

THE PERFORMANCE PARADOX: HOW BEHAVIORAL SCIENCE UNLOCKED DEFENDER'S HIDDEN PURCHASE DRIVERS

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JURY COMMENT

"Fascinating and robust research methodology. Appreciate the validation done to test what the new approach produced."

AUTOMOTIVE/ BEST USE OF EMERGING TECHNOLOGY

Challenge: Defender had strong awareness but weak consideration-to-purchase conversion. Traditional surveys suggested tech and safety drove purchases, but sales patterns didn't align.

Methodology: We deployed Hive Science's proprietary Behavioral Intelligence as a Service (BIAS) platform – the world's first AI/ML system trained on behavioral data from 20,000+ individuals across multiple countries. This technology predicted psychological purchase drivers specific to Defender and re-ranked 15 vehicle features by actual influence, not stated preference.

Insight: Performance attributes like horsepower, wading depth, and roof load capacity predicted sales far better than touchscreen tech and safety features consumers claimed to prioritize. The gap between stated and revealed preferences was our opportunity.

Execution: We designed a controlled Meta experiment (October 8-16, 2024) with \$75K spend testing three creative approaches: performance-focused (Cell 1), tech-focused control (Cell 2), and hybrid (Cell 3). Performance creative showcased the predictive features our research identified.

Impact: Cell 1 delivered 26% lower cost per engagement and 18% better cost per configurator completion versus control (59% confidence level). After scaling these insights across channels, Defender sales increased 24% in six months with no pricing changes or product updates.

Industry Takeaway: First-of-its-kind behavioral AI revealed what surveys missed. When marketers move beyond stated preferences to test actual psychological drivers, creative performance and business results follow.