

MATERIAL HABIT ILLUMINATION™

Habits secretly dominate our lives.

Material's Habit Illumination™ brings to light the forces that influence existing or emerging habits in your category to craft a proactive strategy that builds upon rather than fights against behavior.

**With Habit Illumination™, you
can:**

Evaluate existing or potential
habit strength

Identify elements that
influence habits

Use these findings to inform strategy to **Maintain,**
Reinstate, Transfer, or **Disrupt** behavior

How do we do it?

Behavioral Science

Leveraging experts in consumer psychology and leading business thinkers to create more of the habits you want and less of the ones you don't

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Data-Driven Analytics

Smart, adaptable methodology with applications in brand / product deep dives, brand tracking, qualitative market research and more