

Nudgestock takes behavioural science global with LinkedIn Live



N Curated by
Ogilvy Consulting

For the last eight years, The Nudgestock festival has brought together the world's leading thinkers on behavioural economics and psychology – and shared new ideas on how to incorporate behavioural science into marketing. The onset of Covid-19 makes such thinking more important than ever. However, it also made it impossible to bring together 500 paying attendees in the UK's seaside town of Margate.

Nudgestock founder and Ogilvy Vice Chairman Rory Sutherland saw an opportunity to re-imagine the festival as a marathon online video event, bringing together experts across time zones for 15 hours of free viewing. Streaming sessions on LinkedIn Live enabled Nudgestock to generate over 120,000 views and register over 35,000 sign-ups. It also showed how taking an event virtual can transform the role that it plays.

The Challenge

- Recreate Nudgestock 2020 as a virtual event
- Switch promotion from ticket sales to driving free sign-ups and views
- Generate high-quality engagement on a global scale
- Translate the event into ongoing content assets and client conversations

Why LinkedIn?

- Opportunity to leverage Ogilvy's 1 million LinkedIn followers through a LinkedIn Live broadcast
- Global reach and high-quality audience engagement
- LinkedIn members' proven interest in world-class thought leadership

When the Covid-19 pandemic ruled out hosting the Nudgestock behavioural science festival in its traditional seaside setting, Ogilvy Consulting saw an opportunity to transform its reach and role.

The Solution

- 15-hour TV-style event crossing international time zones, Band-Aid style
- Over 35 speakers, including the world's leading behavioural scientists
- Mix of live and pre-recorded content streamed via LinkedIn Live and YouTube
- Interactive 'side-tent' Zoom sessions on specialist topics
- Motion graphics enabling seamless transitions between presenters

Results

15h of live-streamed content with no technical interruptions

+35,000 sign-ups to the event mailing list

+120,000 views

- Viewers voluntarily donated **over £8,000** to the Red Cross during the event, in lieu of paying for tickets

From seaside festival to global TV event

The arrival of Covid-19 meant that Nudgestock's organisers had to pivot quickly from selling the 500 available tickets to a day's seaside festival – and re-imagine what the experience of the event should be. For Nudgestock founder and Ogilvy Vice Chairman Rory Sutherland, that meant an opportunity to bring the best in behavioural science thinking to a far wider audience. “We started to get excited about the possibilities and thinking in terms of a Band Aid for behavioural science,” he says. “There were actually lots of people that we wanted to speak based in places like Hawaii and Australia – and this meant we could involve them all without worrying about air fares and ticket prices.”

Top behavioural scientists jumped at the opportunity, enabling Nudgestock 2020 to compile a speaker line-up that included the likes of Cass Sunstein, Dan Ariely, Bri Williams, Laurie Santos and BJ Fogg. Ogilvy Consulting worked with the live video agency Kinura to develop a TV-style format, with punchy TED talk-style sessions of around 20 minutes each and interviews between speakers and presenters adding an interactive element. The team used a mix of live and pre-recorded content to vary the pace, inviting audiences to join interactive ‘side-tent’ Zoom sessions on specialist topics and using motion graphics to seamlessly transition between speakers. “We broadcast 15 hours of content with about seven seconds total of minor glitches,” says Rory. “We were ecstatic.”

Ogilvy Consulting UK
2,870 followers
4mo • Edited •

Remember to register for a #Nudgestock2020 Side Tent - a new feature this year where YOU get to choose the area of behavioural science you'd like to hear more about!

Capacity is limited so make sure to pre-register for the tent (or tents!) you want to see: <https://lnkd.in/g/Jy17mJ>

Do the greatest gains for products come from psychology or technology?

Find out more at the Product Development Side Tent with Mike Hughes

Delivering pioneering thinking at scale

Streaming Nudgestock on both LinkedIn Live and YouTube enabled the organisers to leverage Ogilvy's LinkedIn audience of over 1 million followers. This generated one of the largest audiences for any LinkedIn Live event, with over 120,000 views with 35,000 people signing up in advance to the event mailing list.

For Rory Sutherland, this success shows the different role that events can play when plugged into a professional audience at scale. “After this, it would be insane for us to go back to a purely physical event,” he says. “It's forced us to ask questions of how we market ourselves. We're now aware that we can talk to huge amounts of people for the same cost. We're able to reach a far wider audience than just marketing directors and create an event that's introvert friendly and not just for extroverts. We're starting to think about how we can package our behavioural science consulting for businesses large and small – how we can build on the far broader engagement we've generated.”

“We didn't want to settle for a compromised version of the festival we would have had before Covid-19. We made a conscious decision to go huge on speakers, scale and geography and we're ecstatic with the results. It shows the potential of LinkedIn Live for delivering quality business TV – it's given us the equivalent audience of a San Siro stadium or a Melbourne Cricket Ground and it will change the way we conceive of Nudgestock going forward.”

Rory Sutherland
Vice Chairman
Ogilvy

