

Behaven

Make behaviour change your business advantage

Turning your goals into consumer action

You are designing sustainability or health campaigns and products, but change is slow.

Even when people care, habits, friction and social cues get in the way. That's why the most effective brands go beyond messaging. They make better choices easier and more rewarding.

Make behaviour change your competitive edge

Brands that embed behaviour change into their marketing:

- Turn intention into action, making it easier for consumers to live their values.
- Drive measurable results, from product uptake to waste reduction.
- Build stronger loyalty through everyday actions that reinforce purpose.
- Deliver on ESG goals with strategies grounded in real behaviour.

How brands are leading the shift

More brands are moving from awareness to action, designing choices people can stick with.

Hellmann's
helps cut food waste with leftover recipes and tools.

Tide
empowers cold-wash habits that reduce energy use.

WW
rewards walking, hydration and other healthy routines.

They don't just inform.
They make it easier to act.

How Behaven helps

We help brands turn goals into consumer action, combining behavioural science, marketing and design.

- ✓ **Smarter tools:** we decode behaviour and design for adoption and usage.
- ✓ **Expert team:** behavioural scientists and senior marketers with decades of experience.
- ✓ **Trusted by brands:** we've worked with IKEA, L'Oréal Groupe and others to embed behaviour change across strategy, products and campaigns.

What we offer

- **Research & insights:** understand what drives real behaviour.
- **Behaviour change campaigns:** move people from awareness to action, driving gains in brands, sales or ESG performance.
- **Behavioural design:** make better choices easier across products and journeys.
- **Evaluation:** measure change and link results to key brand and business metrics.
- **Behaven Academy**
Train teams to apply behavioural science.

Let's design behaviour change into your next product or campaign.

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Certified

Corporation