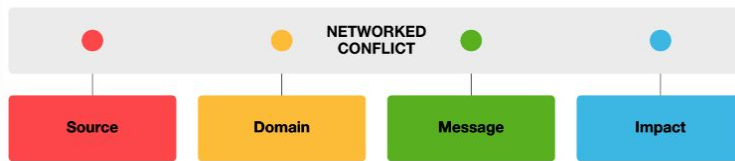
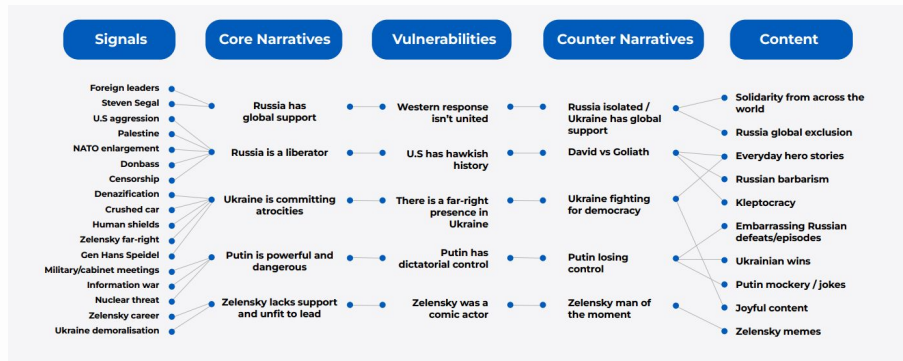
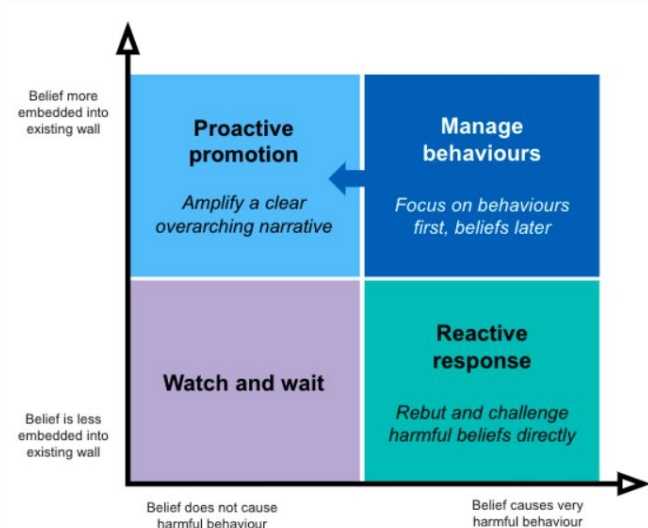
In analysing the campaign, we will refer to some of the following questions:

- A. Are residents making more **informed travel choices**?
- B. Are fewer 'unnecessary' **car journeys** being made?
- C. Are **active travel** options being utilised?
- D. Have we seen a change on **traffic flow** on key networks/ evidenced reduction?
- E. How can long-term behaviour change efforts be **maintained beyond** this 3-month campaign?

what's behind the recent
rise in disinformation
about traffic reduction
schemes?

world-leading misinformation strategy

Lynn's The Misinformation Cell's applied services use the latest thinking in disinformation strategy, including the Global Disinformation Index, President Biden's 2020 election campaign strategy, and UK Government Cabinet Office Behavioural Science frameworks.





Shayoni Lynn

CEO & Founder

Strategic communications and applied behavioural scientist, CIPR and PRCA Fellow, Mark Mellor awardee for Outstanding Contribution to the Industry, PProvoke Innovator 25 EMEA, PR Week Powerbook listed, providing counsel to ministers, diplomats, CEOs, and institutional leaders.



Alice Cadwgan

Managing Director

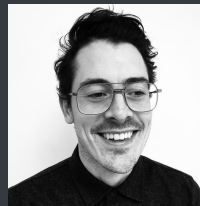
An award winning integrated communications professional, with client experience including Pernod Ricard, Bacardi, Diageo, Public Health England, BP, Ford (Global), NHS England, UK & Welsh Government.



Samar Khanna

Director of Lynn Planet

Former Willis Towers Watson and Thinking Ahead Institute, a sustainability expert with over a decade of experience in macroeconomics, sustainable investing, climate solutions, geopolitics and systems-thinking.



Chris Perry

Director of Behavioural Science

Former Head of Behavioural Science at Ipsos, Ctrl Group, and Social Research Association. An industry leading practitioner involved in integrating policy, consumer needs and desired behavioural outcomes.



Dr Laura De Molière

Senior Advisor to The BS Unit

Former Head of Behavioural Science at Cabinet Office, Head of Behavioural Science at EU Exit Communications, Lead Scientist Behavioural Science for Department of Work and Pensions, and current Honorary Senior Research Associate at UCL.



Stefan Rollnick

Head of The Misinformation Cell

Leading misinformation strategist with extensive background in politics and campaigns. Providing strategic consultancy to World Economic Forum, World Health Organisation, UK and Welsh Government, UK-wide health agencies, and more.



Adam Bone

Client Delivery Director

Brokered HSBC's partnership with British Cycling, and Channel4. Consultant to Unilever, Volvo, IHG, and BP Corporate accounts focusing on Sustainability and working for Amnesty International, ENACTUS, and UN Women.



Benjamin Cresswell

Senior Campaigns Manager

Leading all Lynn campaigns across climate change, sustainability and public health. Oversaw and implemented campaigns for the NHS, Welsh Government, local governments and public health bodies across the UK.

industry accolades

PRovoke Media

Fastest growing communications business in the world
SABRE EMEA Digital Consultancy of the Year

CIPR

Specialist Consultancy of the Year (Mark of Excellence)
New Consultancy of the Year (Mark of Excellence) 2021

PRmoment

Public Sector Campaign of the Year

PRWeek

UK Top 150 Consultancy
#27 Consultancies outside of London
#2 Public Sector Consultancy
#1 New Consultancy

PRCA

Medium Consultancy of the Year
Outstanding Contribution during COVID-19
Professional of the Year
Best Use of Data and Analytics Award
Purpose Award
Grand Prix, Best Use of Data & Analytics
ICCO Global, Strategy and Evaluation

PRWeek Healthcare & Pharma Comms Awards

Best healthcare crisis comms response
Best use of content in a healthcare campaign
(highly commended)
Best healthcare/pharma comms agency
(highly commended)
All 2021

organisations we are
proud to support.



and many more.

join our movement.

We are excited at the opportunity to collaborate with you
in improving and saving lives.

For more insight into our thinking, our
world and our people, please explore



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