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GlobalPETS Forum
20-22 January 2021
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Brand purpose and neuromarketing

By buying pet food and selecting specific brands, people satisfy their own deep psychological needs as well as the needs of their pets. What steps are necessary to strengthen your brand and align all its manifestations to dramatically enhance purchase behaviour?

Who am I?

A brand is a living entity that creates an 'unfair advantage' for its owner. It is much more than just a good service or product sold at a nice price with nice advertising. To exist, a brand needs a soul that becomes the compass for all its actions. It needs to ask the fundamental questions: 'Who Am I?' – 'What Am I Here For?' – 'What Do I Stand For?'

This is good news. By honestly answering these questions, a deep connection with the consumer becomes possible. From that point on, the ROI of each and every brand action is increased, building one on top of the other.

Unconscious decisions

If the brand purpose is defined through marketing exercises, and translated into disparate actions, it simply does not work. Its dependence on functional attributes and price will cause the 'brand' to always remain on the ground. 95% of all decisions, including purchasing decisions, are unconscious. So the best way to capture the brand and its purpose is to link it back to neurobiology.

Holistic approach

The brain was designed to spot inconsistencies. Each piece of communication can win over our attention and drive sales. To do so, its different signals should form a coherent representation in the brain. That is why we need neuromarketing to build the brand, its purpose and all its manifestations – products, stores, packaging, advertising, websites, social media and brand identities, including logos, colours, flavours, materials, sounds, scents, etcetera. Unless we start with the brand as a whole, the unconscious impact of the brand on the brain will be minimal, with each action risking being deselected or ignored by the brain.

Purchase behaviour may be largely unconscious, but it is not arbitrary. That is why we need to understand the neuro-motives – the deep biological and psychological reasons why shoppers buy a product or service | ●



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