

# HABIT LOOPS

## USE HABITS TO BECOME A PART OF PEOPLE'S DEEPLY INGRAINED ROUTINES

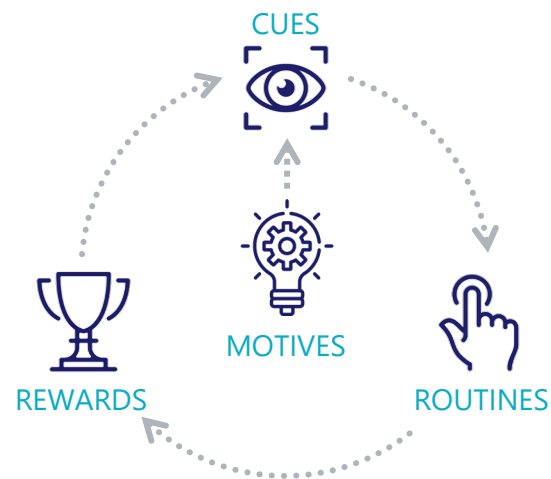
Habits drive a broad range of consumption behaviors and can be crucial for understanding when, how, and why people choose (or ignore) your brand.

CMB's analysis segments habits relevant to your brand and profiles each habit's components, including its motives, cues, behavioral routines, and psychological rewards.

### HABIT SEGMENTATION



### HABIT PROFILES



Habit Loops uncover opportunities to **trigger** habits that support your brand, **disrupt** habits that don't, and **entrench** your brand as part of consumers' deeply ingrained routines.

# Profiling habits reveals “levers” brands can use to promote desired (or disrupt undesired) behaviors


And when any given individual can have multiple habits relevant to a brand or behavior, segmenting habits is more true-to-life than traditional attitudinal or behavioral segmentation, better informing multiple brand strategies.



TRADITIONAL  
SEGMENTATIONS

Segment People

vs.



HABIT LOOPS

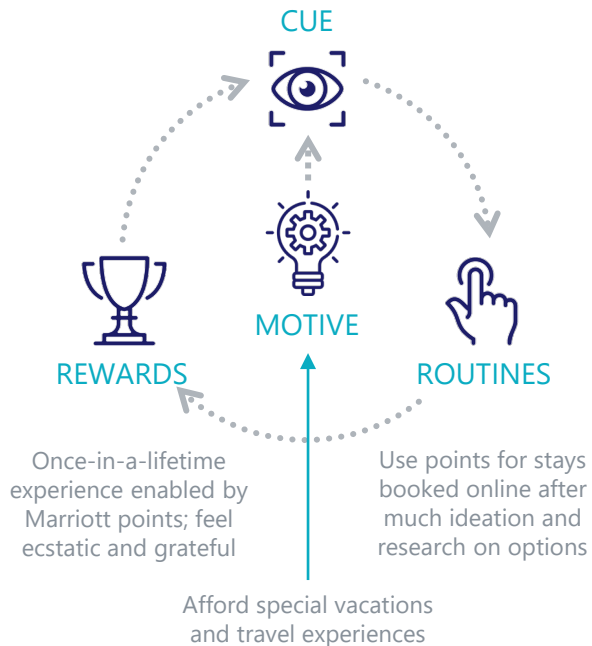
Segment Habits

# Example: Profiling Hotel Points Redemption Habits

The research will uncover and profile prevalent redemption habits that differ in their driving motives, cues, routines, experiential/material rewards, and psychological rewards; for example:

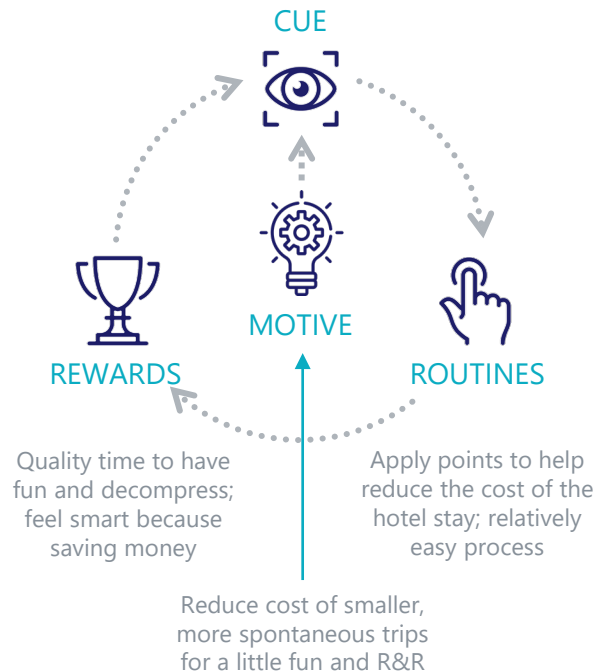
## EXAMPLE 1: Spectacular Travels

See that I have enough points to help fund a special travel experience



## EXAMPLE 2: Memorable Moments

Planning a fun getaway with family or friends



## EXAMPLE 3: Well-Earned Treats

Get an email from Hotel with appealing items I can buy with points

