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IIEX EUROPE

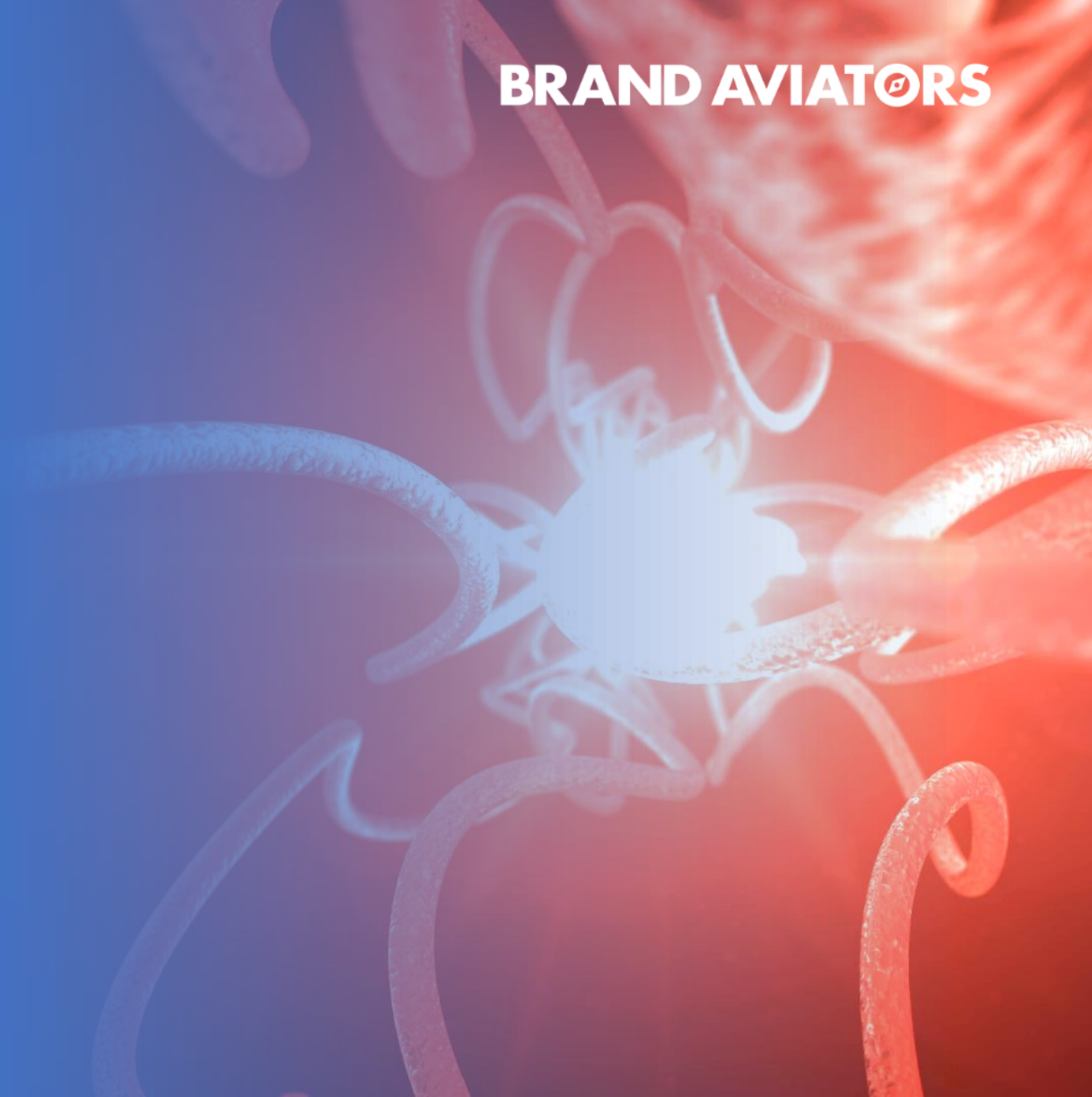
Presented by  Greenbook

23-24 2026 June
Amsterdam



From “what” to “why”

Dr. Constantinos Pantidos



BRAND AVIATORS: tracing the journey of brand innovation

1993

1999

2007

2018

2019

2020

2021

2022

2023

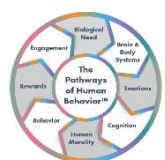
2024

**MBA thesis
on Brand
Valuation**



**Founding
consulting
company
working
exclusively
with
Gillette
and then
PG**

**Research
on the
neural
origins of
emotions
started**



Hero

Coca-Cola



BRAND AVIATORS Global innovations

Global communication based on aligning all elements around specific moods Ex. Mondelez, Coca-Cola etc.



First multidisciplinary tool that captures the biological process that inform unconscious decision making

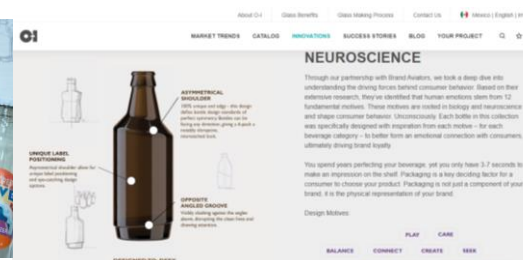
First scientifically-created mood food in the world



First app to scientifically align ingredients, messages, packaging and future trends



First neuro-packaging



While conventional methods
provide the **WHAT** is
happening,

BRAND AVIATORS' tools explain
the **WHY** and **HOW** specific
emotions and behaviors are
triggered in the brain.

The limitations of conventional research

1. People-Involved Techniques (e.g., projective techniques, implicit tests) can provide insights into WHAT emotions or associations consumers may have, but they lack the depth to explain WHY those emotions occur or HOW they are generated at the emotional level. They identify outcomes, but cannot reveal the underlying emotional systems or triggers.
2. Neuroimaging Techniques (e.g., fMRI, EEG) can show WHAT brain areas light up or respond to certain stimuli, but they too fall short of explaining HOW these activations lead to specific emotional experiences, behavior, or decisions. They provide physiological data but lack the emotional and psychological context to explain WHY these responses occur.
3. While multidimensional statistical techniques are valuable for analyzing sensory data and finding relationships, they still focus on the “WHAT”—the structure of preferences and behaviors—without fully addressing the “WHY” or “HOW” of emotional experiences.

BRAND AVIATORS methodologies rooted in affective neuroscience fills this gap by offering a deeper, more nuanced understanding of the emotional systems at play, making it essential for creating meaningful brand narratives, product designs, and consumer experiences that resonate emotionally.

WHY and HOW: BRAND AVIATORS methodologies rooted in affective neuroscience go beyond just identifying WHAT happens in response to stimuli by explaining WHY certain sensory inputs (like flavors, textures, packaging) trigger specific emotions and behaviors, and how these emotional processes unfold in the brain. This deeper understanding allows you to create:

- **Brand Positionings:** By understanding the emotional systems at play, you can build brand strategies that tap into the right emotional triggers (e.g., "play," "care," "transform"), creating a more emotionally resonant and effective positioning.
- **Brand stretching and totally new products and categories:** Affective neuroscience helps reveal needs that consumers are not even aware of and for this reason they cannot articulate
- **Multisensory Experiences:** Our approach enables the creation of multisensory brand experiences that are scientifically aligned with how consumers process and integrate sensory information emotionally. This adds a level of precision and consistency that traditional methods can't offer.

In short, BRAND AVIATORS methodologies rooted in affective neuroscience offers explanatory power and practical application, allowing you to go from understanding what happens to creating emotionally aligned brand strategies, narratives, and experiences based on why and how emotions are triggered.

Leverage BRAND AVIATORS when you want to:

- **Sharpen your brand. Discover your brand's truth, the emotional core that speaks to both the brain and the heart of your audience. Develop a clear, compelling, mono-semantic brand positioning that fosters deeper connections with people through unprecedented emotional resonance.**
- **Identify which new categories your brand can expand into or explore entirely new products and categories, developing brands to tap into them.**
- **Create mood food products and multisensory experiences, aligning concept, flavor, messaging, packaging, materials, and sounds neurally for the first time.**



THE WHEEL OF MOTIVES® first tool that bridges the sciences to root marketing in human bio truths (up to 95% of decisions is shaped on the unconscious)

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



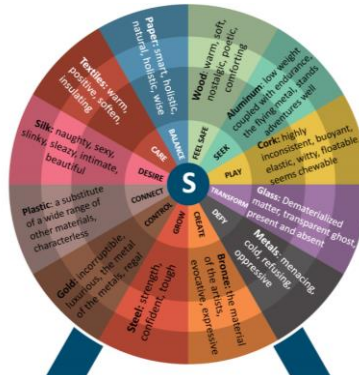
emotions



aromas



flavors



textures



shapes



ingredients

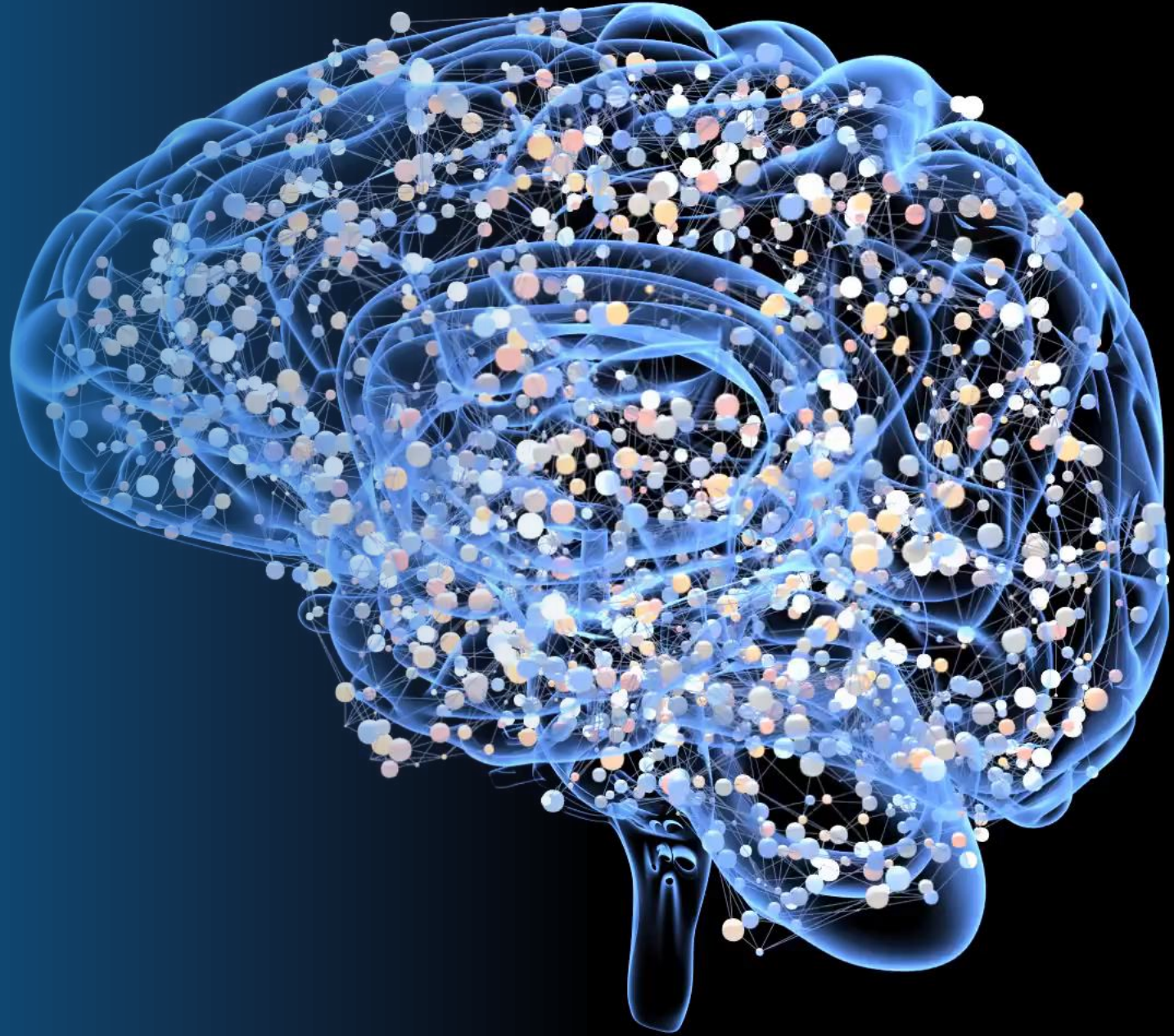


Sounds

Voluminous d-bases of the neural impact of flavors, food textures, aromas, materials, colors, fonts, symbols etc.

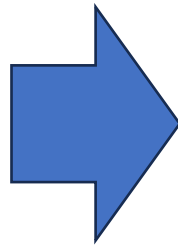
BRAND AVIATORS

**The first
scientifically
created mood
food**



**Our tools scanned the territories of
Provil (flavor company)
specializing in the meat category
and found out the white space
opportunity for a totally new
branded category: gyro sauce**

We did not just help create a totally new category.
We created the first scientifically made mood food.



Many claim that they are pioneering mood food

The screenshot shows a web browser displaying the Unilever website. The address bar shows the URL: `unilever.com/news/news-search/2024/magnum-leads-in-moodfood-trend-with-innovative-new-range/`. The page features the Unilever logo on the left and a navigation menu on the right with links: Theme, Unilever Global, Change location, Search site, Our company, News, Brands, Sustainability, Suppliers, Careers, and Investors. Below the navigation bar, a breadcrumb trail reads: Home > All news stories > Magnum leads in mood-food trend with innovative new range. The main headline is "Magnum leads in mood-food trend with innovative new range" in large blue font. Below the headline, it says "Published: 12 April 2024". The article text states: "Magnum has kickstarted 2024's ice cream season with its first mood-inspired flavours. Combining cracking chocolate, ice cream and a surprising core, the range aims to win a scoop of the €85 billion market where 75% of consumers seek new ice cream experiences." At the bottom of the article is a banner image showing a bowl of raspberries and chocolate-covered ice cream. A "Cookie Settings" button is visible in the bottom left corner of the article area. The Windows taskbar at the bottom shows various application icons and the system clock indicating 8:48 AM on 28-Aug-24.

Magnum leads in mood-food trend with innovative new range

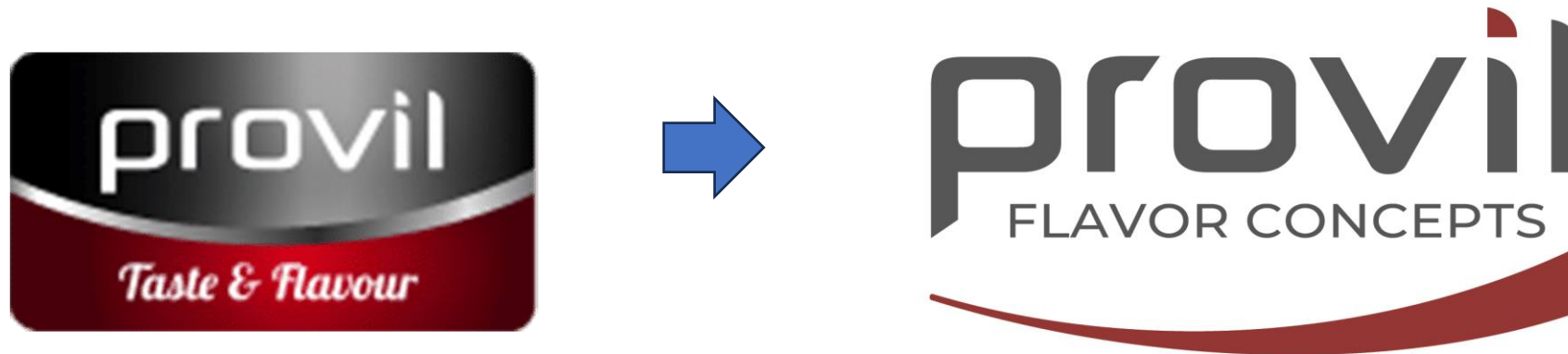
Published: 12 April 2024

Magnum has kickstarted 2024's ice cream season with its first mood-inspired flavours. Combining cracking chocolate, ice cream and a surprising core, the range aims to win a scoop of the €85 billion market where 75% of consumers seek new ice cream experiences.





As a result of the new way of launching products the vision of this company also has changed



Owens – Illinois Inc.

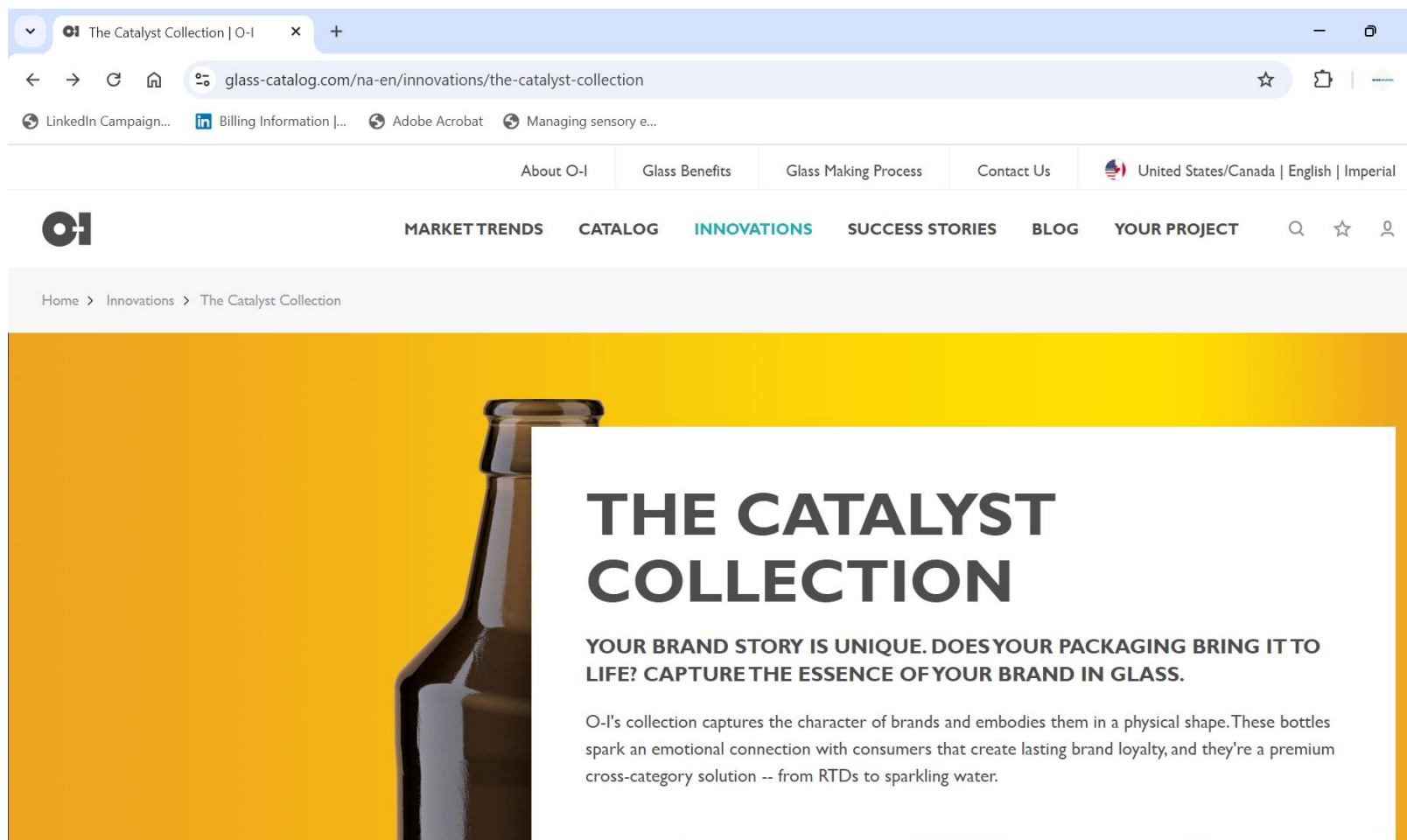
- **The leading glass packaging manufacturer in the world**
- **A Fortune 500 company**
- **Approximately one in every two glass containers made worldwide is made by O-I**
- **Working with such companies as Nestlé, Danone, Coca-Cola, PepsiCo, Diageo, Starbucks etc.**



**BRAND AVIATORS collaborate
with O-I since 2018 helping the
company become a formidable
brand builder**

We even created a stock range of emblematic bottles (triggering fundamental human moods in our unconscious) for smaller brands

<https://glass-catalog.com/na-en/innovations/the-catalyst-collection>



Promoting on the web

<https://glass-catalog.com/na-en/innovations/the-catalyst-collection>

The Catalyst Collection | O-I

glass-catalog.com/na-en/innovations/the-catalyst-collection

LinkedIn Campaign... Billing Information [...] Adobe Acrobat Managing sensory e...

DESIGN ROOTED IN NEUROSCIENCE

Through our partnership with Brand Aviators, we took a deep dive into understanding the driving forces behind consumer behavior. Based on their extensive research, they've identified that human emotions stem from 12 fundamental motives. These motives are rooted in biology and neuroscience and shape consumer behavior. Unconsciously. Each bottle in this collection was specifically designed with inspiration from each motive – for each beverage category – to better form an emotional connection with consumers, ultimately driving brand loyalty.

You spend years perfecting your beverage, yet you only have 3-7 seconds to make an impression on the shelf. Packaging is a key deciding factor for a consumer to choose your product. Packaging is not just a component of your brand, it is the physical representation of your brand.

Design Motives:

DESIGNED TO: DEFY

ASYMMETRICAL SHOULDER
100% unique and edgy - this design defies bottle design standards of perfect symmetry. Bottles can be facing any direction, giving a 6-pack a notably disruptive, mismatched look.

UNIQUE LABEL POSITIONING
Asymmetrical shoulder allow for unique label positioning and eye-catching design options.

OPPOSITE ANGLED GROOVE
Visibly clashing against the angles above, disrupting the clean lines and drawing attention.

PLAY CARE
BALANCE CONNECT CREATE SEEK
DEFY FEEL SAFE DESIRE GROW
CONTROL TRANSFORM

12:12 PM
02-Oct-24

The Catalyst Collection | O-I

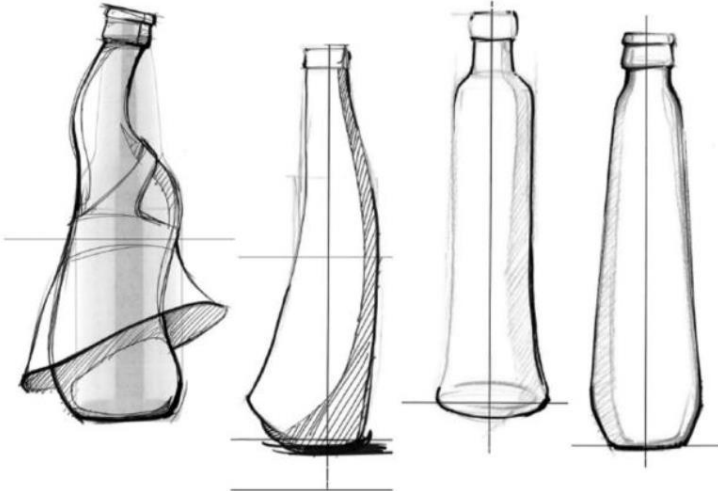
glass-catalog.com/na-en/innovations/the-catalyst-collection

LinkedIn Campaign... Billing Information |... Adobe Acrobat Managing sensory e...

WHAT STORY DOES YOUR BOTTLE TELL?

We leverage our global design network to partner with brands and create the ideal bottle to represent your brand DNA & brand story.

Each bottle is infused with inspiration from around the globe, all while being rooted in manufacturing fundamentals to ensure these unique designs become practical reality.



ACTIVATING THE UNCONSCIOUS

12:13 PM 02-Oct-24

Changed for ever the way operations work



PAUL HARRIS
CONCEPT DESIGNER

Owens-Illinois' Catalyst Collection Shaped by Emotions



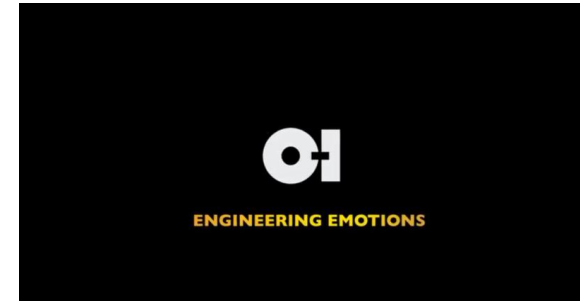
THE WHEEL OF MOTIVES™
Courtesy: Brand Aviators

Owens-Illinois' Catalyst Collection Shaped by Emotions

* Click on the link to watch the short video:

<https://www.youtube.com/watch?v=t4Vrgq7ZOMU>

Transformed the mission and the entire Fortune 500 company

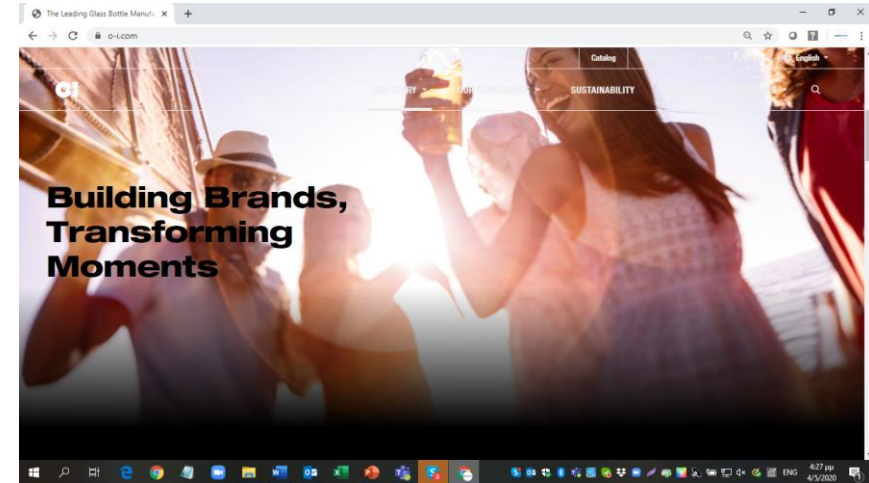


<https://www.youtube.com/watch?v=WgmF1dyOSGU>

FROM: PRODUCT SOLUTIONS



TO: TRANSFORMING MOMENTS





Hundreds of projects capturing the brand DNA in glass packaging since 2018

O-I NPD INITIATIVES ACCELERATING GLOBALLY
Over 600 Active NPD Projects Across F&B Categories



SPIRITS
Premiumization

WINE
Occasion Formats
Innovation Integration

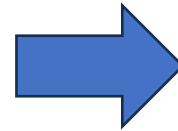
BEER
Premiumization
Consumption Enhancement

NAB
Premiumization
Transparency and Simplicity

Example



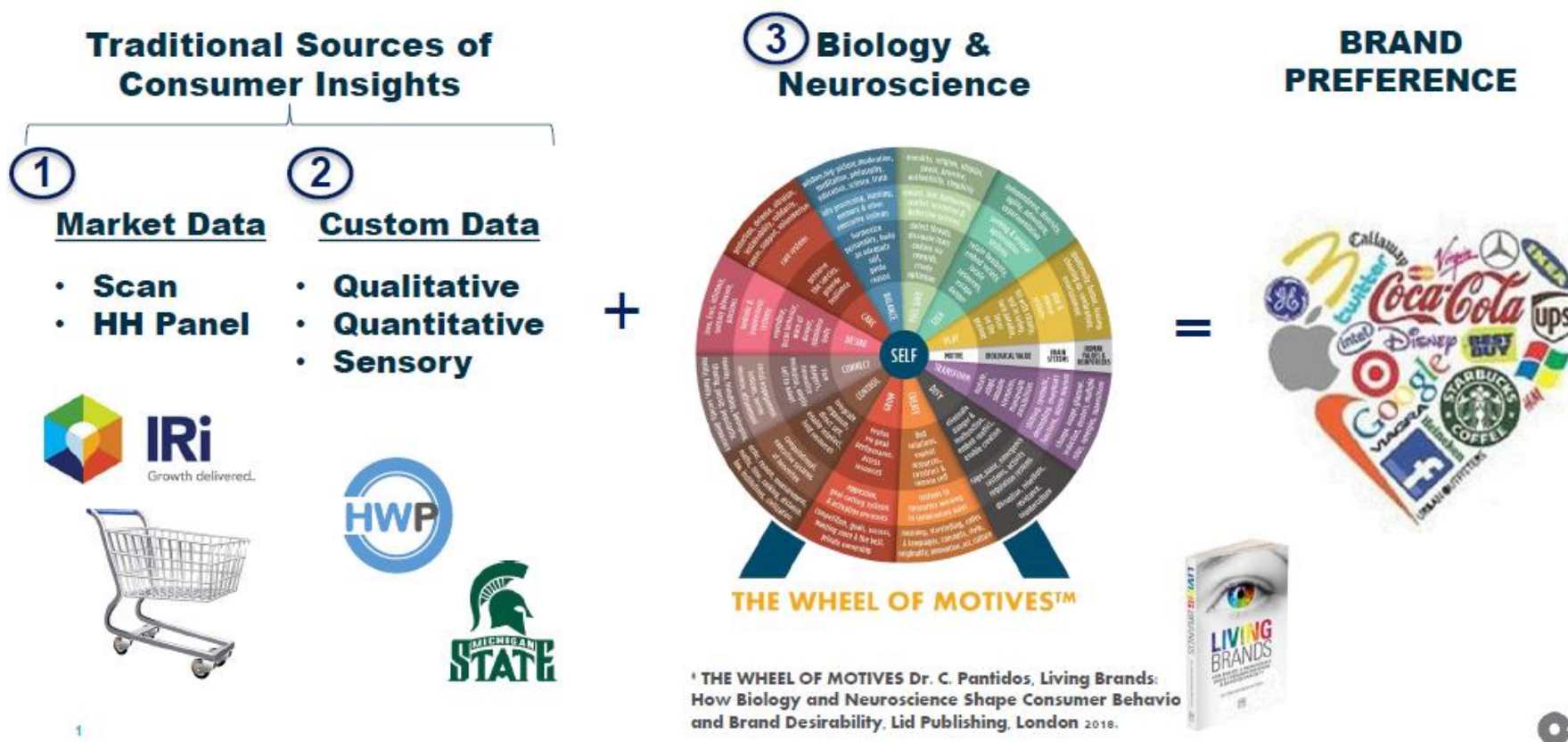
Bottle created in 1952



Bottle capturing the defying character of Jack in 2023

A catalytic component of success

Unlocking Consumer Behavior – 3 Core Platforms



A holistic support for companies

BRAND AVIATORS provide a total support for such multi-sensory product launches

Talks in scientific conferences



White papers

Personality quiz and connection with the product

QUIZ

What Does Your Sauce Say About You? Discover Your Flavor Personality

Which of the following 3 sets of pictures best describe your personality?



next



QUIZ

What Does Your Sauce Say About You? Discover Your Flavor Personality

You are an adventurer at heart, always on the lookout for new experiences and challenges. Your personality is characterized by curiosity and a love for discovery. You thrive on the excitement of the unknown and are never content with the status quo. Like the bold and diverse flavors you gravitate toward, you're constantly pushing boundaries, exploring new horizons, and seeking out the extraordinary in life.

The sauce that best describes your flavor personality is the
EXPLORING SAUCE IT UP



Activation ideas

Institute of Food Technologists 2023

ift23.mapyourshow.com/8_0/sessions/session-details.cfm?scheduleid=1241

Home-Compte

IFT first ATTEND EXHIBIT EXPO PROGRAM HOTELS & TRAVEL SCHEDULE My Planner SEARCH

From Generic to Extraordinary: How Ingredient Companies are Empowering Brands with Tailored Ingredients and Compelling Stories for Unrivaled Client Acquisition (Fireside Chat)

Monday, July 17 • 10:30 AM - 10:50 AM CST

Location: McCormick Place, South Hall Booth S2283

+ Add to IFT FIRST Planner

Windows taskbar: 6:59 PM 28/4/2023

Institute of Food Technologists 2024



**Constantinos Pantidos,
MBA**

Owner / CEO
BRAND AVIATORS

**Maximizing Success of New
Product Innovation Through
Digitally Enabled Food
Product Design: Case Study of
a Food Ingredient Company**

Tuesday, July 16

[Learn More](#)



A pioneering approach for global and regional brands



NOV 14

Living Brands vs. Artificial Intelligence: Gurus Explore Marketing's Future...

by American Marketing Association - Southern Connecticut Chapter

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\$25 - \$30



THOMSON REUTERS COLLECTIVE

Interview with Constantinos Pantidos

By Phil McGee

Constantinos Pantidos leads BRAND AVIATORS™, a brand strategy consultancy whose client list includes some of the world's top CPG companies, such as Coca-Cola, Unilever, Johnson & Johnson, Heineken, L'Oréal, and PMI. Constantinos travels around the world to work with clients who want to deeper understand their categories and brands and sharpen their propositions. In this segment, Constantinos will discuss his latest book, *Living Brands, How Biology and Neuroscience Shape Consumer Behaviour and Brand Desirability*, which represents an 11-year journey, lever over five thousand academic and professional research studies from multiple scientific disciplines to uncover the motives for buying universal categories of goods and services.

2. What makes this book different than other books on branding and positioning? Living Brands helps unlock the black box of consumer behavior by using neuroscience strategically, for the first time, to understand categories and position brands. It puts forward a highly applicable methodology that advances existing models for shaping brand strategy such as System 1 - System 2, The Laws of Growth or Archetypes. It actually links System 1 with System 2, the mental availability with physical availability, and hence trigger archetypes in



1. What was the inspiration behind your book, *Living Brands*? Rather than a result of an inspiration, *Living Brands* is the result of the need to help clients rise above the fog of communication. It is a highly original piece of work that helps marketers and consumer insight managers elevate product values that are insufficient in today's competitive environment to a higher order of emotions that makes brands distinctive and sharpens creative executions. Emotions associated with the brand should not be arbitrary. They should have material anchoring in the products and services we sell. Leveraging the advances of modern sciences such as affective neuroscience, we can now scientifically link, for the first time, function and emotion, reality with imagination, conscious and unconscious.

because they allow the brain to reinterpret them at each one's individual situation. Living Brands have the ability to continually evolve and adjust to particular cultures and still remain true to themselves.

4. This book introduces us to a framework you call "The Pathways of Human Behaviour." Can you describe these pathways and the contribution this framework makes to your overall approach? Marketing has relied on psychology to measure customer perceptions. The focus on only one discipline can be flawed in that the responses are called, subjective and often contradictory. Although much of our behavior is unconscious, it is not arbitrary. Decisions and meaning are rooted in the psychological and neurophysiological.

insights 30.11.2020

This article is for informational purposes only and is not intended to be used as a substitute for professional advice. Please consult your advisor for more information.



WHEEL OF FORTUNE

The 'Wheel of Motives' helps marketers plug into consumers' deepest desires

WHEEL OF FORTUNE PANTIDOS

CIM

The Chartered Institute of Marketing

any marketer believes the objective of marketing is impossible. That marketing is just a creative industry requiring talent, intuition and imagination. But with a purely creative, unstructured approach, the brand made by embedding a large number of often contradictory elements. A lot of money continues to be wasted on underperforming communication, based on the biased opinions of individuals. Deciding which message, colour, packaging or even typeface to use is seen as both vital and trivial all at once. Getting straight to the marketing dilemma. Here's the good news. By integrating modern, scientific disciplines into otherwise arbitrary and random behaviours, improvements in marketing decision-making can be mitigated, in establishing the links between many disciplines of consumer behaviour, our fascination with everything around us can be wonderfully explained. It reduces haphazardness without inhibiting imagination. In fact, it does quite the opposite.

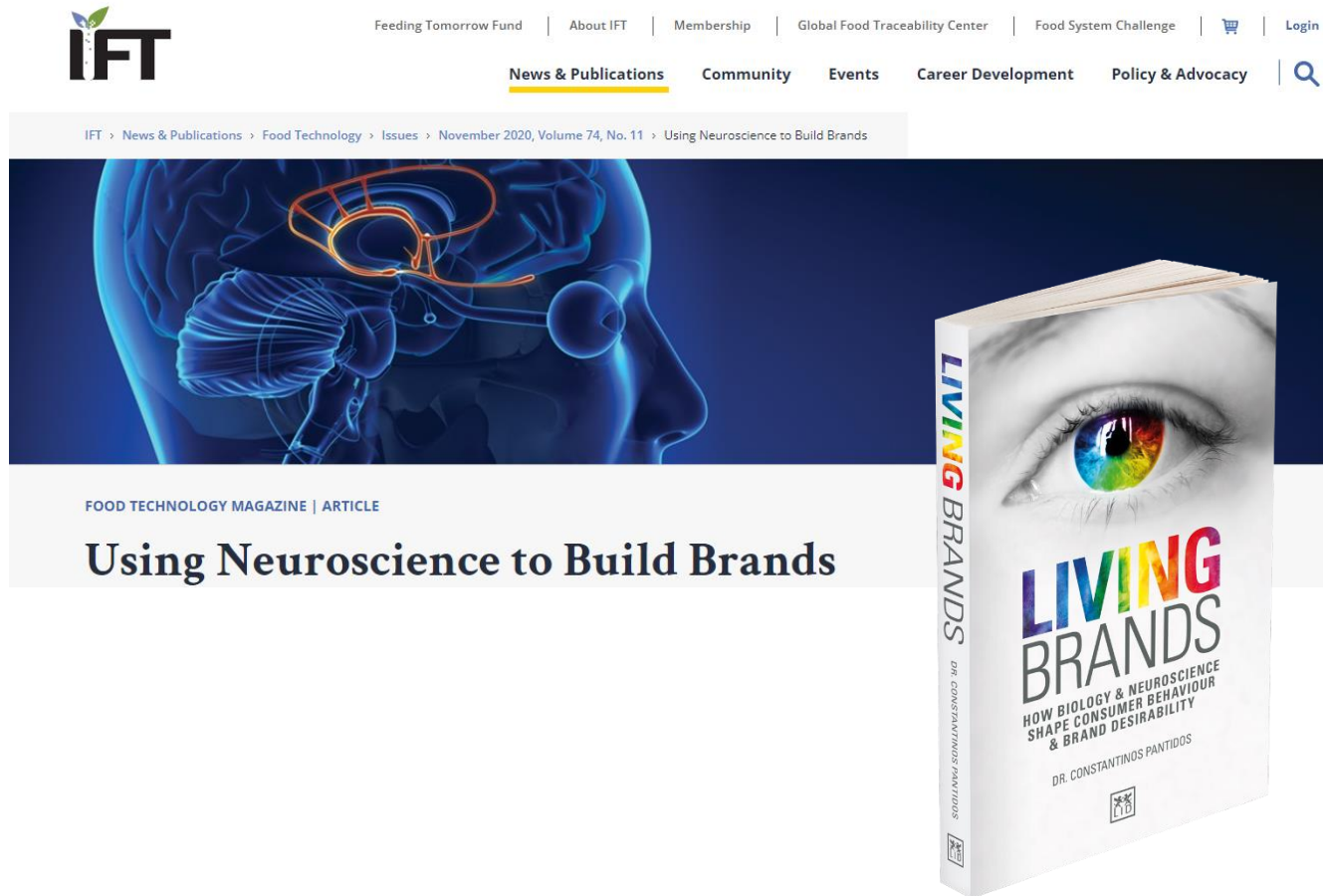
Inside...

- Behaviours that were arbitrary become neurological translations
- Successful choice of colour or word research can be applied to the human brain
- Adding marketing tactics can enhance already layered words and visual forms

CATALYST



We start upstream, even before the positioning is defined to truly align strategy and executions that outsell all competition



function and emotion, in the neurophysiological & psychological interface.



Figure 3. Examples of brand essence captured in flavor ingredients. From Brand Aviators 2020

Bridging cognitive every dec the strate of the br hierarchi down to of every execution goes bey consider a brand g or a logo human p through



“I see this work as a major contribution to brand thinking and planning. Pantidos has already structured emotions”.

Philip Kotler

CONTACT

c.pantidos@brandaviators.com

BRAND AVIATORS
UNLOCK BEHAVIOR