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

CUES

MOTIVES

REWARDS
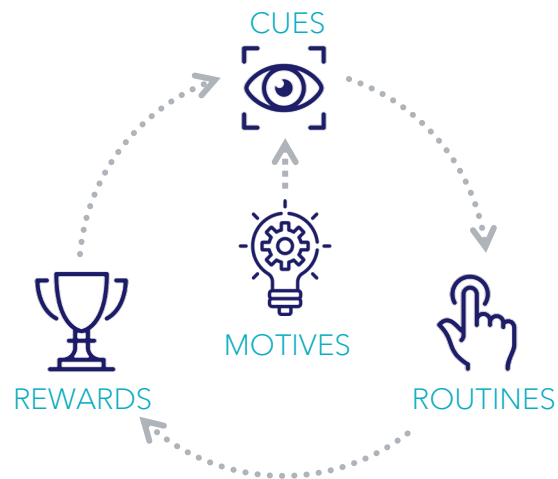
ROUTINES

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

vs.

HABIT LOOPS

Segment People

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. Ex:

EXAMPLE 1:	EXAMPLE 2:	EXAMPLE 3:
Spectacular Travels	Memorable Moments	Well-Earned Treats

EXAMPLE 1: Spectacular Travels

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

CUE

MOTIVE

REWARDS — **ROUTINES**

Once-in-a-lifetime experience enabled by Marriott points; feel ecstatic and grateful

Afford special vacations and travel experiences

Use points for stays booked online after much ideation and research on options

EXAMPLE 2: Memorable Moments

Planning a fun getaway with family or friends

CUE

MOTIVE

REWARDS — **ROUTINES**

Quality time to have fun and decompress; feel smart because saving money

Reduce cost of smaller, more spontaneous trips for a little fun and R&R

Apply points to help reduce the cost of the hotel stay; relatively easy process

EXAMPLE 3: Well-Earned Treats

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

CUE

MOTIVE

REWARDS — **ROUTINES**

A treat that makes me feel pampered that's justified because I didn't spend money

Treat myself with something nice

Browse products on shopmarriott.com, see something I like and use points to get it