



Evolutionary Marketing™

**A holistic, Scientific Methodology for
Building Brands**

Executive summary

Evolutionary Marketing™

- **Establishes for the first time the links between many sciences that study consumer behaviour to capture the motives of behaviour and brand choice.**
- **Helps activate these motives through a language that integrates sounds & music, colours & materials, words & typefaces, forms & shapes, scents & tastes according to their neurobiological impact on the brain.**

Evolutionary Marketing™

1. **Quantification of motives**
2. **Impact on meaning creation**



**in the psychological and
neurophysiological interface
creating strong predispositions
that guide preferences**

A way of:

- 1. Developing scientifically measurable, highly attuned, accurate positioning strategies & communication**
- 2. Understanding “the why” of consumer decisions**
- 3. Increasing the ROI of marketing investments**
- 4. Simplifying the marketing decision making process**

Contents

1. **How does Evolutionary Marketing™ work?**
2. **Activating our fundamental human motives through The Evolutionary Brand Strategy Toolkit™**
3. **A book about Evolutionary Marketing™: LIVING BRANDS, HOW BIOLOGY & NEUROSCIENCE SHAPE CONSUMER BEHAVIOUR & BRAND DESIRABILITY**

1. How does Evolutionary Marketing™ work?

Marketing today :

- **Too many oversaturated industries**
- **Communication clutter**
- **Lack of clear differentiation**



**A uniform message
comes from the
consumers:**

“stop bothering me”.



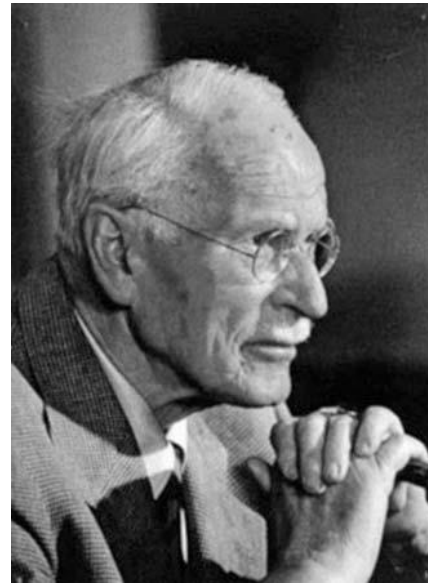
**Marketing
urgently needs
some major
innovation.**



**Evolutionary
Marketing™ is a
major innovation
that creates
unprecedented
consumer value.**



“Scientific” marketing today is largely based on psychology: century old models founded mainly on the works of Jung and Adler.



**However,
the roots of human
behaviour are in
Neurobiology, not in
psychology.**



“There’s nothing free or random about drives and emotions. They are highly specific and evolutionarily preserved repertoires of behaviours.”

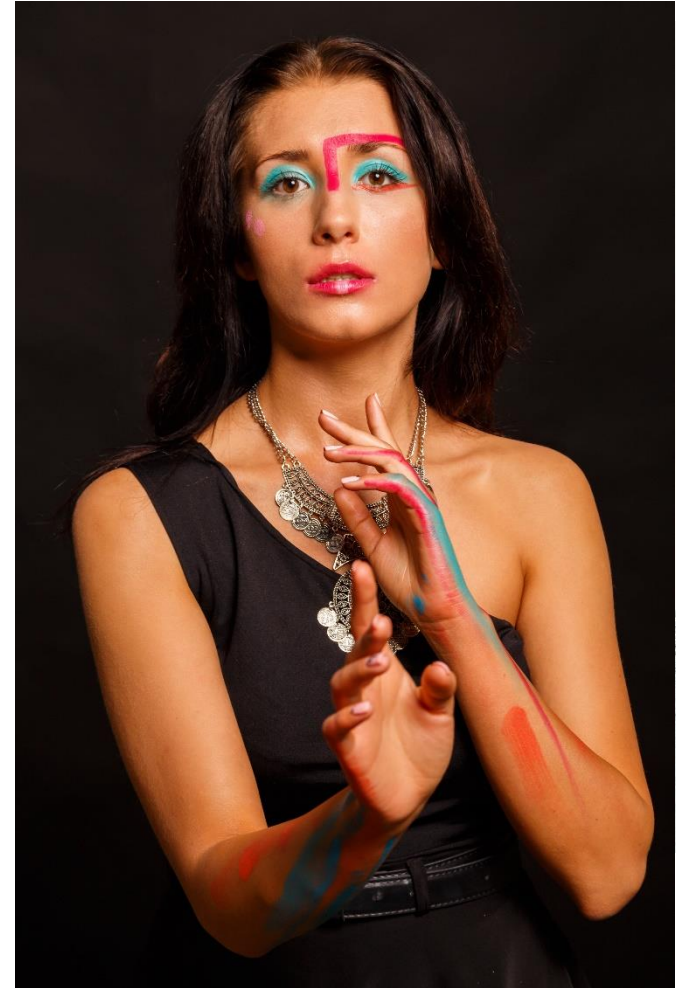
**Antonio Damasio,
Neurobiologist**



“The causes of our behavior are based on efficient solutions to our archetypal survival problems developed while struggling and competing for survival, across innumerable generations.”

**Jaak Panksepp, Neuroscientist
and Psychobiologist,**

Father of Affective Neuroscience



“Behaviour is organized, but the organization of behaviour is merely derivative; the structure of behaviour stands to mental structure as an effect stands to its cause.”

**Jerry Fodor, Cognitive
Scientist, Philosopher**



“We have evolved to categorize; if we hadn’t, we would not have survived. What we call concepts are neural structures that allow us to mentally characterize our categories.”

George Lakoff & Mark Johnson
Cognitive linguists, philosophers

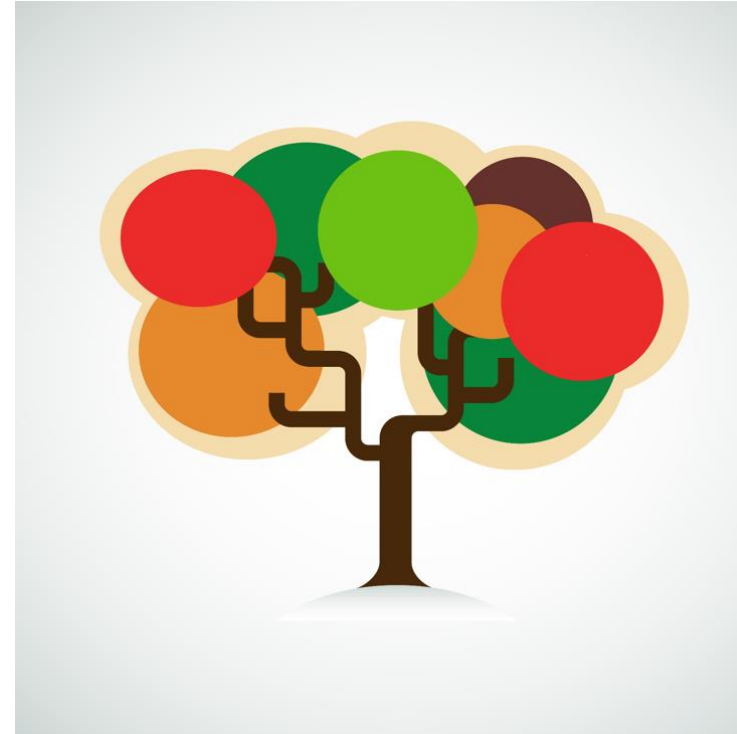


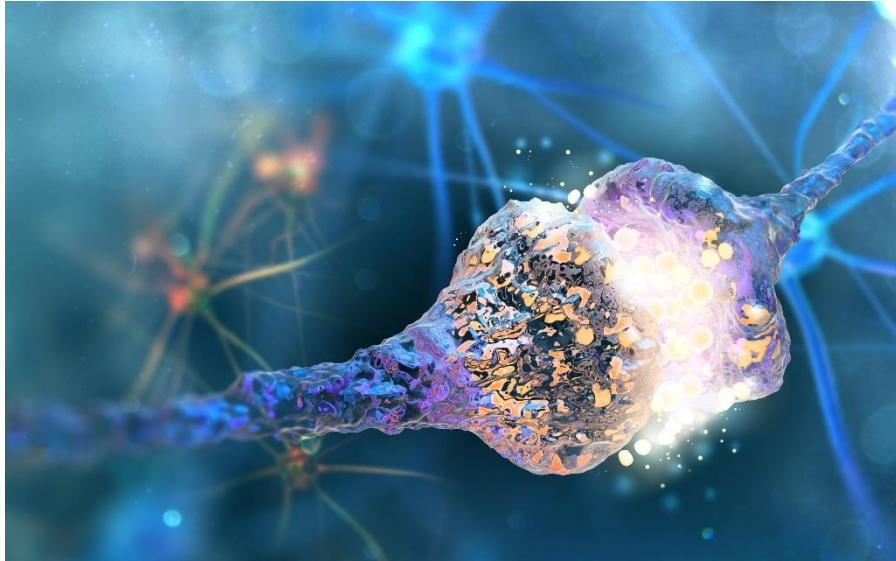
"Concepts that transcend cultures and time, are ingrained brain concepts."

Semir Zeki, Neurobiologist



Our brain forms configurations, groups with internal correspondences and structural equivalents that shape hierarchies of meaning and rhythms into a type of coherent language, the source code of our behaviour.





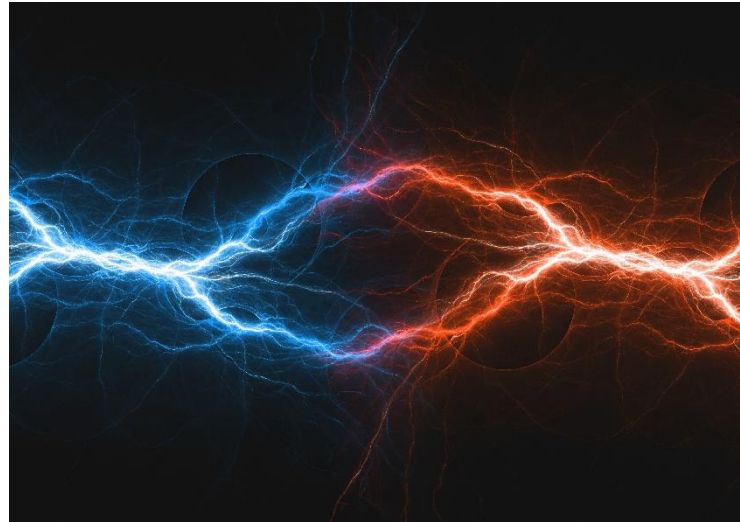
Evolutionary Marketing™

- 1. Deciphers this source code of human behaviour**
- 2. Systematizes the inherent concepts in our brain**
- 3. Helps activate them**

Every category and brand is driven by neurobiological motives that imbue brand choice with meaning.



**By activating the
neurobiological motives
driving the category, a
brand becomes a
meaningful choice.**

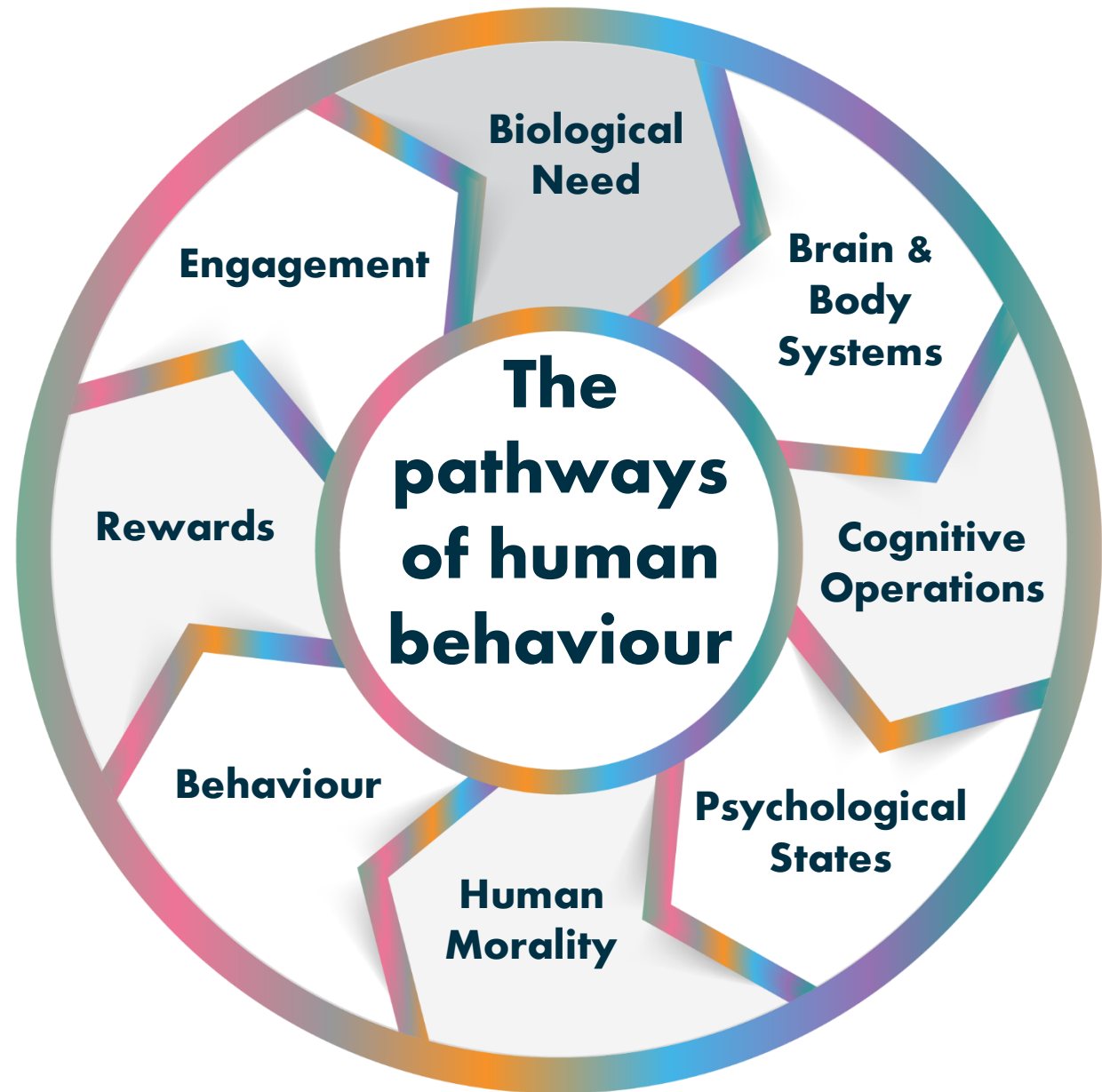




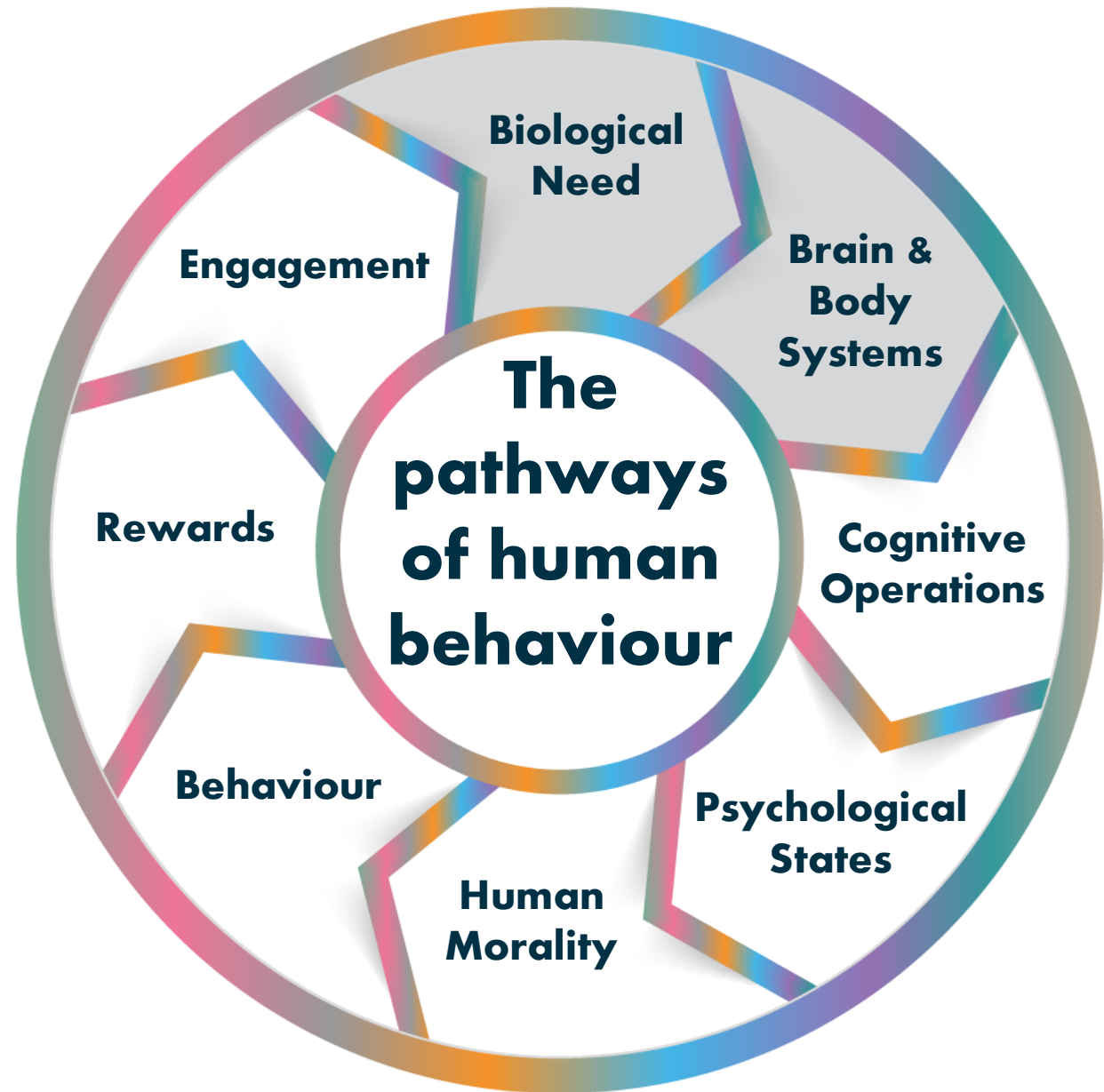
Meaning is created in the psychological and neurophysiological interface creating strong predispositions that guide preference

**Underlying all behavior
are Fundamental
Human Motives (FHMs)
– the evolutionarily
preserved mechanisms
that have helped us
survive and thrive.**

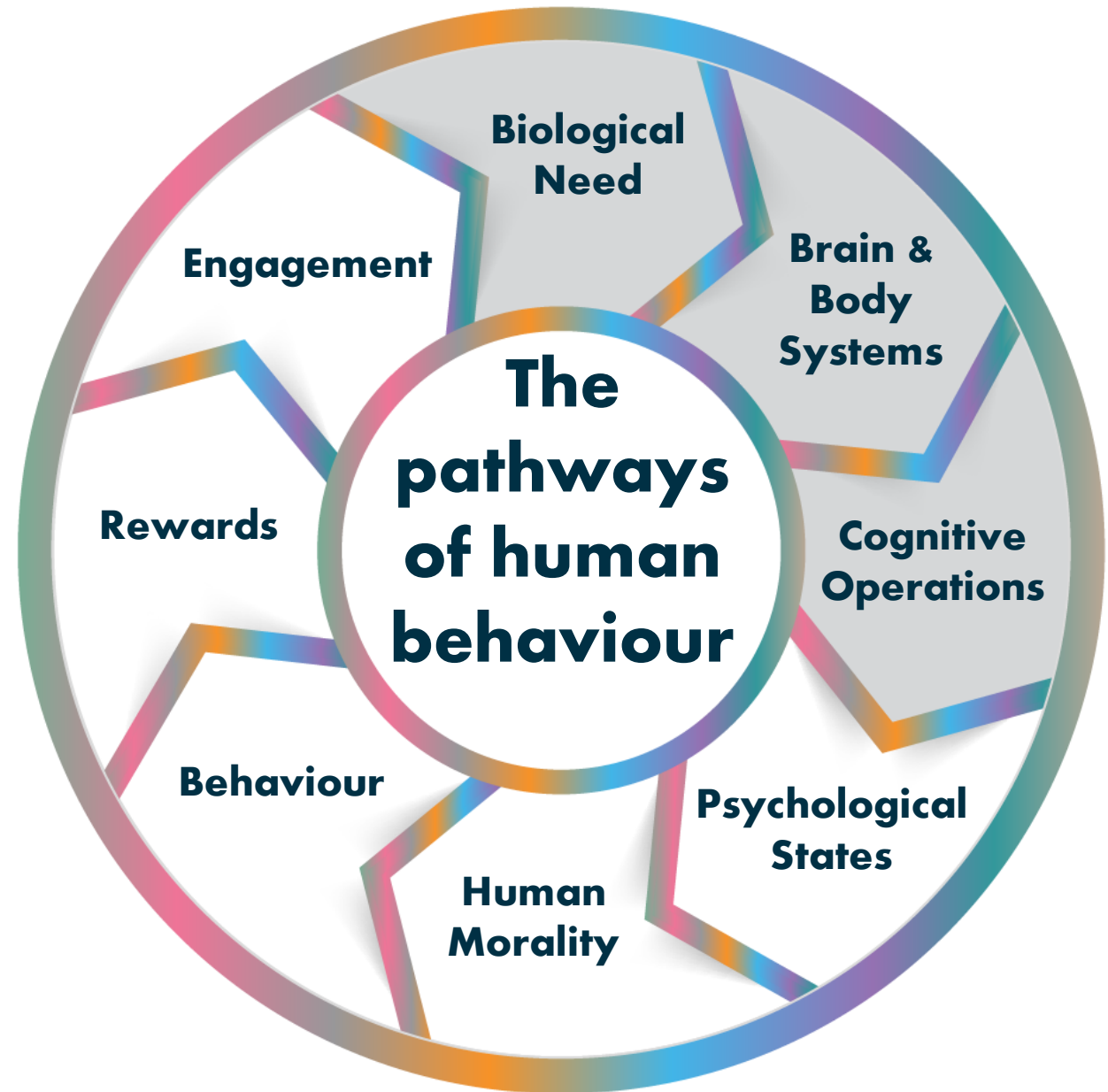
*** THE PATHWAYS OF HUMAN BEHAVIOUR:
C. Pantidos, Living Brands: How Biology
and Neuroscience Shape Consumer
Behaviour and Brand Desirability, Lid
Publishing, London, 2018, page 10**



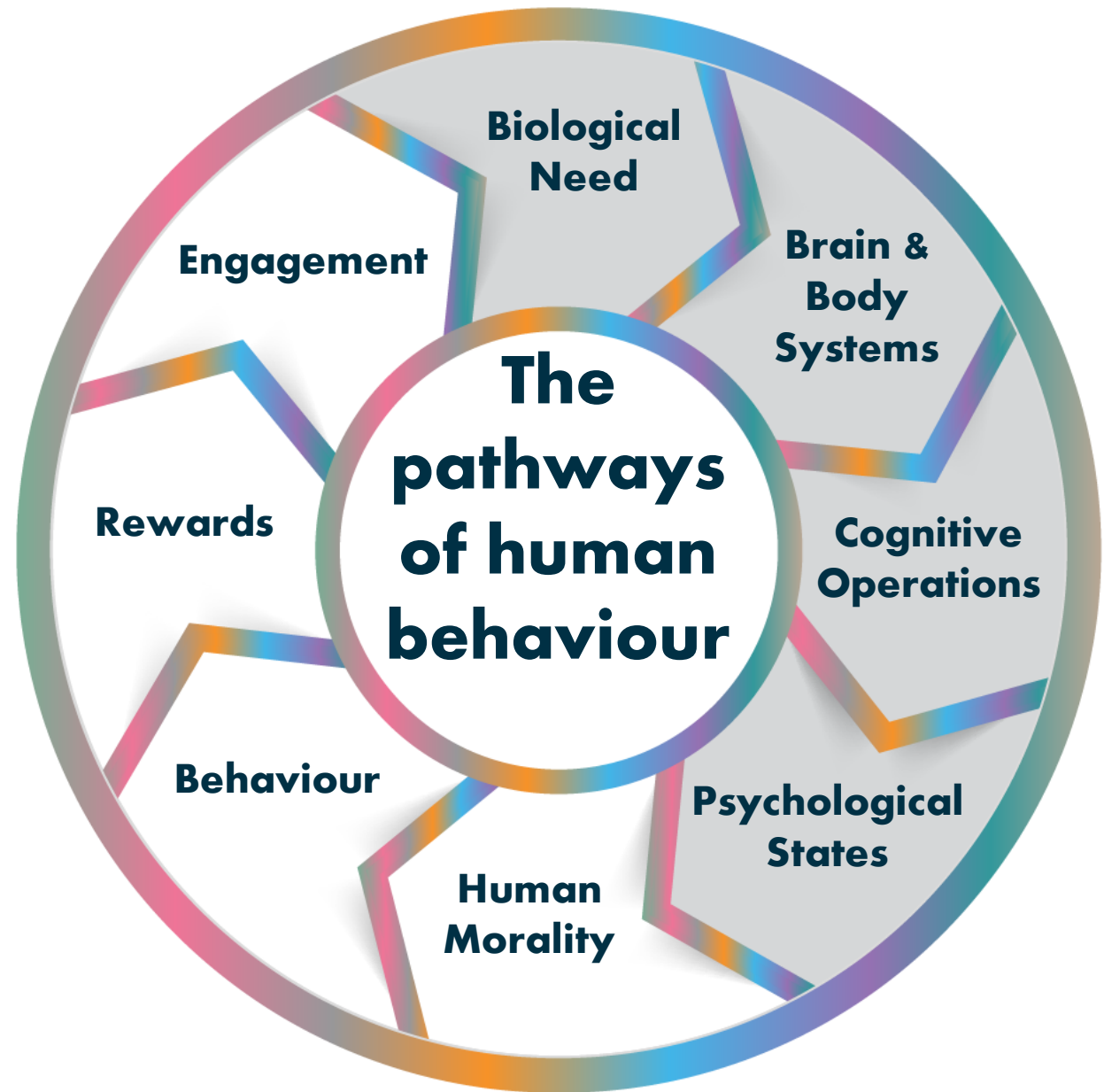
To ensure we never forget the importance of our FHMs, nature established an array of systems in our brain and body and made their satisfaction intrinsically gratifying.



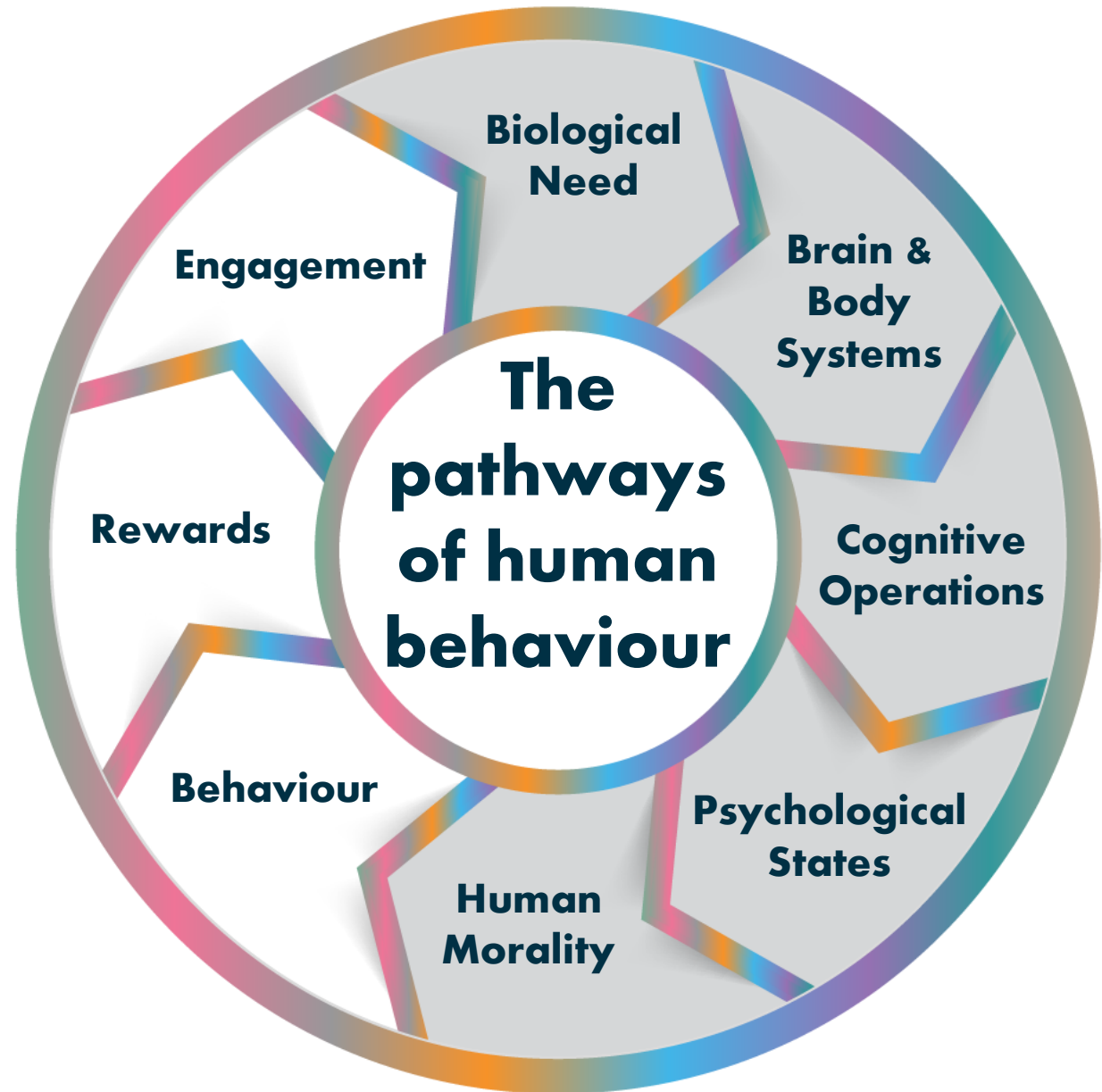
**Our mind guides
thoughts and actions
towards some paths
but not others.**



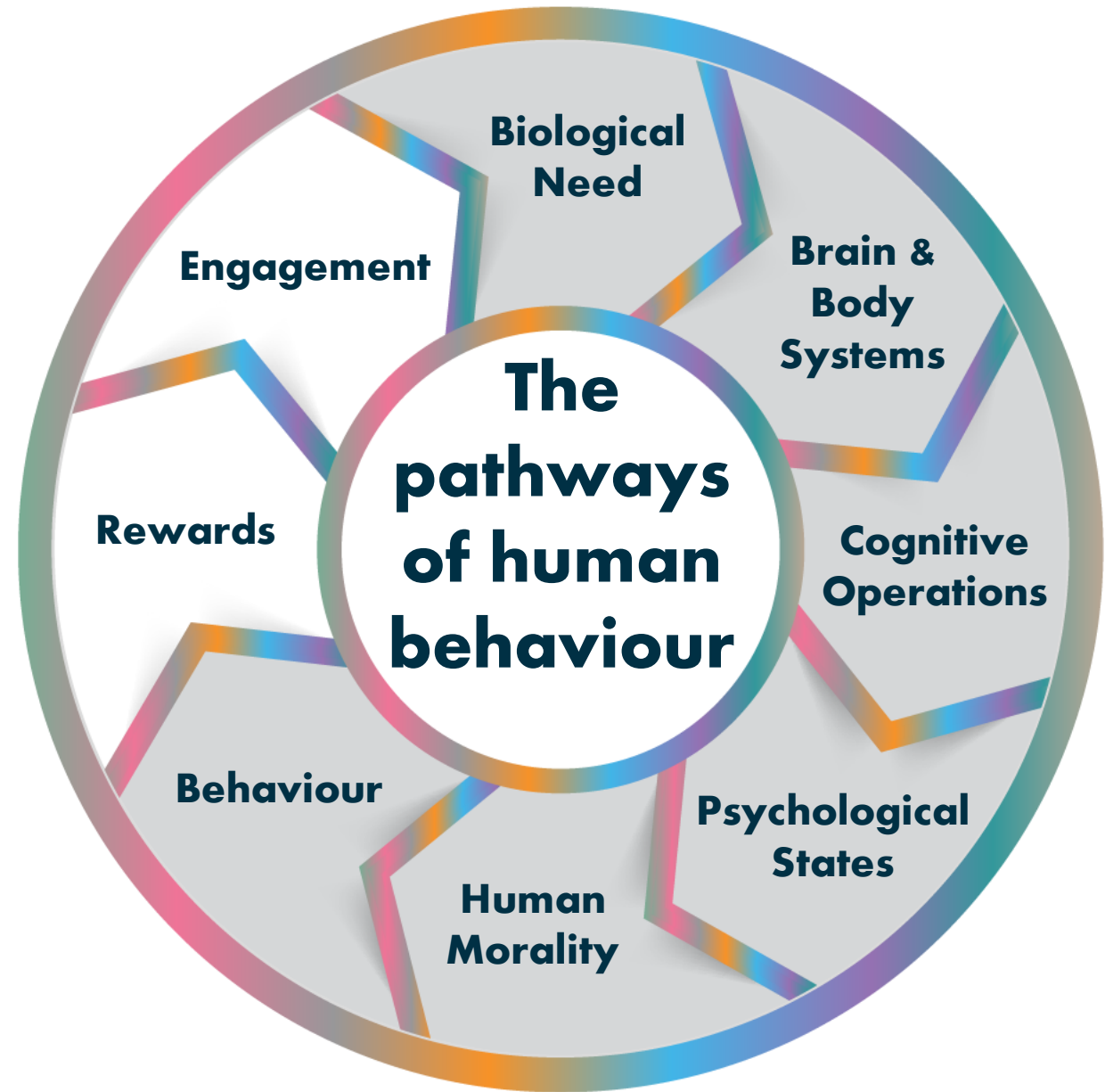
Our feelings reflect our neural experience. As abundant and varied as our emotions are, they all stem from 12 FHMs.



As their satisfaction contributes to human flourishing, our FHMs became human morality.



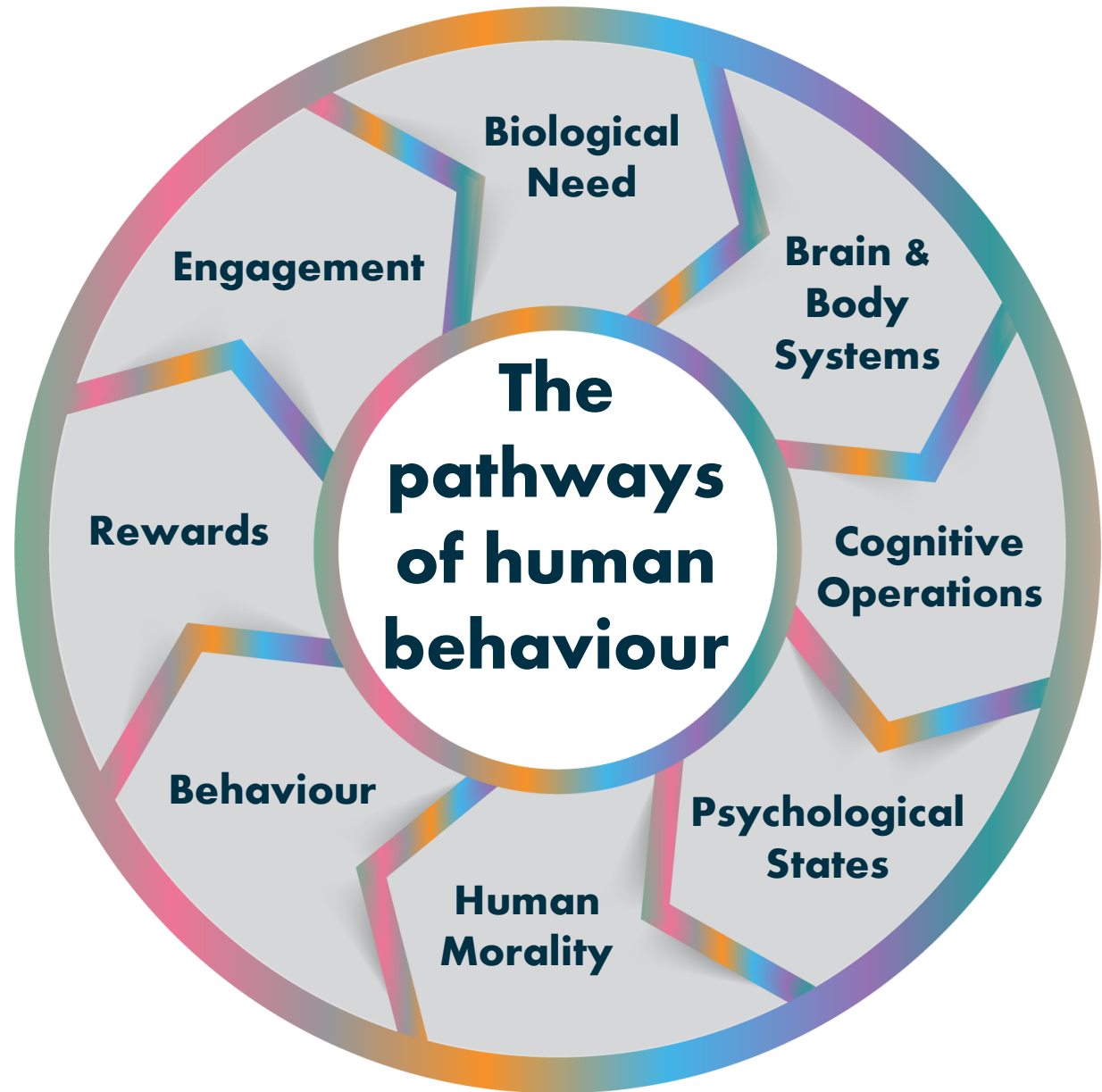
**The way we feel
and behave at
every moment is a
product of our FHMs
and their social and
cultural reinforcers.**



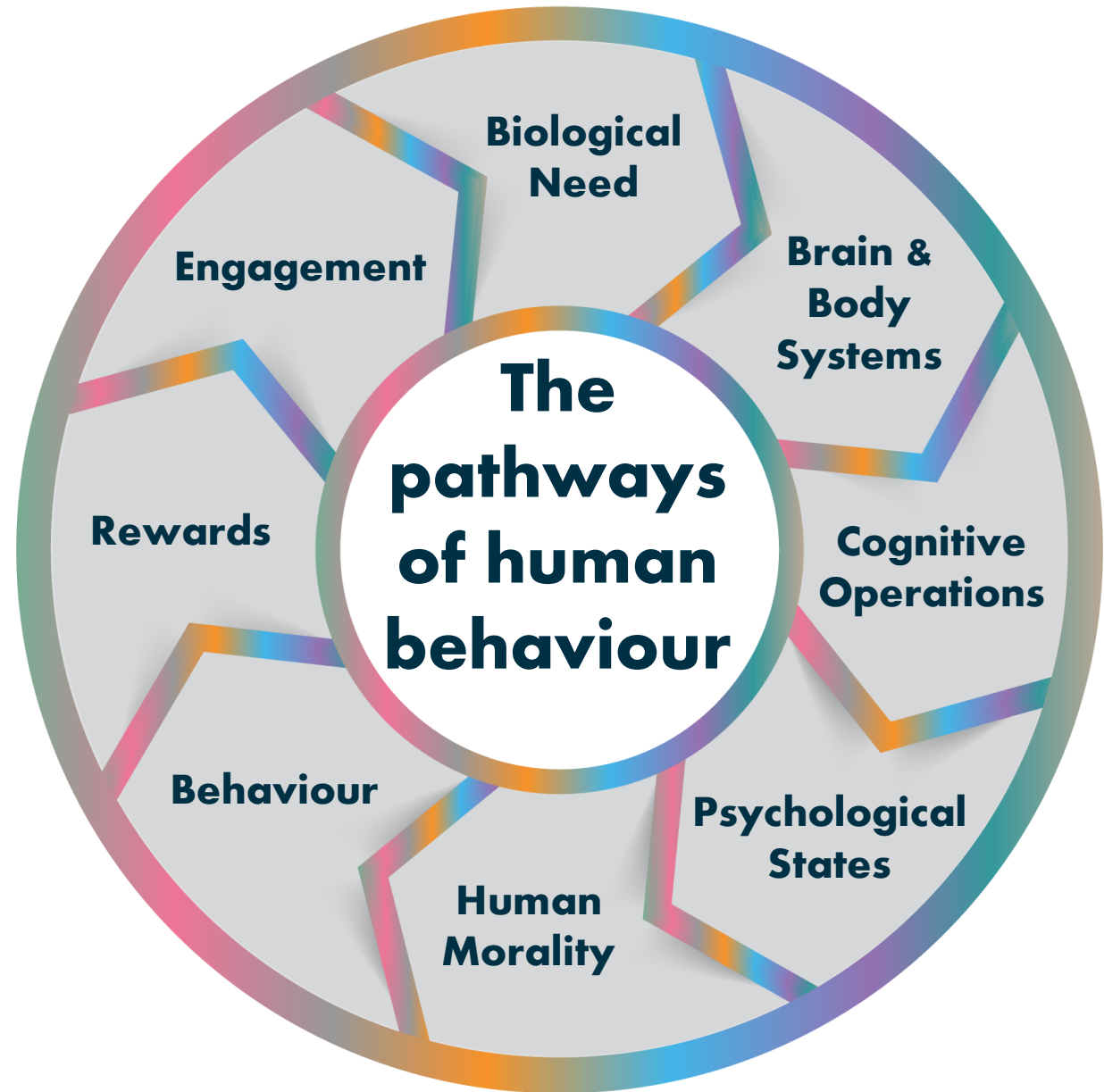
**Fulfilling our
FHMs is
intrinsically
rewarding.**



**Satisfying our
FHMs, is the most
engaging way to
motivate people.**



In turn, when satisfying our FHMs, we are giving our lives biological value. Behaviour is an adaptive mechanism in itself.

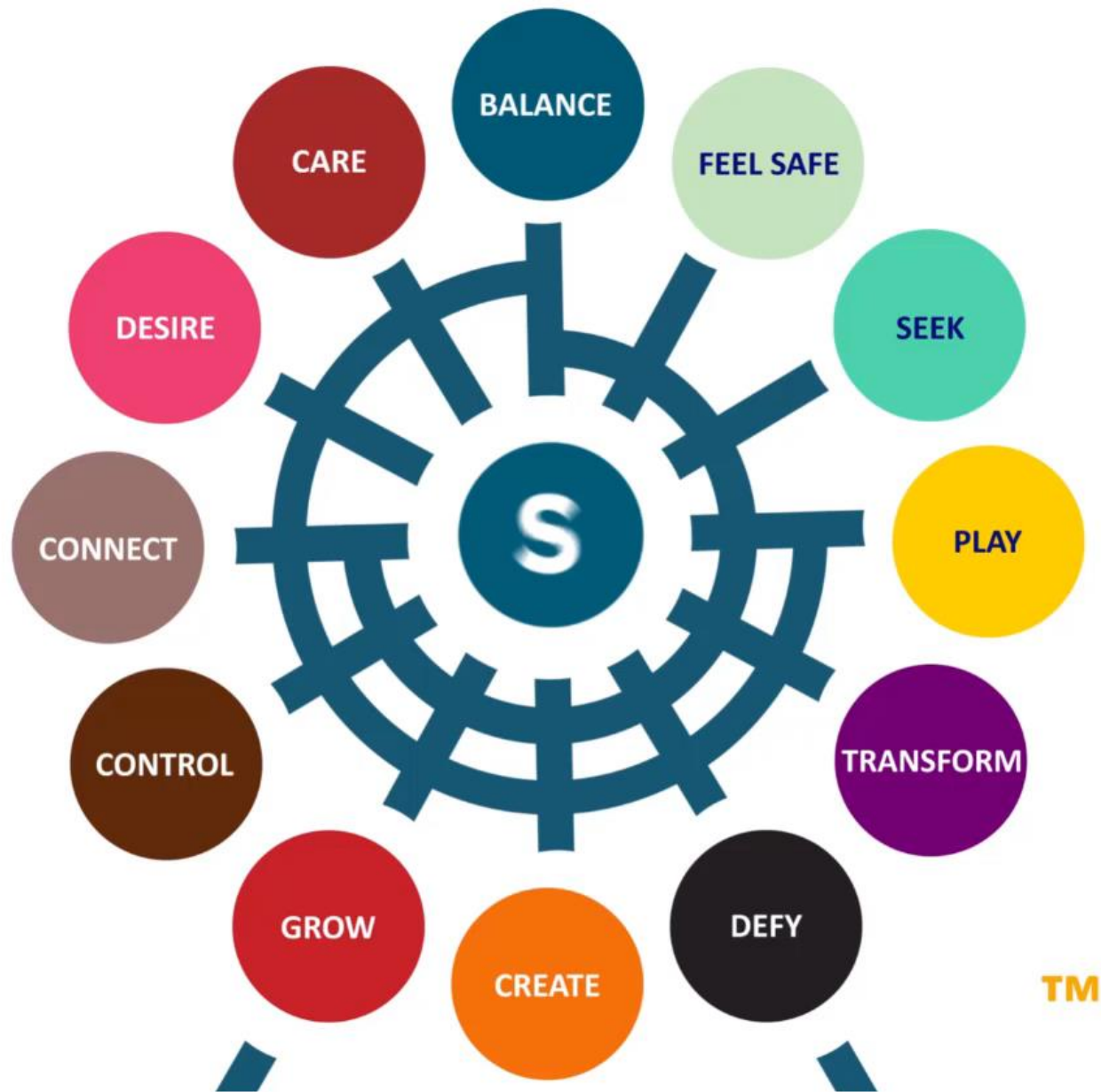




Our feelings reflect our neural experience. As abundant and varied as our emotions are, they all stem from 12 FHMs.

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

THE WHEEL OF MOTIVES™



We are not humans unless we feel safe, we seek, we play, we transform, we defy, we create, we grow, we control, we connect, we desire, we care and we gain balance.

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

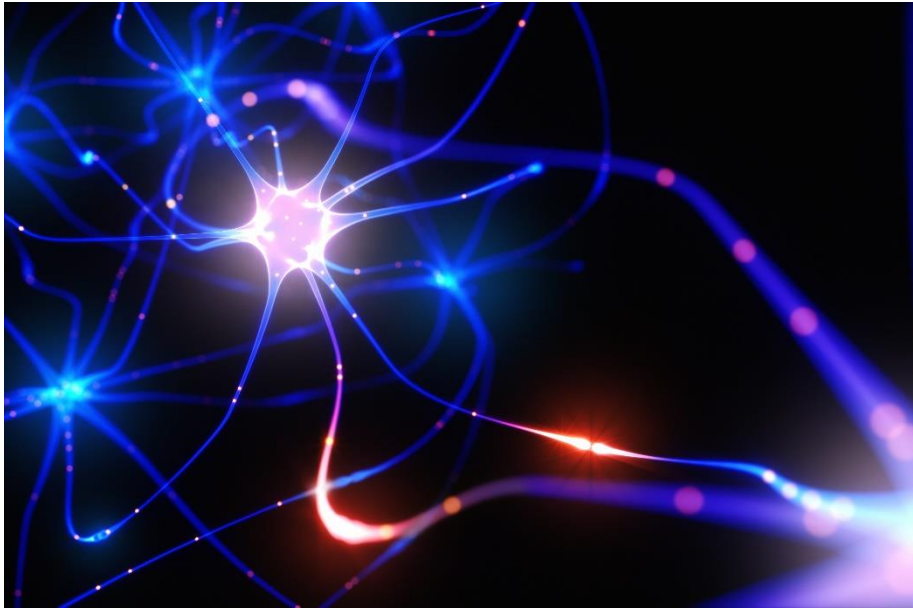
THE WHEEL OF MOTIVES™



What we call concepts are neural structures that help us categorize everything around us.

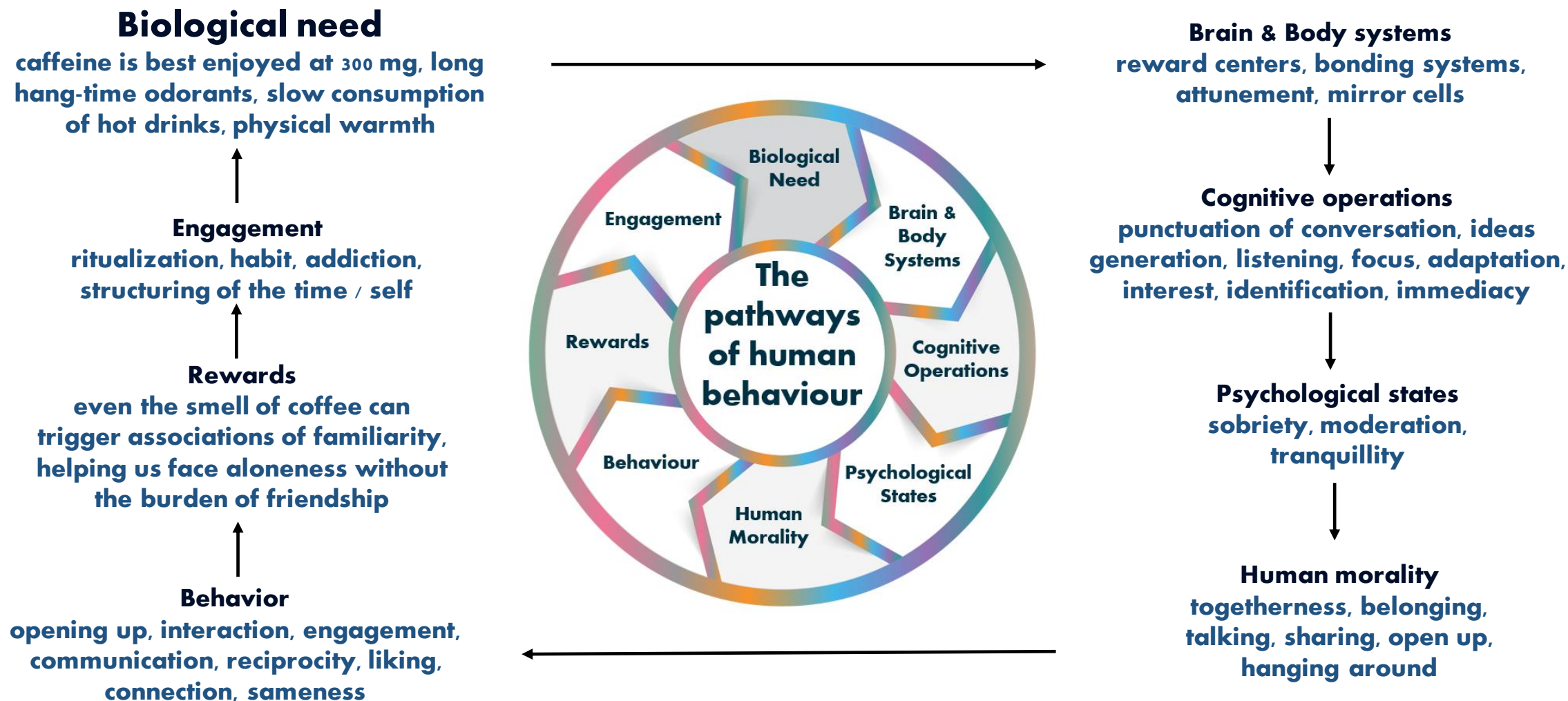
*** THE WHEEL OF MOTIVES™: C. Pantidos, Living Brands: How Biology and Neuroscience Shape Consumer Behaviour and Brand Desirability, Lid Publishing, London, 2018, page 391**

THE WHEEL OF MOTIVES™



By activating the right meaning in the psychological and neurophysiological interface brands create strong predispositions that guide preference

Example: The coffee category's essence: The motive to connect



* THE PATHWAYS OF HUMAN BEHAVIOUR: C. Pantidos, Living Brands: How Biology and Neuroscience Shape Consumer Behaviour and Brand Desirability, Lid Publishing, London, 2018, page 10

LET'S CONNECT OUR WORLD OVER COFFEE!

GOOD MORNING WORLD

WE WANT YOU AND YOUR TEAM TO JOIN US!

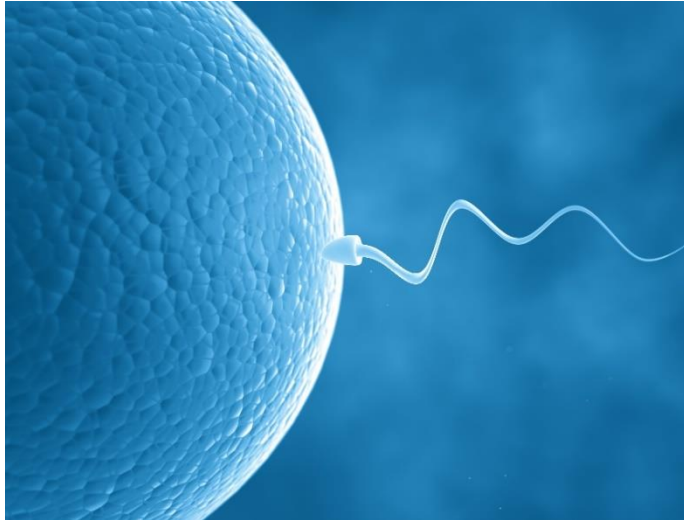
NESCAFÉ INSTANT CONNECTIONS

5500 Cups /sec.

NESCAFÉ

NESCAFÉ SHAL KAW™

Make It Special, Together



Every highly successful brand fertilizes a main motive with its own DNA becoming the premier satisfier of the motive in our brain.



The motive to feel safe:
reassurance, optimism, comfort,
peace, hope, faith, happiness,
plenitude

The Great Escape



Comin' at you—the famous Jeep, CJ-5, the ultimate get-up-an'-go machine. Get a hold of one of these babies, like this sporty Jeep Renegade and you're in for the ride of your life.

She was born to run free far from the pavement. Built to take hard knocks in her stride, the Renegade boasts a brawny suspension, heavy

duty axles and a tight 32.9 ft. turning diameter. Roll bar, fender lip extensions and special aluminum wheels come with this spirited beauty. Plus 304 V-8 engine, improved brakes and a dazzling assortment of colors and options.

'74 Jeep Renegade for a really great escape.

Jeep CJ-5
From A Subsidiary of
American Motors Corporation

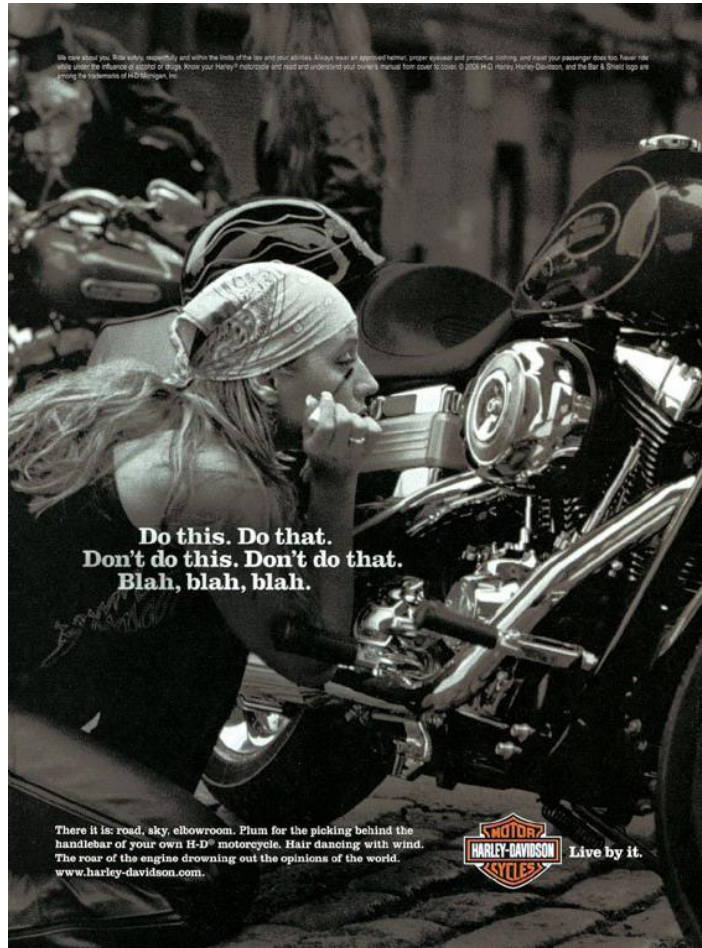
The motive to seek: arousal, excitement, adventure, escape, freedom.



**The motive to play: vitality, spontaneity,
focus on present, exhilaration.**



The motive to transform: mutation, adaptation, change, role switching, fascination.



**The motive to defy:
resistance,
uncompromisability.**



The motive to create: construction and expression of the self.

**FIND
YOUR
GREATNESS.**
NIKE HYPER ELITE UNIFORM

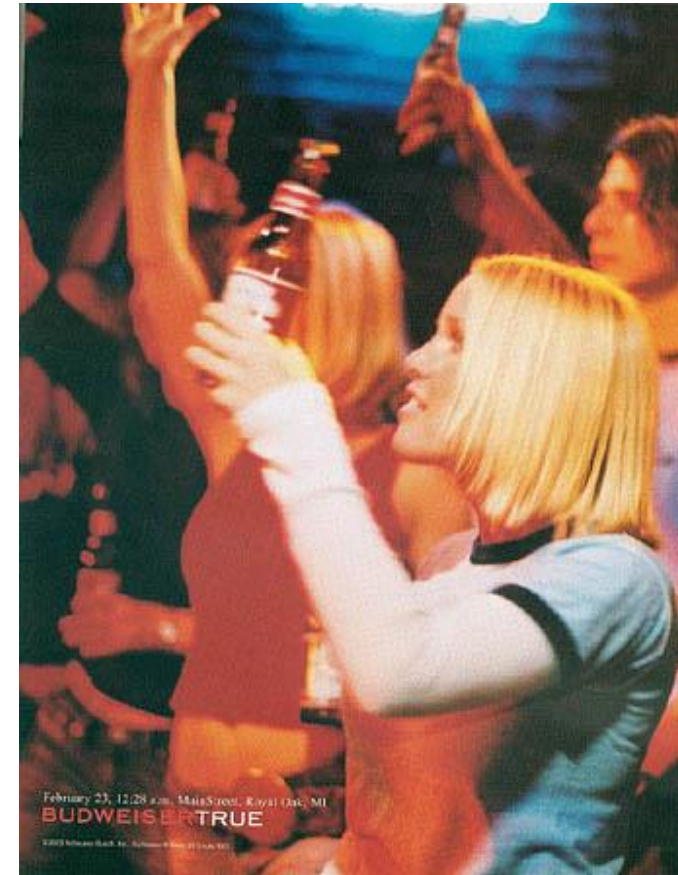


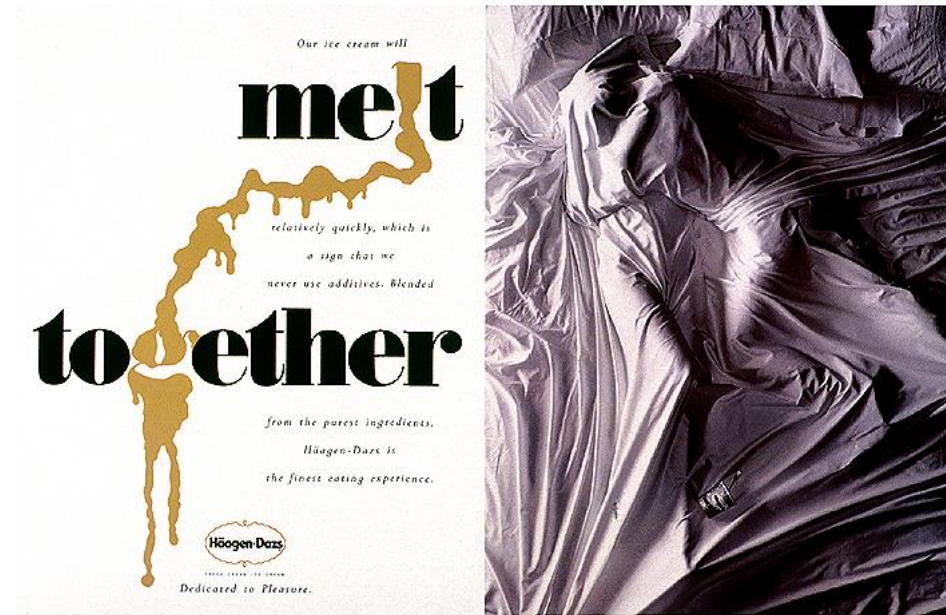
**The motive to grow: aspiration, confidence,
energy, achievement.**



The motive to control: order, ranking, logic.

**The motive to connect:
belonging, acceptance,
normalization,
ordinariness.**





The motive to desire: pleasure, hedonism, intimacy.



The motive to care: protection, preservation, contribution.



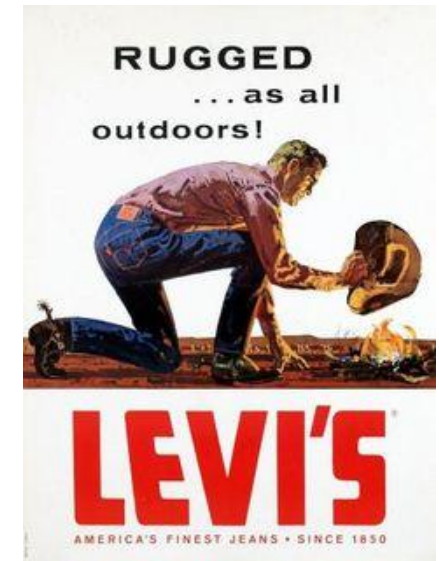
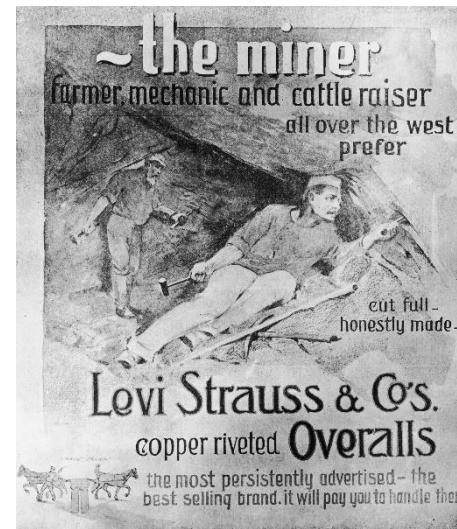
The motive to balance: harmony, entirety.

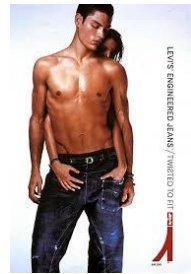
The case of Levi's

**Brands that betray
their inherent
motives see their
profits go down for
years and years.**



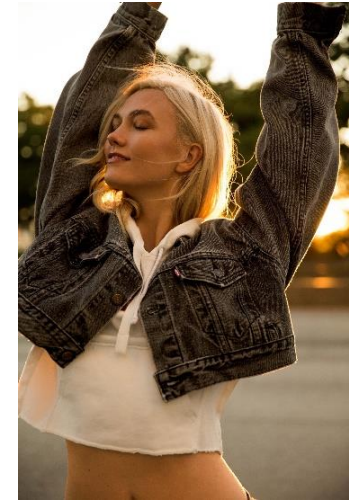
**Levi's is a brand
that stood for
exploration,
adventure, search
and discovery.**

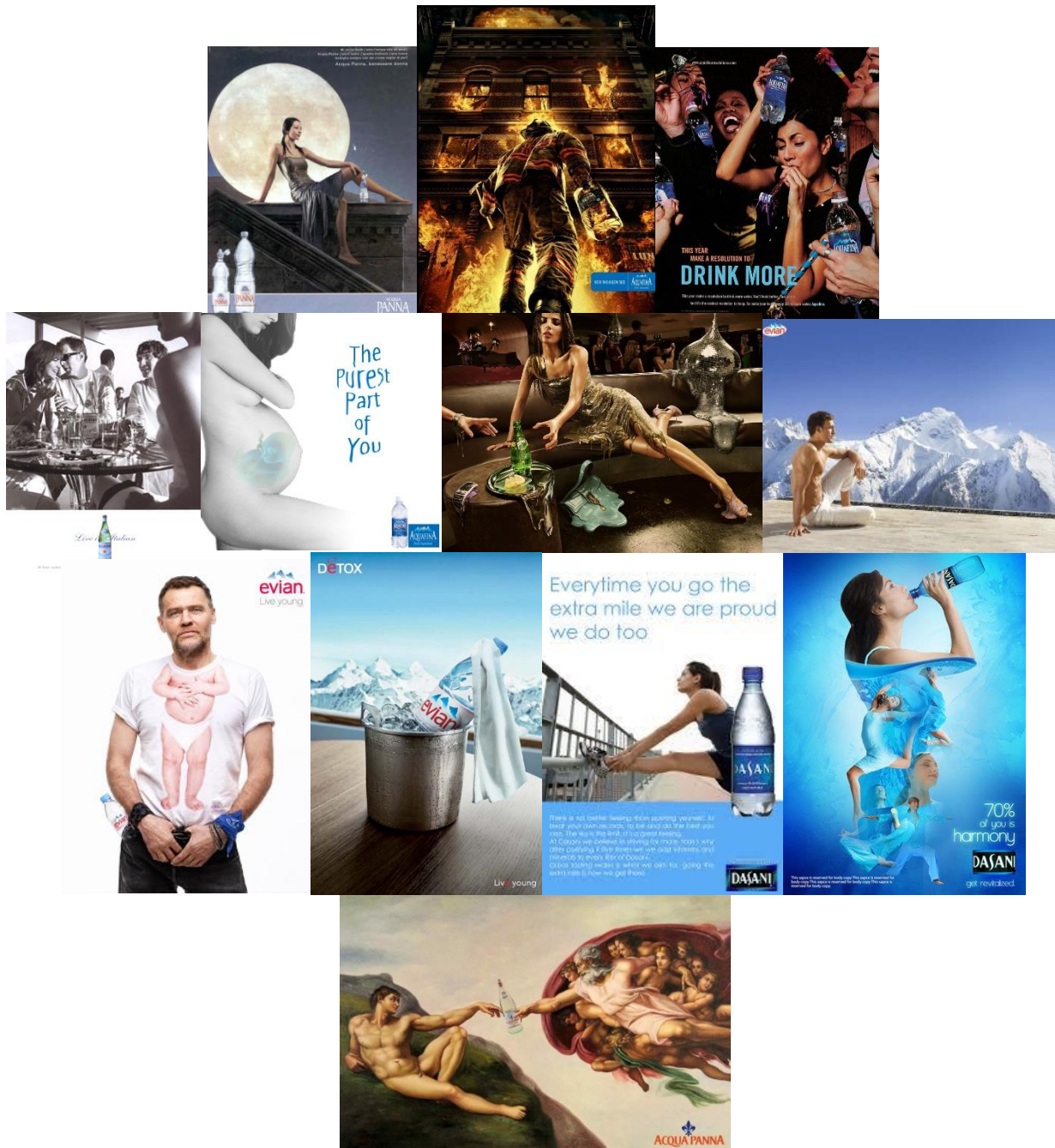




**For some time,
Levi's seemed to
have lost its
direction, standing
for too many
things, diluting its
essence.**

**Consumers
resurrect
brands that
rediscover
their DNA.**





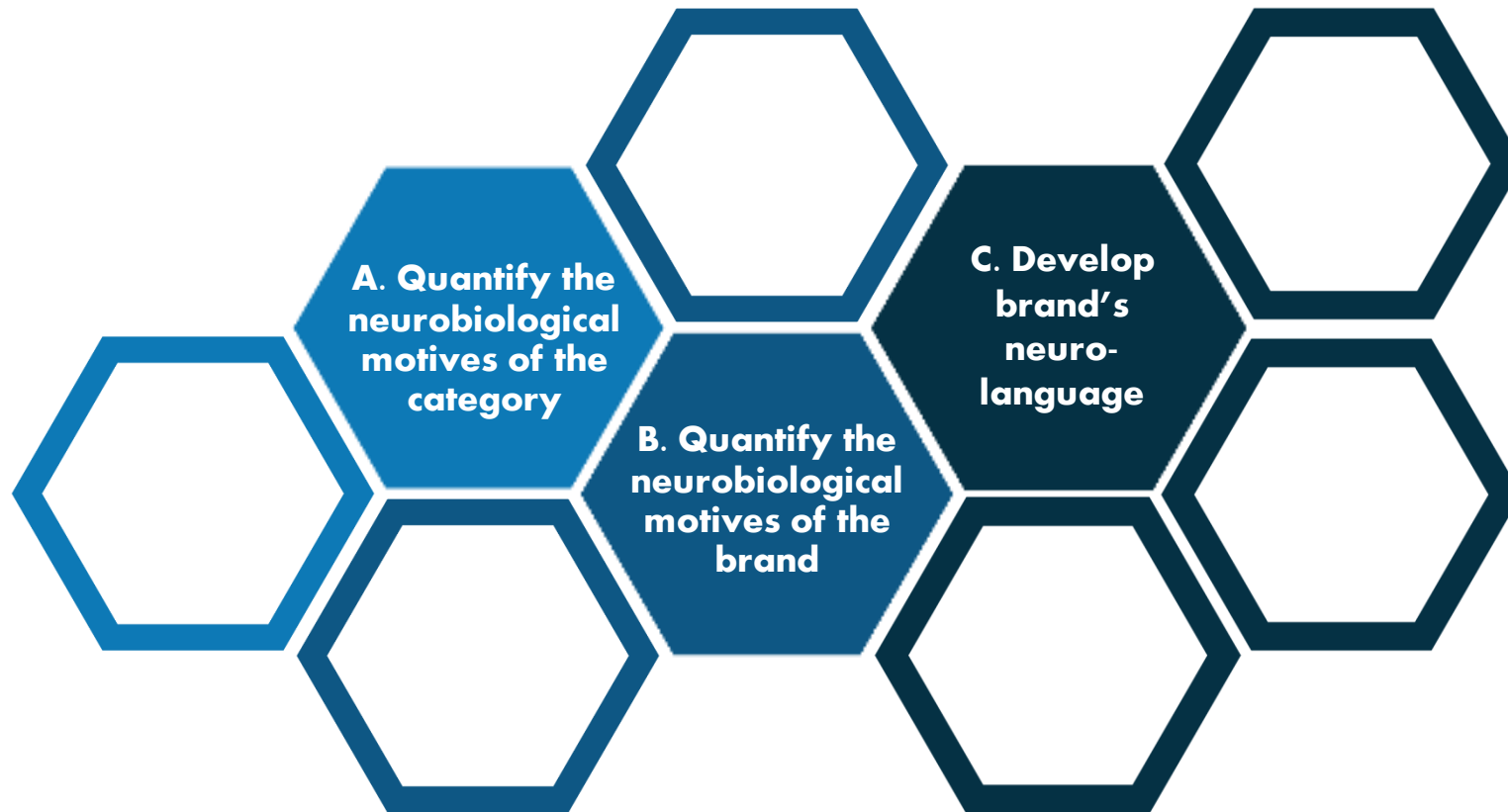
Successful brands are alive. They activate:

- 1. the right motives driving their category**
- 2. at the right level**
- 3. using the right mental triggers**

2. Activating our fundamental human motives through The Evolutionary Brand Strategy Toolkit™

An integrated, simple, practical toolkit to develop scientifically objective Brand Strategies and communication

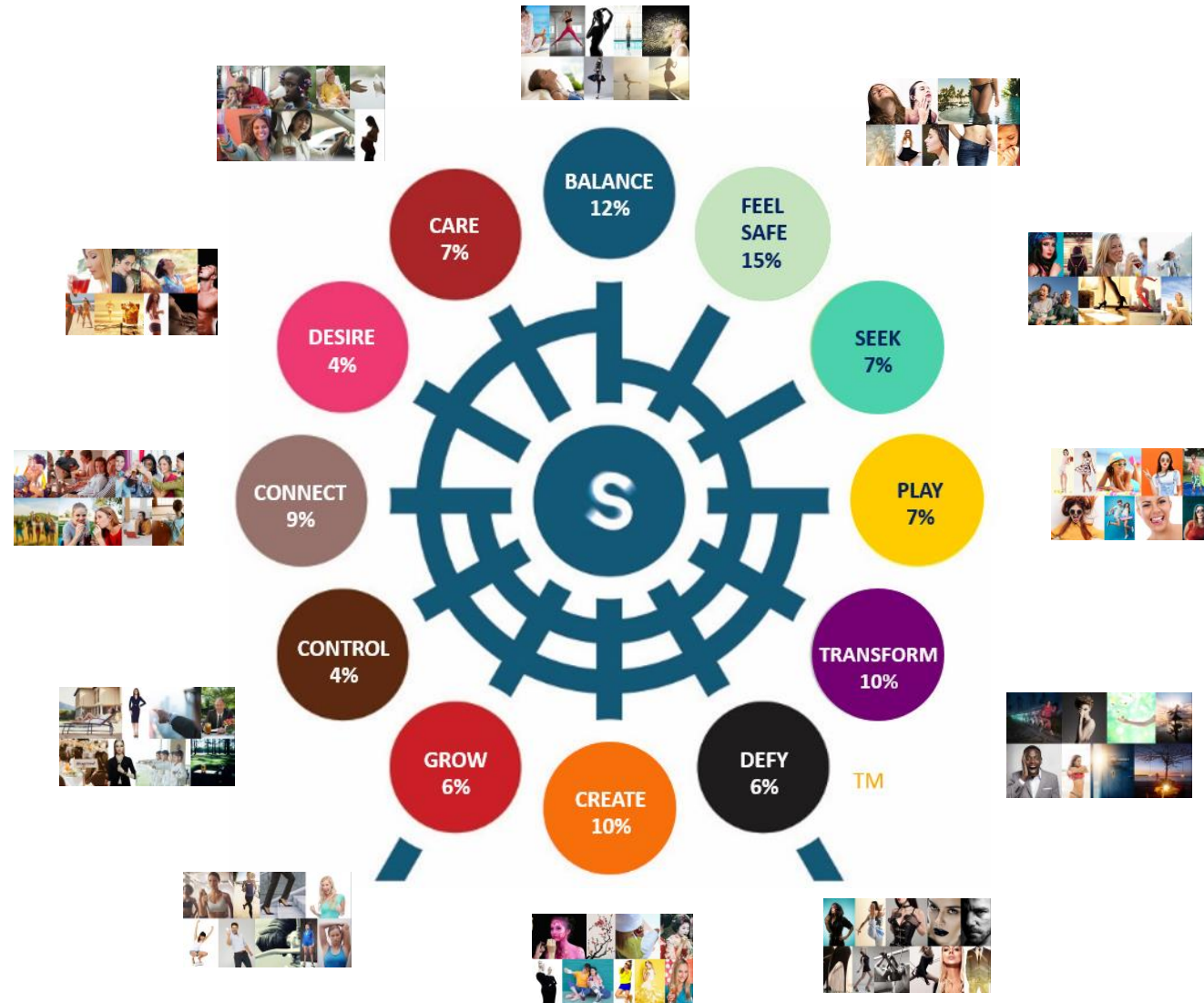
Evolutionary Marketing Toolkit™



A solid blue hexagon with a thin white border, centered on a white background.

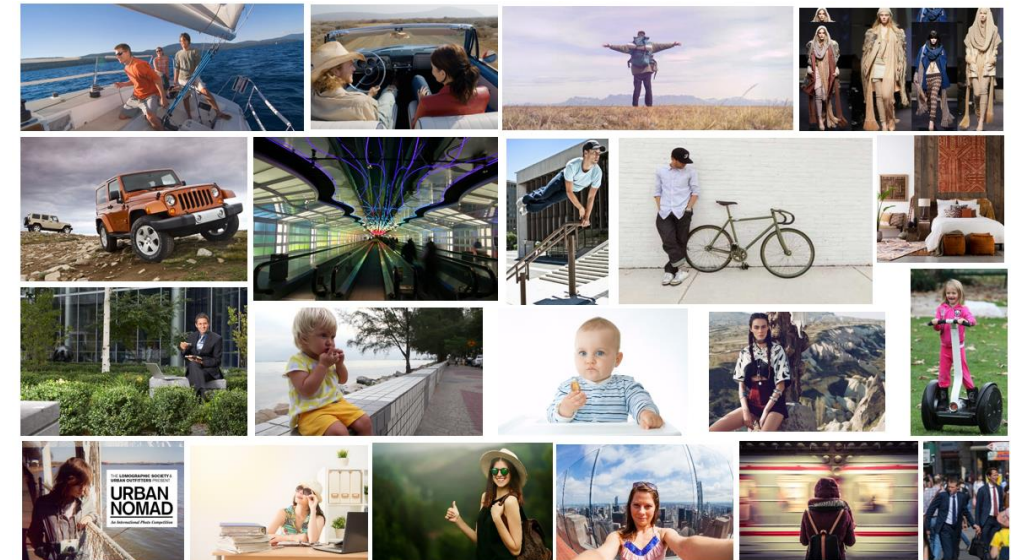
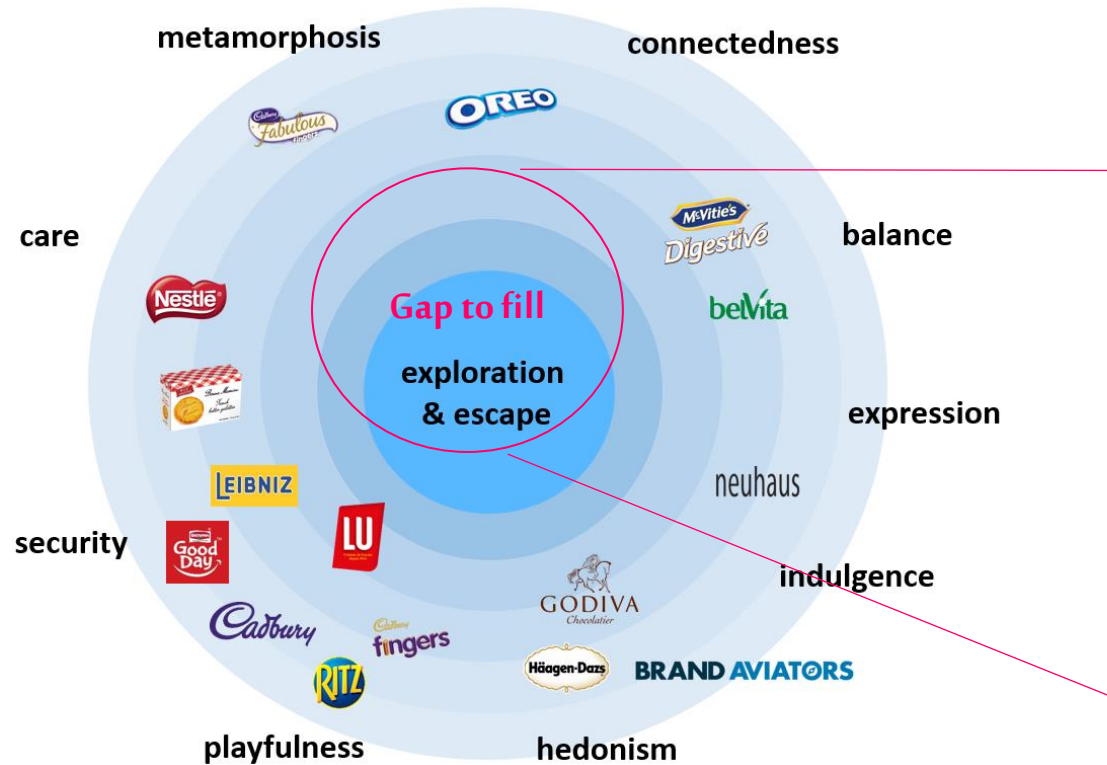
**A. Quantify the
neurobiological
motives of the
category**

**Quantify the
dominant
neurobiological
motives in the
category**



THE WHEEL OF MOTIVES™
EXAMPLE OF A BEVERAGE CATEGORY

Identify white space opportunities



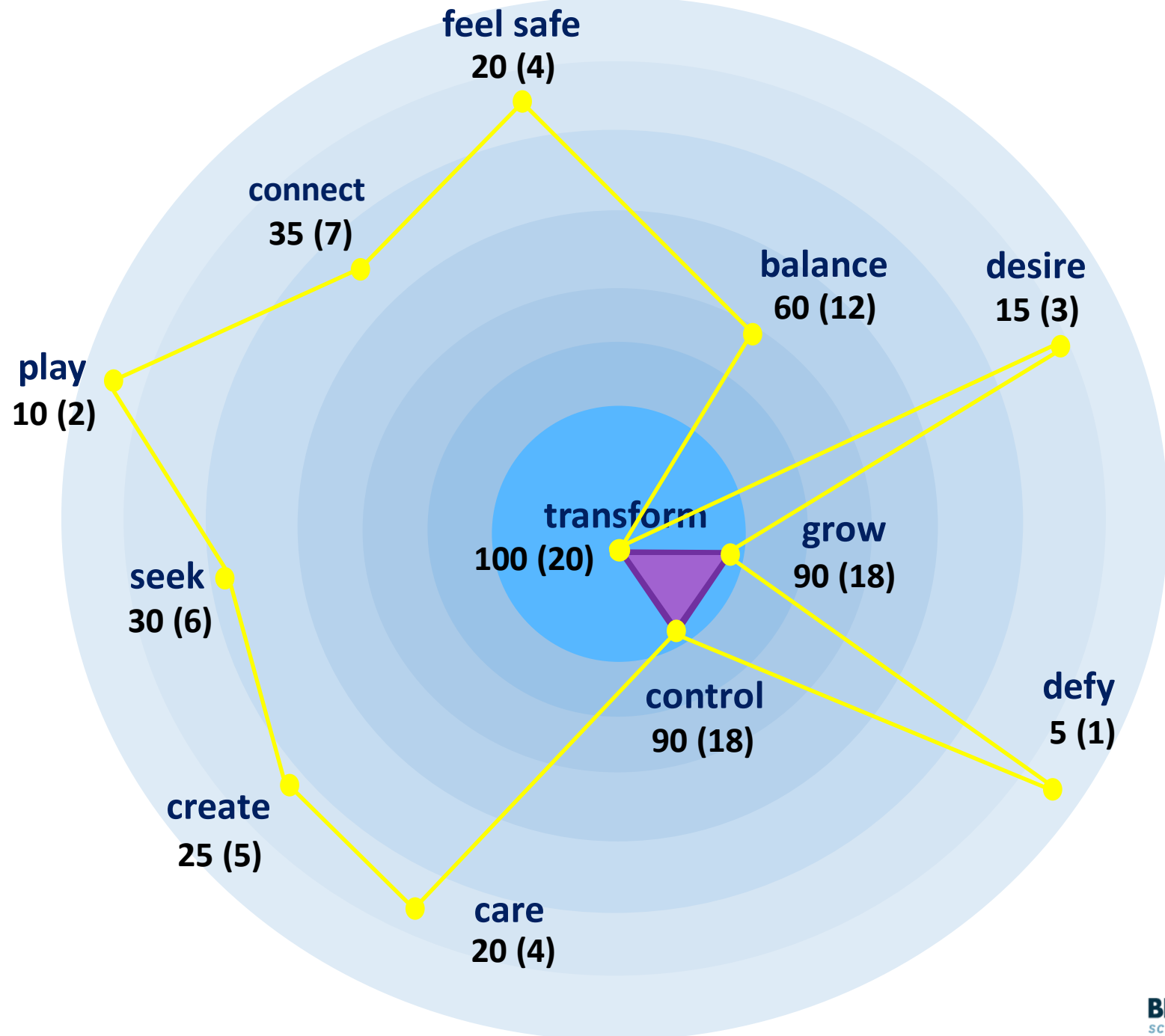
The biscuit industry misses the exploring essence of biscuit: the first food that liberated man from the need to cook, the natural companion of the traveller, condensed dry food microbiologically sterile, easy to transport even in handbags and our pockets, the perfect food for the modern nomad. Its great variety reinforces our sense of discovery.

What would the explorer biscuit of the 21st century look like?



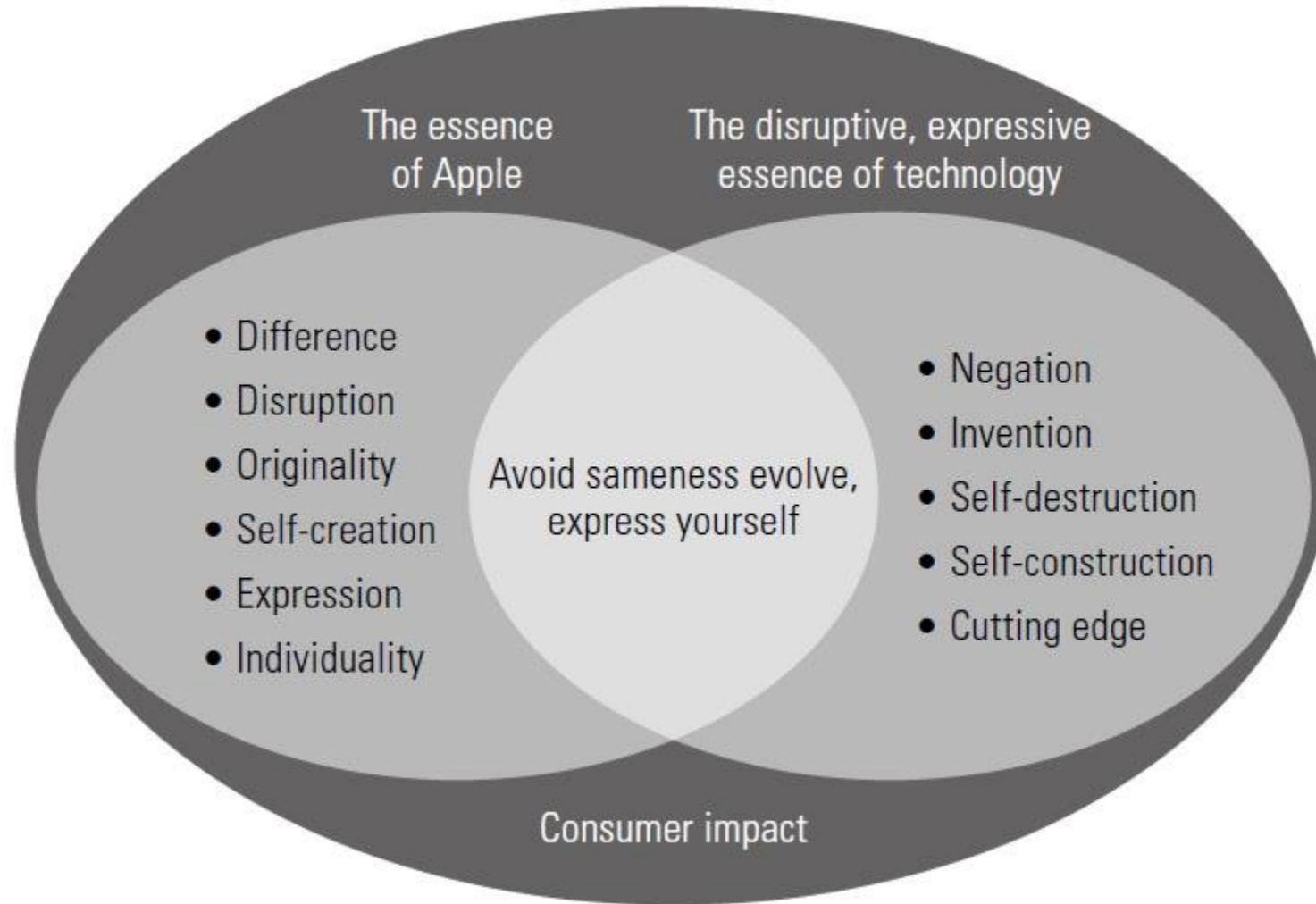
**B. Quantify the
neurobiological
motives of the
brand**

Quantify the neurobiologi cal motives driving the brand

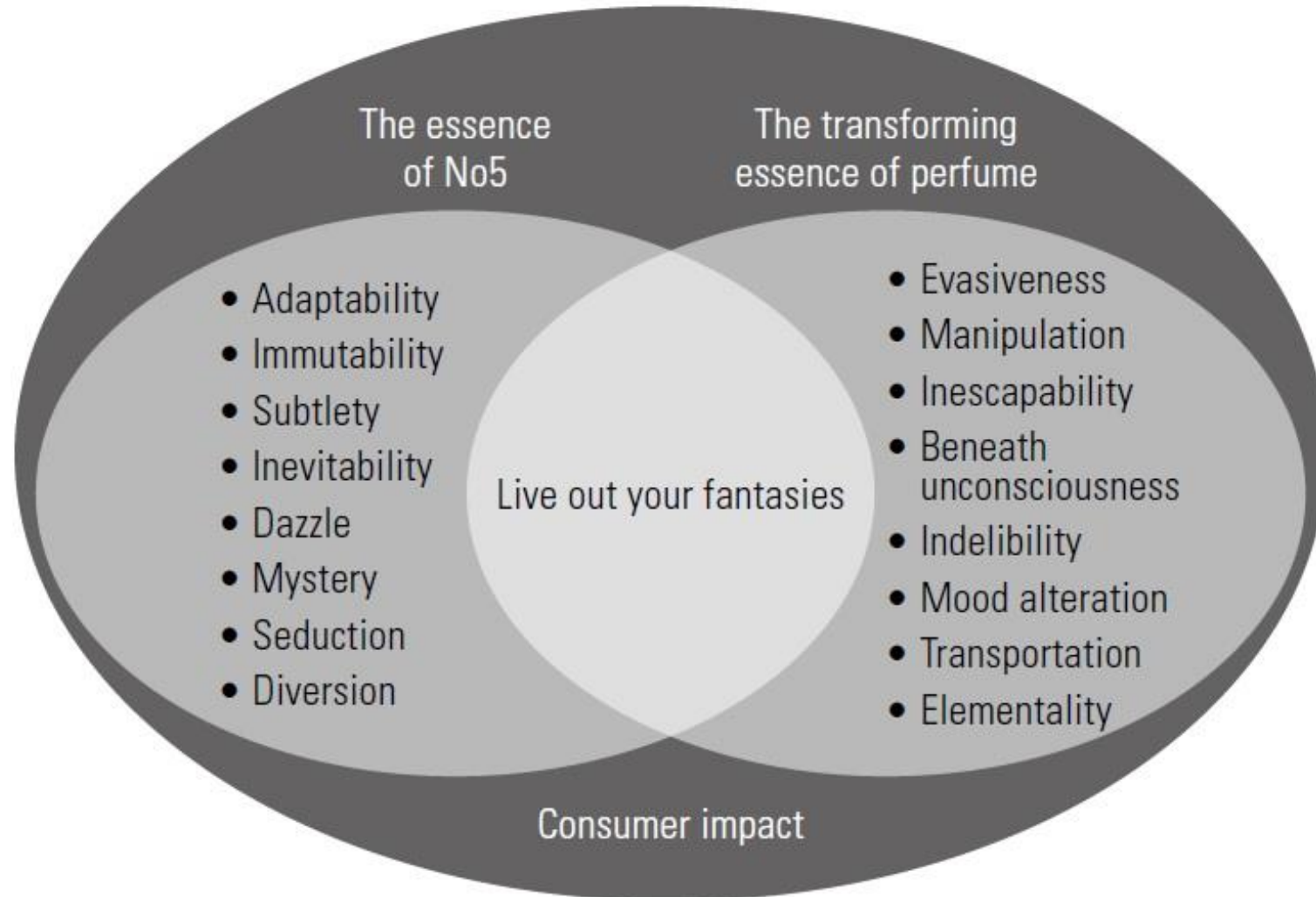


A dark blue hexagon with a white border, containing the text 'C. Develop brand's neuro-language' in white.

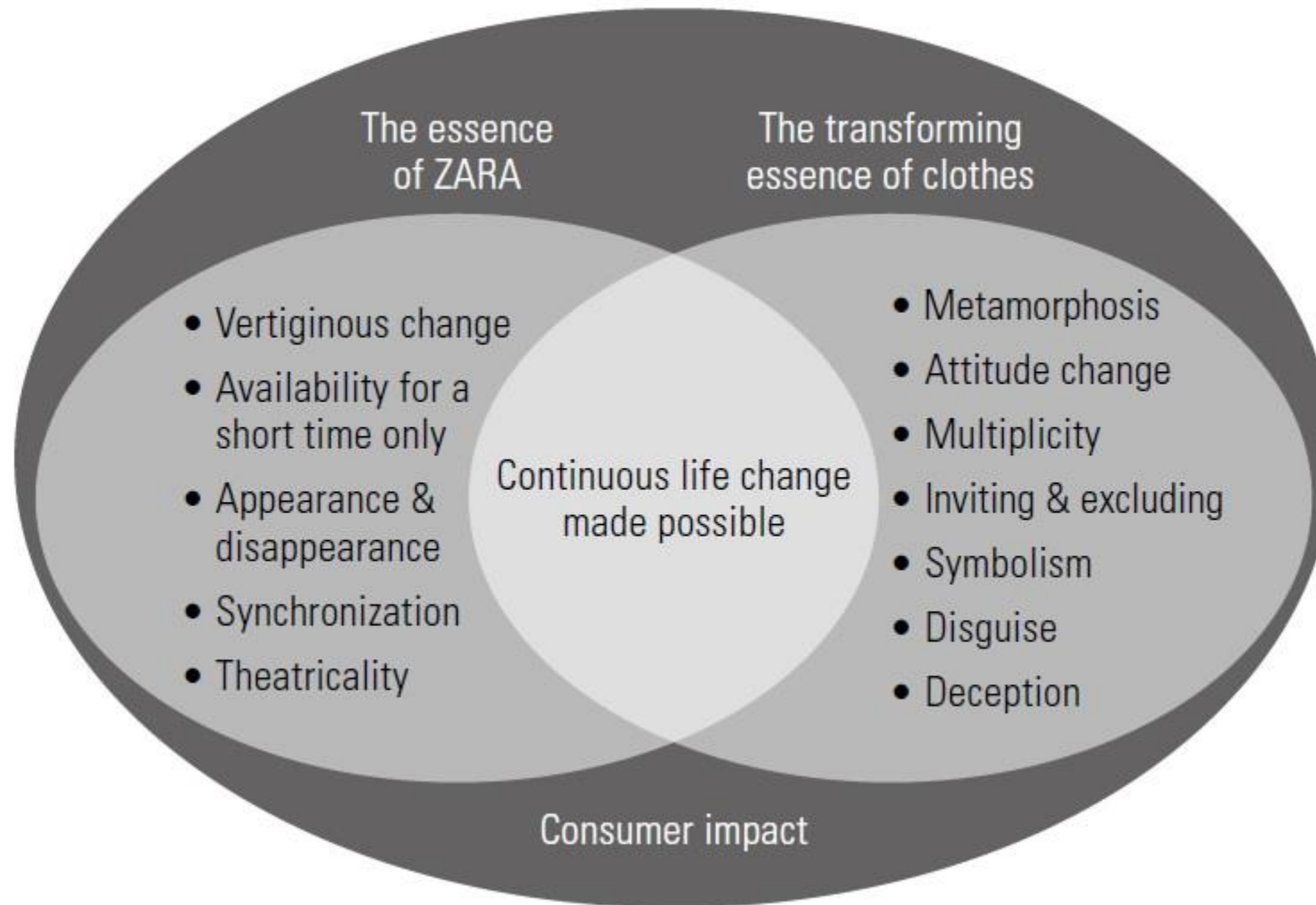
**C. Develop
brand's
neuro-
language**



*** The essence of Apple fertilizing the essence of technology, Dr. C. Pantidos, Living Brands: How Biology and Neuroscience Shape Consumer Behaviour and Brand Desirability, Lid Publishing, London, 2018, page 423.**



*** The essence of Chanel No 5 fertilizing the essence of perfume, Dr. C. Pantidos, Living Brands: How Biology and Neuroscience Shape Consumer Behaviour and Brand Desirability, Lid Publishing, London, page 424.**



*** The essence of ZARA fertilizing the essence of clothing, Dr. C. Pantidos, Living Brands: How Biology and Neuroscience Shape Consumer Behaviour and Brand Desirability, Lid Publishing, London, page 425.**

Brand Neurosystem



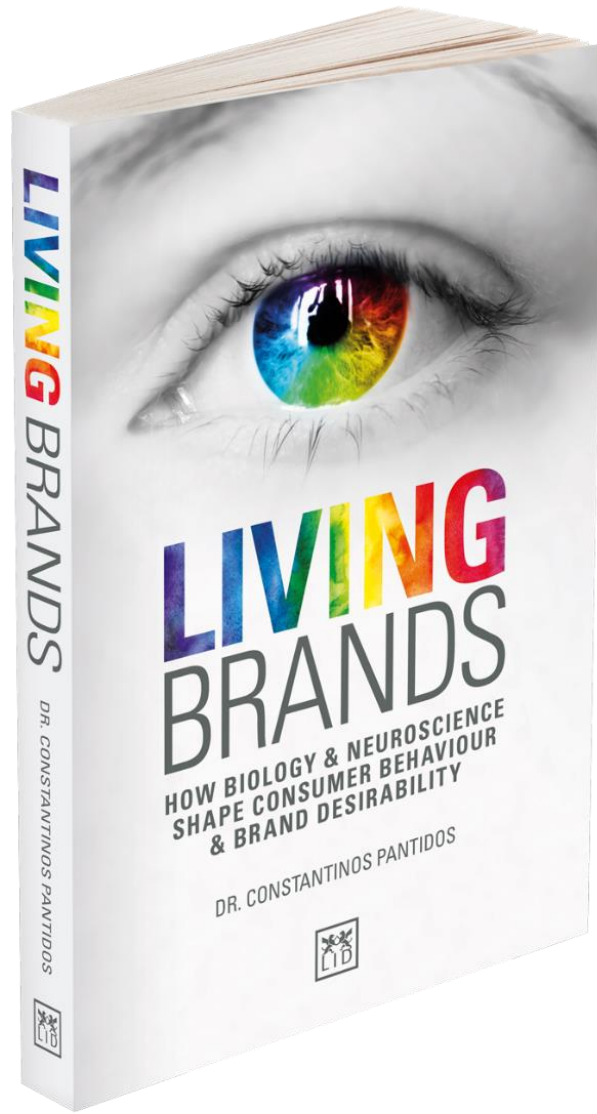


**A voluminous database
systematizing forms &
shapes, colours &
materials, words &
typefaces, scents & tastes,
sounds & music according
to their neurobiological
impact on the brain that
helps translate strategy
into communication.**

Some of the companies which have leveraged Evolutionary Marketing™ to make their brands unstoppable



**3. A book about Evolutionary
Marketing™: LIVING BRANDS, HOW
BIOLOGY & NEUROSCIENCE SHAPE
CONSUMER BEHAVIOUR & BRAND
DESIRABILITY**



LIVING BRANDS™

1. **Deciphers this source code of human behaviour**
2. **Systematizes the inherent concepts in our brain**
3. **Puts forward THE WHEEL OF MOTIVES™, the most integrated tool for understanding consumer behaviour, categories and brands and shaping brand strategy to date**

The deployment of our motives in 20 universal categories of goods and services from food to clothes, and from toys to cosmetics, cars, medicines, leisure travel and other categories which help us find out where our brands stand for, and their relative power

CHAPTER 9

THE FUNDAMENTAL MOTIVES FOR BUYING FASHION

EXPERIMENTATION

On an initial level of motivation, we are attracted to the new and the different. What fashion items satisfy is our inborn restlessness, mankind's genetic tendency towards variety and insatiable curiosity. "Humans are programmed to seek new experiences; they quickly get used to anything that gives pleasure."⁴ "To escape the dulling of our senses we need to experience pleasure by rotation."⁴

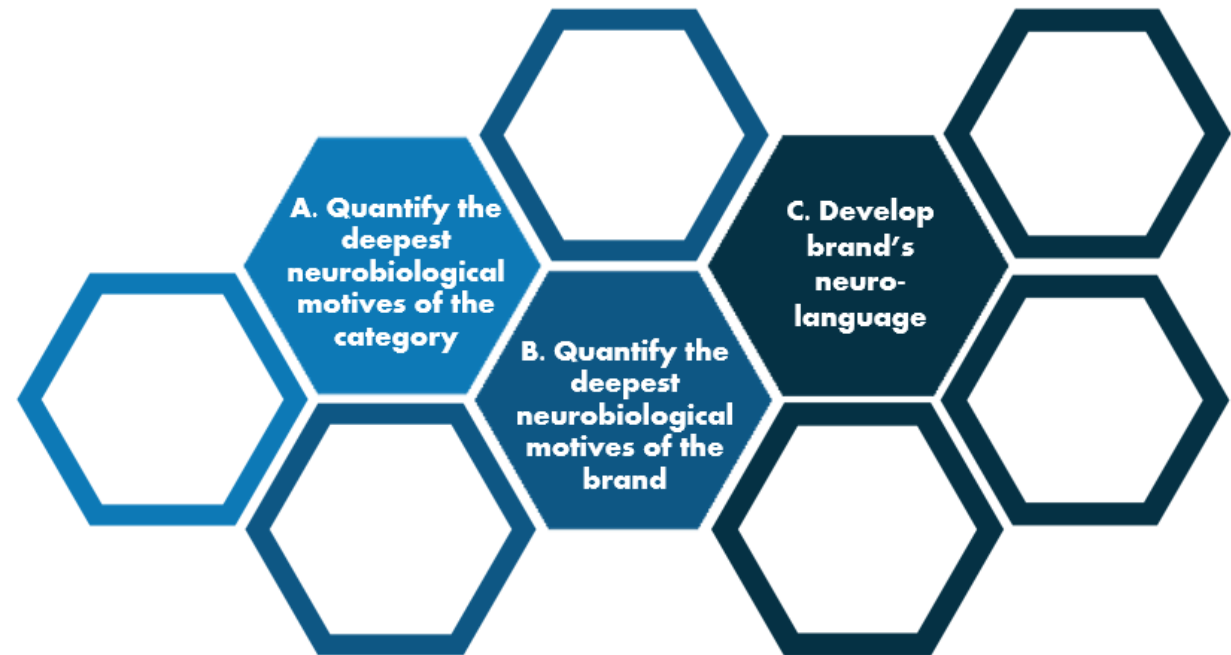
In essence, "contrast is a source of happiness."⁴ "Fashion promises a vertiginous degree of choice through the possibilities of nuances and gradations, of adaptation or rejection of the novelties, the rapid variations and 'useless' innovations."¹¹⁷ Liberating our subjectivity, fashion helps us get a glimpse of our real self.

Slogans like those below convey the exploratory nature of fashion:

- Always Be Curious.
- Find Your Style.
- When Was The Last Time You Did Something For The First Time?
- Explore Freedom.
- Escape.
- An Epic Experience Awaits.
- The Alternative Energy.
- Stupid May Fail. Smart Doesn't Even Try.
- Goodbye Inhibitions.

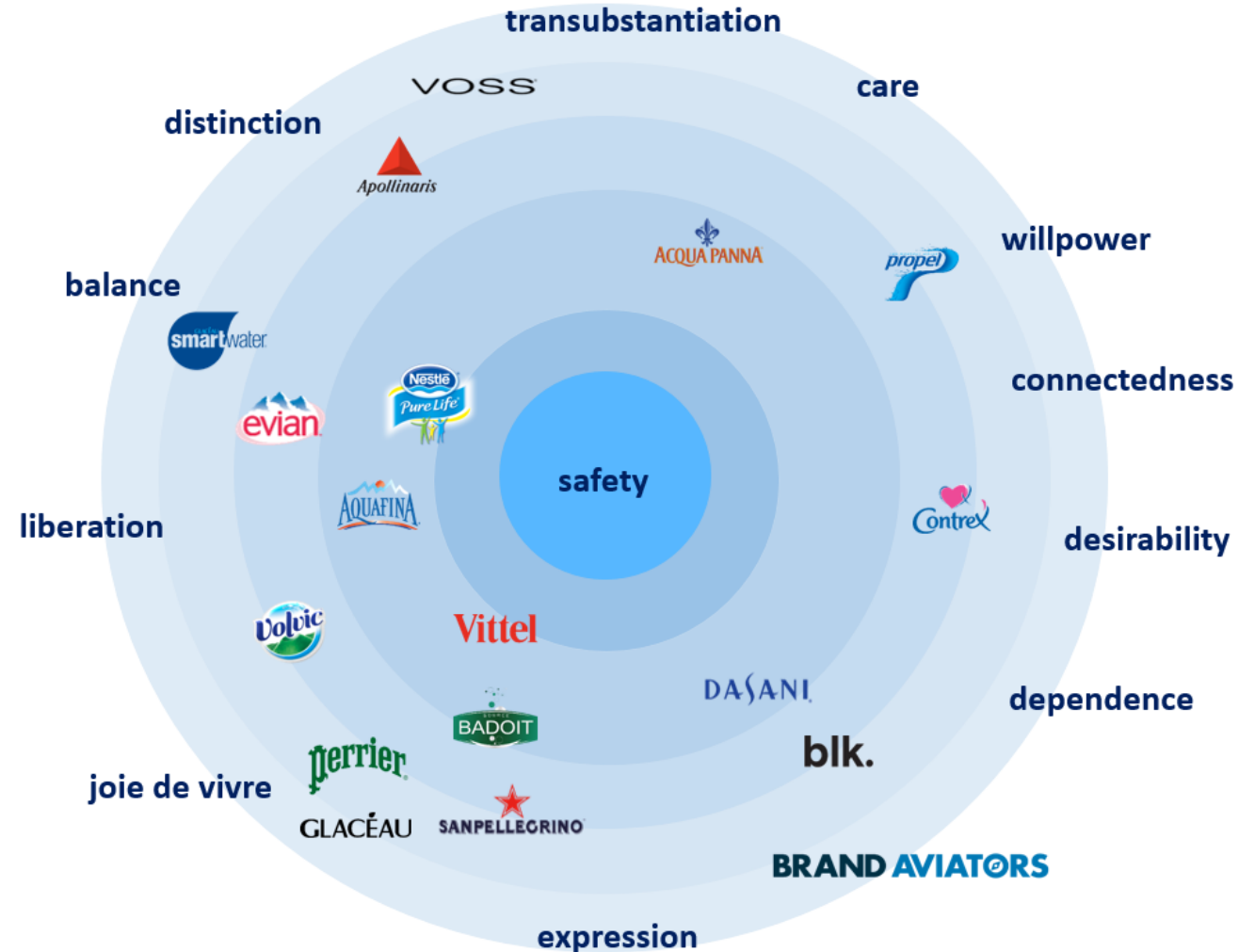
Evolutionary Marketing Toolkit™

The science behind **THE WHEEL OF MOTIVES™** and a step-by-step methodology to bring brands to life



*** A step-by-step methodology for bringing brands to life, Dr. C. Pantidos, Living Brands: How Biology and Neuroscience Shape Consumer Behaviour and Brand Desirability, Lid Publishing, London, page 418.**

Category landscaping maps indicating the way major global brands are positioned in our mind vis a vis the dominant motives driving the categories



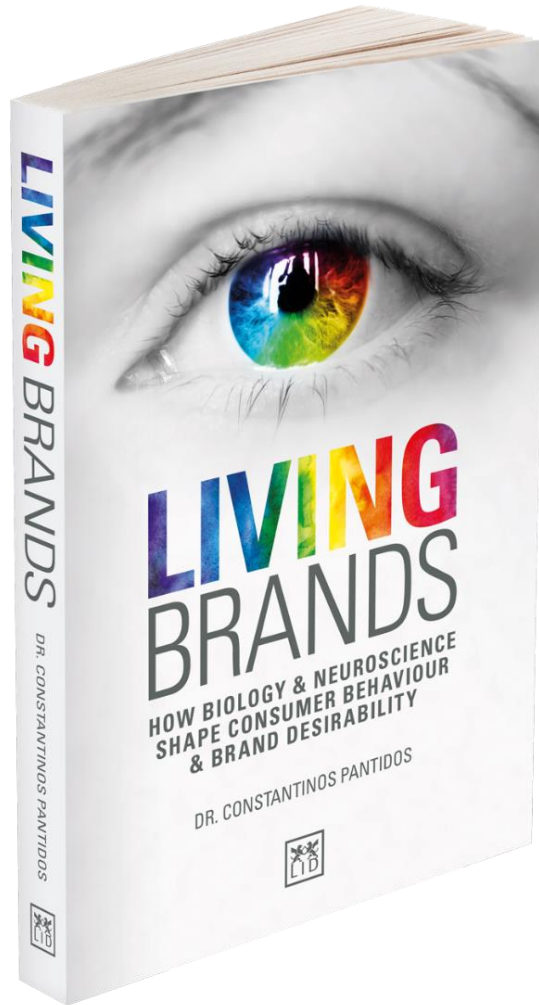
*** Fundamental motives we satisfy through buying bottled water and the position major global bottled water brands hold in our mind, Dr. C. Pantidos, Living Brands: How Biology and Neuroscience Shape Consumer Behaviour and Brand Desirability, Lid Publishing, London, page 73.**

Ladders of the major concepts infused into our life by our fundamental human motives that can help us activate the right motive at the right level, using the right mental triggers



*** The basic ladder of inherent concepts infused into our life by the fundamental motive to transform.
Dr. C. Pantidos, Living Brands: How Biology and Neuroscience Shape Consumer Behaviour and Brand Desirability, Lid Publishing, London, page 400.**

THANK YOU



Buy the book now:
<https://amzn.to/2qfbYtf>

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Visit the website:
www.brandaviators.com