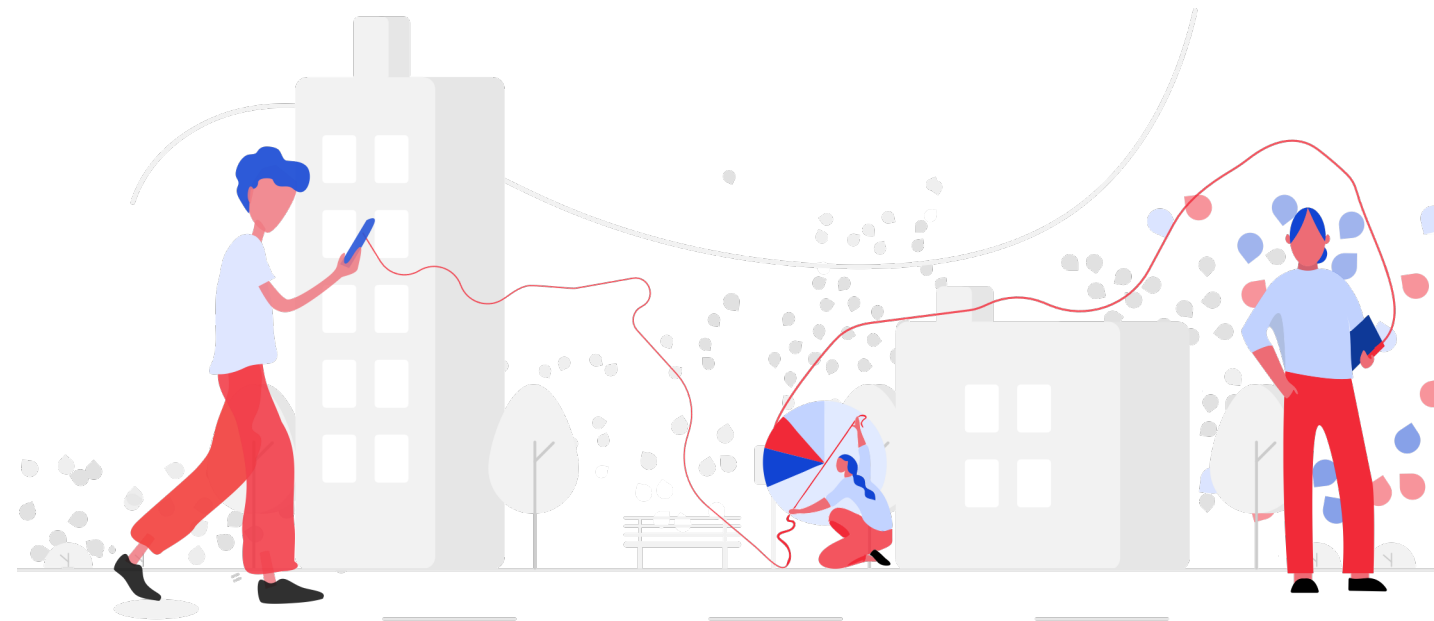


Transformational brand growth with behavioral science

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The brand is the
company's most valuable
and enduring asset

As such, it needs to be
managed strategically



Brands are valuable
because of what they
mean to people

- Myth
- Identity
- Ideology



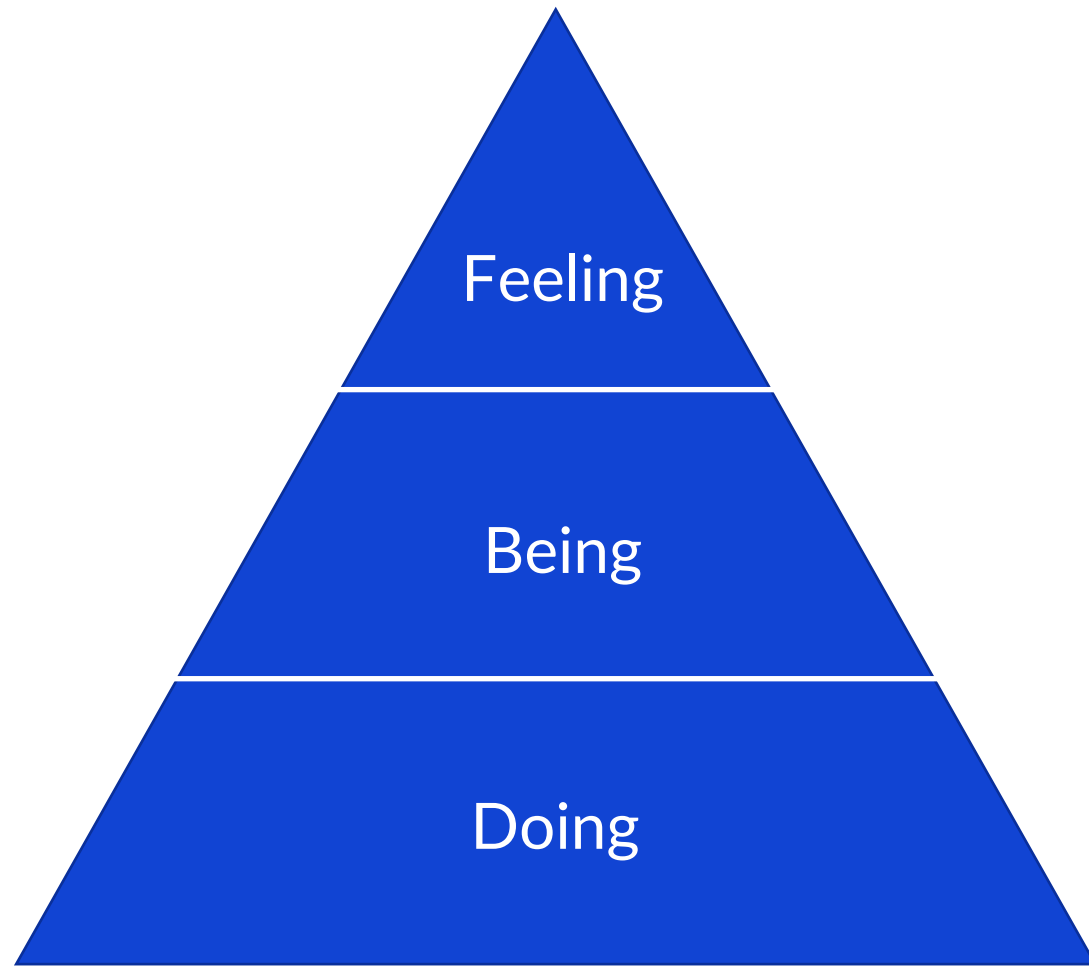
Consumers understand themselves and the social fabric of life through the lens of brands



Conceptualizing brand meaning

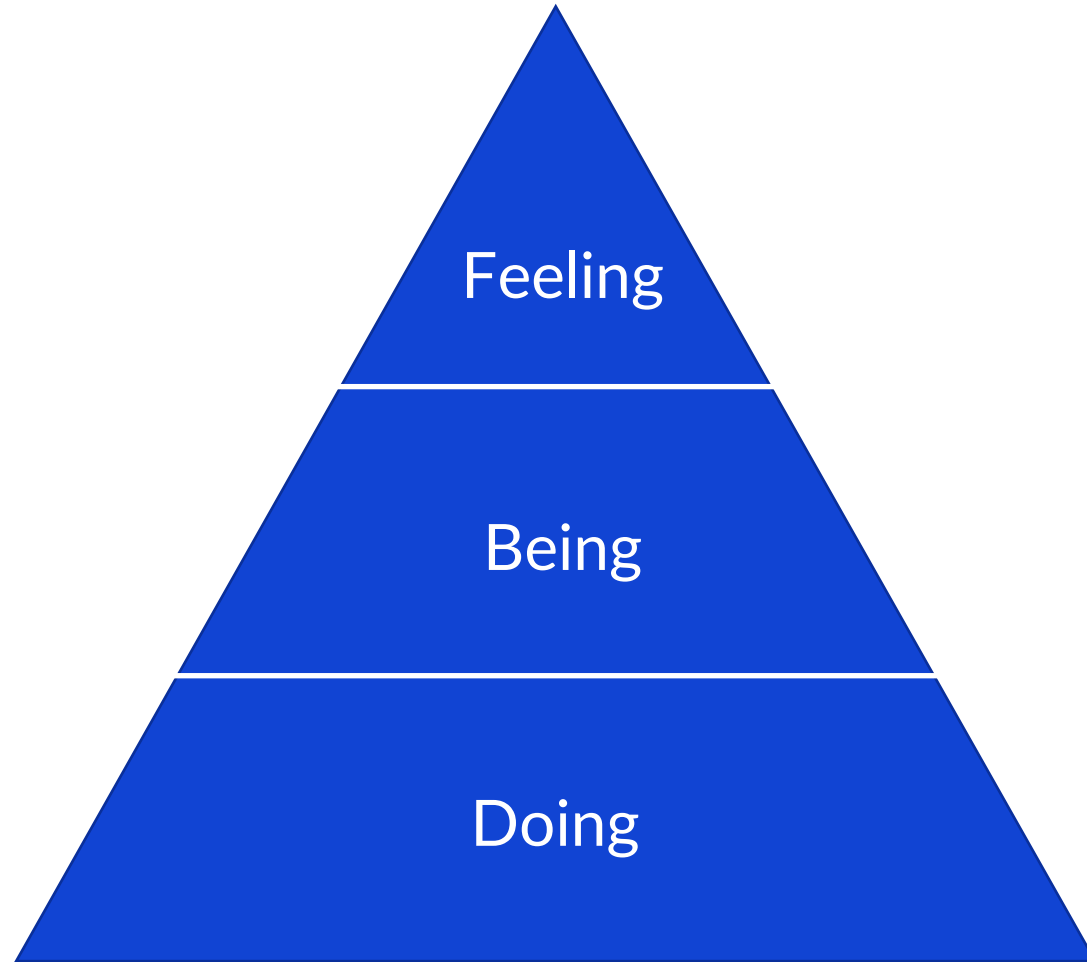


Conceptualizing brand meaning



Functional
attributes

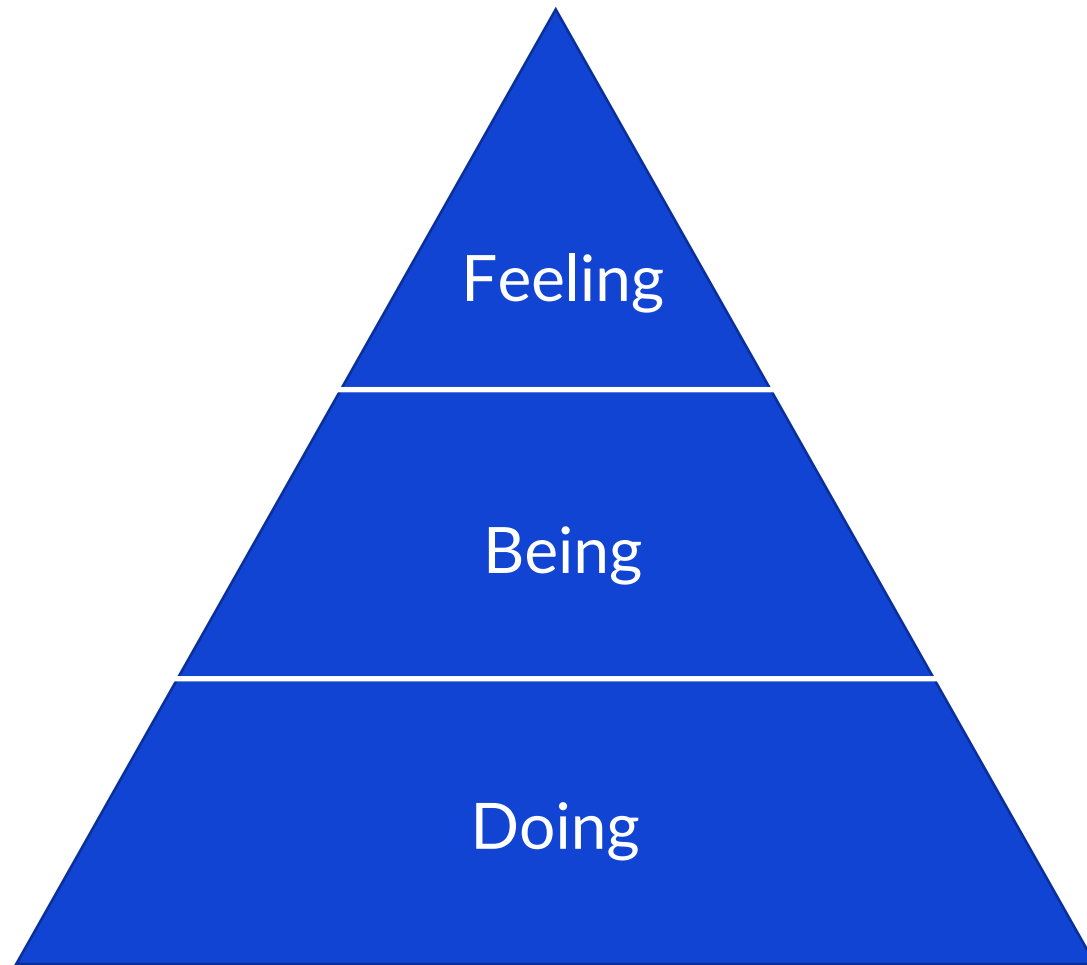
Conceptualizing brand meaning



Individual and
social identity

Functional
attributes

Conceptualizing brand meaning



Emotional
activation

Individual and
social identity

Functional
attributes

Please indicate to what extent you agree with the following statements.

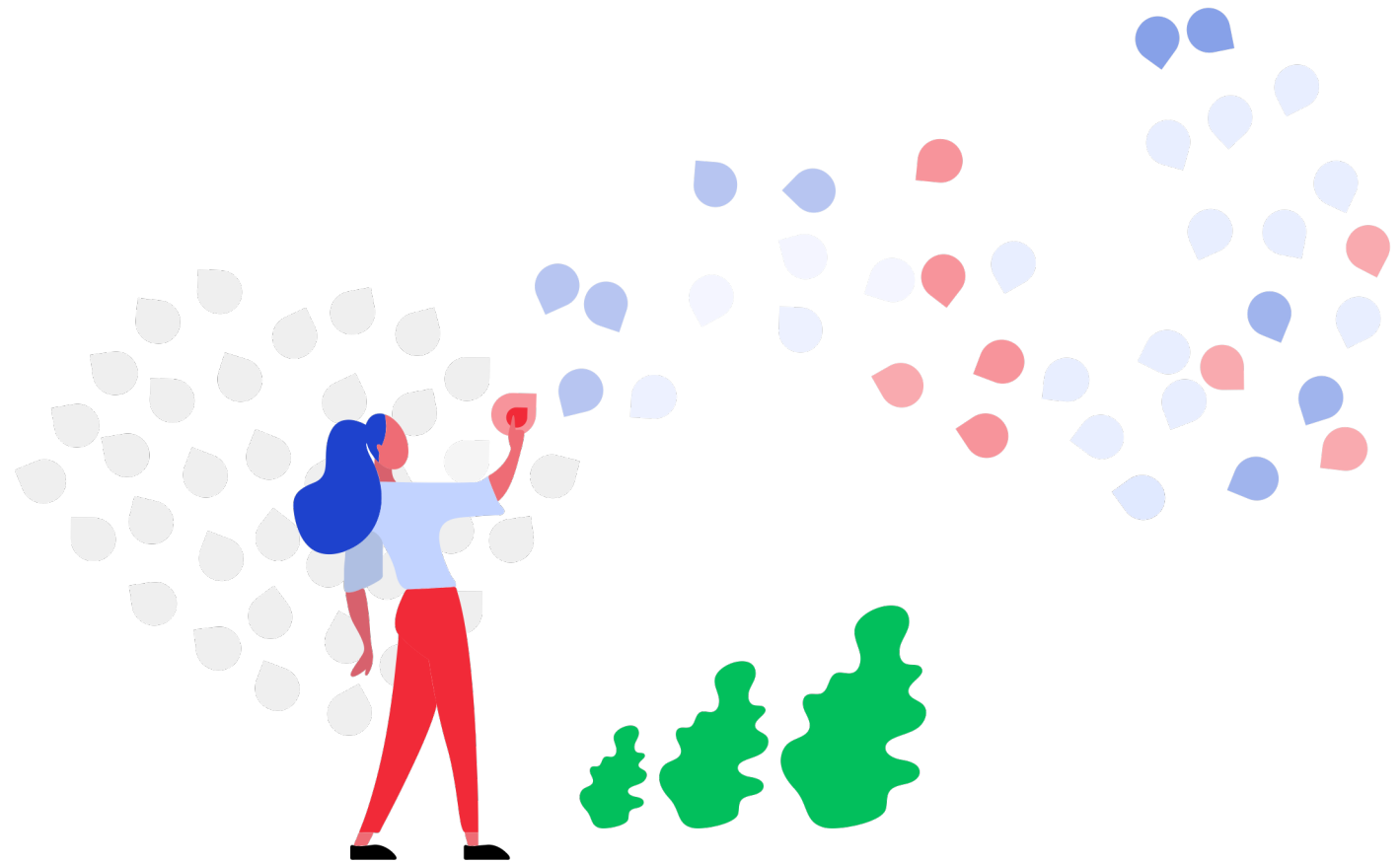
Brand X is

Ordinary	1	2	3	4	5
Wholesome	1	2	3	4	5
Unique	1	2	3	4	5
Premium	1	2	3	4	5
Special	1	2	3	4	5
Modern	1	2	3	4	5

We cannot aspire to understand the meaning of brands if we approach the measurement as a cognitive evaluation of word based attributes



How can Behavioral Science make a difference?



Embrace human
communication skills in
market research

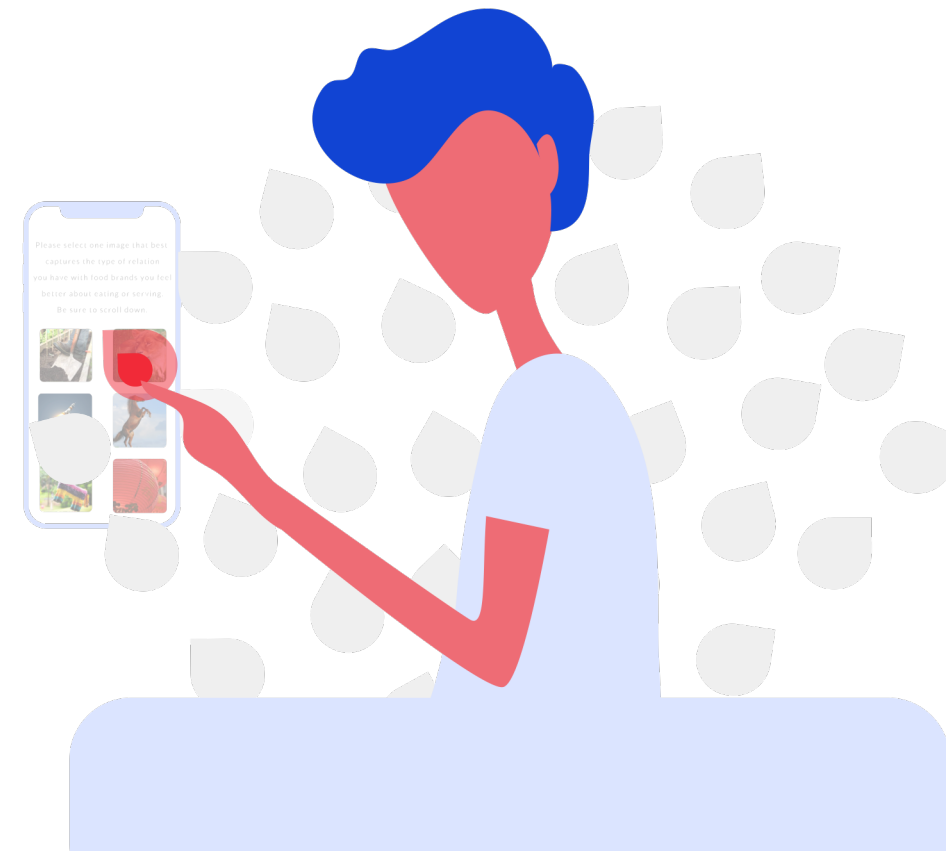


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Empower consumers to
express their mind

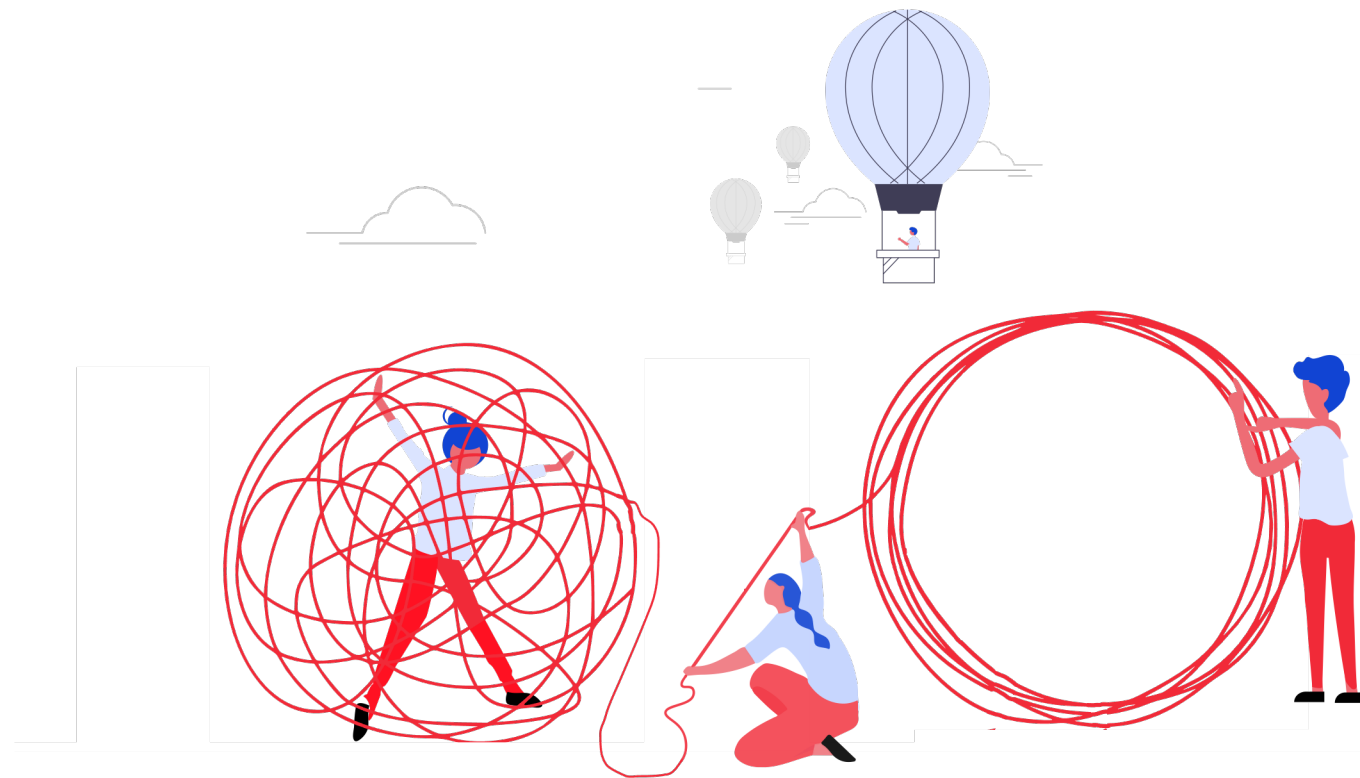
Use System 1 techniques that
leverage visual communi-
cation skills to tap into the
subconscious

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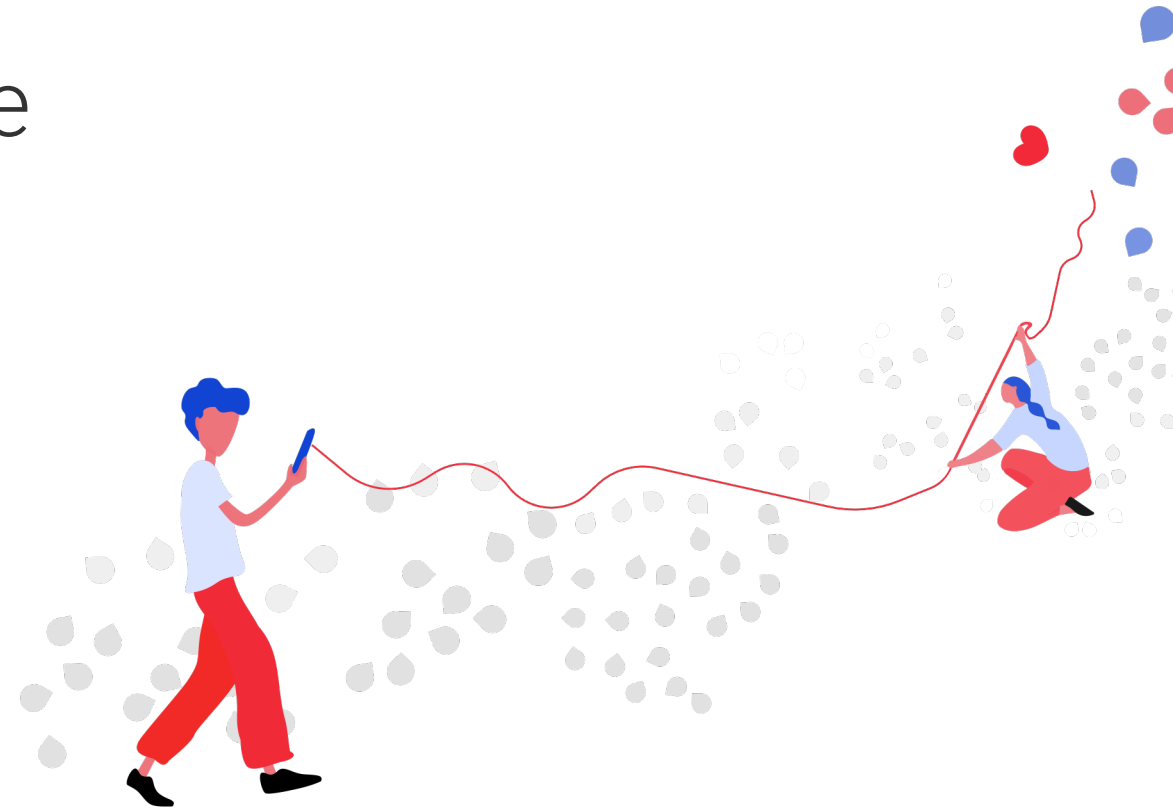
Love Messy Data

Leverage technology to sort it out

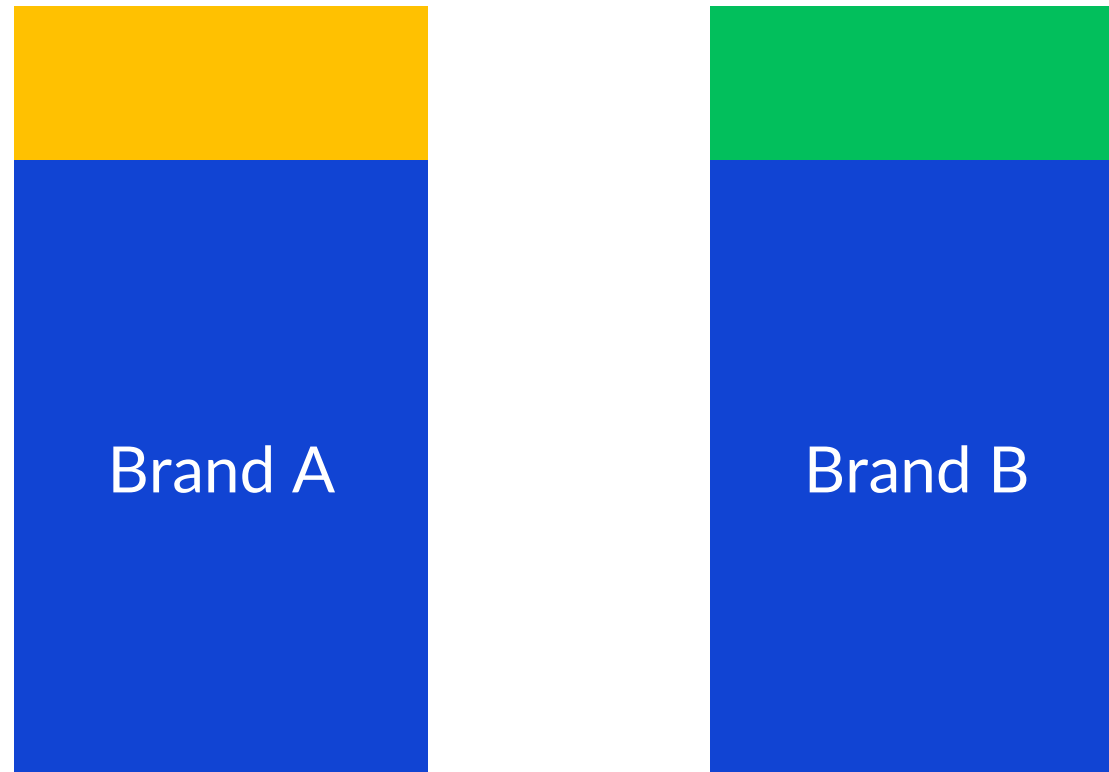


All data, including qualitative data can be quantified

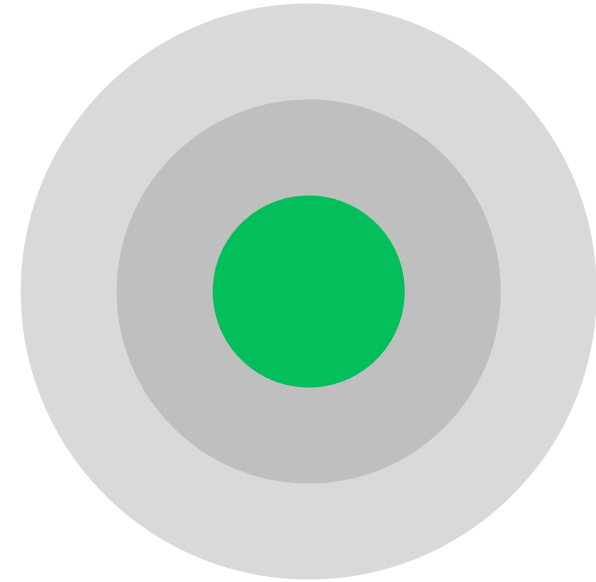
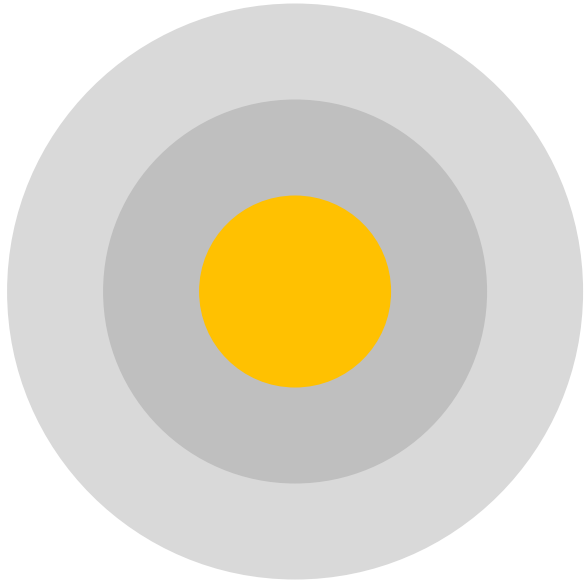
Richer data helps explain the why behind the what



The 80/20 rule of brand management



Brand Essence – what makes the brand the brand



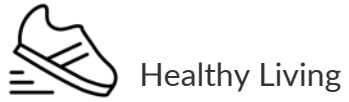
Mercedes



BMW



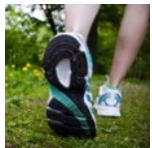
Illuminate brand essence with contextual data



Someone who's conscious of what they put in their body, and lead an active lifestyle



"someone who is concerned with health and wants to do everything they can to follow medical experts advice on how to eat healthy and improve and maintain their good health for a longer and healthier life"



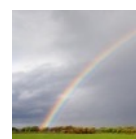
"It shows self-preservation, healthiness and self-worth. It shows an effort to care about your health and your well being as well as that staying fit in shape and healthy is a choice."



Someone who loves to be in nature and engage in outdoor activities



"These are people who seem to appreciate and are comfortable out in nature. Those who like this product are are looking for more natural products / those that are better for the environment."



"Someone outdoorsy and optimistic would appreciate this lifestyle. This picture would help them see the best in life and enjoying it long term in the outdoors."

Use the power of semiotics to understand how brand essence can be activated

Images of games, fireworks, balloons, and activities reflect the joy, amusement, and fun

Semiotic Review

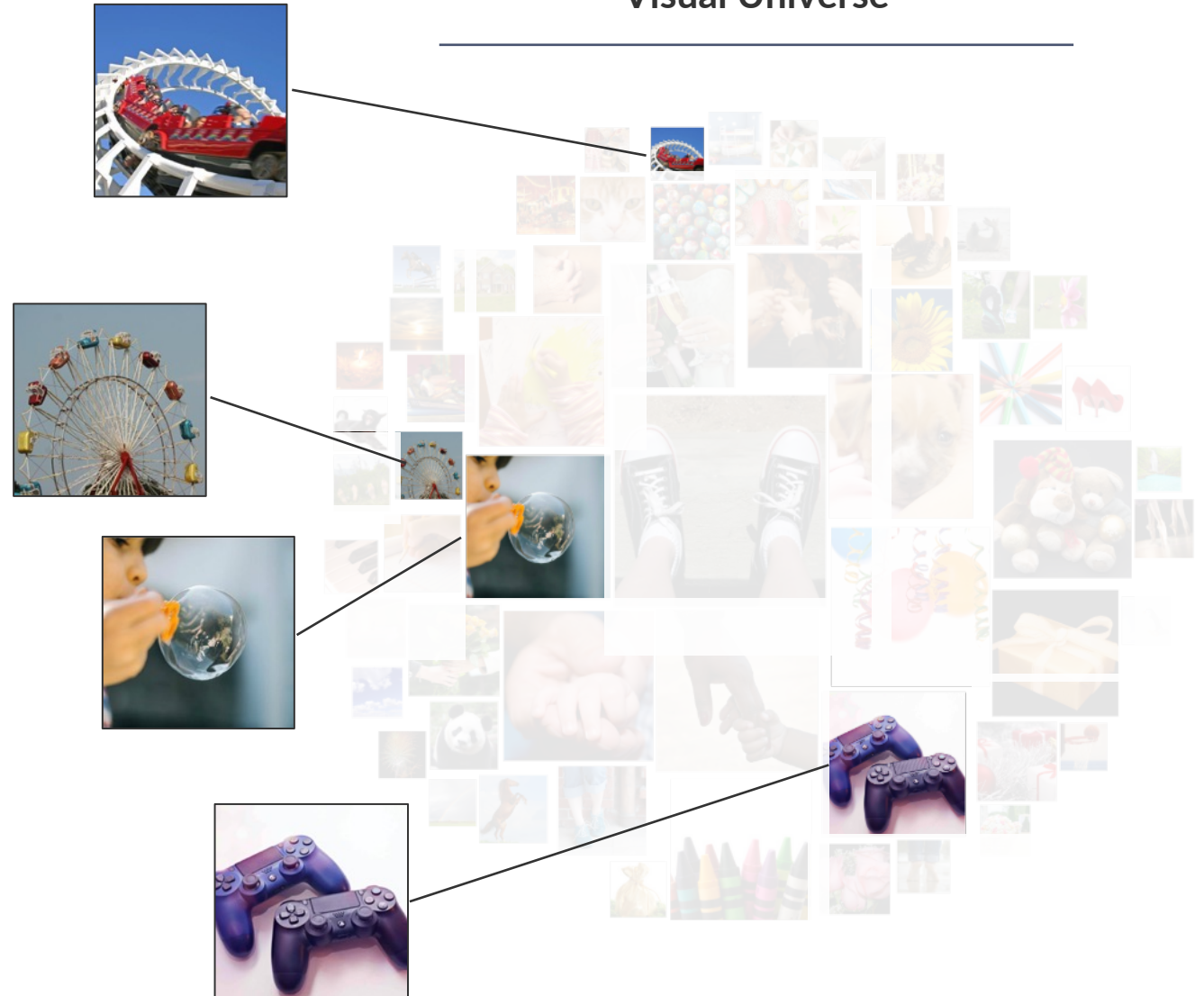
Signifier: Play and Amusement

Example: Roller coaster, video games, bubbles, and carnival rides

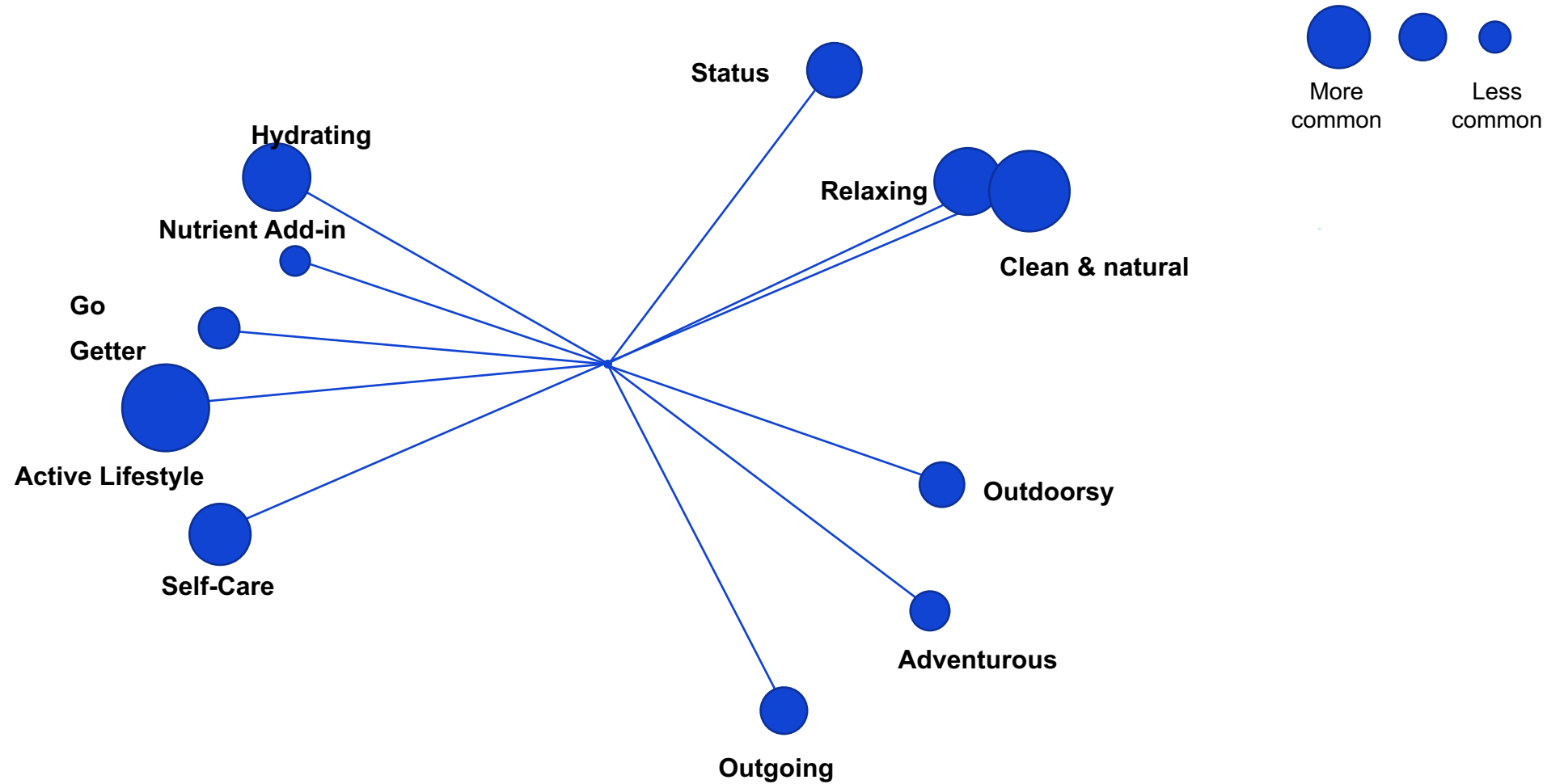
Interpretation: Reflecting feelings of fun and a lack of stress through activities

Execution - *Allow for those joyful, carefree memories to visually connect consumers to a particular brand*

Visual Universe



Defend brand essence through territory mapping

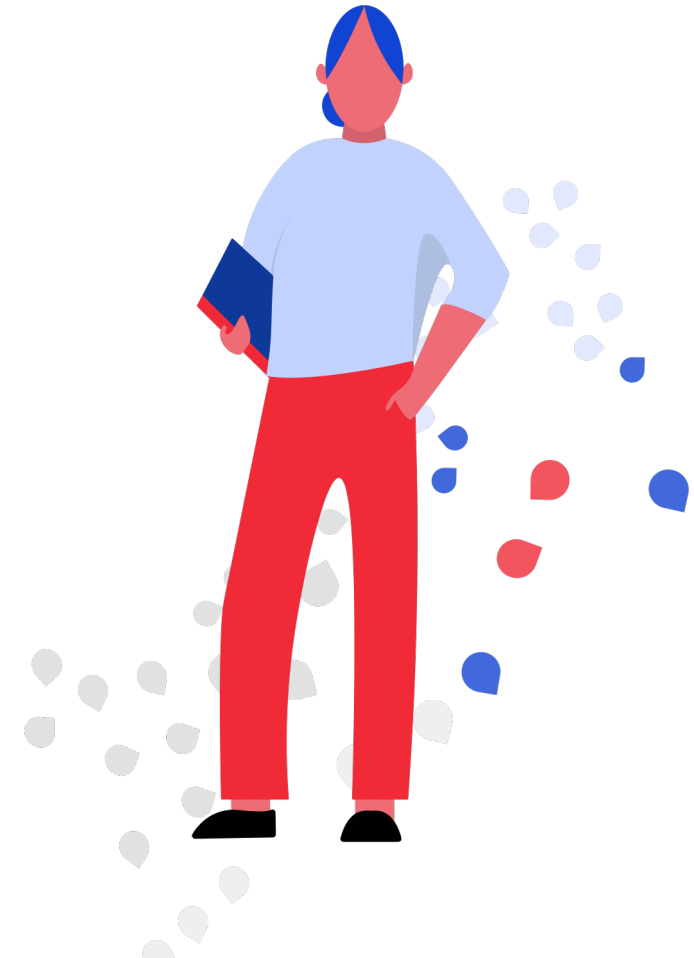


Behavioral Science is
transformational



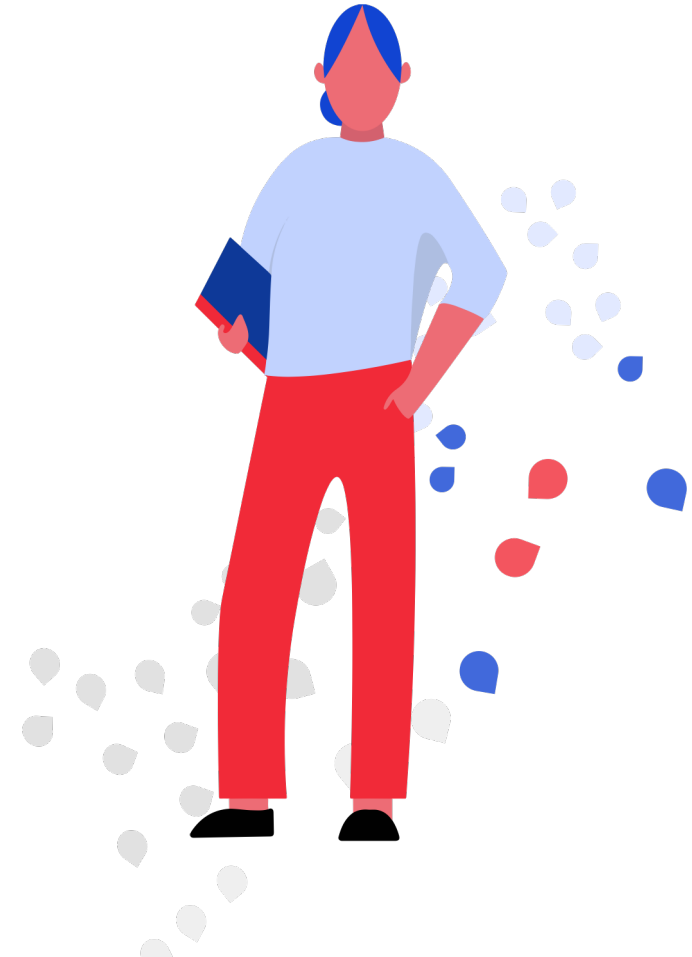
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Transformational brand growth



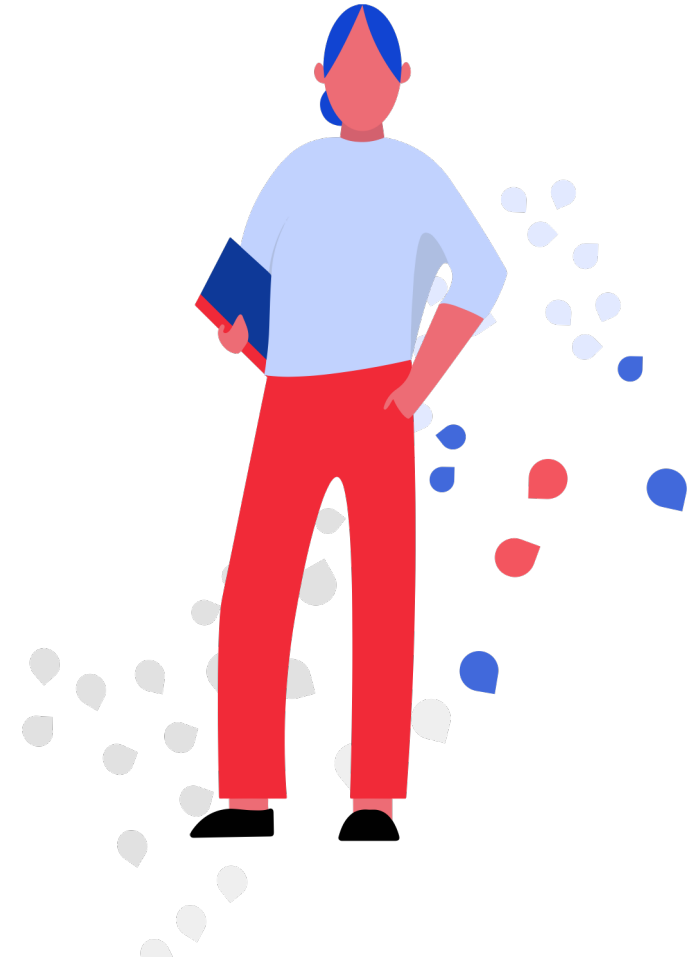
Transformational brand growth

- Brand essence - understand why customers love the brand



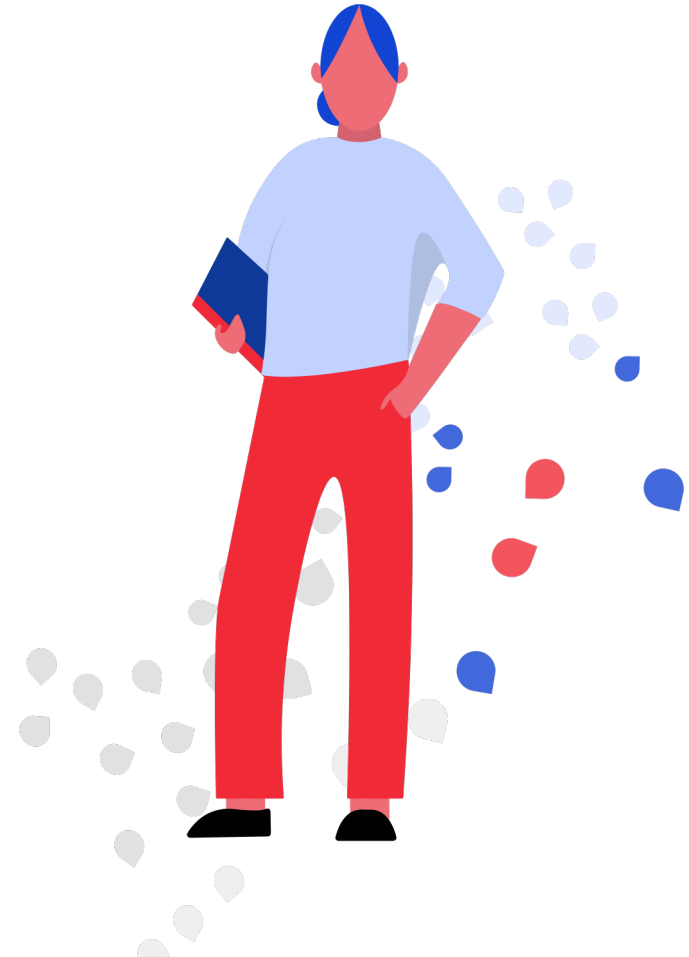
Transformational brand growth

- Brand essence - understand why customers love the brand
- Brand audit or continuous brand tracking program



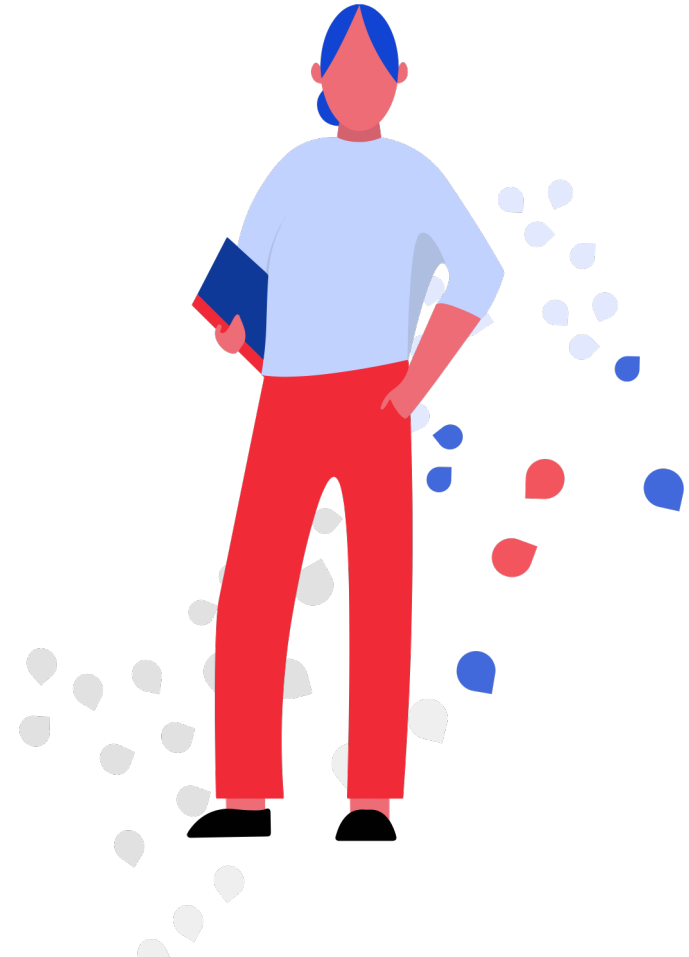
Transformational brand growth

- Brand essence - understand why customers love the brand
- Brand audit or continuous brand tracking program
- Identify opportunities to grow the brand beyond the current customer base



Transformational brand growth

- Brand essence - understand why customers love the brand
- Brand audit or continuous brand tracking program
- Identify opportunities to grow the brand beyond the current customer base
- Drive innovation pipeline



protobrand

A decorative background consisting of numerous small, light grey dots arranged in a series of overlapping, wave-like patterns that sweep across the page from the bottom left towards the top right. The dots are of varying sizes and are scattered throughout the white space, creating a textured, organic feel.