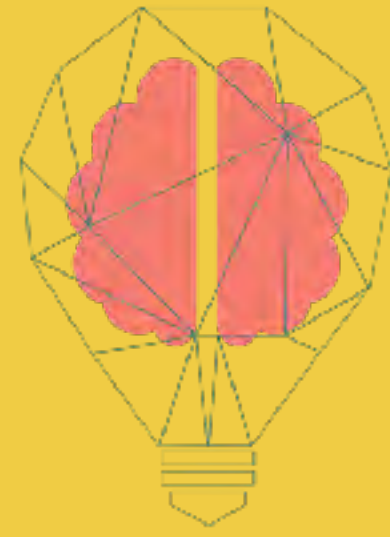




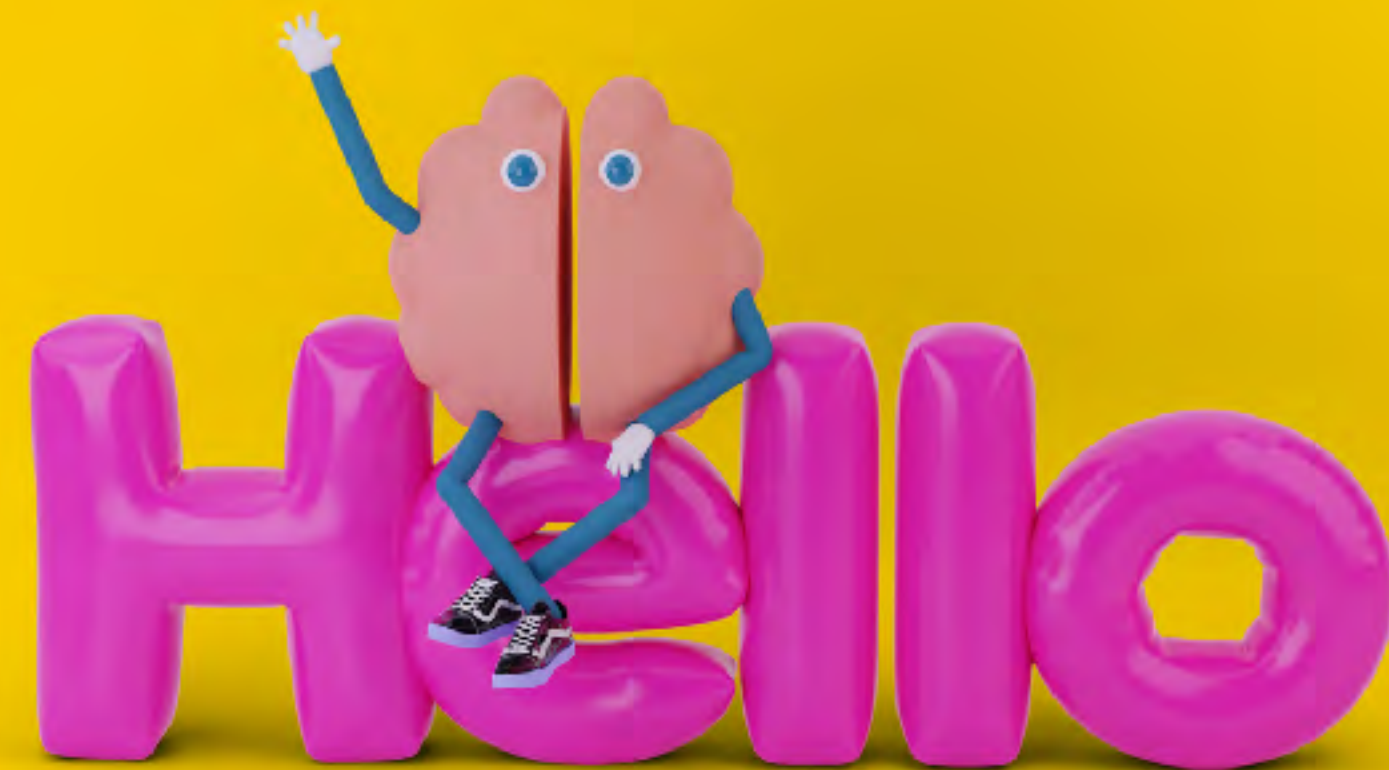
**TOP
DAT JE
JE ERBIJ BENT
VANDAAG**



B.R.A.I.N. CREATIVES®

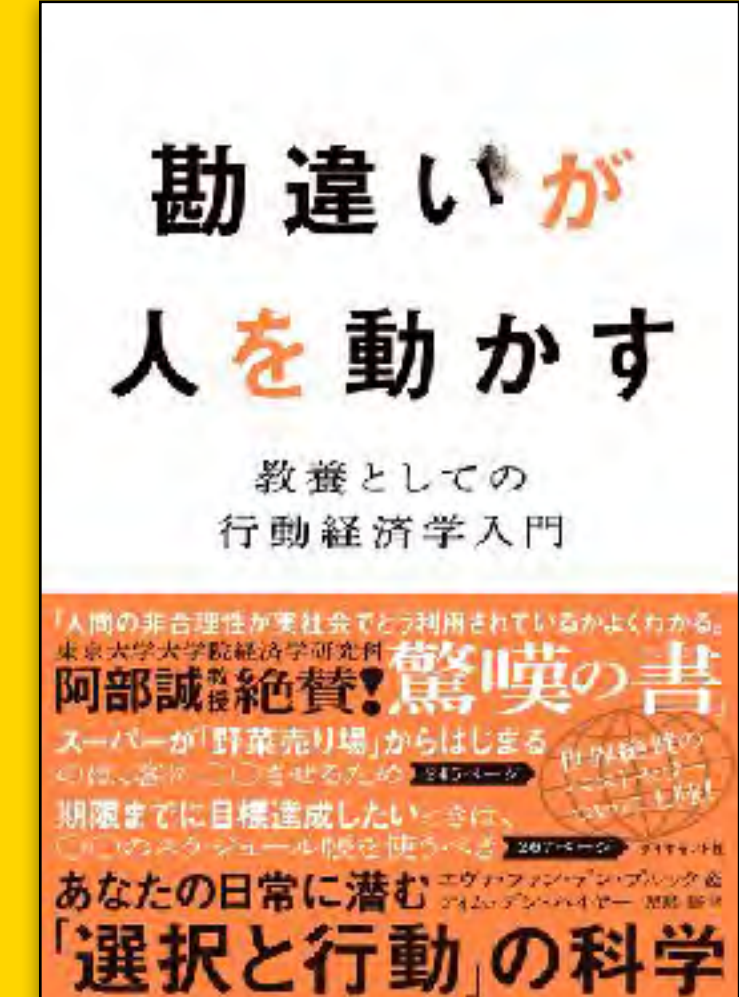
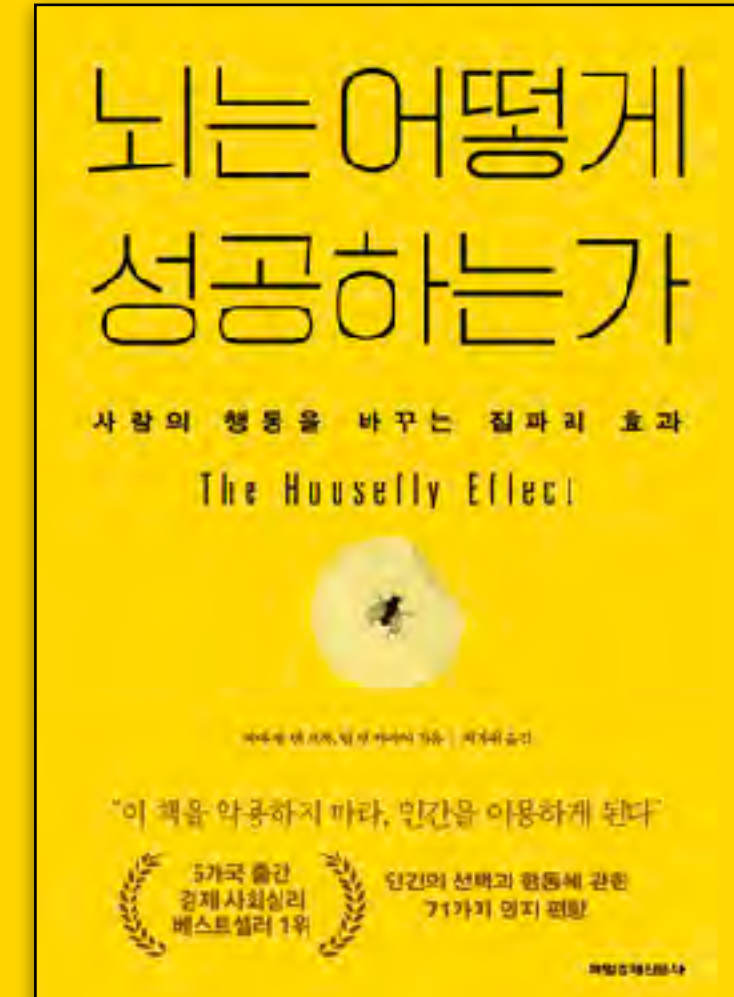
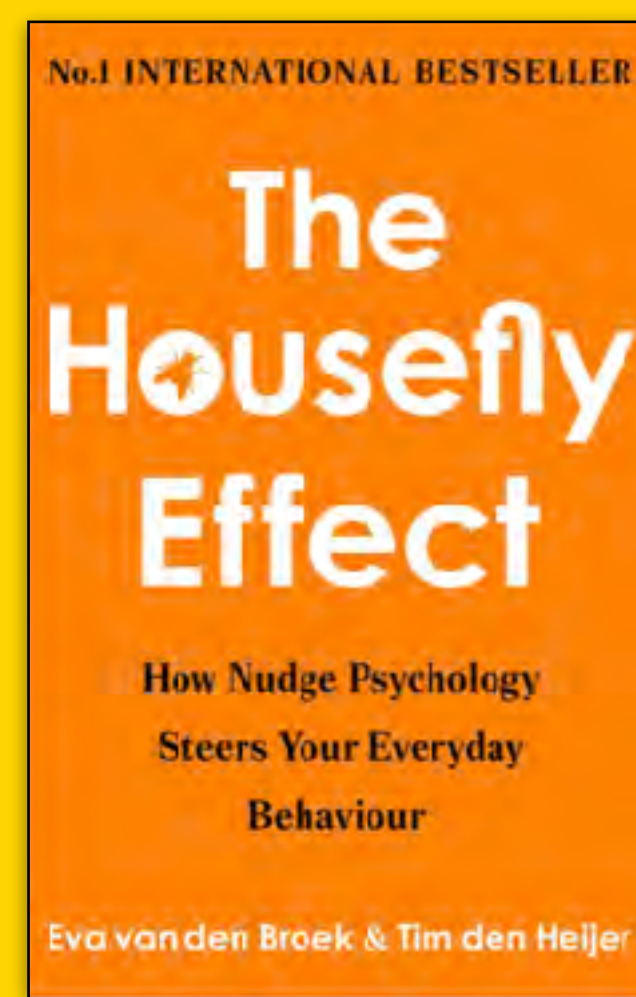
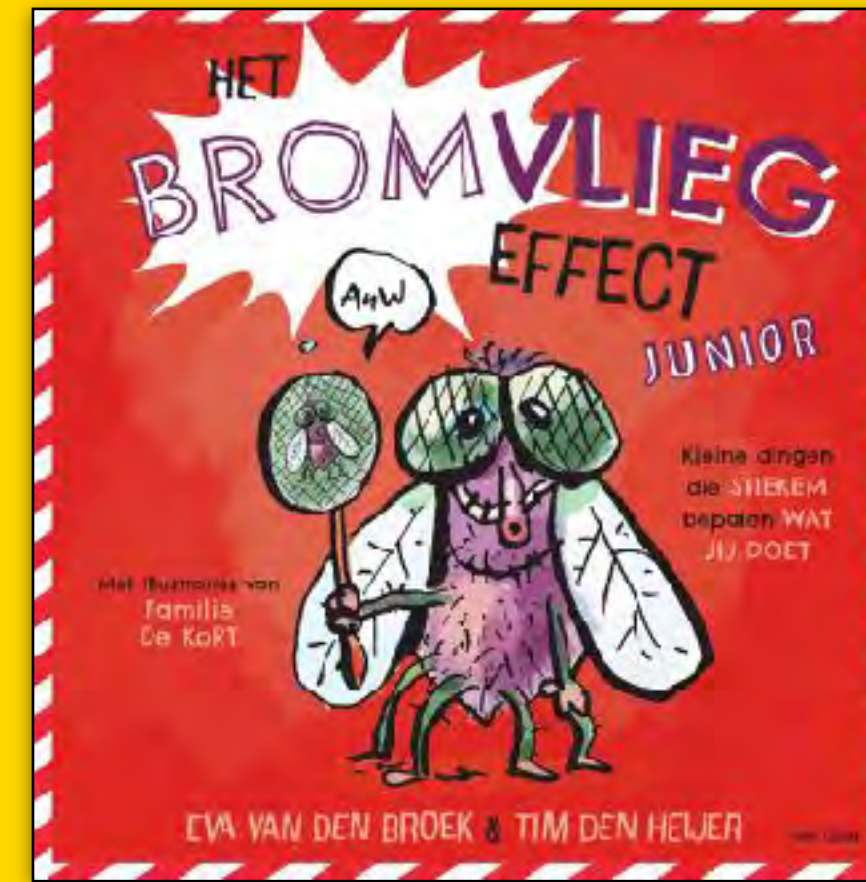
DRS. TIM DEN HEIJER CREATIEF STRATEEG

Oprichter B.R.A.I.N. Creatives - 'inspired by science'



BESTSELLER VAN HIER TOT TOKIO

hier



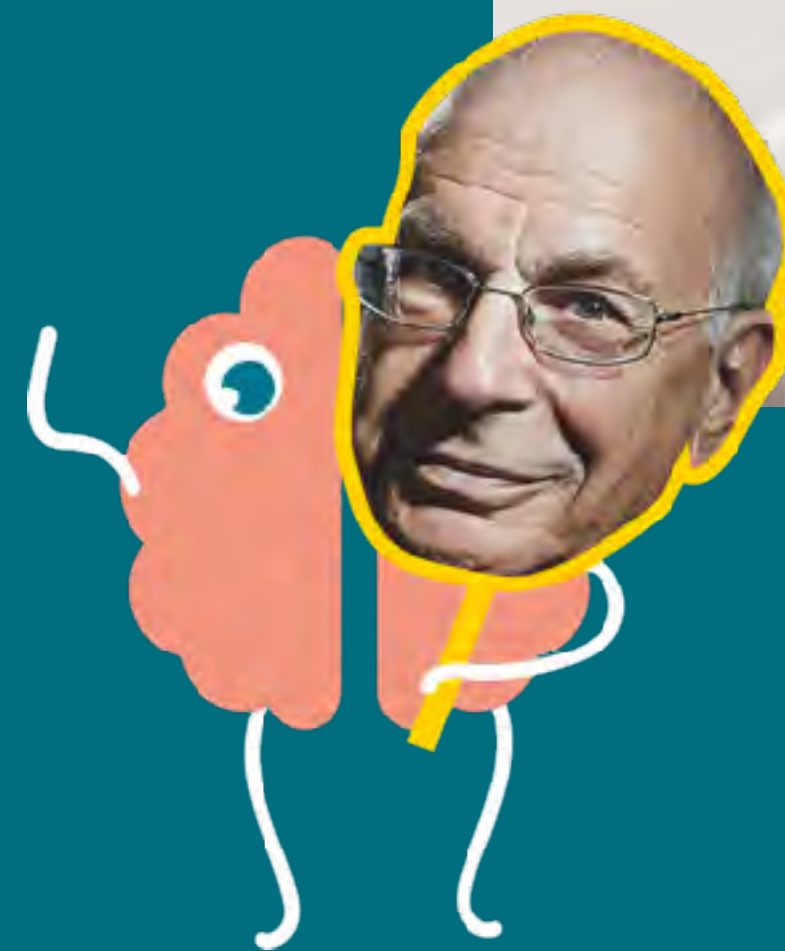
Tokio

$$3 \times 12 = ?$$

$$37 \times 126 = ?$$

*“Nadenken is voor
mensen wat zwemmen
is voor katten.
Ze kunnen het wel, maar
doen het liever niet.”*

Daniel Kahneman







STOP
USCIB

SUBSCRIBE

Gedrag is maar voor
28% te herleiden tot
bewuste intenties

Metastudie Sheeran:
400 studies, N= 80.000





KEUZESTRESS



KEUZESTRESS



Langzaam versus snel



KLASSIEKE COMMUNICATIE LANGZAME SYSTEEM

**Burn Calories,
Not Electricity**



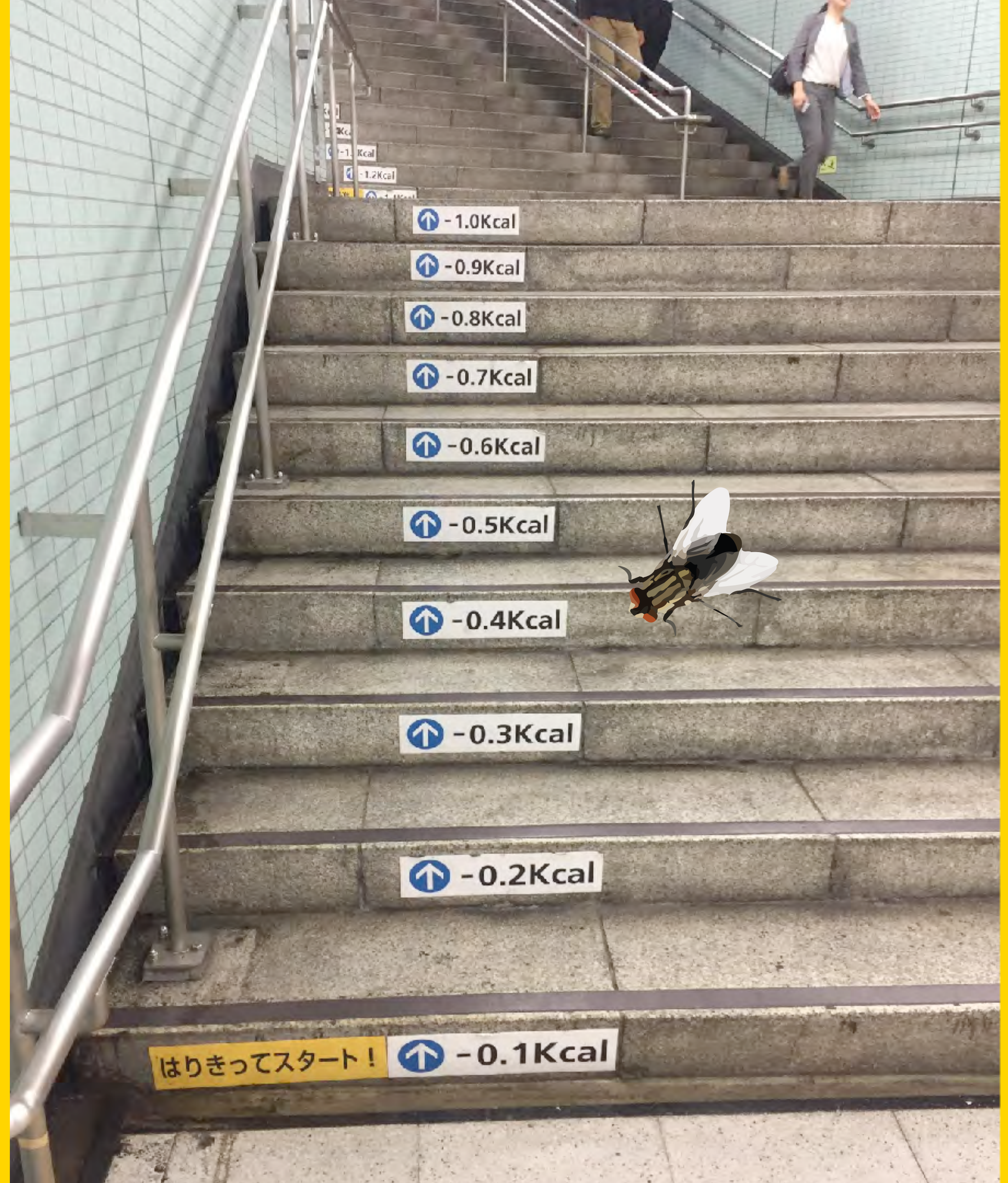
Take the stairs!

Skip the elevator and escalator. Walking up stairs just 2 minutes per day helps prevent weight gain. And it helps the environment by saving electricity!

This graphic inspired by nyc.gov

© 2012 HealthFitnessExperts.com

BROMVLIEG



KLASSIEKE COMMUNICATIE LANGZAME SYSTEEM



BROMVLIEG



KLASSIEKE
COMMUNICATIE
LANGZAME SYSTEEM



BROMVLIEG SNELLE SYSTEEM



KLASSIEKE COMMUNICATIE LANGZAME SYSTEEM



ONE PERSON IS KILLED
IN ROAD ACCIDENT
EVERY 25 SECONDS*

**DRIVE
SAFE**





DUIDELIJK - CLARITY



Hillary Clinton

@HillaryClinton



“I believe that when we have millions of hard-working immigrants contributing to our economy, it would be self-defeating and inhumane to try to kick them out. Comprehensive immigration reform will grow our economy and keep families together, and it's the right thing to do.”

[Hillary Clinton](#)



Donald J. Trump ✓

@realDonaldTrump

Volgen



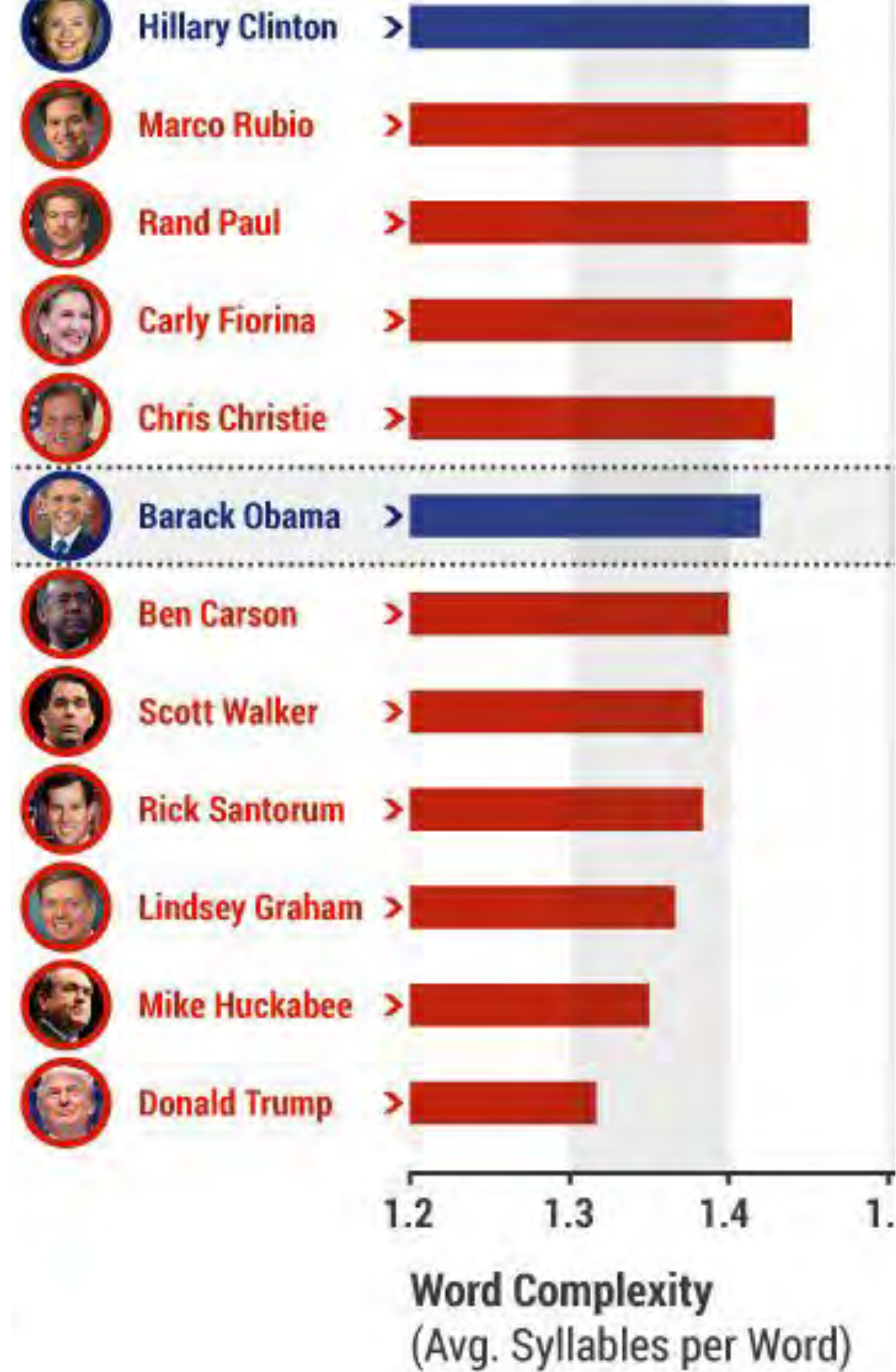
SECURE THE BORDER! BUILD A WALL!

Tweet vertalen

VEEL FRICTIE



WEINIG FRICTIE



{ lettergrepen
per woord



*Mariaka Shoten,
Tokio 2024*



CHOICE SUBSTITUTION



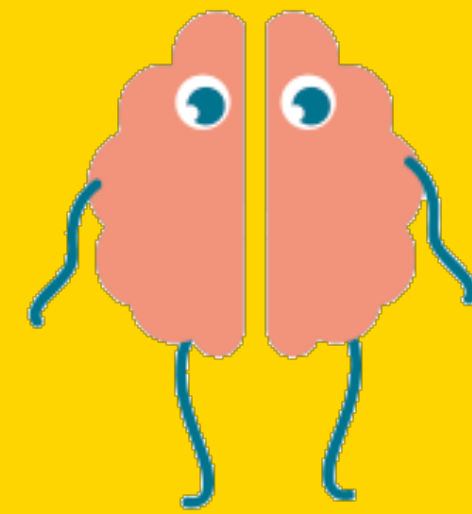
ANCHORING





VON RESTORFF EFFECT





ETHIEK: HET BROMVLIEGDILEMMA

**MAG JE 'SLECHTE' TECHNIEKEN GEBRUIKEN
OM IETS GOEDS TE BEREIKEN?**



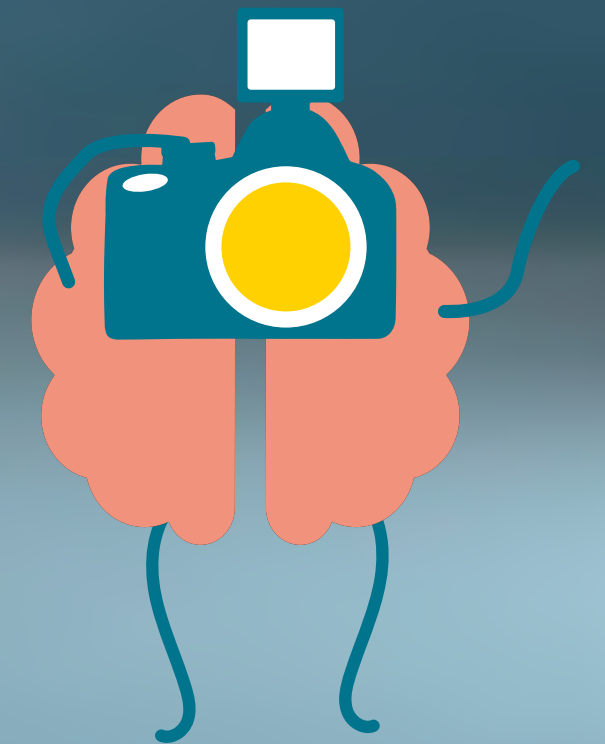
THE SOAP

Introducing Hope Soap. A see-through bar of soap with a toy inside. If you want to get to the toy, you've got to use the soap. Toys for boys and girls were provided, such as action figures and cars for the boys; butterflies and Hello Kitty toys for the girls.

Blikkiesdorp4hope selected community leaders to hand out the bars of Hope Soap to children in the township.



GEDRAG IS EEN LADDER



GEDRAGS LADDER

