



**DIDIER LE MIERE**

**FIXON MEDIA**

**BEHAVIOURAL PSYCHOLOGY & VIDEO:  
HOW TO USE BEHAVIOURAL BIAS TO  
BUILD SOCIAL PROOF USING VIDEO**

In an industry where credibility, trust, and proven delivery are everything, how your work is perceived can determine whether you win or lose the next project. Didier's presentation to the 2026 SAPIA National Conference explores how behavioural psychology can be applied to video to enhance social proof, helping field of play and stadia professionals influence decision-making and build stronger client confidence.

Didier, founder and CEO of Fixon Media Group, is an expert of crafting deep, emotive brand story films for Australian brands, to accelerate strong brand connection between clients and brands.



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