

Case Study

Unconscious drivers of body confidence

Key Points

- A typical Mindlab study employs a bias minimisation strategy as part of the robust methodology. This approach helped deliver a solid research study into evaluating the subconscious reasons behind poor body confidence in women.
- Unconscious drivers of behaviour and beliefs influencing body confidence can be quantified reliably to provide concrete solutions for empowering women.
- The insights for the client provided additional direction for editorials to support their quest to be an agent for change in improving women's body confidence.

"With female body confidence at a shamefully low level in the UK, Hearst UK is committed to addressing this issue, in order to help women get more out of life, which is critical when we know that poor body confidence can lead to women opting out of life events and occasions. Mindlab helped to deepen our understanding in this topic area by using techniques that went beyond the claimed, allowing us to see which influences unconsciously contributed most or least to a woman's body confidence."

Faye Turner,
Head of Commercial Strategy & Insight,
Hearst Solutions

Why did the client need Mindlab?

Emotional wellness has attracted increased focus over recent years. People have become more conscious of the impact of the external factors on women's self-esteem and their body confidence.

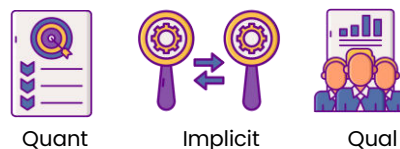


Hearst UK, led in a campaign by Women's Health, were keen to explore the true unconscious drivers of behaviour and beliefs, and appreciated the importance of incorporating System-1 testing to inform research questions that had arisen from earlier work. Mindlab was engaged to conduct this exploratory study due to our unique methodology, diverse expertise and bias-minimisation approach.

Our client wanted to explore the types of activities women engage in, and how these may influence their perceptions of their own body. Ideally to uncover which activities had longer lasting benefit instead of shorter-term gratification. The goal is to empower women to feel more confident about their bodies by understanding what is most likely to inform and educate women on the longer-term impact that some activities can deliver, over others.

How did Mindlab approach the brief?

Almost 2,500 participants took part in a single-market mixed methods online study, probing the subconscious motivators, perceptions and emotional states of women of varying levels of body confidence.



To minimise the bias which would arise from asking leading questions, we first explored the activities & attitudes of women from all backgrounds and separately measured their body confidence using a validated body confidence tool.

Individual differences in characteristic patterns of thinking, feelings, behaviours, and emotions contribute to people's behaviours. Validated psychometric tools can be really useful to standardise responses and therefore allowing a more accurate interpretation of responses.

