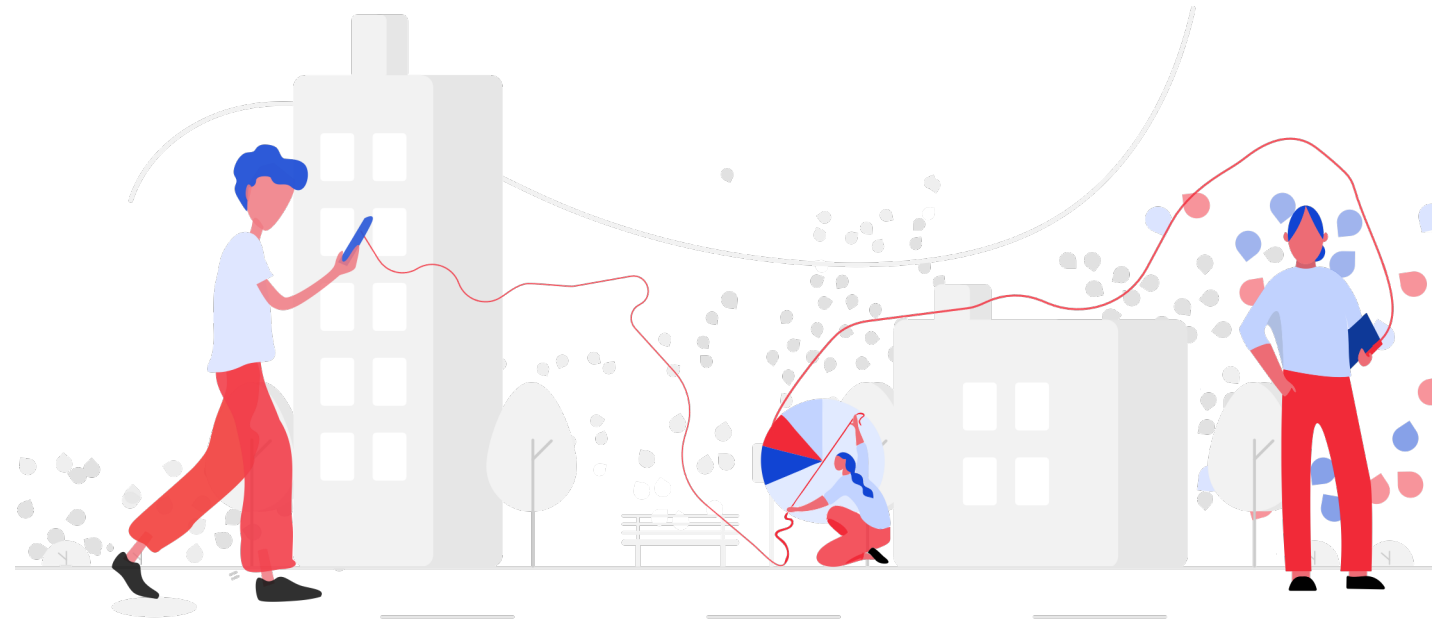


Transformational brand growth with behavioural science

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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

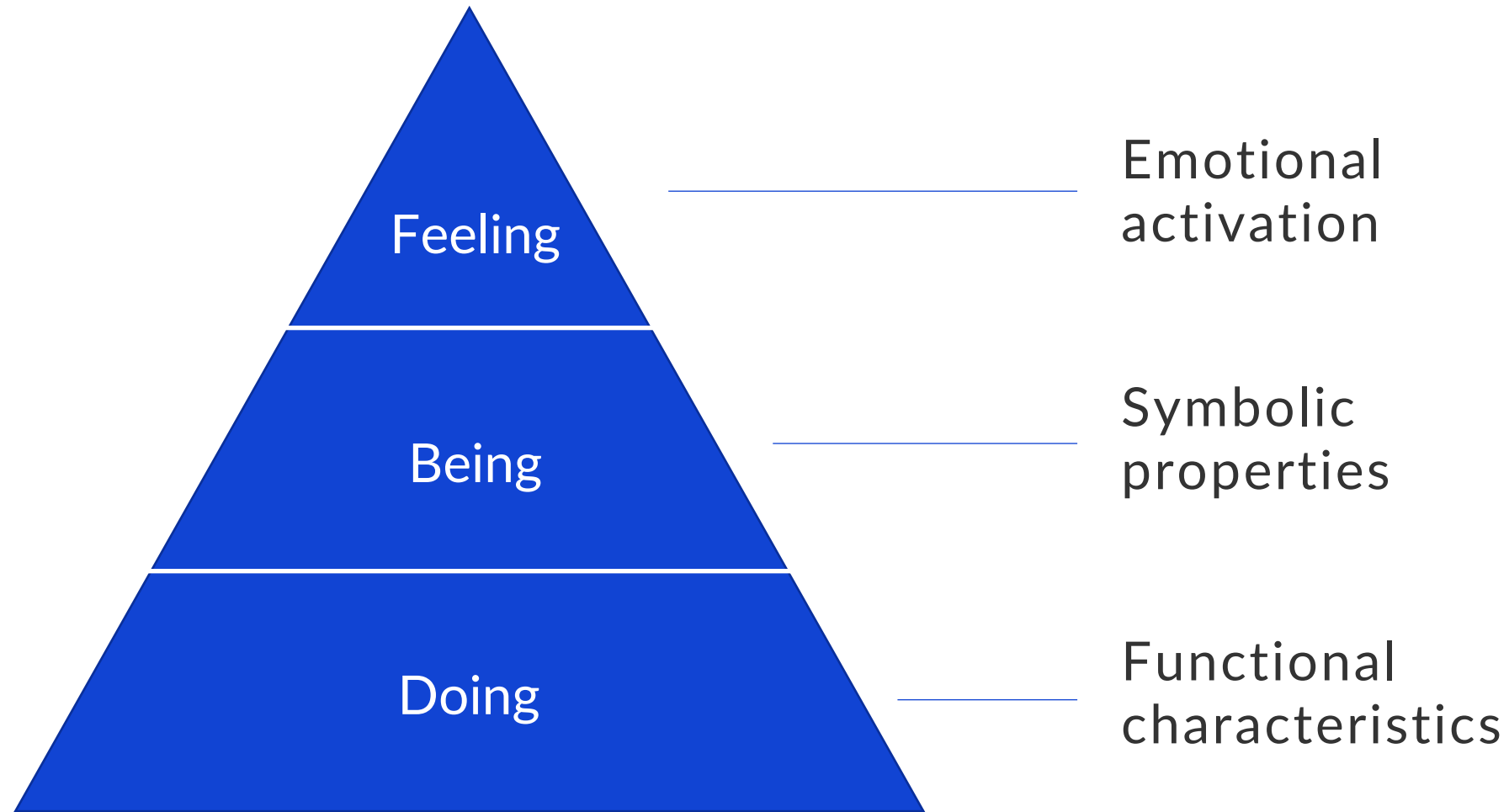
- Myth
- Identity
- Ideology



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



Conceptualizing brand meaning



Diesel jeans with stretch fabric gives you a comfortable and snug fit for successful living so that you can feel accomplished



DIESEL
FOR SUCCESSFUL LIVING

DIESEL®
FOR SUCCESSFUL LIVING





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

Diesel 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
Accomplished	1	2	3	4	5
Modern	1	2	3	4	5

We cannot aspire to understand the meaning of brands through a cognitive evaluation of word-based attributes



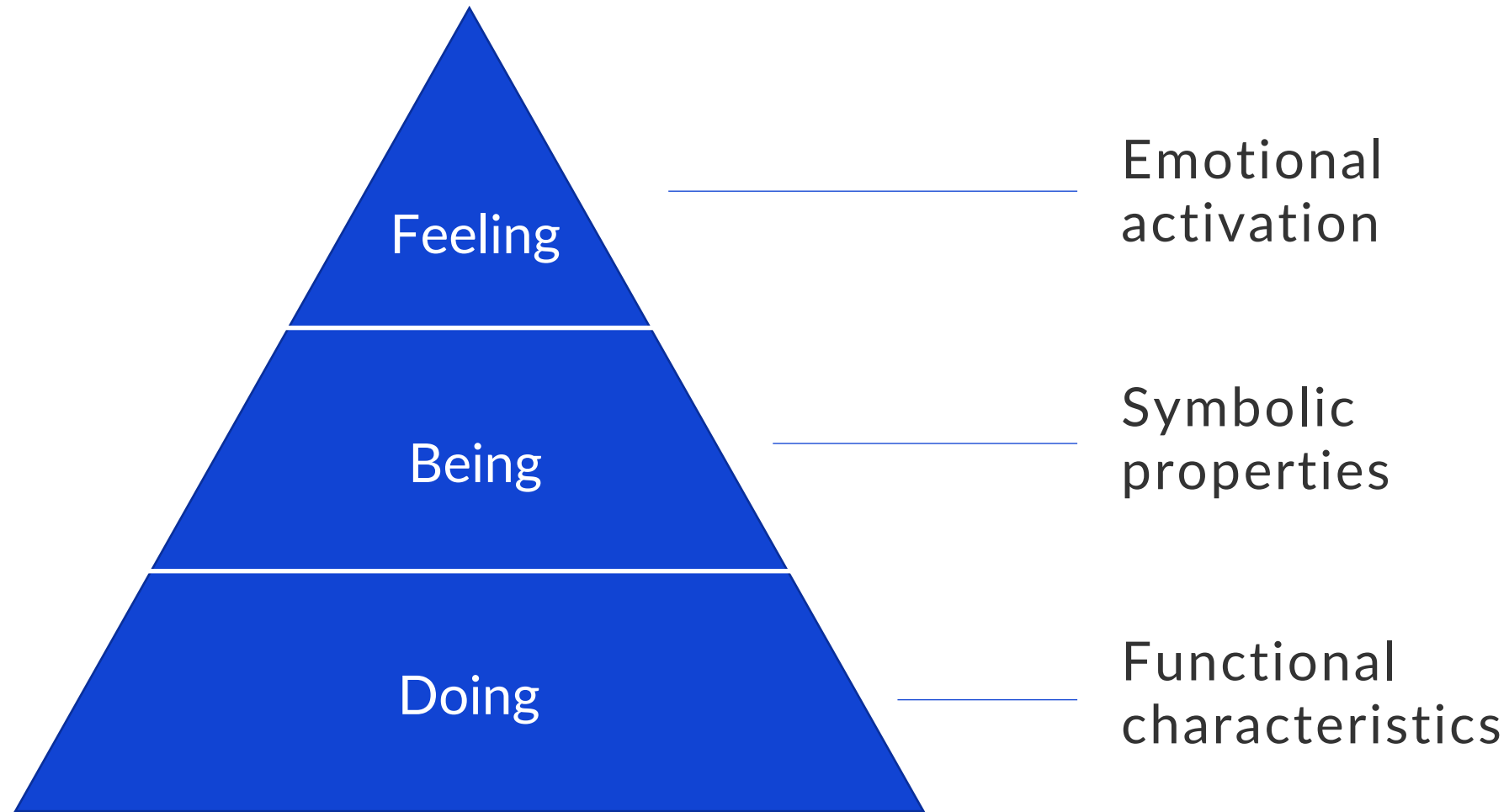
Behavioural science can
make a difference



Consumers aren't necessarily
consciously aware of why
they desire a brand



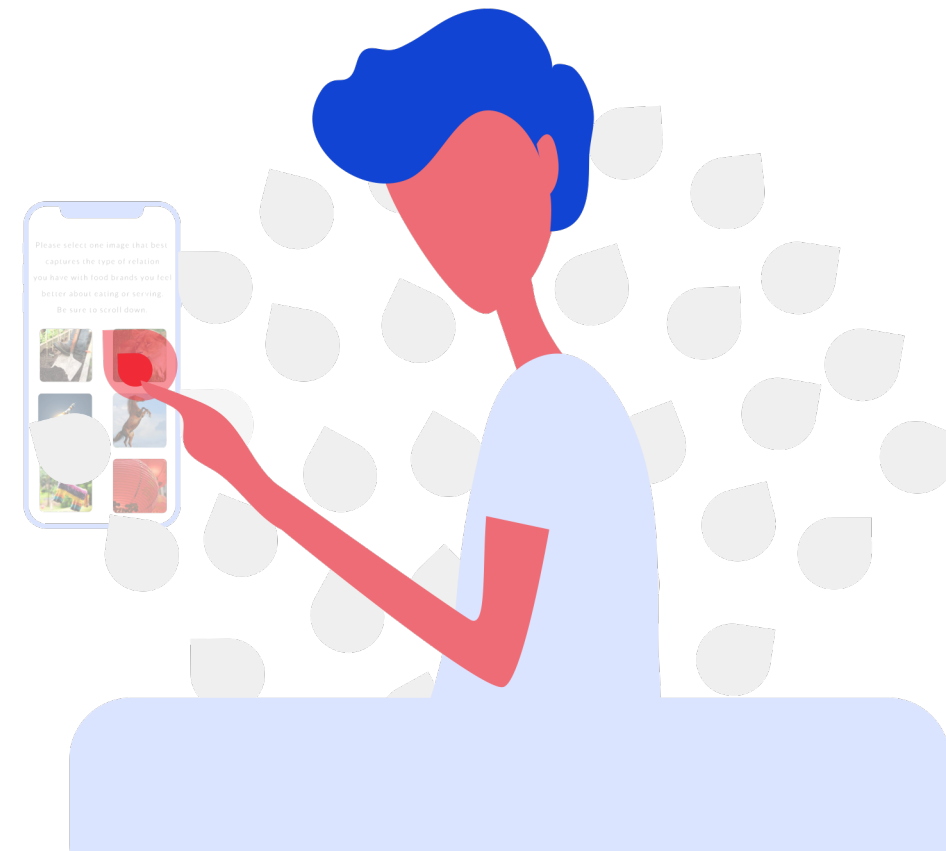
Conceptualizing brand meaning



Empower consumers to
express their mind

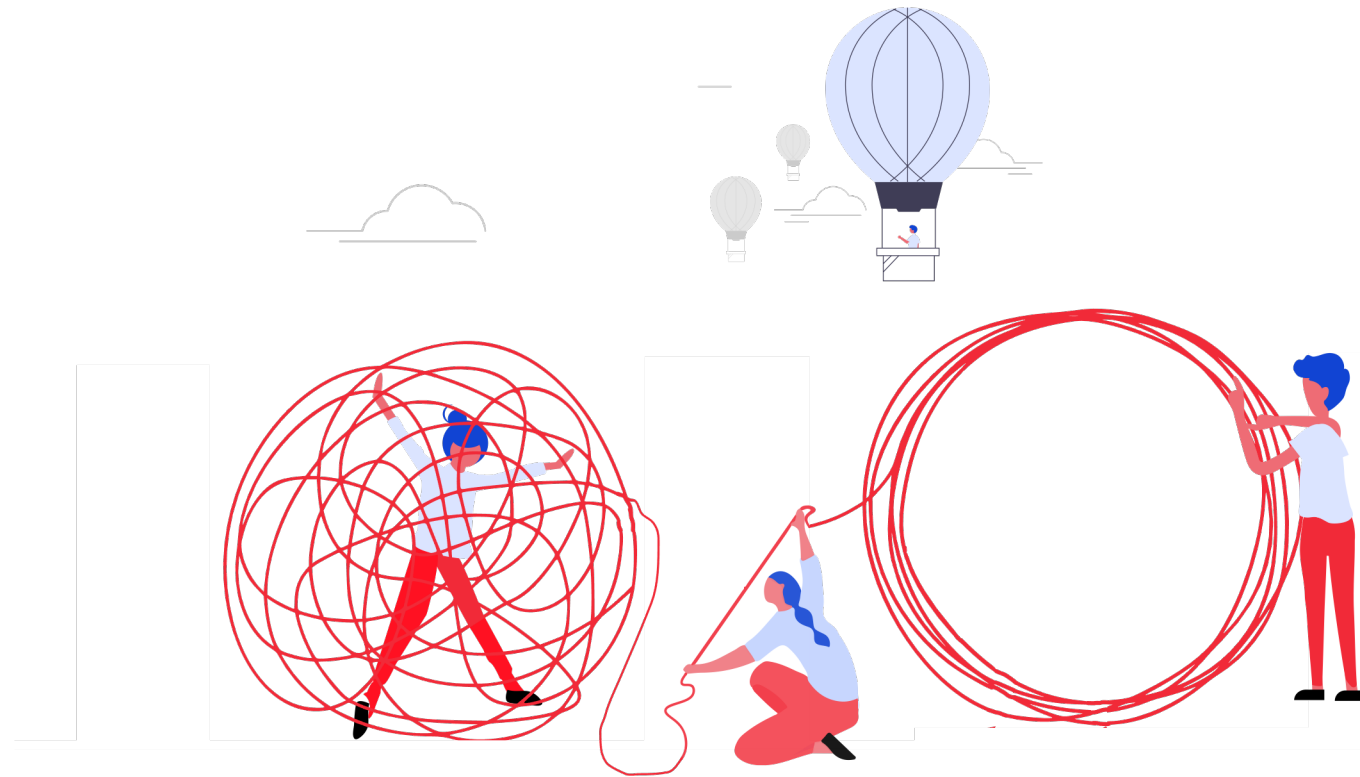
Use System 1 techniques that
leverage visual communi-
cation skills to tap into the
subconscious

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Love Messy Data

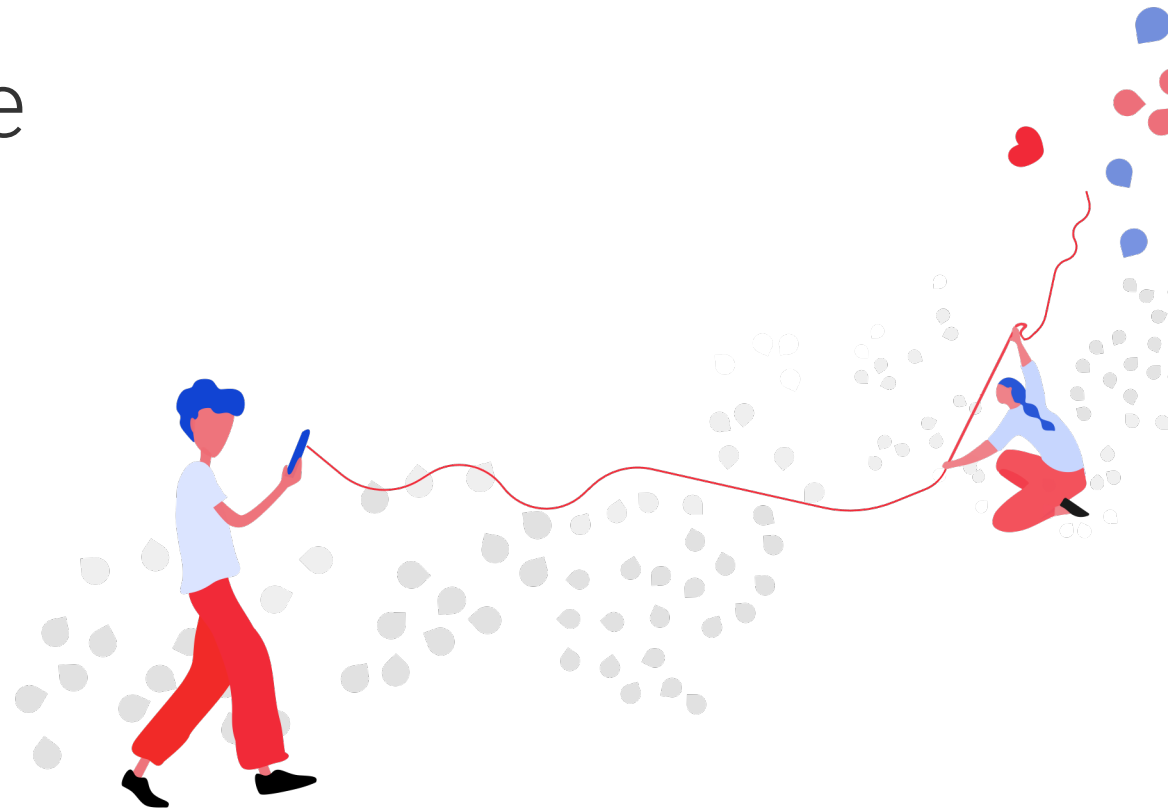
Leverage technology to sort it out



All data can be be quantified
and systematically analyzed

Richer data helps explain the
why behind the what

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Illuminate brand essence with contextual data



Healthy Living

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."

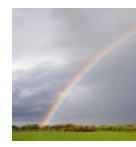


Nature Lover

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

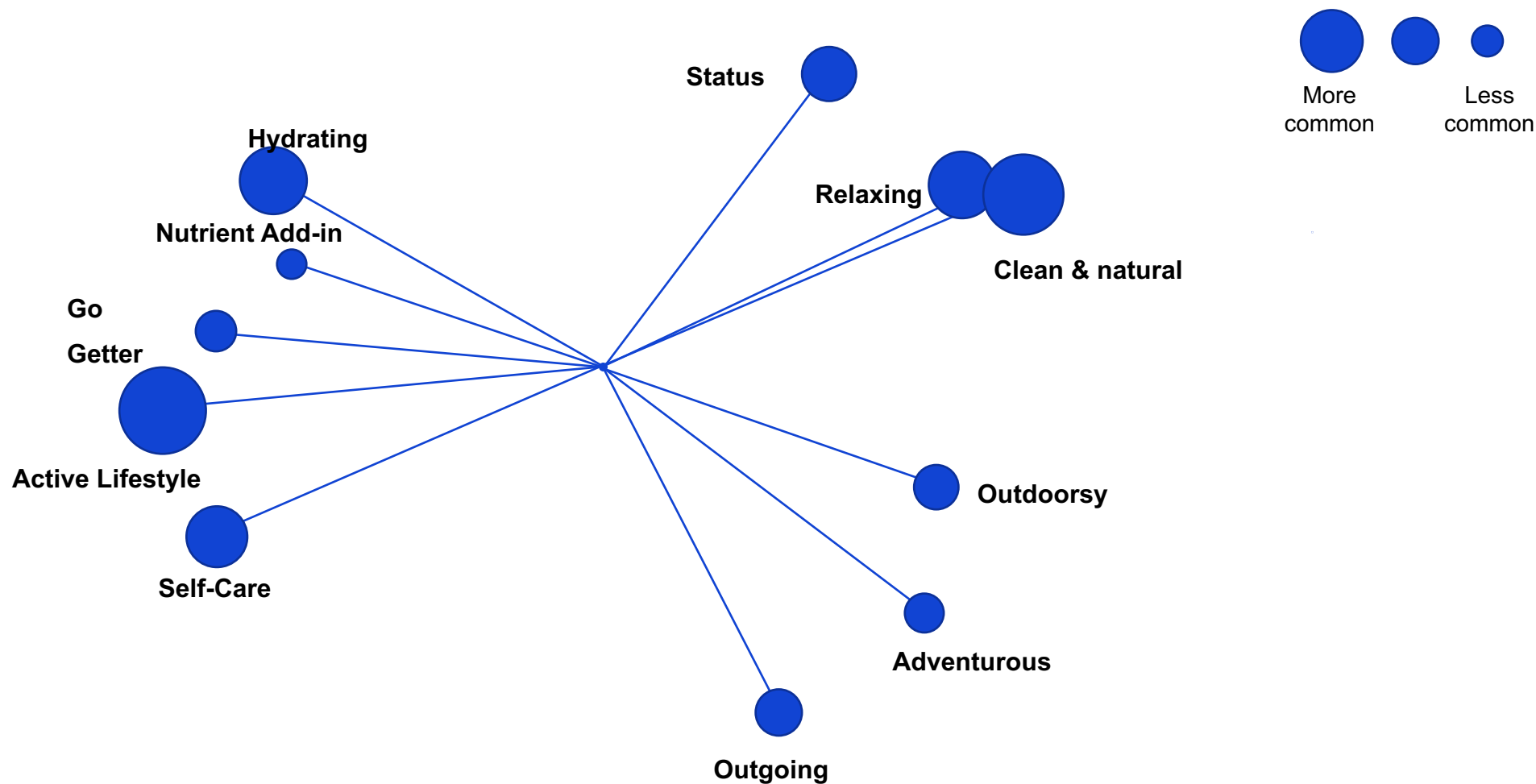


"These are people who seem to *appreciate and are comfortable out in nature*. Those who like this product are looking for more natural products / those that are better for the environment."



“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.”

Defend brand essence through territory mapping

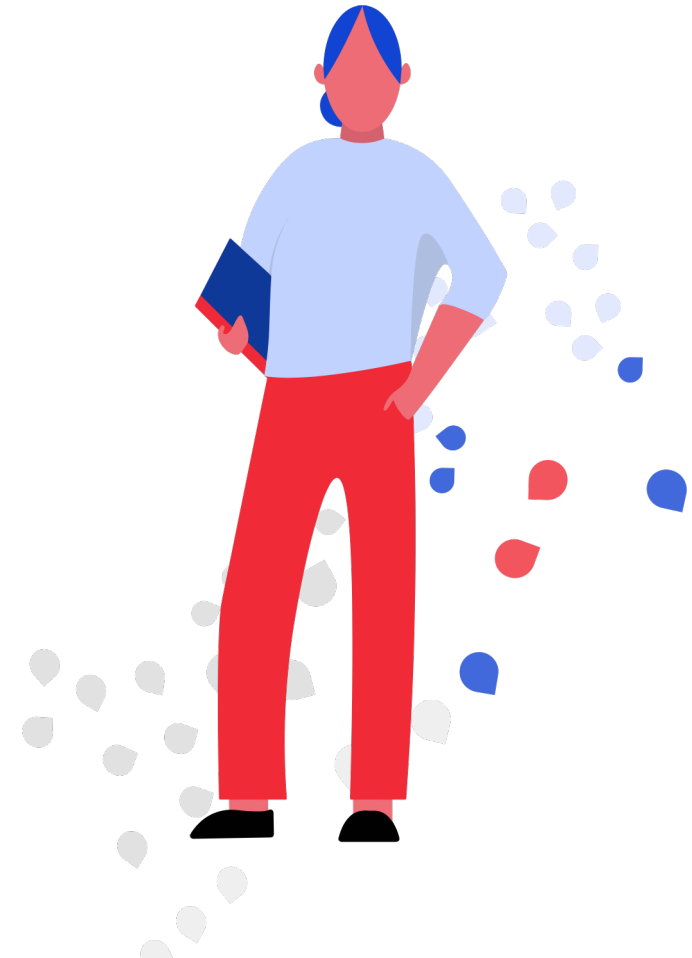


Behavioural science is
transformational



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





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