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Understanding humans

Why do people do what they do?

We are Lynn

We are all about changing behaviours - through education and persuasion, never through manipulation.

We change behaviours for good to improve and save lives.

Our mission

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


In a world where choices are everywhere, cognitive overload is at maximum, the stakes of our decisions are higher than ever, and it's harder to trust what we see and hear, audiences need the communications industry to do better.

We know that when you inject behavioural science into communications, you can build better campaigns, campaigns that do what's important: create the behaviours needed to positively change the world.

Campaigns that improve and save lives.

How we are set up

At Lynn, we work in an integrated manner across:



The BS Unit
(behavioural
science)

Campaigns

**The
Misinformation
Cell**

Understanding **humans**



Our approach

“

Do we stumble
blindly or do we
seek to understand
these influences
and choices?

”



Image copyright, RSA

David Halpern,
Chief Executive
Behavioural Insights Team

Our approach



Understand
unconscious
motivations



Logic vs
irrationality



Efficiency vs
creativity



Embrace
irrationality

Our approach

“

The opposite of a
good idea can also
be a good idea.

”



Rory Sutherland
Vice Chairman
Ogilvy UK

System 1
System 2



Heuristics and biases

The mental shortcuts we take to make decisions are known as heuristics.

Better Bikers campaign - Scotland



**Know a
motorcyclist?**

Launched in Scotland in 2020, the campaign aimed to encourage motorcyclists, specially those who ride on rural roads, to consider additional training.

RoSPA had observed a good response to the front-end of the campaign (traffic spikes) but there were very high bounce and exit rates, and very few click throughs for any of the key calls to action.

A follow-through problem.

Using key findings from the England project, alongside a choice architecture review to cater to local Scottish context, we

- redesigned the campaign website
- reframed the content
- ran a suite of experiments

Ultimately, we resolved this follow-through problem, **reducing bounce rates by up to a third.**

Pioneering advanced motorcycle research

Behavioural insights project for the Royal Society for the Prevention of Accidents



In 2018, 354 motorcyclists were killed in Britain. Many of these deaths could have been prevented with rider education and training.

The Department of Transport commissioned RoSPA to conduct a project aimed at raising awareness and further enhancing the participation in advanced training for motorcyclists across England, and to identify the barriers that are preventing this from happening. Ultimately, this project aimed to reduce the number of fatalities and injuries on rural roads.

Our pioneering behavioural science research - which included six randomised trials conducted using social media - provided key insights and learnings into this challenge. **Our pilot campaign reached 439,914 people in a matter of weeks, generated a 4.6% engagement rate, and 11,799 clicks to key calls to action.**

We reached diverse audiences - from those aged 55 and over, through to young people aged 13-25 (for example, using Instagram Stories).



**FOR THE
LOVE
OF PRIDE**

**FOR
FAIRGROUND
RIDES**

**WHATEVER
YOUR REASON**

OVER18?

**DON'T
MISS
YOUR
VACCINE**

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