

Outsell competition through Neuromarketing and Branding

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Providing good products or services is not enough to convince clients and consumers.





The brand must have a purpose from which products, promotions, communication, packaging etc. arise.



For the consumer to buy your product instead of your competitor's product, your brand purpose needs to ring true automatically, to make sense viscerally.

**You only have 3 to 7
seconds to ignite an
emotional
relationship with
the consumer**



Consumers assess your brand through quick and automatic emotional responses, most of which happen unconsciously.



**But how can we
trigger these
unconscious
responses that
trigger brand
choice?**



Here is the secret of how your brand can be automatically authenticated by the brain:

- 1. Understand the deepest motives driving the product category**
- 2. Understand the DNA of your brand**
- 3. Fuse these two together into your brand purpose**
- 4. Consistently align all touchpoints with your brand purpose**



This is not as difficult as it sounds

**We are in the Netherlands, so let's use
an example coming from the beer
industry**

Which one would you buy?



Can you rationally explain why?

All elements are consistently aligned with one panhuman need (in this case the need to express ourselves)



- **Thus, the brand purpose is not something abstract or a statement in our website.**
- **It infuses every action from messaging, to packaging and from fonts to social media.**





**In this way we have
a clear strategy that
inspires employees
and concepts alike.**

An authentic brand purpose, can help us cut through the competition of functional benefits and that are not enough to convince, can be easily copied become obsolete etc.



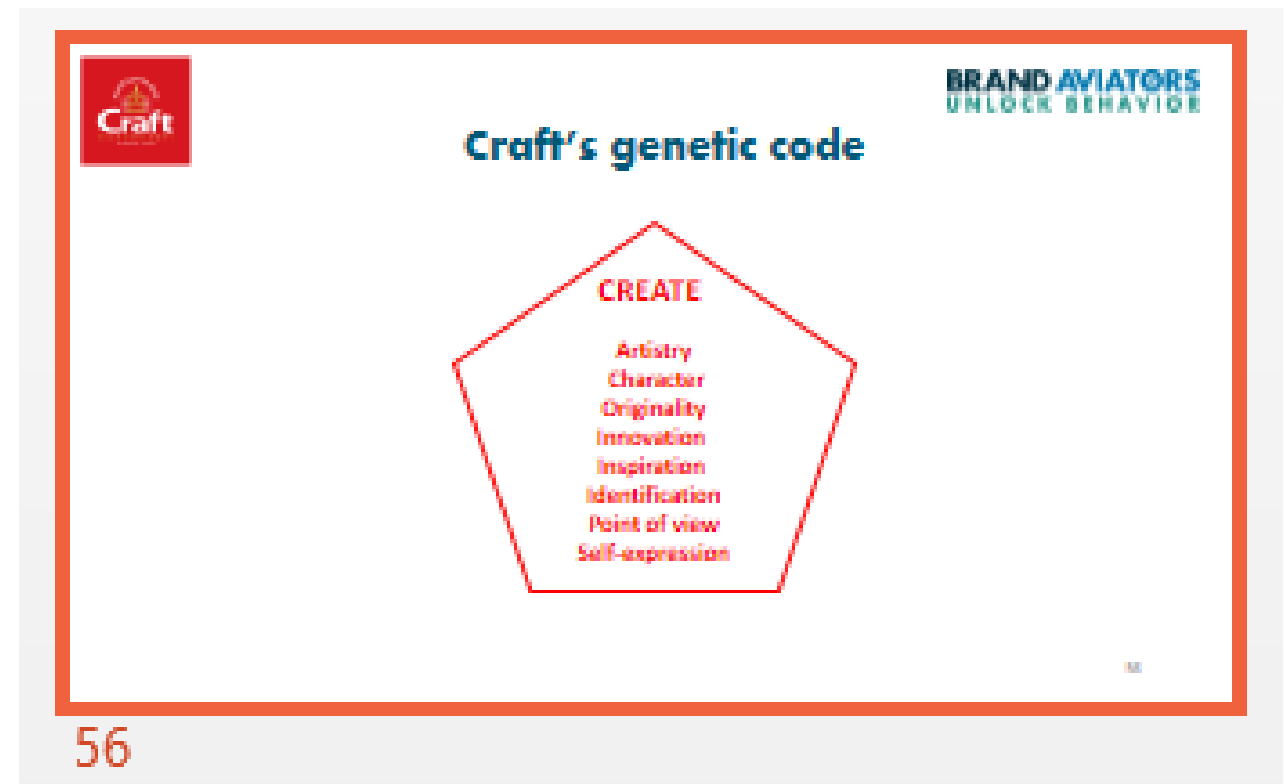
But how do we can define our brand's purpose?

Main drivers of the craft beer category

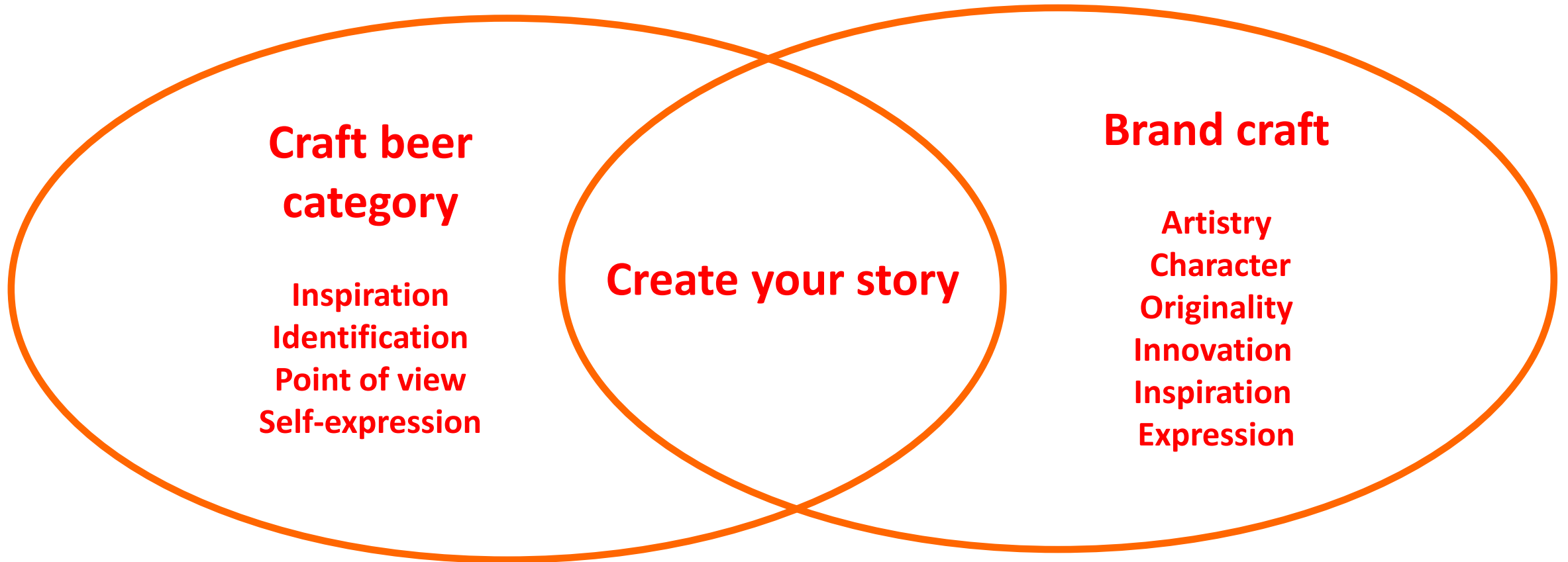


- Every producer puts his/her own character inside their beer, unlike the mass beer brands
- The drinkers feel they participate in the creation process. Often they talk directly to the producer, unlike the industrial brands. They express their opinion about the bottle, the taste, etc.
- Craft beer offers a new identity
- It is artisanal by nature, avant-garde, hand-working
- The brewer is an archaic artist
- Craft beer recreates tradition
- To express identity, craft beer remains individualistic. Whatever has intense character does not become global.

The craft brand's DNA



Fusing the category and the brand



Brand purpose of the Craft brand

I exist to offer choice to people, to inspire them to express their creative self, their individuality and uniqueness.



In a nutshell:

It is not so much about the functional need we solve: this can be done by hundreds of other brands as well.

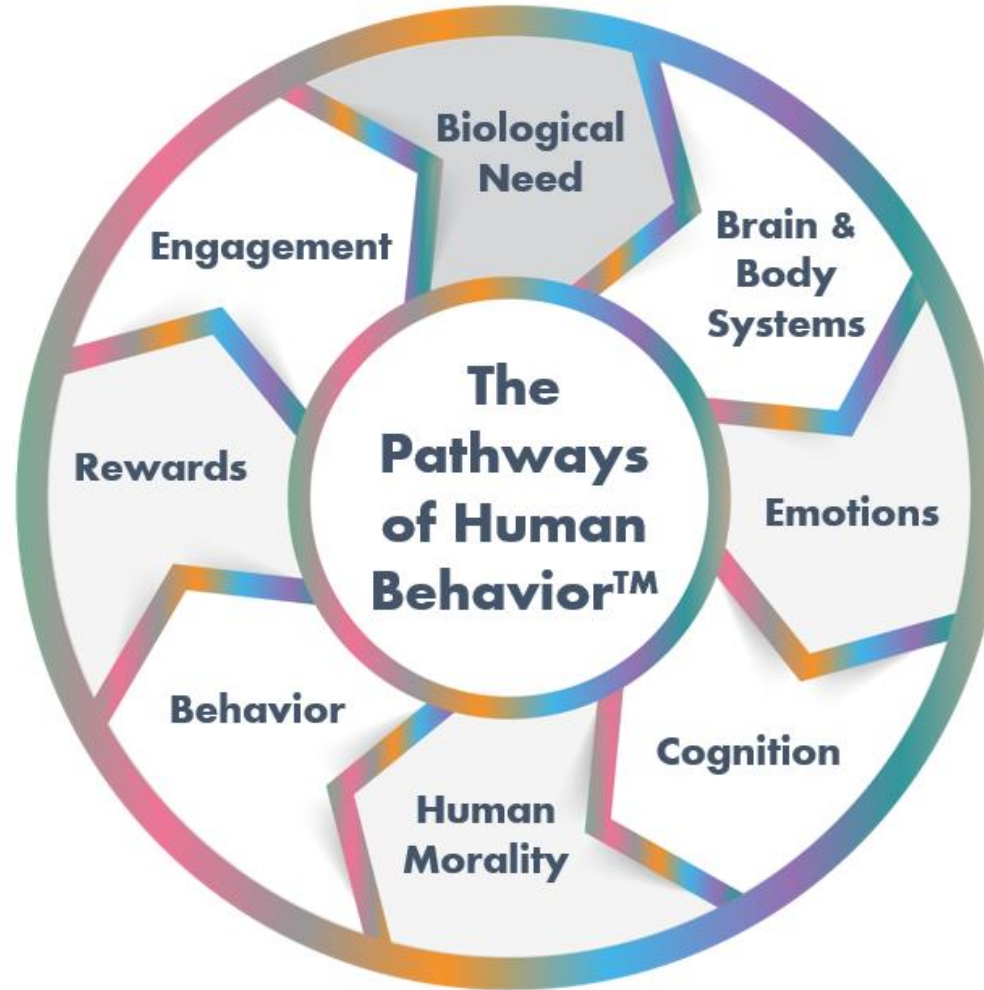




**It is all about
holistically satisfying
the consumer
rationally and
emotionally.**

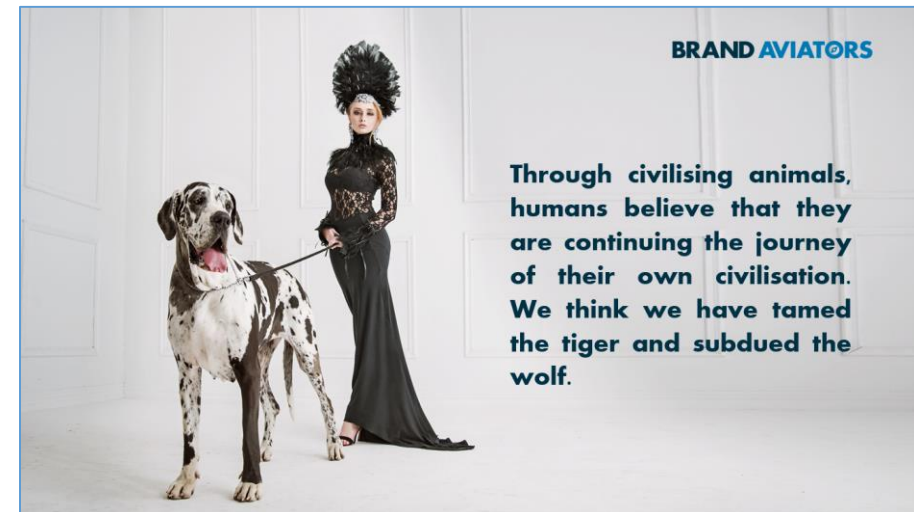
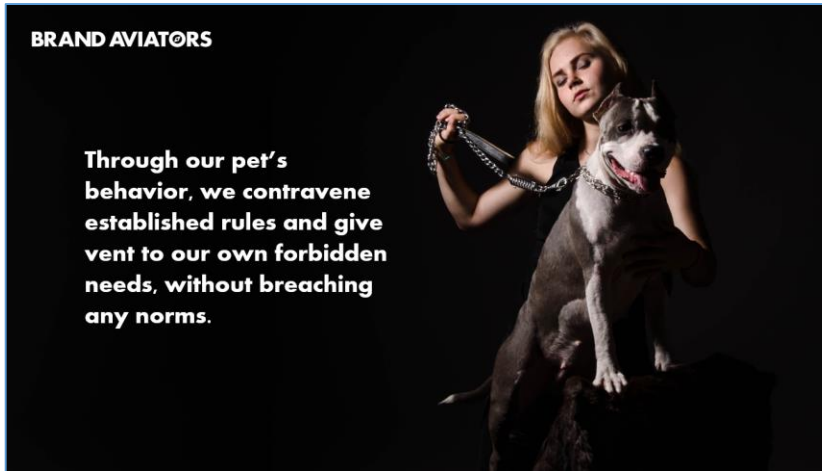
Let's turn to pet food

A multidisciplinary analysis exists that can help you go below the surface of the category and your brand.



* **Proprietary tool developed by BRAND AVIATORS™:** THE WHEEL OF MOTIVES, Dr. C. Pantidos, Living Brands: How Biology and Neuroscience Shape Consumer Behaviour and Brand Desirability, Lid Publishing, London 2018.

It helps us unearth the deep reasons why we have pets.



• Examples of insights



It helps unlock your brand purpose and translate it into messaging, packaging, identity, materials, communication, web sites, social media etc.)

* Proprietary tool developed by **BRAND AVIATORS™**: THE WHEEL OF MOTIVES, Dr. C. Pantidos, Living Brands: How Biology and Neuroscience Shape Consumer Behaviour and Brand Desirability, Lid Publishing, London 2018.

Brand purpose is not just about sustainability and protecting the environment that every competitor mentions anyway.

Brand purpose must be unique, deep and compelling.

It is not accidental that some of the leading brands of pet food consistently represent the deep motives driving purchase in pet food



Summary

**To outsell competition your brand
must be automatically authenticated
by the brain**

To achieve this you need to:

- 1. Understand the deepest motives driving the product category**
- 2. Understand the DNA of your brand**
- 3. Fuse these two together into your brand purpose**
- 4. Consistently align all touchpoints with your brand purpose**

Feel free to ask us for more information.

Thank you



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