

HOW TO BUILD BRANDS BY

BRAND

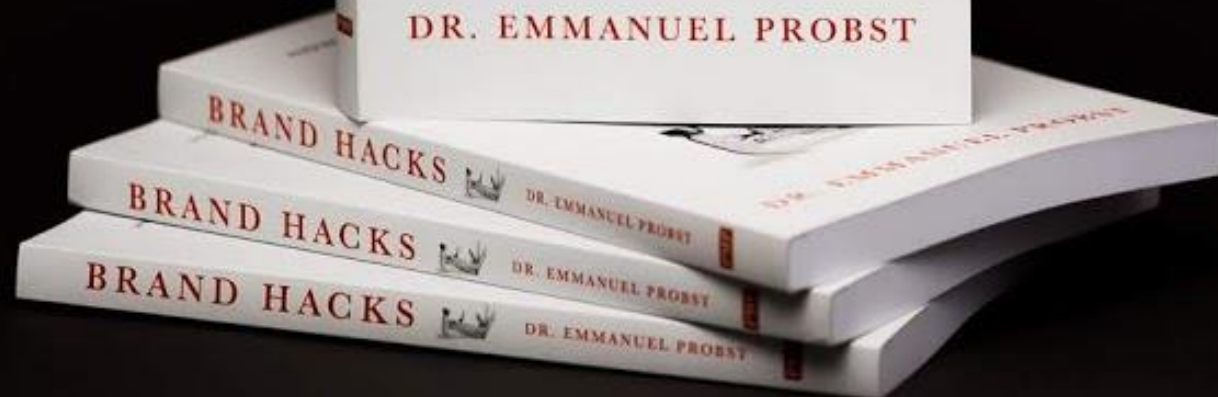
FULFILLING THE HUMAN

HACKS

QUEST FOR MEANING



DR. EMMANUEL PROBST





This is Chaos

We consume 11 hours of media per day

Check our phone every 12 minutes¹

We post over 49,000 pictures on Instagram





**Consumers don't care about
[most] brands**



The rise of psychographics

The limitations of demographic-based segmentation



- Born in 1948
- Grew up in England
- Married twice
- 2 children
- Successful in business
- Wealthy



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The rise of psychographics

Fads, trends and meanings

A **fad** fades

A **trend** lasts longer than a fad

A **meaning** has a deeper impact on us

What makes a product

A **function** is what the product does

An **experience** is how consuming feels

A **symbol** is a set of meanings we give to things

8:54



Lysol
Sponsored





THAT TUGGING
WITHOUT RIPPING
— KIND OF STRONG —



Shop Now



8:55



Lysol
Sponsored



— THAT —
STRONGER
THAN CLOROX WIPES
— KIND OF STRONG —



NEW!

Lysol
BRAND II

**KILLS 99.9%
OF VIRUSES
& BACTERIA***

**DISINFECTING
WIPES**

LEMON & LIME BLOSSOM SCENT

WHAT IT TAKES
TO PROTECT



Shop Now







We are on a
quest to find:

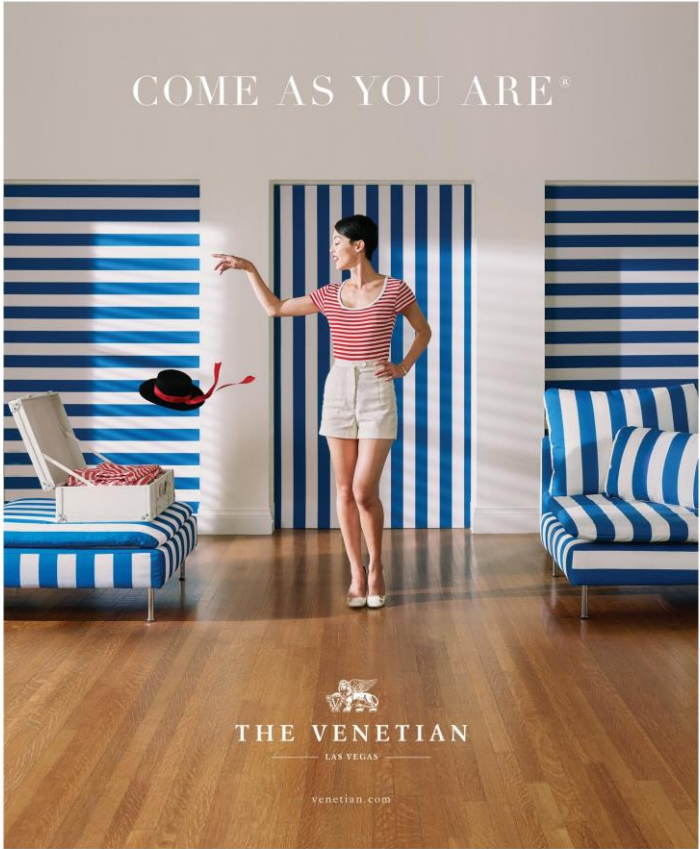
personal
social
cultural meaning



Personal meaning

Personal meaning refers to
cultivating our self









Social meaning

We use brands and products to
interact with people around us

This important
to brands

Perception is the truth

Meaning drives **price premium**

Meaning commands **loyalty**



Cultural meaning

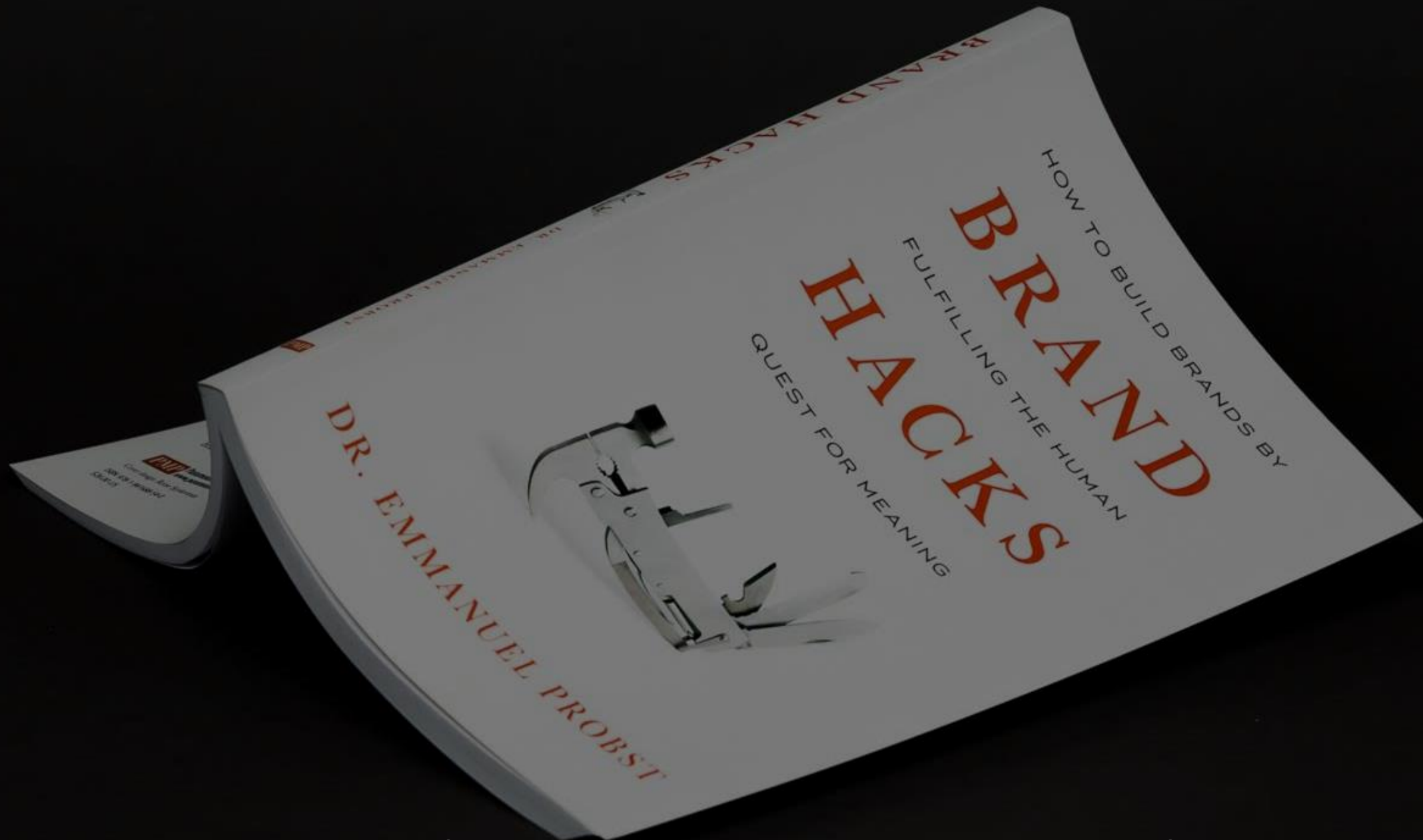
Includes knowledge, beliefs, arts,
morals, law, customs

Cultural
meaning
gone
wrong



Cultural meaning
done right





Brand Hacks covers 10 essential meanings

A person wearing a straw hat and a red top is seen from behind, reaching their arms up towards several large, translucent bubbles floating in the air. They are standing in a field of bright yellow sunflowers. The background is a dense green forest. The overall mood is peaceful and joyful.

The pursuit of happiness



The more connected we
are, the lonelier we feel

"I live alone in a forest of likes"

Overheard in LA at Café Mimosa, Los Angeles

We look for

Comfort and coziness

Joy

Simplicity

Intimacy

Empathy





Joy

An intense, fleeting emotion that we experience physically, in small moments



John Walker & Sons

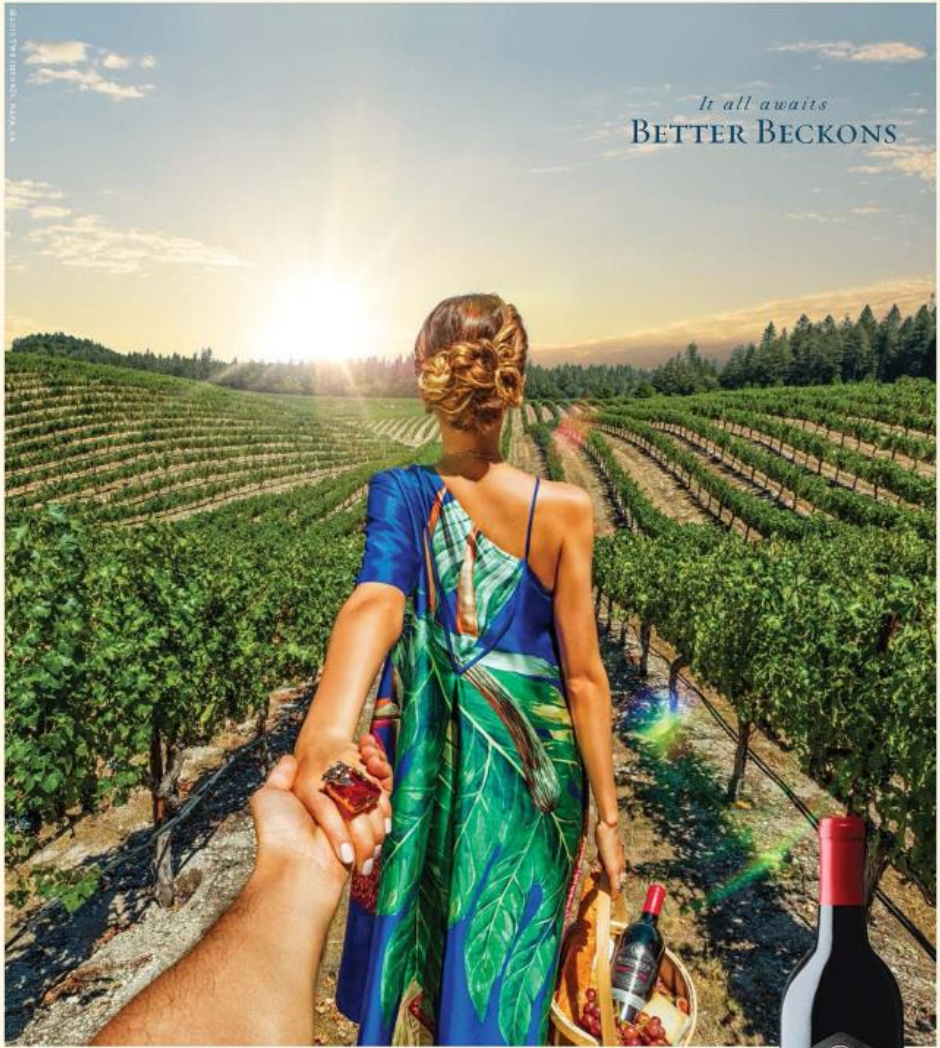
BLENDING SCOTCH WHISKY

**JOY WILL TAKE
YOU FURTHER™**
KEEP WALKING.



GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.


Murad Osmann for Beringer



It all awaits
BETTER BECKONS

ESTD 1876
BERINGER.
NAPA VALLEY

ENJOY RESPONSIBLY.
BERINGER.COM/BETTERBECKONS



GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.



Nostalgia



Nostalgia is omnipresent

Real Estate: Old industrial buildings converted to lofts

Retail: Urban Outfitters, Kiehls, Polaroid

Music: Vinyl and other physical formats

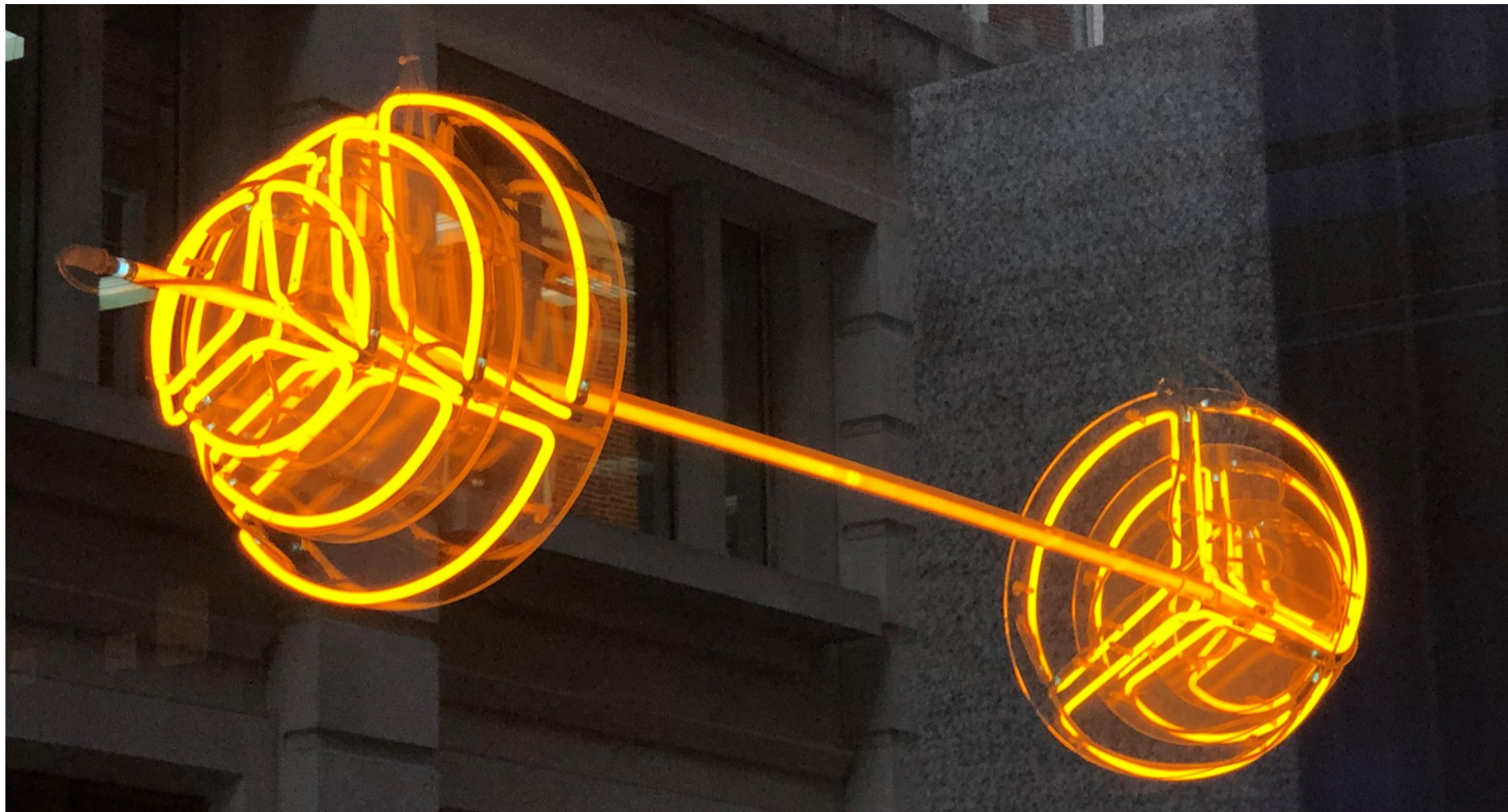
Neon

A technology from the 1920s

Gas, glass and electricity

In urbanism, art and marketing

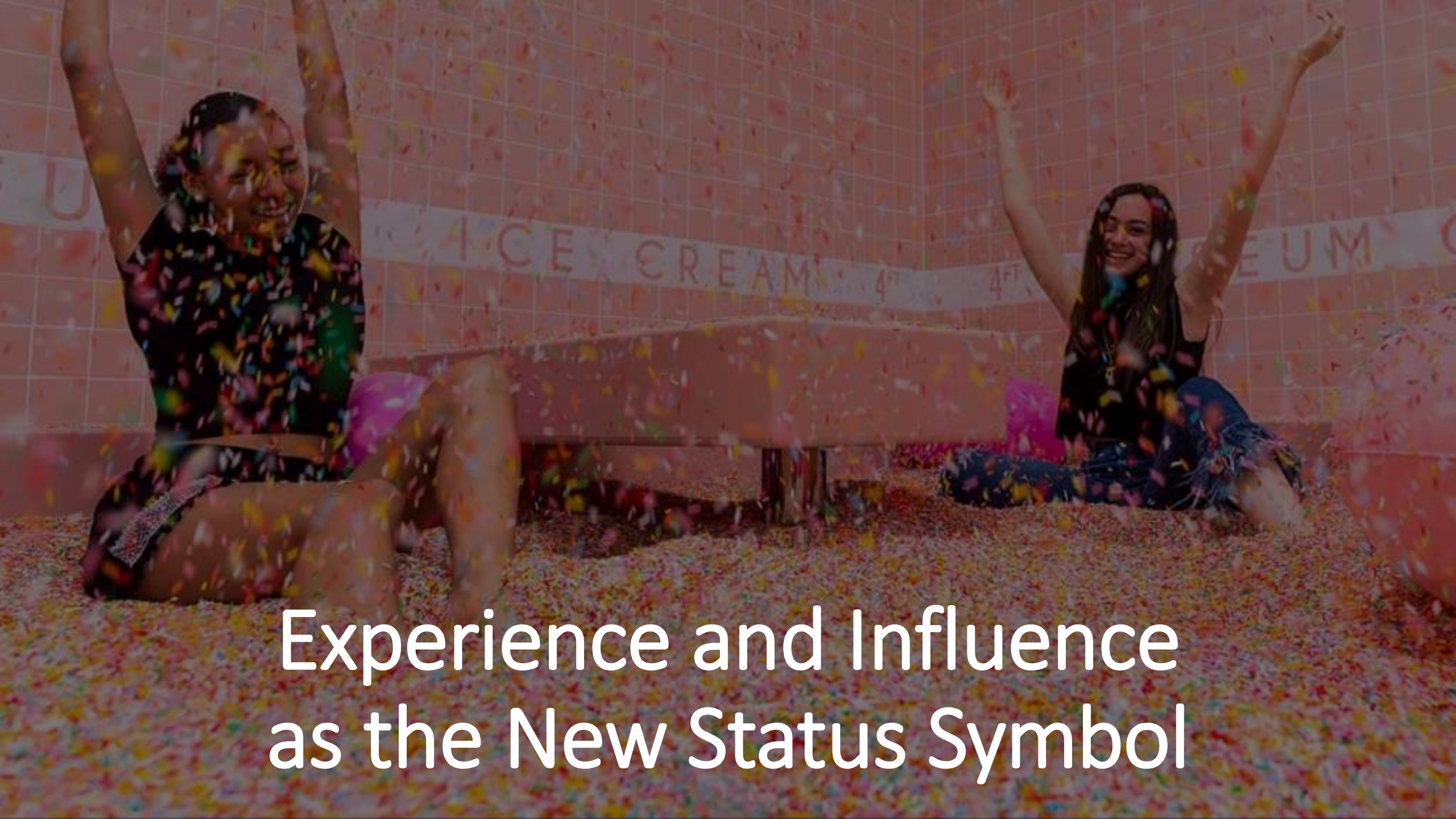






A rectangular neon sign with a clear glass or acrylic frame is mounted on a dark brick wall. The sign contains two lines of text in bright yellow neon tubing. The first line reads "PLEASE DON'T DO COKE" and the second line reads "IN THE BATHROOM". The text is in a bold, sans-serif, all-caps font. Above the sign, a bundle of black and white electrical wires is visible, some connected to the sign's wiring. The overall lighting is dim, with the primary light source being the glowing neon sign, which casts a warm yellow glow on the surrounding brickwork.

PLEASE DON'T DO COKE
IN THE BATHROOM



Experience and Influence
as the New Status Symbol

Conspicuous consumption

Means flaunting our
wealth with expensive things



Somehow, experiences seem to solve for the guilt

Everyone is necessarily
the hero of their own
imagination

Franz Kafka



A low-angle, upward-looking photograph of the interior of the Oculus at the World Trade Center. The image shows a series of white, rib-like structural elements that curve upwards and outwards, creating a sense of height and grandeur. A central vertical strip of glass windows runs down the middle, allowing natural light to filter in. In the lower center, a circular walkway with a glass railing is visible, where a group of people is standing, looking up. The overall atmosphere is one of awe and architectural marvel.

The sacred, the secular
and the new preachers

Our beliefs in a
higher power is
shifting from
sacred to secular





Google is not a search engine. Google is an atheist God...Where do we **pray**? Where do we **send information**, hope there is **divine intervention**, and get a **better answer** back? Our new God: Google.

Scott Galloway

Apple stores are
cathedrals and
ministries



It isn't about achieving an
end goal,
it is about the quest itself



Explore with me



Emmanuel Probst



@realfrenchboy

