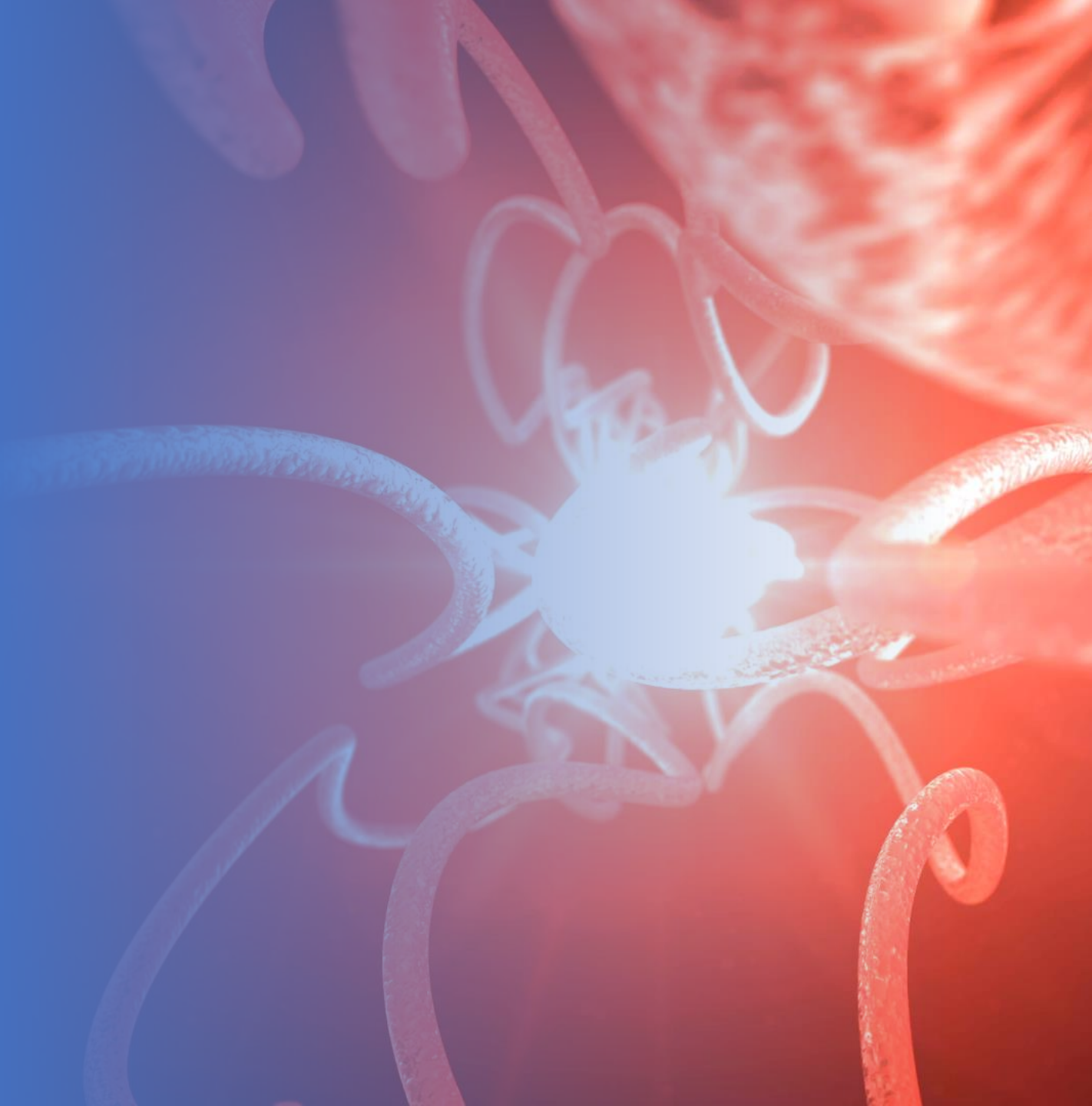


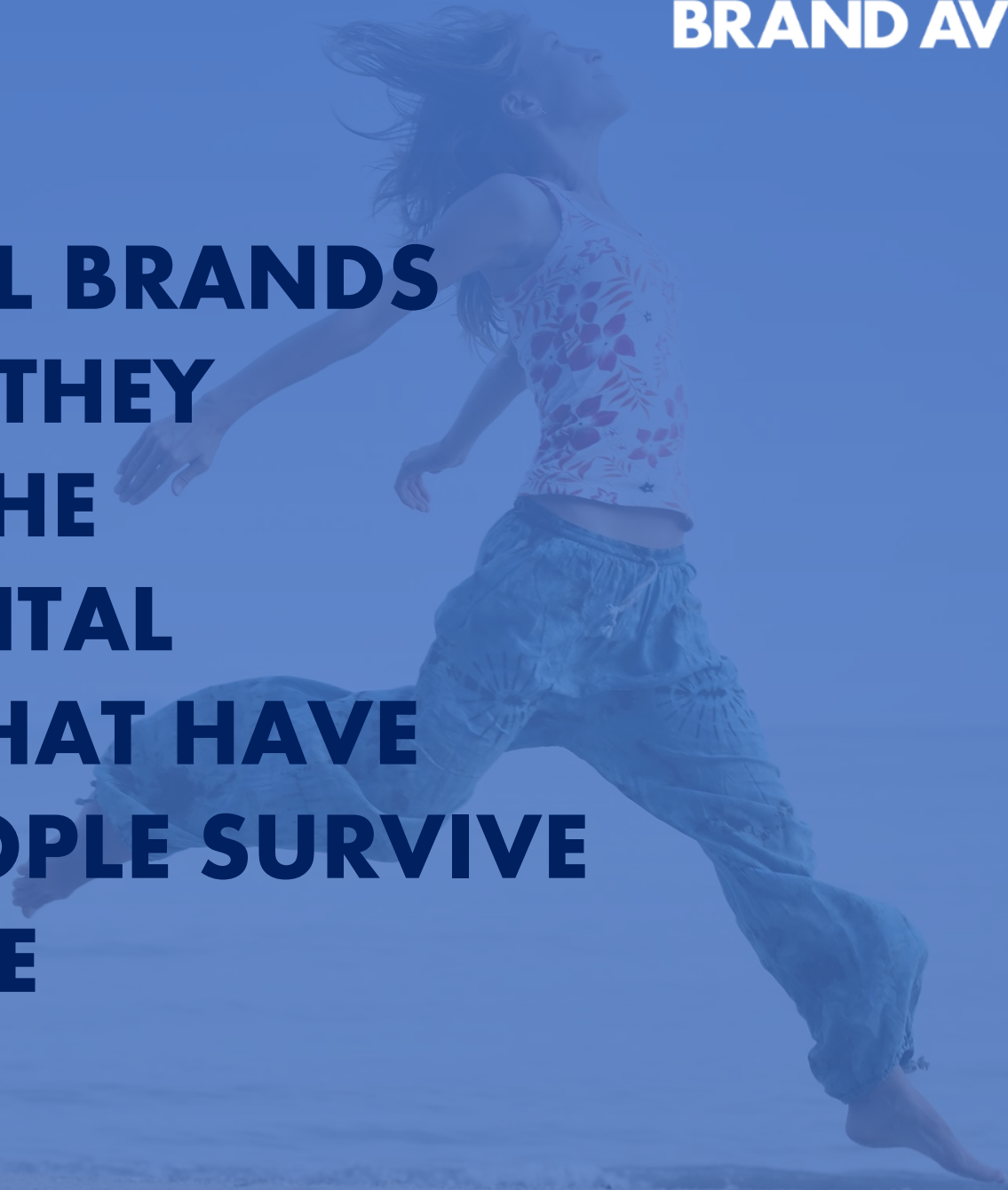
BRAND AVIATORS

LIVING BRANDS

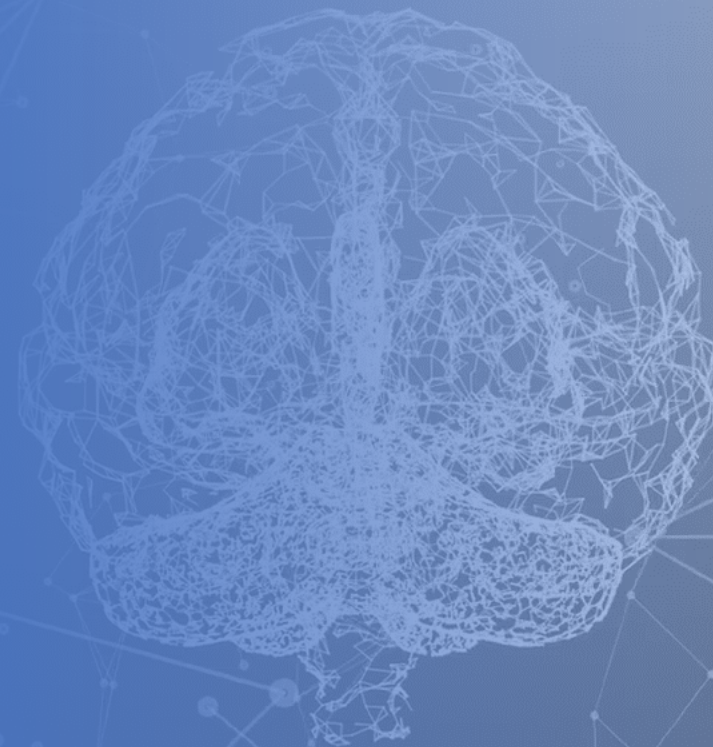
Dr. Constantinos Pantidos



**SUCCESSFUL BRANDS
ARE **ALIVE**: THEY
ACTIVATE THE
FUNDAMENTAL
MOTIVES THAT HAVE
HELPED PEOPLE SURVIVE
AND THRIVE**



**THIS PRESENTATION
IS UNUSUAL IN
SEVERAL DIFFERENT
WAYS.**

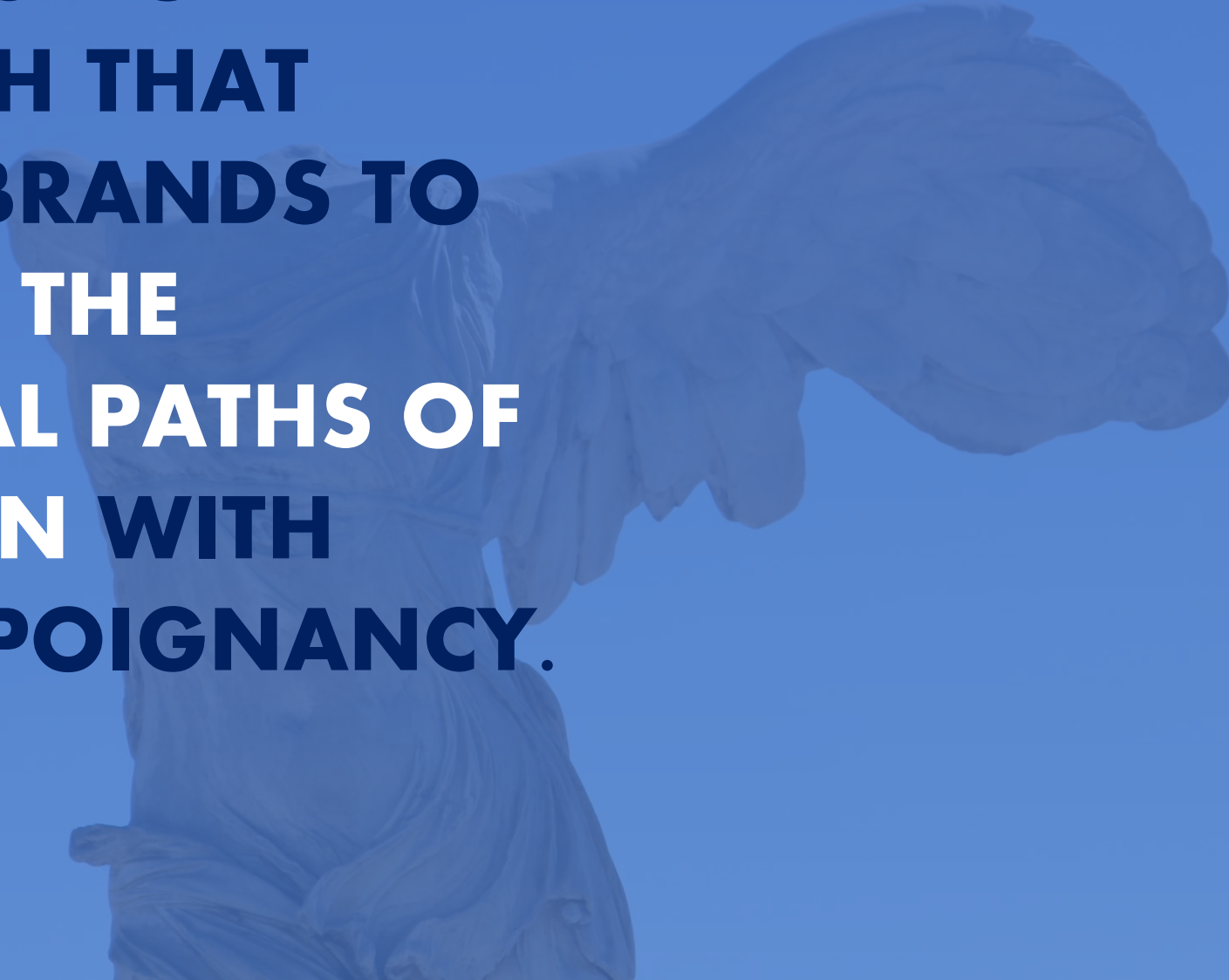


BRAND AVIATORS



**ALL WORDS,
COLORS, ICONS,
SHAPES AND
CONCEPTS ARISE
IN A DISTINCT
PLACE OF THE
BRAIN.**

**INTRODUCING AN
APPROACH THAT
ALLOWS BRANDS TO
ADVANCE THE
UNIVERSAL PATHS OF
OUR BRAIN WITH
EXTREME POIGNANCY.**



**MARKETING HAS
ENDEAVORED TO SET THE
COURSE OF BRANDS
THROUGH PSYCHOLOGICAL
CONSUMER RESEARCH**

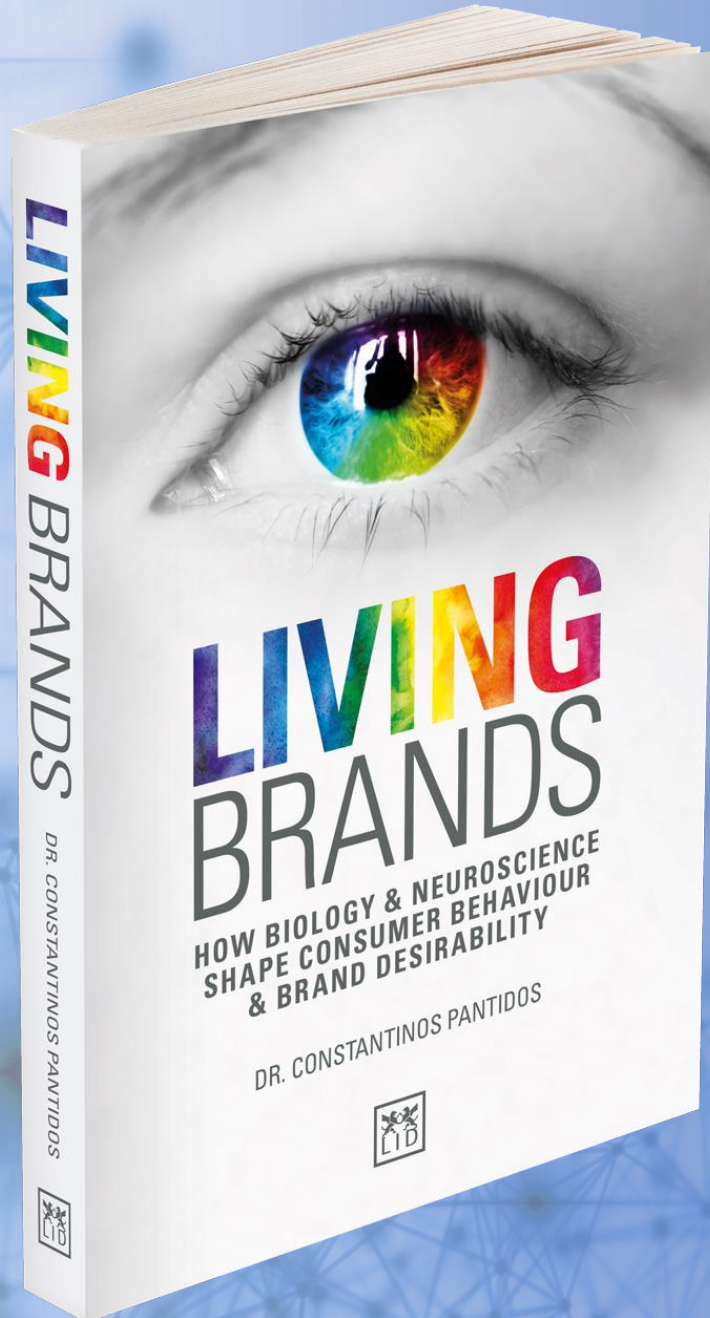


A photograph of a man and a young girl in a museum. The man, with a beard and mustache, is smiling and pointing towards the camera. The girl, with braided hair, is looking directly at the camera with a serious expression. The background is a blurred museum gallery with white statues.

BRAND AVIATORS

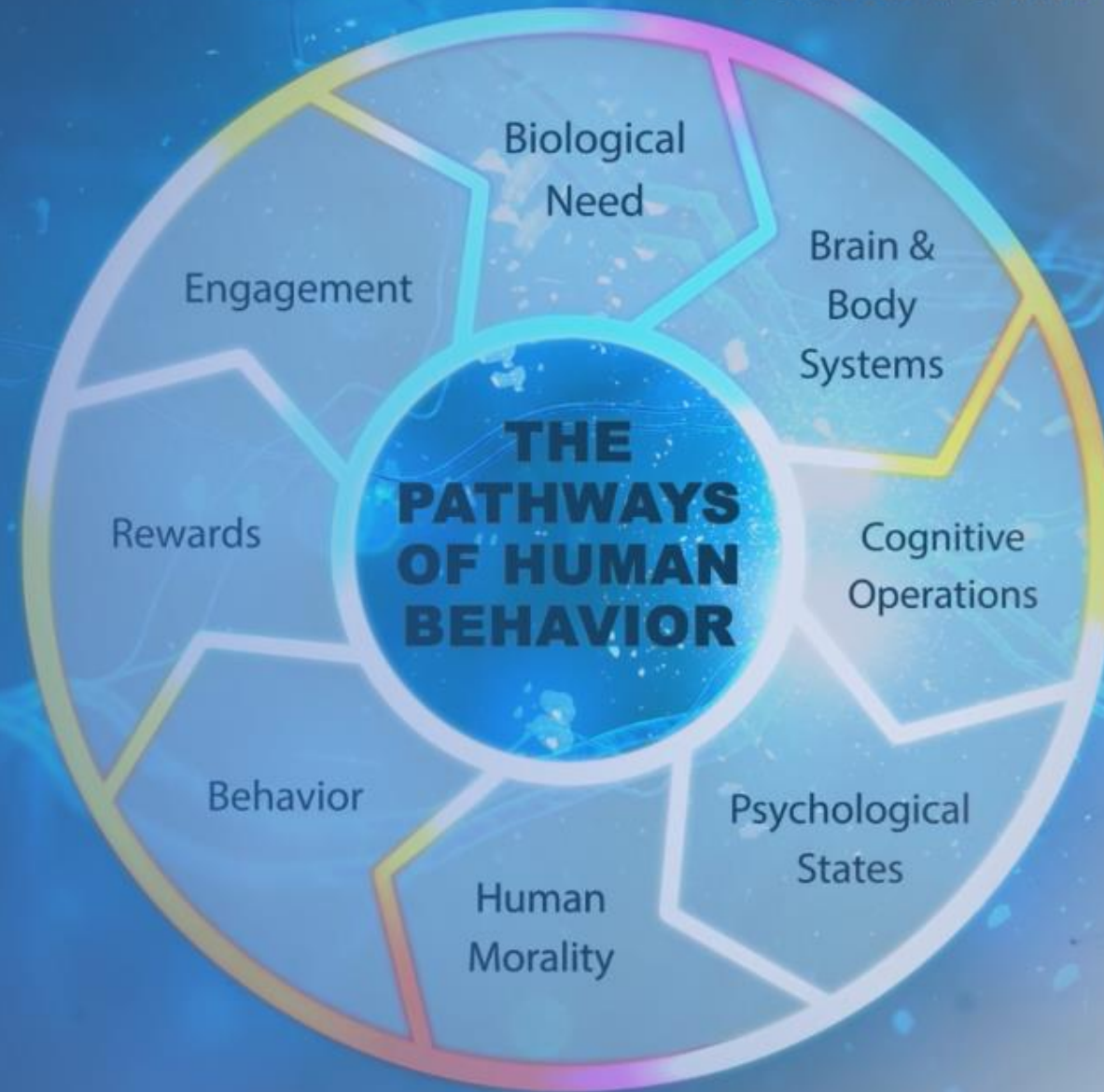
**THIS APPROACH
CAN LEAD TO
DIRECTIONS THAT
ARE ALREADY
EXPLORED.**

BRAND AVIATORS



**BRAND AVIATORS
PAVES THE WAY
TO A STRATIFIED
APPROACH TO
CONSUMER
BEHAVIOR**

**UNDERLYING ALL
BEHAVIOR ARE
DRIVERS THAT
ORIGINALLY LED
US TO **WALK THE
EARTH****



**WE CHARTED THOUSAND OF
PIECES OF NEUROBIOLOGICAL
AND OTHER RESEARCH AND
CHANNELED THEM INTO
A MULTIVARIATE MODEL OF
CONSUMER BEHAVIOUR**

**12 MOTIVES
AND THEIR
NEUROCIRCUITS
GUIDE ALL
BEHAVIOR AND
DIFFUSE
INHERENTLY
ENGAGING
CONCEPTS INTO
OUR LIFE**

BRAND AVIATORS



THE WHEEL OF MOTIVES™: C. Pantidos, Living Brands. How Biology and Neuroscience Shape Consumer Behaviour and Brand Desirability, Lid Publishing, London, 2018, page 391

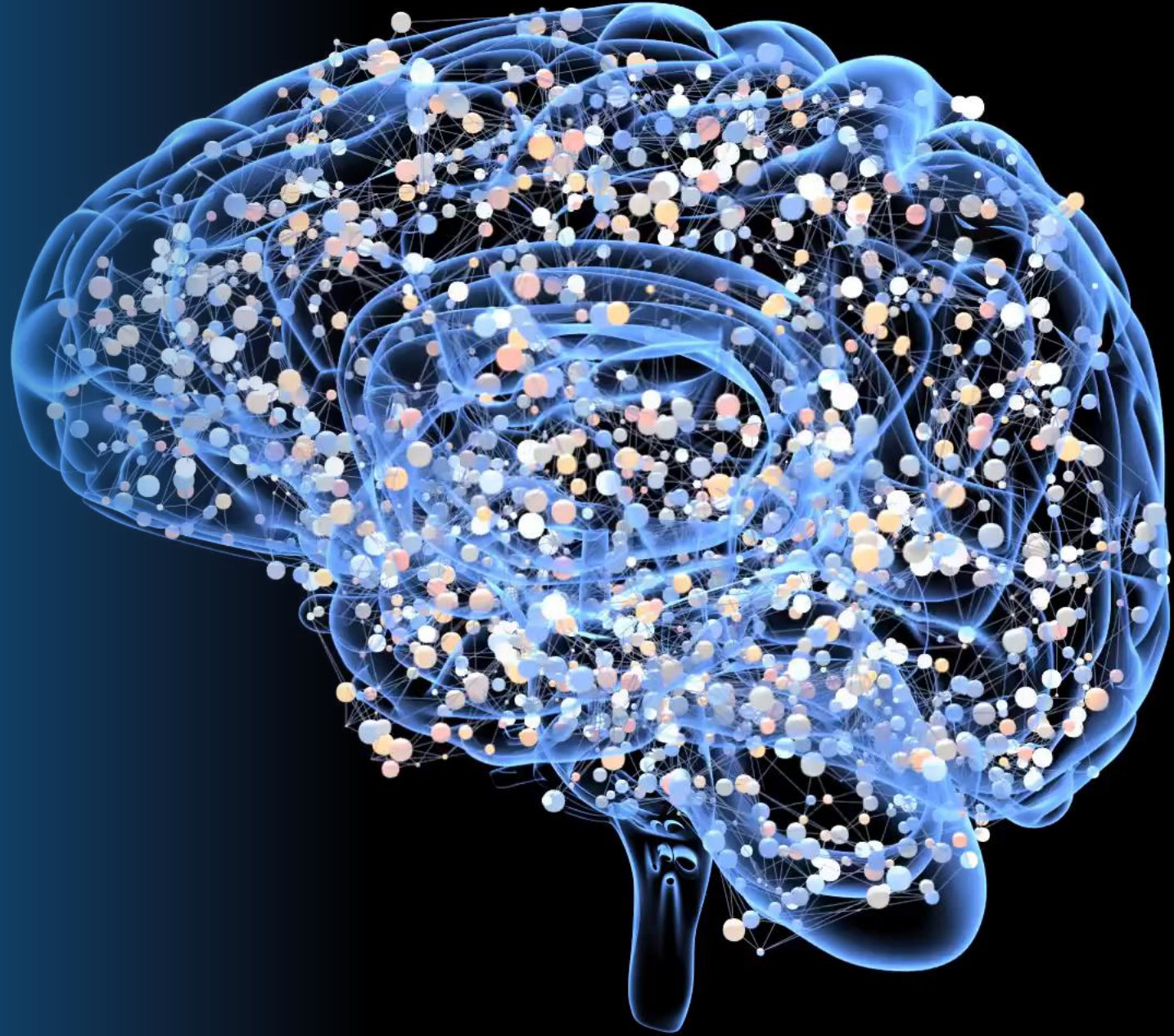
THE WHEEL OF MOTIVES™

THE WORLD'S LEADING BRANDS UNRESTRICTEDLY FOLLOW THE PATHWAYS OF ONE MAIN MOTIVE



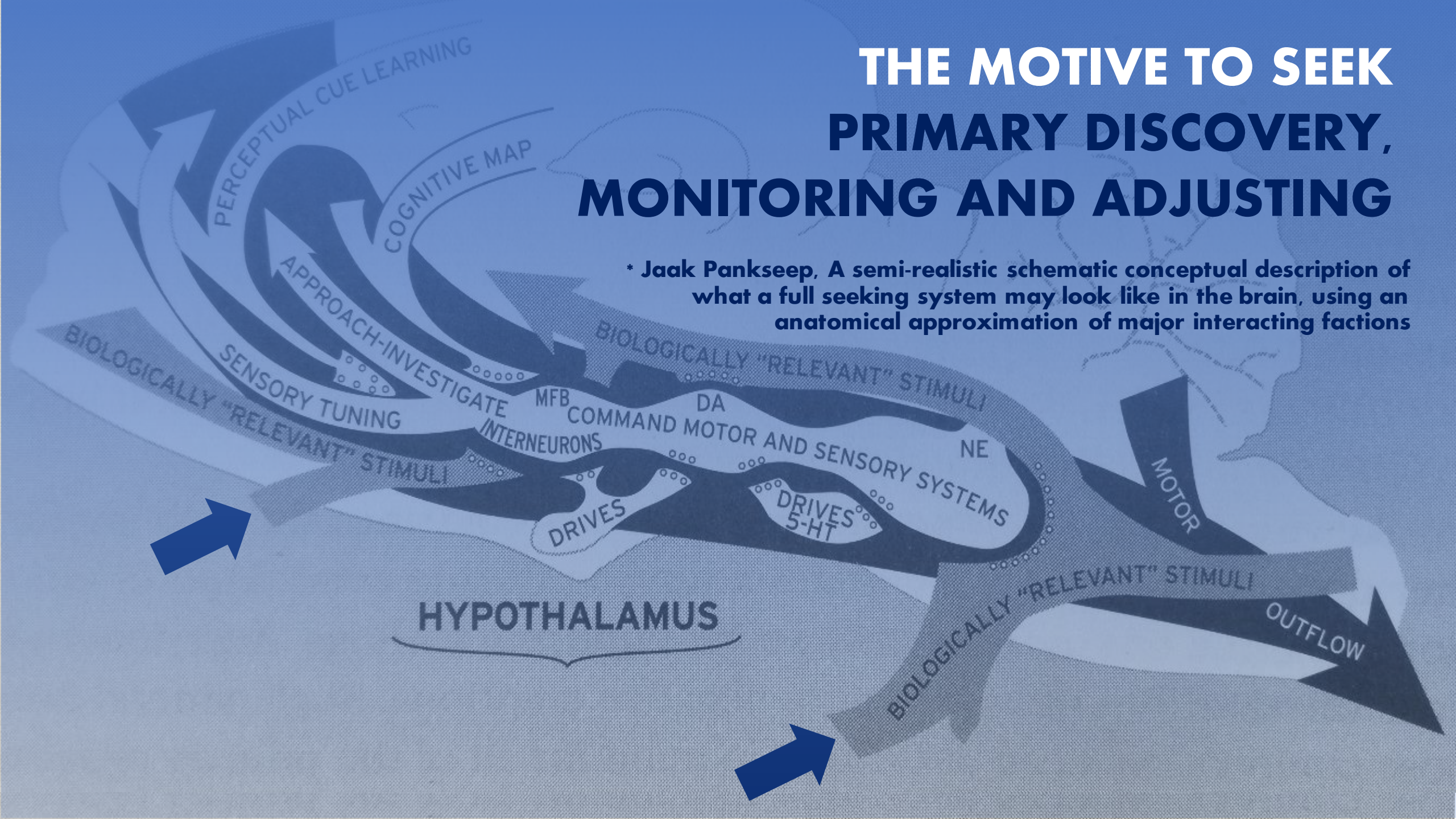
BRAND AVIATORS

**LET US
EXPLORE
ONE
MOTIVE**



THE MOTIVE TO SEEK PRIMARY DISCOVERY, MONITORING AND ADJUSTING

* Jaak Pankseep, A semi-realistic schematic conceptual description of what a full seeking system may look like in the brain, using an anatomical approximation of major interacting factions



BRAND AVIATORS



NEUROCIRCUITS THAT GUIDE THE BRAIN TO **LOCATE NOVEL BIOLOGICAL STIMULI**

NOVELTY

VARIETY

CONTRAST ISOLATION

MOVEMENT

AUTONOMY INTENSITY

SCANNING ROAMING

RISK ADVENTURE

FREEDOM

INTERPRETATION

SPECULATION

OPPORTUNITY...

AROUSAL

ATTENTION

≠ AS OPPOSED TO:

BOREDOM
SAMENESS
IMMOBILITY
STABILITY...



OUR ••••• SAYS
ADVENTURE IS EVERYWHERE

De Jeep Wrangler Moab is leverbaar vanaf € 57.640,-.
 U rijdt al een Jeep Wrangler vanaf € 49.890,-.

De nieuwe Jeep Wrangler Moab is inderdaad karakter en onderscheidt zich door zijn unieke standaarduitrusting waarmee de versnede wielkasten, bodemplaten en achterspoiler zijn vervaardigd. Het resultaat is een Jeep Wrangler Moab die niet alleen een indrukwekkend uiterlijk heeft, maar ook een indrukwekkende prestatie. De standaard uitrusting van de Jeep Wrangler Moab is een echte aanwinst voor de avonturier. Het resultaat is een Jeep Wrangler Moab die niet alleen een indrukwekkend uiterlijk heeft, maar ook een indrukwekkende prestatie. De standaard uitrusting van de Jeep Wrangler Moab is een echte aanwinst voor de avonturier.

Bezoekadres: gemaalveld verbruik: 7,1 - 11,7/100 km, CO₂-uitstoot: 187 - 273 g/km.

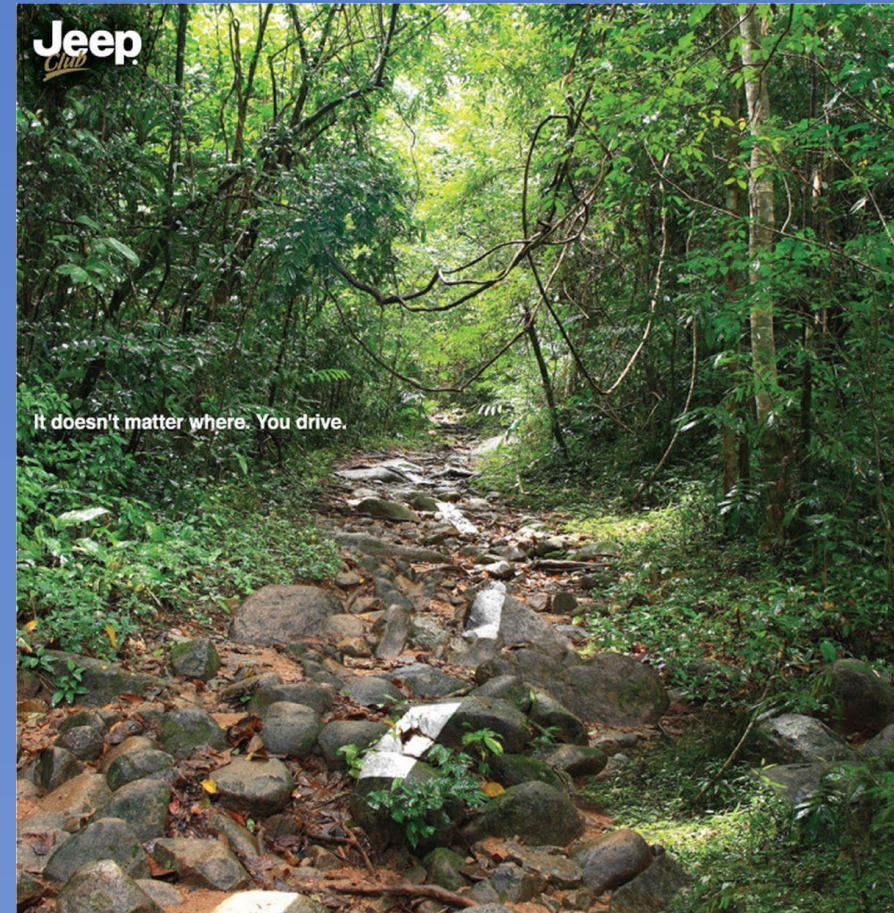
Prijs is incl. BTW en excl. kosten rijbewijs. De voor- en achterwielas van de Jeep.

Wag ons op  

Jeep



BRAND AVIATORS



BRAND AVIATORS



THIS BREATHTAKING PICTURE OF
MARS
IS ACTUALLY THE SHARAD DEBURY IN EGYPT

FIND
LIFE ON
EARTH.

JEEP RENEGADE. STARTING AT RS 48,900

ViaSul | **Jeep**

BRAND AVIATORS



**CAN THIS APPROACH ALSO
TAKE BRANDS VENTURING
IN SERVICE CATEGORIES
FURTHER?**



HSBC, THE FOREMOST GLOBAL BANK RUNS ON THE BEDROCKS OF THE MOTIVE TO SEEK



In the future, investors
will need to be explorers.

HSBC 

A red and yellow crane against a blue sky with white clouds. The crane is positioned diagonally, with its arm extending towards the top right.

different points of view
make the world go round



The first panel shows a woman in a red vest and hat holding a large starfish, with a large pile of starfish in front of her. The second panel shows a man and a woman in traditional Indian wedding attire sitting on ornate chairs. The third panel shows three young boys in a crib, looking out over a vast, flat landscape.

adventure adventure adventure

The more you look at the world,
the more you recognise
that what one person values
may be different to the next.

www.hsbc.com

HSBC 
The world's local bank

The world would be a dull place
if we all agreed on everything.

HSBC 
The world's local bank



**80% of life on earth
is in the ocean.**
We help you see the
world's opportunities.

HSBC 
The world's local bank

**Set course for more global trade
opportunities with flexible cash flows**

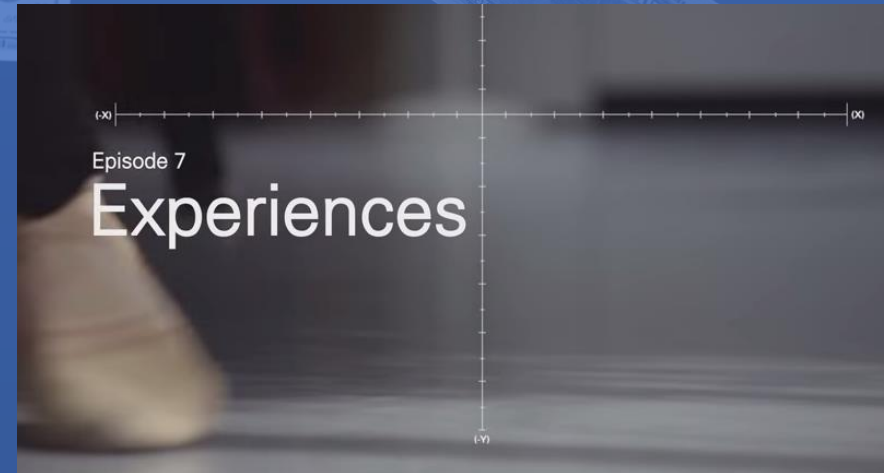


BRAND AVIATORS



HSBC had to be different.





**WHAT ABOUT THE
BRANDS THAT LACK THE
CERTAIN COMPASS OF A
UNIVERSAL MOTIVE?**

BRAND AVIATORS

FOR BRANDS THAT
LACK A UNIVERSAL
MOTIVE ANY
OPPORTUNITY
LOOKS APPROPRIATE,
MISSING THE REAL
OPPORTUNITY TO
DISCOVER A PREMIER
PLACE IN OUR MIND.



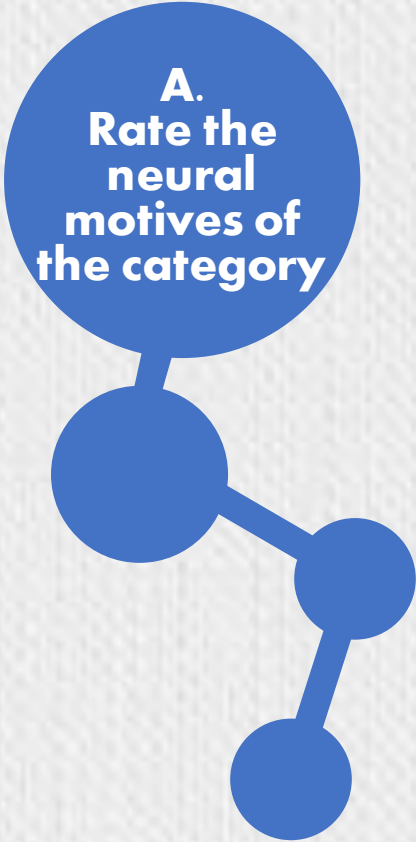
**AS THE BRAIN HAS
EVOLVED TO DETECT
DEVIATIONS, LEADING
BRANDS STAY AS CLOSE TO
NEUROBIOLOGICAL
ORIGINS AS POSSIBLE.**



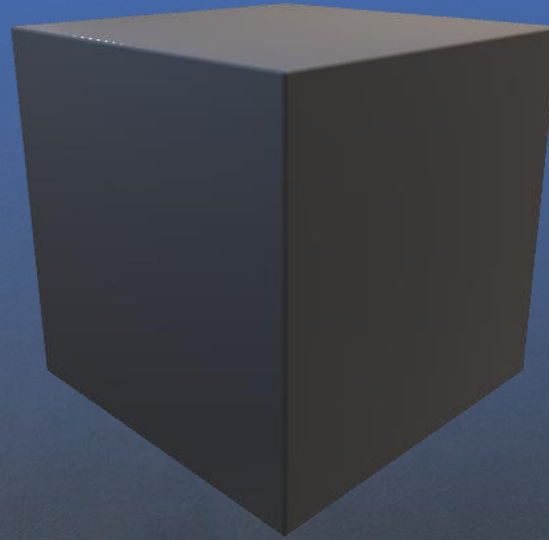
**A GROUND-BREAKING TOOLKIT
TO ORIGINATE BRAND
STRATEGIES THAT EXCITE THE
VERY SOURCES OF LIFE**

EVOLUTIONARY MARKETING TOOLKIT™



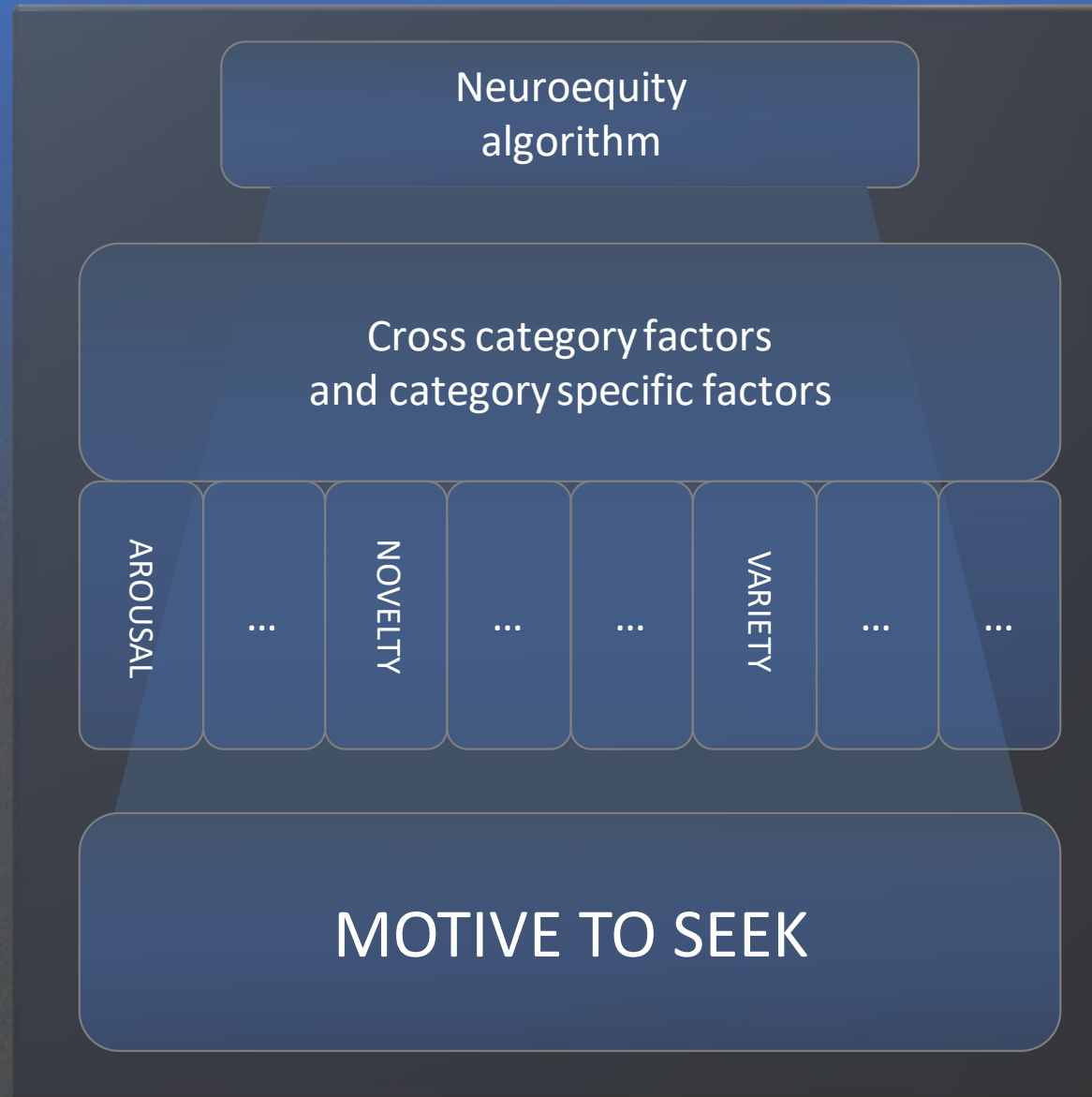


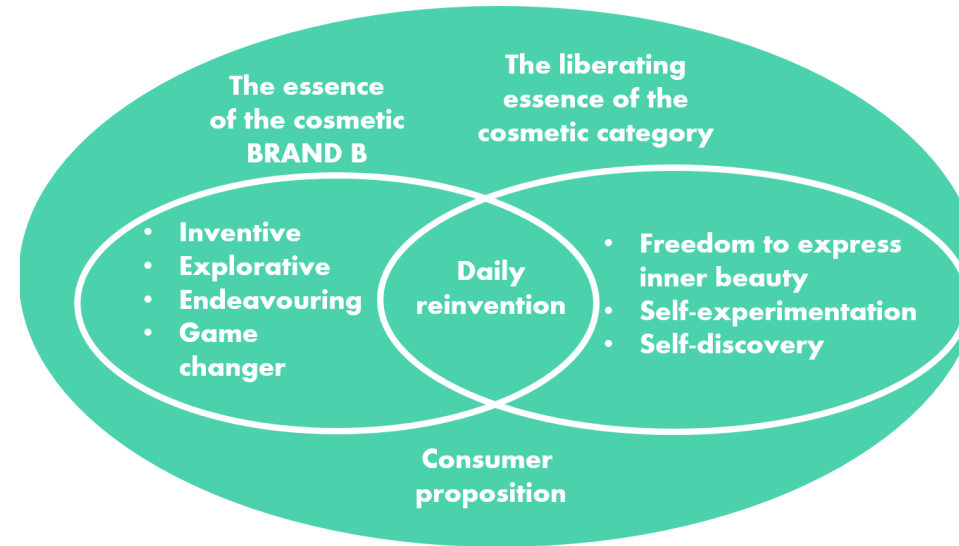
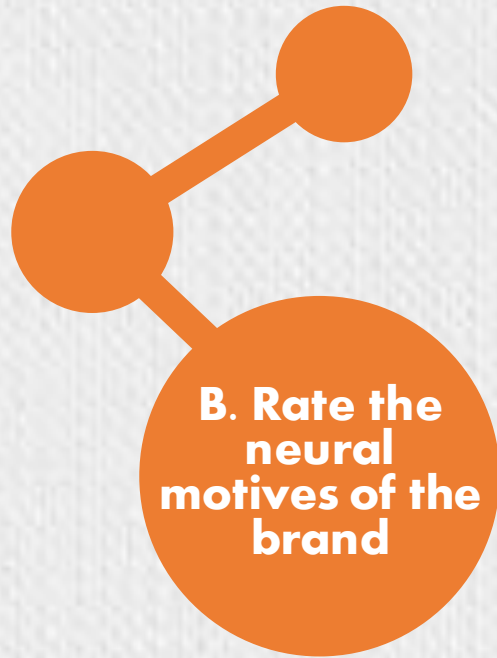
INSIDE THE



BLACK BOX







FROM FUNCTIONAL TO A HIGHER ORDER OF EMOTIONS

**Herds cartography,
primary research,
homeopathy,
relentless innovation**



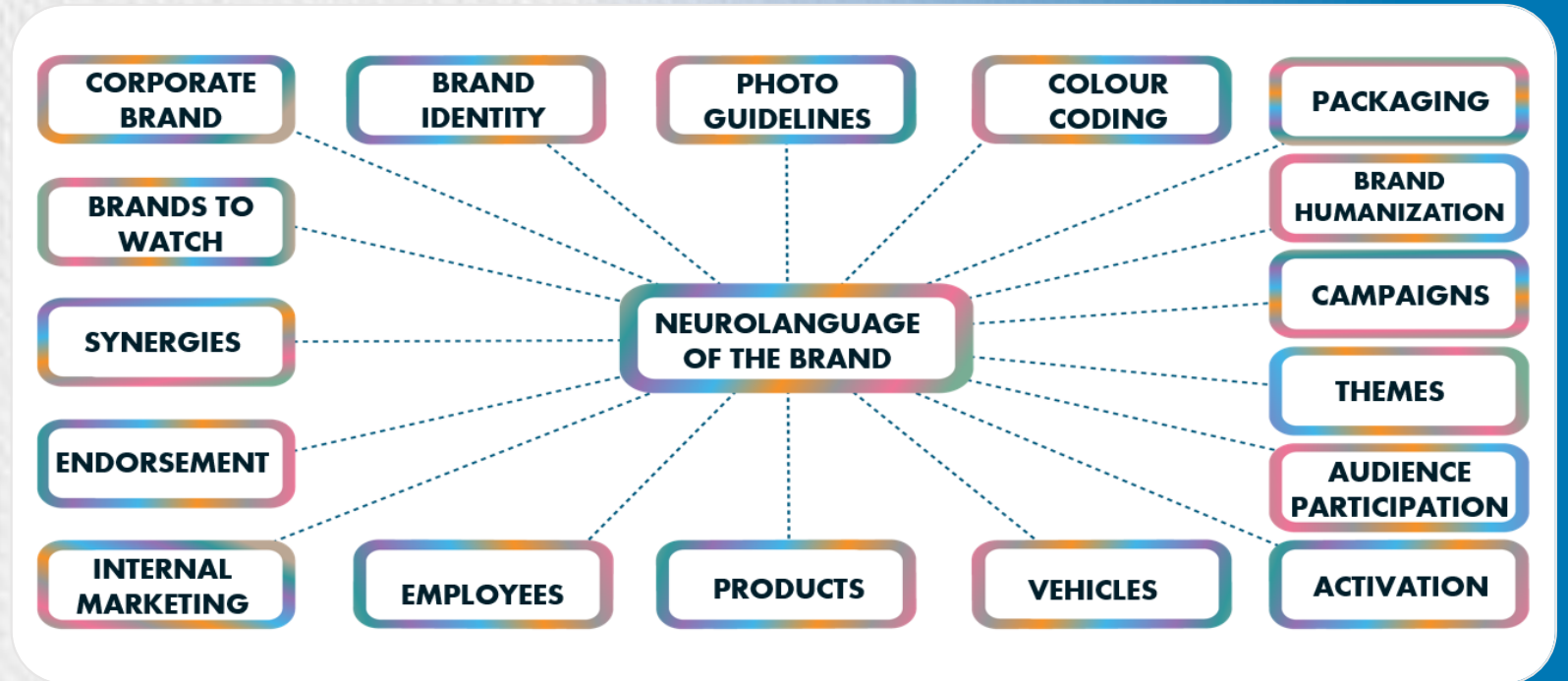
**Constant
reinvention
of the self**

B. Rate the neural motives of the brand



BRAND AVIATORS

C.
Map
brand's
neuro-
language



BRAND AVIATORS



**EXAMPLE:
PACKAGING
GUIDELINES**

C. Map brand's neuro- language

The language of seeking packaging

colors	<u>Blue</u> : the color par excellence because it has no dimensions, it attract humans towards infinity, it's the interlocking of the elsewhere in the here, an inclusion of the infinity in the finite, the color of sky, sea and faraway mountains, distance, expanse and space, open horizons, boundless, speculative), the sensation of flying, of elevation. <u>Brown tans</u> : Outdoor, rugged, woody. <u>Green</u> : liberty, movement, change, variance, the color of the fortune, the luck, synonymous to freedom and expansion, fugitive color that flies in time, all games [of chance] are played on the green. <u>Contrasted colors</u> : our brain loves sensory contradictions - they bring the thrill of alternate states. <u>The colors of rainbow</u> : diversity, tolerance.
shapes	<u>Straight line</u> : potentiality of endless movement a highway. <u>Departure points</u> : points from which we orient ourselves and take possession of the environment. <u>Horizontal line</u> : who lives horizontally is never somewhere, but always in passage. <u>Movement</u> : distance, looseness, exploration, lightness, emancipation. <u>Spiral</u> : chaotic, will never hold back and always have a go at new things. <u>Triangle</u> : it can suggest self-discovery. <u>Circle</u> : free movement.
surface	<u>Highly variable, fluid, randomized</u>

The language of seeking packaging

spatiality	<u>Out</u> : outsider. <u>Up</u> : ability to soar and escape human misery seem to be associated with heights. <u>Centrifugal forces, lines</u> : dispersion, exploration. <u>Broken line</u> : freedom. <u>Crescendo developments</u> .
materials	<u>Aluminum</u> : very low-weight coupled with endurance make it the optimum metal for all kinds of transportation, used in everything, versatile, soft but of excellent corrosion resistance, makes it stand adventures well. magnesium alloys (the lightest commonly used metal, ideal fire-starter for camping and survival kits). <u>Mercury</u> : cannot stand still unless contained, it calls for movement, connected to travel. <u>Bamboo</u> : ambiguousness, opportunism. <u>Plastic</u> : provide freedom of form, fluid, thousand of variations. <u>Wood</u> : a natural product itself, substitutes contact with the tree.
letters	italics, wavy lines, they embrace change and uncertainty, randomized outlines, contrasting different typefaces (mind adores the contrast), sharp contrasts, experimental, airily spaced, giving the sense of motion, sense of freedom; endeavoring; high variation; variety of forms; floating; liberating; pliable; fluid; novel; forward-looking; exciting; adventurous; never content; exotic; exploring the boundaries accidental; provisionary; alternative; random; erratic;
symbols	<u>Horizon</u> : one never reaches a horizon. To move towards a horizon is simply to have a new horizon. <u>Wheel</u> : ever-changing nature of fortunes. lighthouses, mermaids, anchors, sails, magnifying glass, compasses, pathways, maps, birds, crossroads.

SEEKING COLORS: BLUE AND GREEN

BLUE: the color par excellence (it has no dimensions), the color of sky, sea and faraway mountains, it attracts humans towards infinity, it's the interlocking of the elsewhere in the here, an inclusion of the infinity in the finite, distant, it gives the sense of expanse and space, open horizons, infinity. Boundless, (speculative), gives the sensation of flying, of elevation, associated with constant (concentric) movement

GREEN: connotes nature, liberty, movement, change, variance, the color of destiny, fortune, luck;

COLOR UNFOLDING ACCORDING TO THE MOTIVE TO SEEK

IN THE CASE OF THE MOTIVE TO SEEK, BLUE IS APPLIED IN HORIZONTAL DEPLOYMENT, GREEN IN VERTICAL, IN LINE WITH THEIR OUTDORSY BIOLOGICAL IMPRESSION ON OUR BRAIN (SEA AND SKY ARE HORIZONTAL, TREES ARE VERTICAL)





**EVERY DISTINCTIVE ASSET, WORD,
COLOR, SHAPE, FLAVOUR ETC.
EITHER ADVANCES OR JEOPARDISES
THE ESSENCE OF THE BRAND.**

Airspeed (knots)



10 10

Altitude (feet)



GSPD
455

HDG
232

232

45 ↑

VS
0

Local Time at Origin
20:17

Local Time at Destination
20:17

Estimated Time of Arrival
20:55

A woman with dark hair pulled back, shown in profile from the chest up. She is wearing a light-colored jacket. The background is a dark blue gradient. On the left side, there is a faint, white, geometric network pattern consisting of dots connected by lines, resembling a molecular or digital structure.

BRAND AVIATORS

**BLEND THE IMPLICIT
AND EXPLICIT TO
BYPASS
CONTRADICTING
CONSCIOUS &
UNCOSCIOUS.**



**START PURSUING
YOUR BRAND'S
NEURAL ESTATE AND
PROPEL YOUR BRAND
PREFERENCE NOW.**

**HOW DO CLIENTS
EXPERIENCE THIS
APPROACH?**



“We want to licence The Wheel of Motives and its language to capture the essence of the brands of our clients and materialize in glass”.

**Arnaud Aujouannet
Chief Sales and
Communications Officer
Owens-Illinois Inc.**



“The work has been so great that the process has been repeated already in 3 other brands of the Hero Group. Very insightful and fulfilling experience that I would recommend to anyone”.

Sandra Echeopar
Director Brand Management
Hero Group Switzerland



c.pantidos@brandaviators.com

BRAND AVIATORS

BUILD YOUR **BRAND'S NEURAL EQUITY.**
OWN YOUR TERRITORY.

