



Insight Innovation Exchange

IIEX
ASIA PACIFIC

18-19

2025
February
Bangkok



Cracking the Code of Unspoken Needs: Redefining Brand Strategy with Neurobiology and AI

People-involved research often captures only what people can articulate, missing the deeper, unspoken needs.



**Neuroimaging is
often used for
validation rather
than to lead thought.**



A complementary approach using neurobiology allows us to activate emotions directly at their source in neurophysiology.

*** 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.**



THE WHEEL OF MOTIVES®

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THE WHEEL OF MOTIVES®

Although individual emotional responses vary, certain sensory inputs consistently trigger specific emotional reactions due to evolutionary and biological factors.



textures



ingredients



fonts



shapes



scents



materials

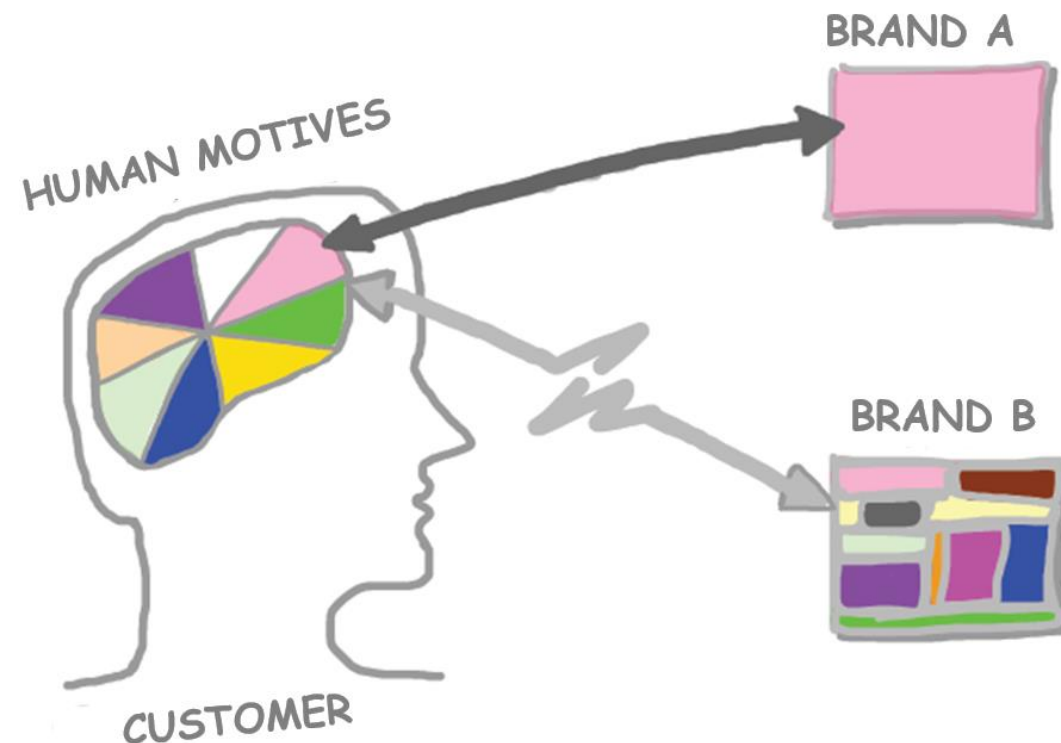


sounds

For instance, within the gustatory cortex, sweetness evokes comfort, bitterness induces aversion, and acidity heightens alertness, among other associations.



By grounding brands in undeniable biological truths, we can develop strategies with enhanced precision and reliability.



Case Study: a connective brand for sweeteners

**The challenge: all brands of sweeteners were
stuck in the same successful claim for years.
Now, nothing else appears effective.**



SWEET INDULGENCE WITHOUT REGRETS

All Pleasure,
No Consequences.



Zero Sugar
Zero Guilt

HAVE YOUR CAKE AND EAT IT TOO

Want these
WITHOUT
SUGAR?



Cracking the Code of Unspoken Needs: Redefining Brand Strategy with Neurobiology and AI

Step 1: The Brand

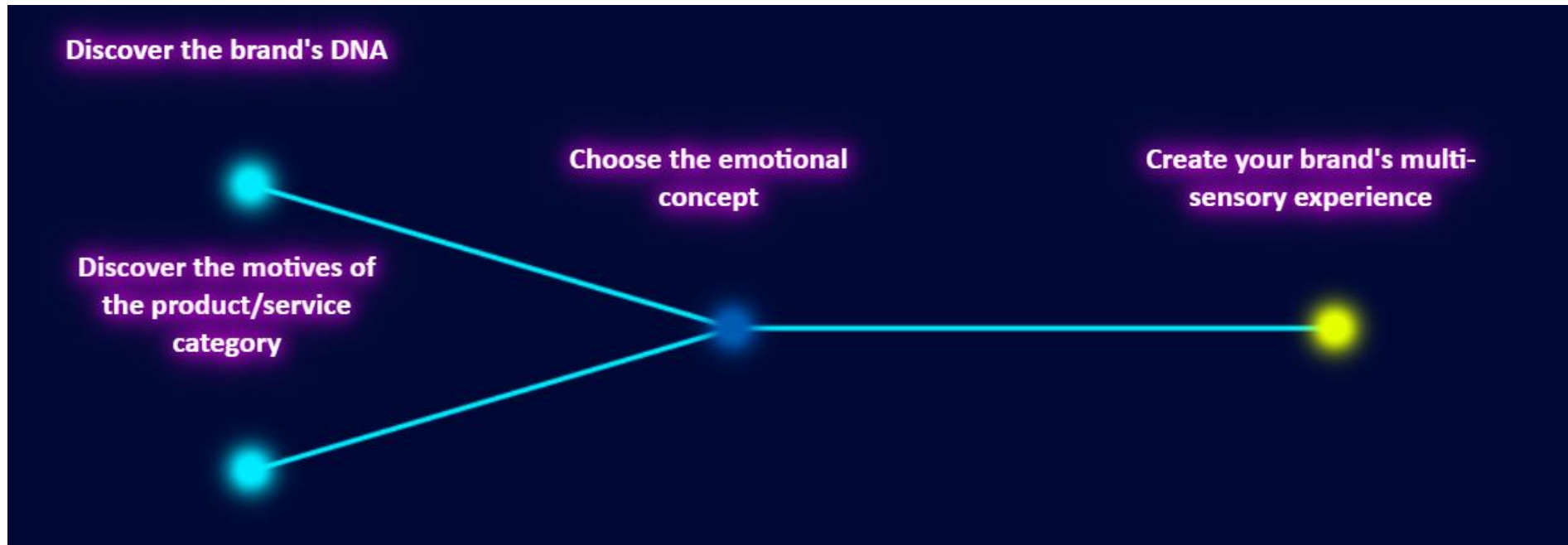
Step 2: The Category

Step 3: The Concept

Step 4: The Brand Experience

1 Discover the deep motives driving brand success.

3 Integrate brand DNA with existing opportunities or create new ones.



2 Identify a genuine opportunity (often missed by conventional consumer research).

4 Structure all elements of the brand experience around the monosemantic strategy.

* A proprietary AI-based tool

Step 1: The Brand

Step 2: The Category

Step 3: The Concept

Step 4: The Brand Experience



**XYZ brand's DNA emerged as a
distinctively connective brand.**

Motive to connect

- **Accessible**
- **Most trusted brand**
- **For all people, occasions,
whenever wherever**
- **Everyday**
- **No 1**
- **Open**
- **Always been there**

Step 1: The Brand

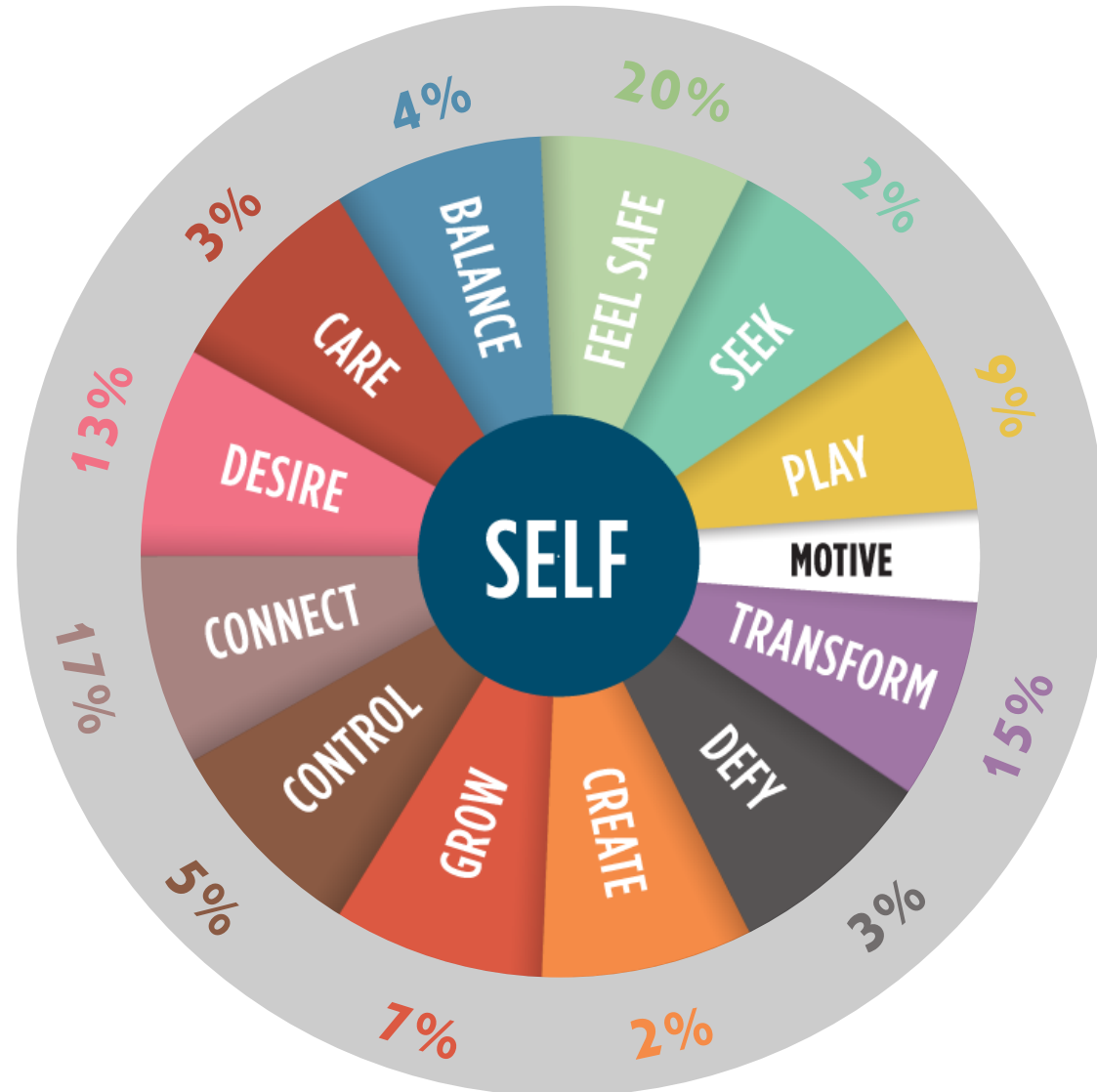
Step 2: The Category

Step 3: The Concept

Step 4: The Brand Experience

The core motives driving sweeteners:

1. **Feel safe**
2. **Connect**
3. **Transform**



SWEETENERS: FEEL SAFE 20% - CONNECT 17% - TRANSFORM 15%



- Sweetness signals to the brain that energy is on the way, offering a reassuring message.
- Nature has utilized sweetness for millions of years to help distinguish nutritious foods from harmful ones.
- Mother's milk is inherently sweet.
- Sweetness is frequently incorporated in traditional recipes, representing simplicity, purity, and naturalness.

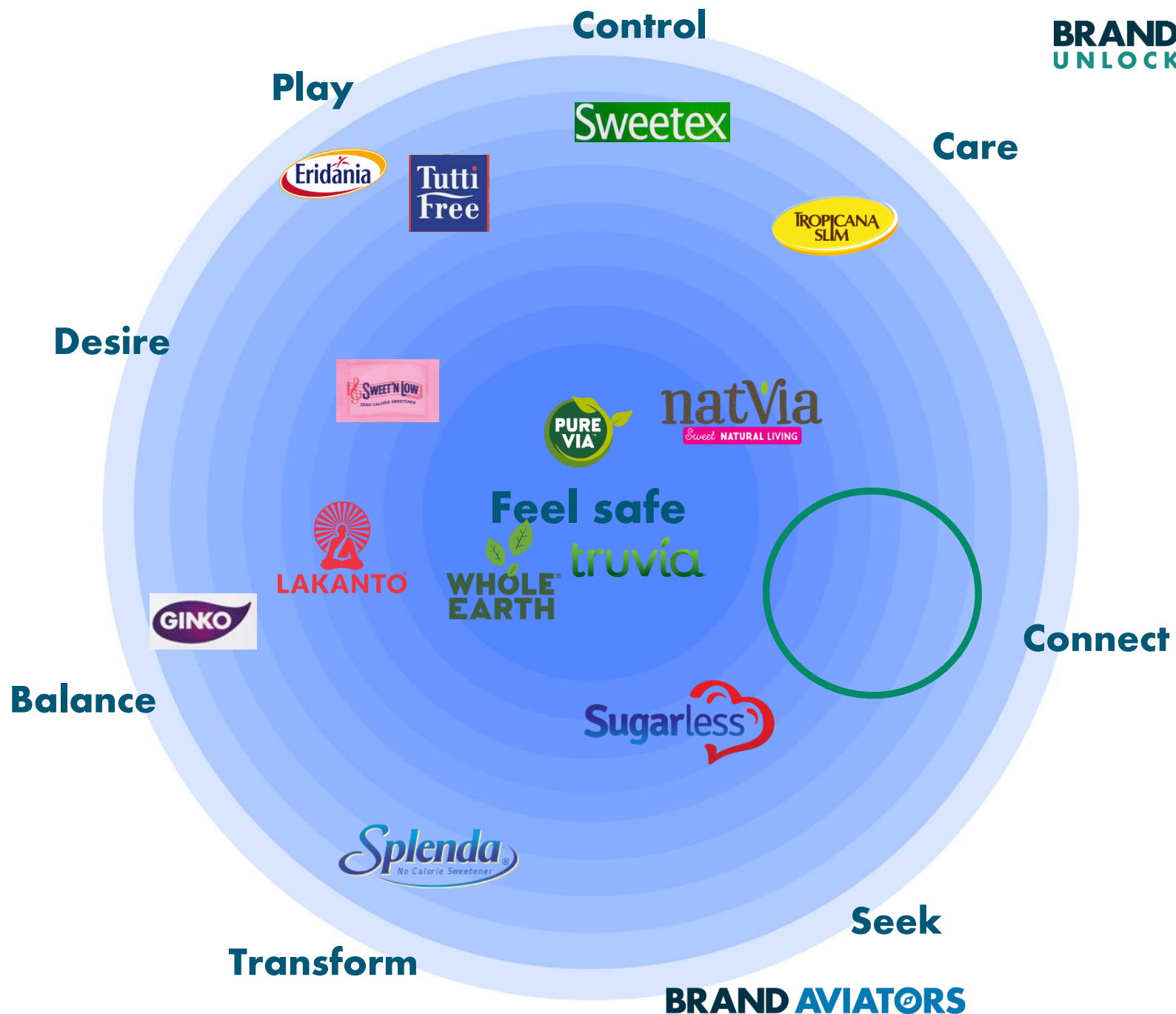


- Our attraction to sweetness is both biological and universal.
- Sweeteners with a zero glycemic index are suitable for everyone.
- Sweeteners help us to meet societal expectations about our appearance and foster a sense of belonging.
- A daily habit, they are a staple on our tables.



- Sweeteners can transform the taste experience of a dish or beverage.
- They influence us emotionally and psychologically.
- Sweeteners, are marvels of technological innovation.

Mapping Sweeteners



*possible white space opportunities as connect is the second deepest motive driving the category

Step 1: The Brand

Step 2: The Category

Step 3: The Concept

Step 4: The Brand Experience

**The consumer insight that eludes
conventional research**

Step 1: The Brand

Step 2: The Category

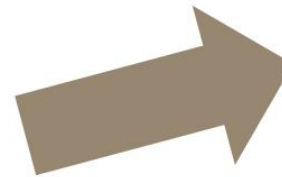
Step 3: The Concept

Step 4: The Brand Experience

The consumer insight that unites the DNA of XYZ brand with its category: Sweetness is universal.

- **Sweetness, as a biological experience, conveys a profound message of connectivity.**
- **From infancy, sweetness symbolizes a welcome into a warmer, friendlier world.**

**Second
deepest
motive**



Step 1: The Brand

Step 2: The Category

Step 3: The Concept

Step 4: The Brand Experience

Brand strategy proposal



Consumer proposition

XYZ brand is committed to making the world a more welcoming place.

we offer

We stand for a collective embrace of fairness, accessibility, and the shared enjoyment of sweetness. XYZ brand is not just about taste and health; it's a connection that transcends cultures, ages, and boundaries.



substantiators

XYZ is No1, the most trusted brand, affordable, accessible, for all, offers a variety of options, that fit diverse lifestyles (whether keto, diabetic-friendly, or vegan), empowering people to make choices. It is an everyday brand, has always been there, pairing with many foods we share with others everyday such as coffee, tea, smoothies, chocolate etc.

personality

Open, inclusive, fair, empowering, unifying.

values

Fairness, empowerment through choice and no compromise, empathy, inclusivity

Step 1: The Brand

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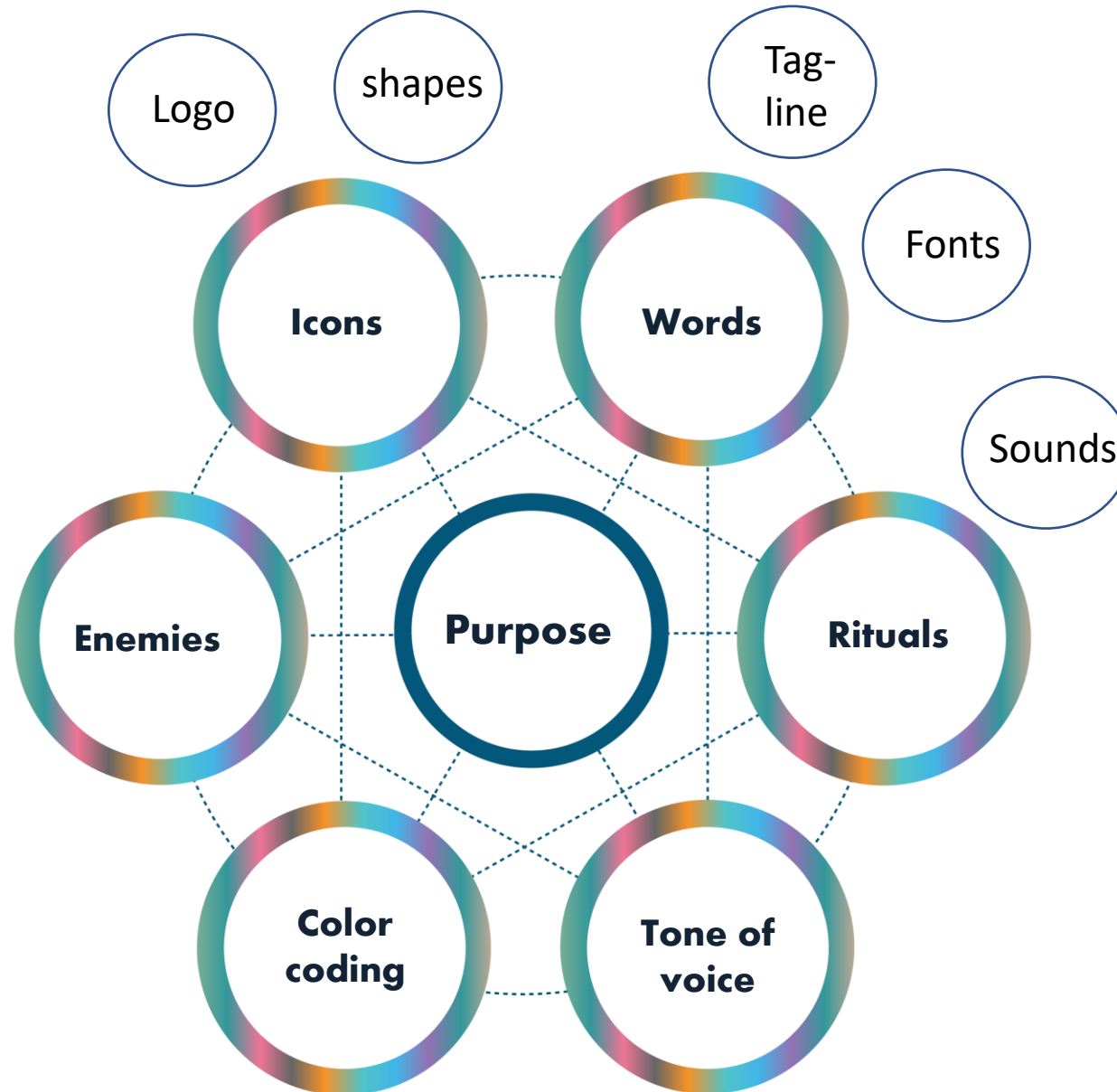
Executional guidelines

Step 1: The Brand

Step 2: The Category

Step 3: The Concept

Step 4: The Brand Experience



Age is just a number



Step 1: The Brand

Step 2: The Category

Step 3: The Concept

Step 4: The Brand Experience

Our differences make us stronger



Opening doors to every ability



Closing the digital divide, opening futures



**For a complimentary
demonstration
tailored to your brand,
contact:**



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