



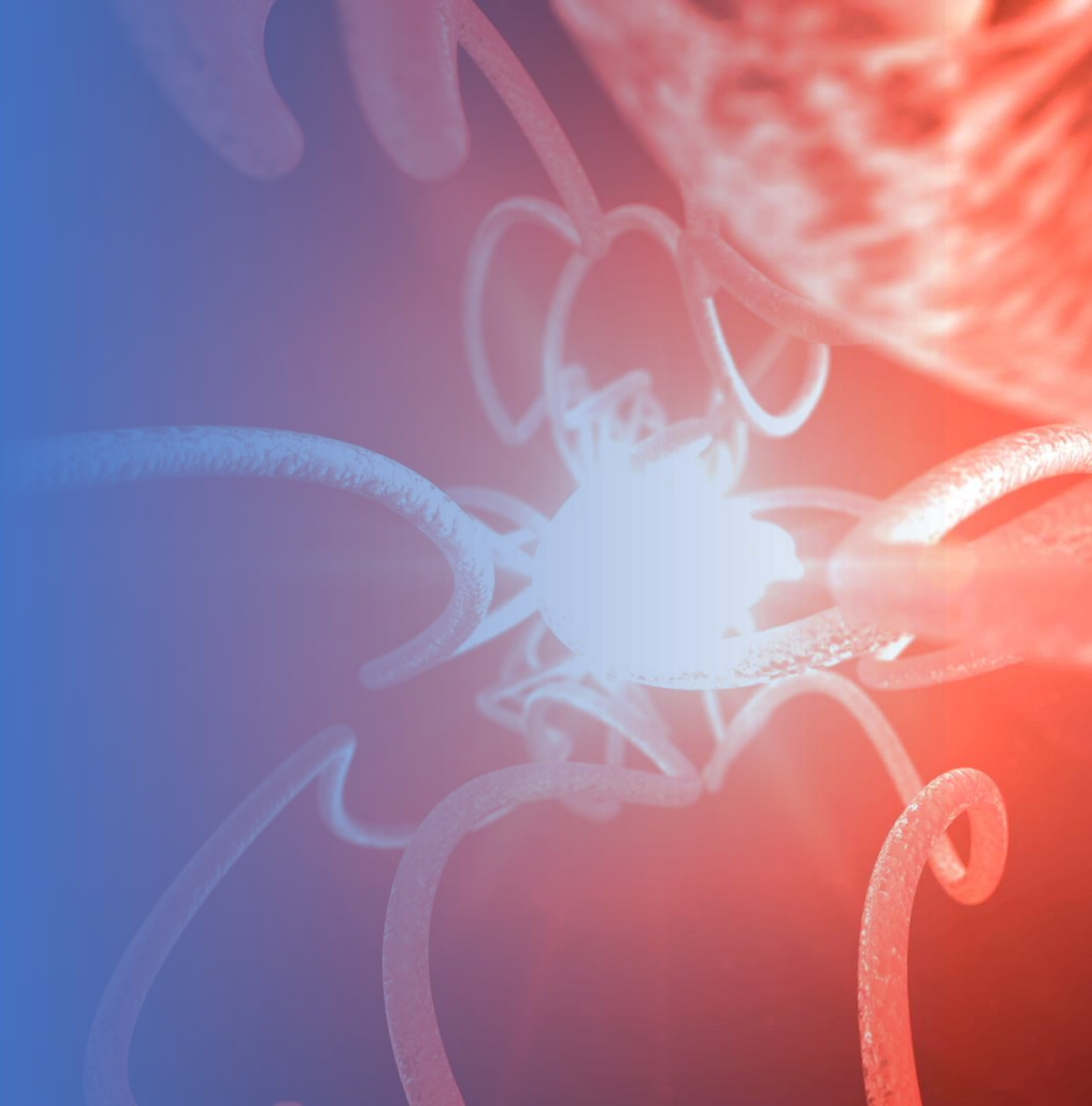
NEW YORK, NOVEMBER 19-21, 2019

SHOPPER BRAIN CONFERENCE

BRAND AVIATORS

DISCOVERING THE ORIGINS OF BRAND PREFERENCE

Dr. Constantinos Pantidos



BRAND AVIATORS



**THIS IS A VERY
UNUSUAL
PRESENTATION**

**ALL WORDS,
COLORS, PICS,
SHAPES AND
CONCEPTS ARISE
IN A DISTINCT
PLACE OF THE
BRAIN**





BRAND AVIATORS

**INTRODUCING A WAY TO
CUT THROUGH THE FOG OF
OVER-COMMUNICATION &
COMMODITIZATION TO
REACH:**

- **EXTREME CLARITY**
- **AN ELEVATED SPACE OF
EMOTIONAL
CONNECTION**

**MARKETING HAS
ENDEAVORED TO SET THE
COURSE OF BRANDS
THROUGH PSYCHOLOGICAL
CONSUMER RESEARCH**

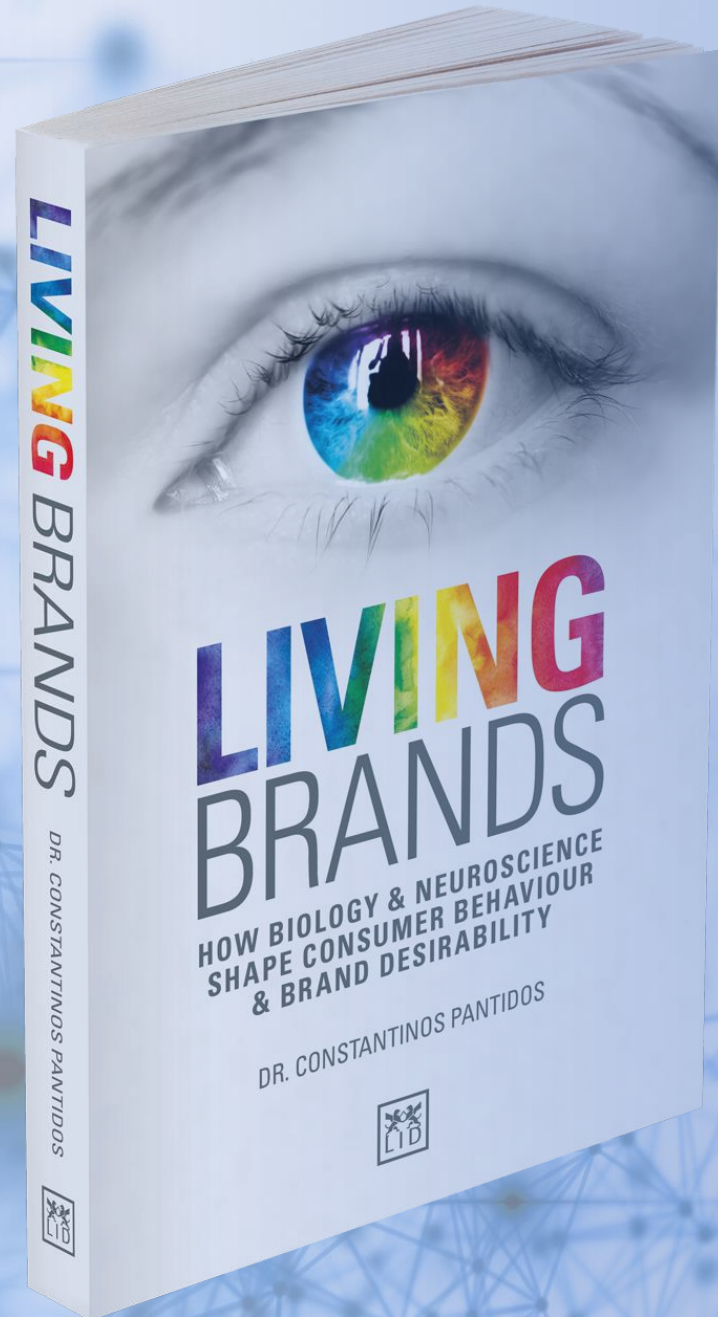


A photograph of a man and a young girl in a museum. The man, with a beard and mustache, is smiling and pointing towards the camera. The girl, with pigtails, is looking directly at the camera with a serious expression. They are standing in front of a blue wall with white silhouettes of people. The right side of the image has a blue gradient overlay with white text.

BRAND AVIATORS

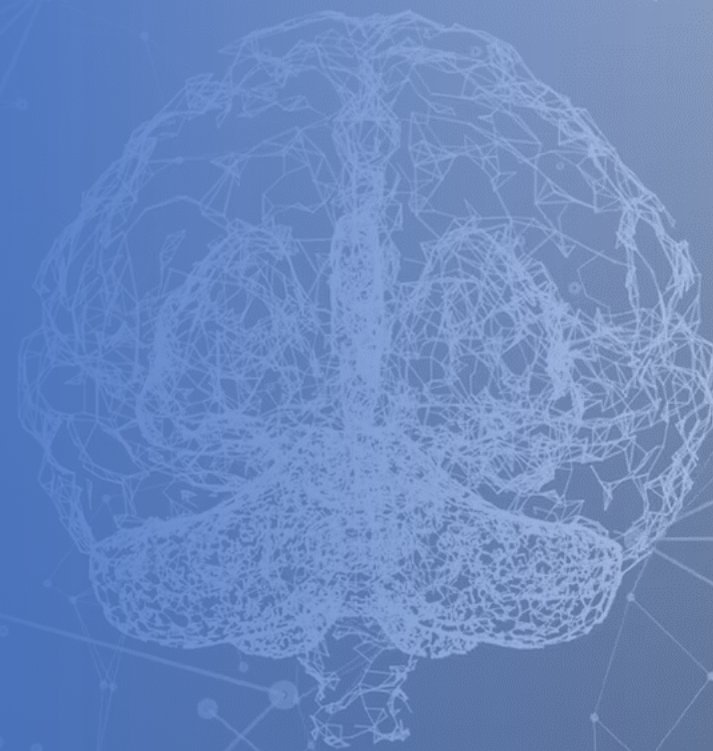
**THIS APPROACH
CAN LEAD TO
DIRECTIONS THAT
ARE ALREADY
EXPLORED**

BRAND AVIATORS



**BRAND AVIATORS
PUTS FORWARD A
COMPLETELY NEW
PERSPECTIVE
ORIGINATED IN
NEUROBIOLOGY
EVOLVED TO
ADVANCE
HUMANITY**

**WE CHARTED THOUSANDS OF
PIECES OF NEUROBIOLOGICAL
AND OTHER RESEARCH AND
CHANNELED THEM INTO A
MULTI-VARIATE MODEL OF
CONSUMER BEHAVIOR**



**UNDERLYING ALL
BEHAVIOR ARE
DRIVERS THAT
ORIGINALLY LED
US TO SURVIVE
AND THRIVE**



**WE ARE GUIDED
BY 12 NEURO
MOTIVES FROM
WHICH ALL
HUMAN
VALUES &
CONCEPTS
DERIVE**



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

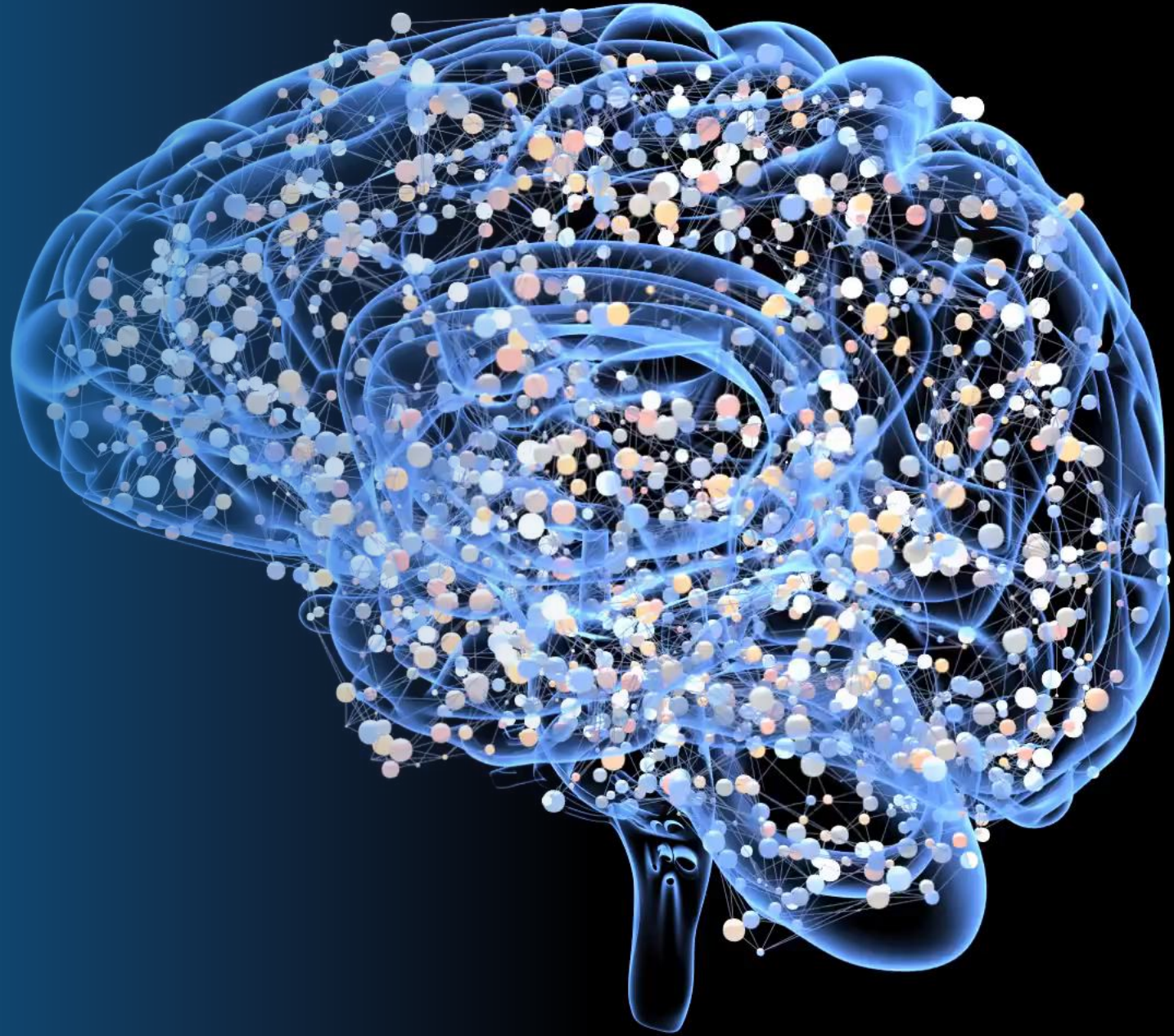
BRAND AVIATORS

EXCEPTIONAL
BRANDS THAT
SOAR TO GLOBAL
HEIGHTS CLEARLY
REINTERPRET **ONE**
MAIN MOTIVE



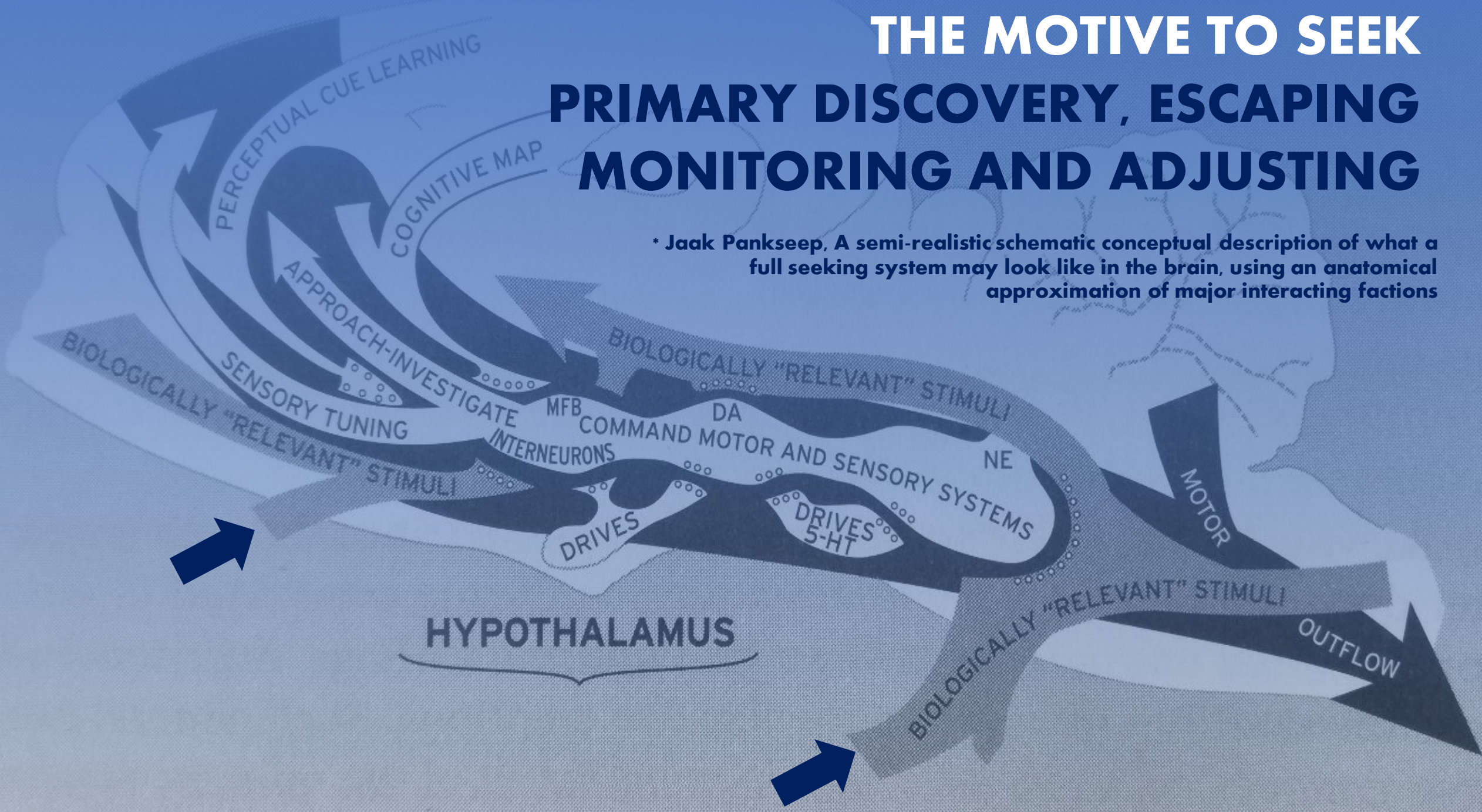
BRAND AVIATORS

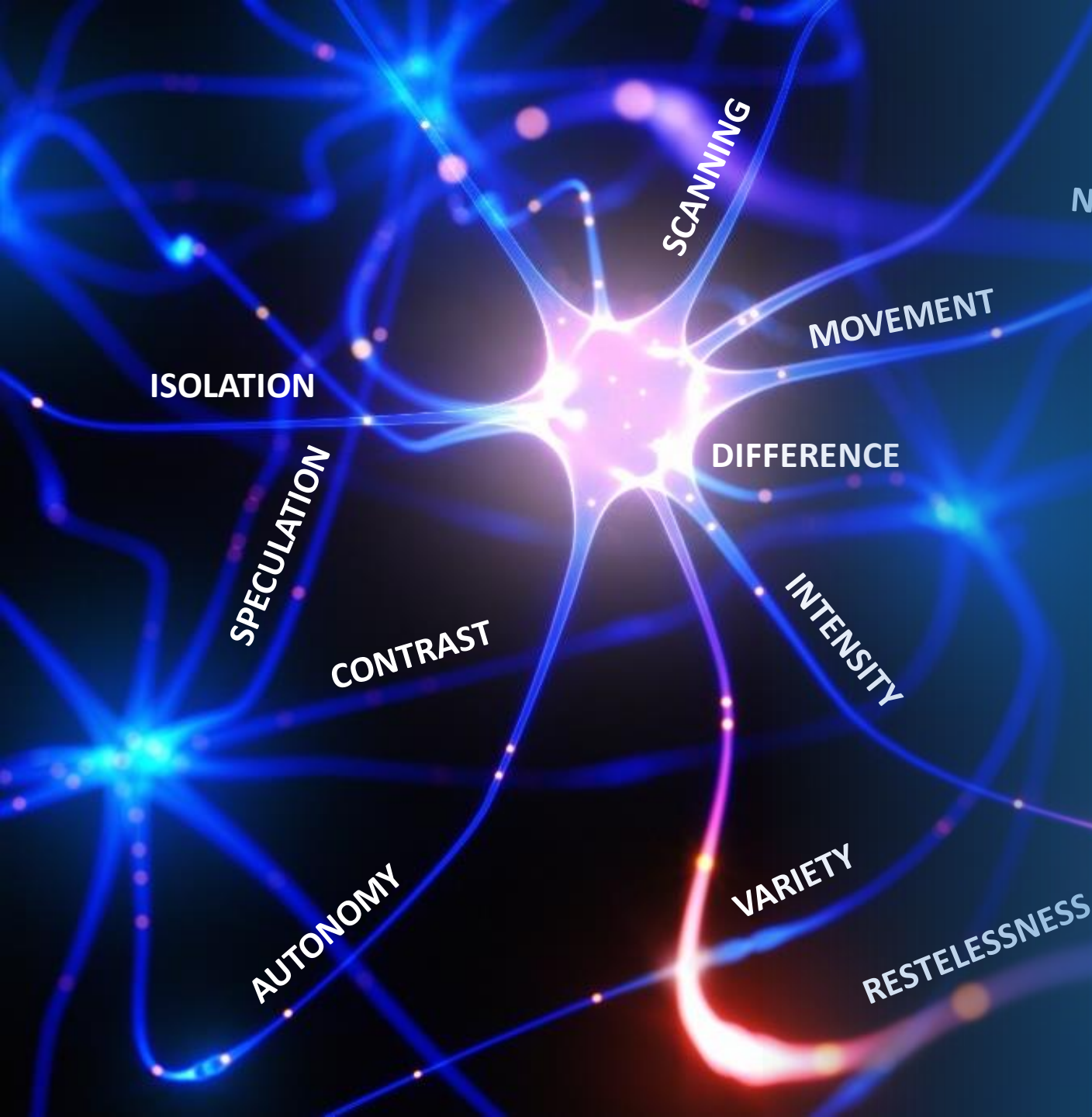
**LET US DIVE
INTO ONE
MOTIVE**



THE MOTIVE TO SEEK PRIMARY DISCOVERY, ESCAPING MONITORING AND ADJUSTING

* Jaak Pankseep, A semi-realistic schematic conceptual description of what a full seeking system may look like in the brain, using an anatomical approximation of major interacting factions





NEUROCIRCUITS OF THE MOTIVE TO SEEK: HELP LOCATE NOVEL BIOLOGICAL STIMULI

NOVELTY
VARIETY
CONTRAST ISOLATION
MOVEMENT
AUTONOMY
SCANNING ROAMING
RISK ADVENTURE
FREEDOM
INTENSITY
SPECULATION
OPPORTUNITY...

AROUSAL

ATTENTION

≠ AS OPPOSED TO:

BOREDOM
SAMENESS
IMMOBILITY
STABILITY...

IT IS NOT BY CHANCE THAT JEEP DISTINCTIVELY DRAWS ADVANTAGE FROM THE MOTIVE TO SEEK AND ITS NEUROCIRCUITS

**THE ULTIMATE
SEARCH ENGINE.**



**JEEP GRAND CHEROKEE RANGE
FROM \$49K DRIVE AWAY.** Visit **Macarthur Jeep**
For A Test Drive Today

Macarthur Jeep
12 Yarragadee Place, Narellan
www.macarthurjeep.com.au

4636 8111 **Jeep**

**OUR  SAYS
ADVENTURE IS EVERYWHERE**



De Jeep Wrangler Moab is leverbaar vanaf € 57.640,-.
U rijdt al een Jeep Wrangler vanaf € 49.890,-.

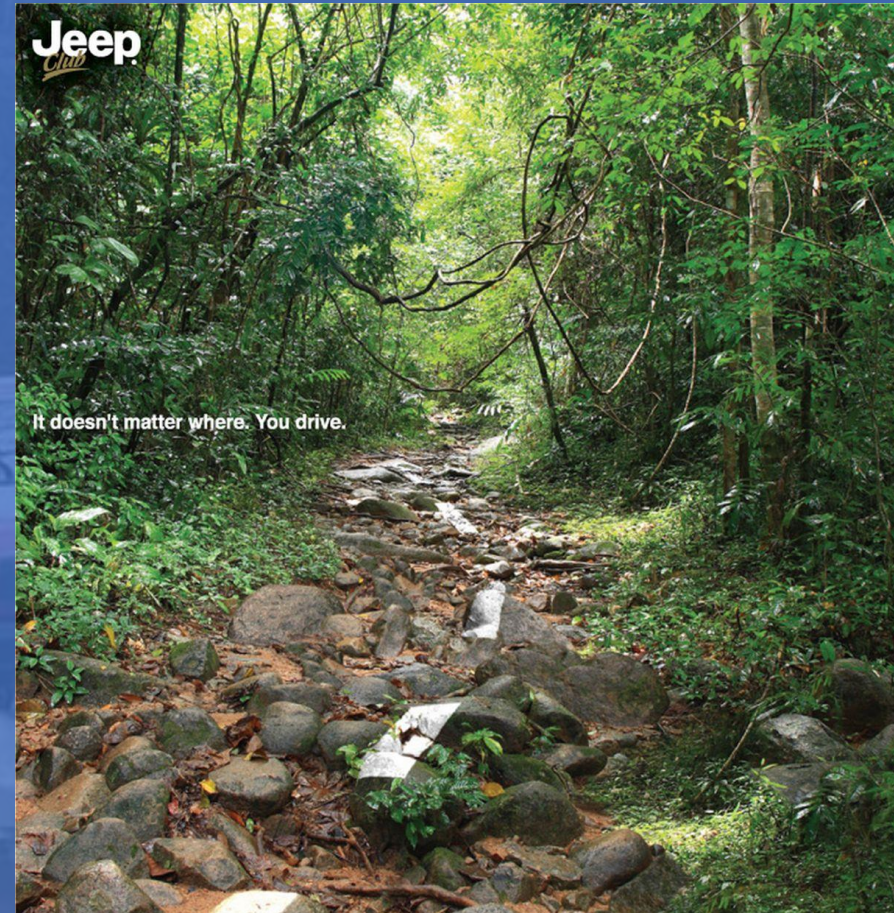
De nieuwe Jeep Wrangler Moab is beschikbaar voor iedereen die door zijn levenswijze een avontuurlijke levenswijze wil leiden. De Wrangler Moab is een SUV met een unieke uitstraling en een krachtige motor. De Wrangler Moab is een SUV met een unieke uitstraling en een krachtige motor. De Wrangler Moab is een SUV met een unieke uitstraling en een krachtige motor.

Jeep

ELEVATE



BRAND AVIATORS



BRAND AVIATORS



THIS BREATHTAKING PICTURE OF
MARS
IS ACTUALLY THE BARREN DESERT IN INDIA

FIND
LIFE ON
EARTH.



JEEP RENEGADE. STARTING AT RS 46,900

ViaSul | **Jeep**

BRAND AVIATORS



Jeep

THERE'S ONLY ONE

HELVETIA IM DELÄNDE: DAS SCHÖNMODELL JEEP, BRAND CIMA RIVA, DONT BLIND MIT CHOCOLATELLEN

**CAN THIS APPROACH ALSO
TAKE BRANDS VENTURING
IN SERVICE CATEGORIES
FURTHER?**



HSBC, THE FOREMOST GLOBAL BANK RUNS ON THE BEDROCKS OF THE MOTIVE TO SEEK



In the future, investors
will need to be explorers.

HSBC 

A red and yellow crane against a blue sky with clouds.

different points of view
make the world go round



The top section features three panels, each with the word "adventure" overlaid in white text. The first panel shows a woman in a red vest and hat holding a large starfish over a pile of starfish. The second panel shows a man and a woman in traditional Indian wedding attire. The third panel shows three young boys in a crib. The entire section is framed by a red border.

adventure

adventure

adventure

The more you look at the world,
the more you recognise
that what one person values
may be different to the next.

www.hsbc.com

HSBC 
The world's local bank

The world would be a dull place
if we all agreed on everything.

HSBC 
The world's local bank



**80% of life on earth
is in the ocean.**

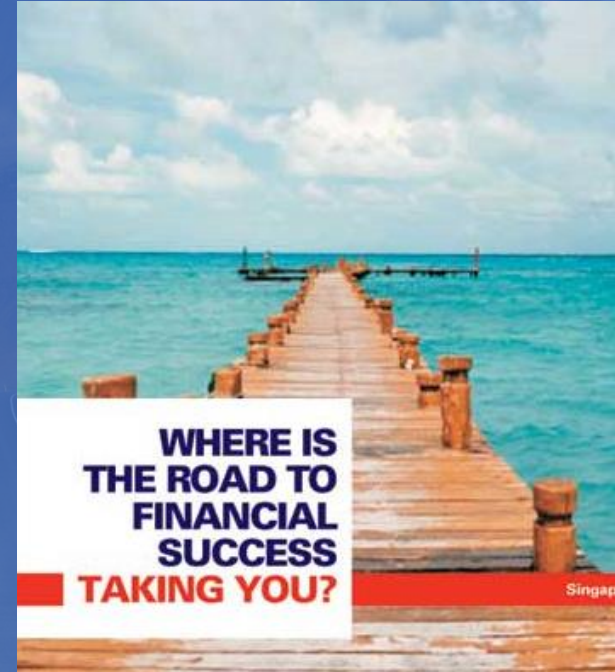
We help you see the
world's opportunities.

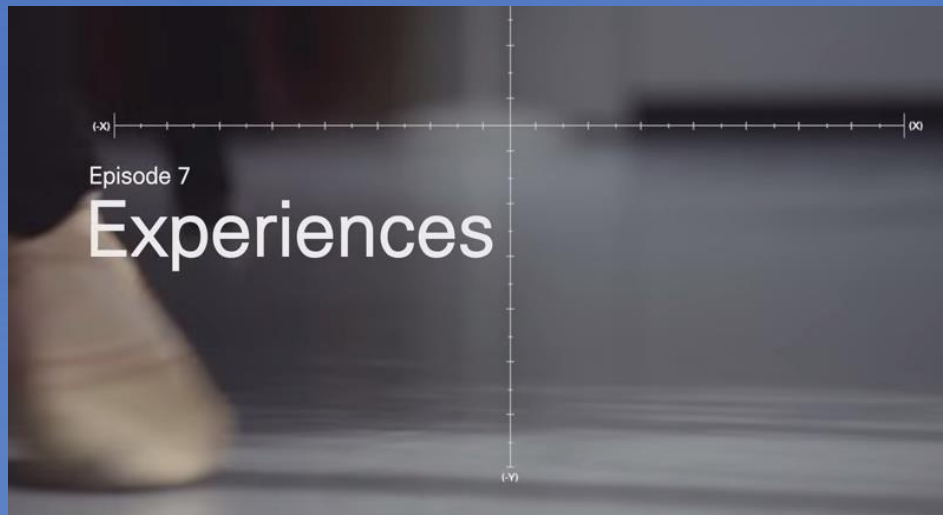
HSBC 
The world's local bank

**Set course for more global trade
opportunities with flexible cash flows**



BRAND AVIATORS







BRAND AVIATORS

**THE BRAIN LIKES THE
FAMILIAR BUT GETS
EXCITED BY THE NEW
AND THE DIFFERENT: IT
HAS EVOLVED TO
SPOT
INCONSISTENCIES**

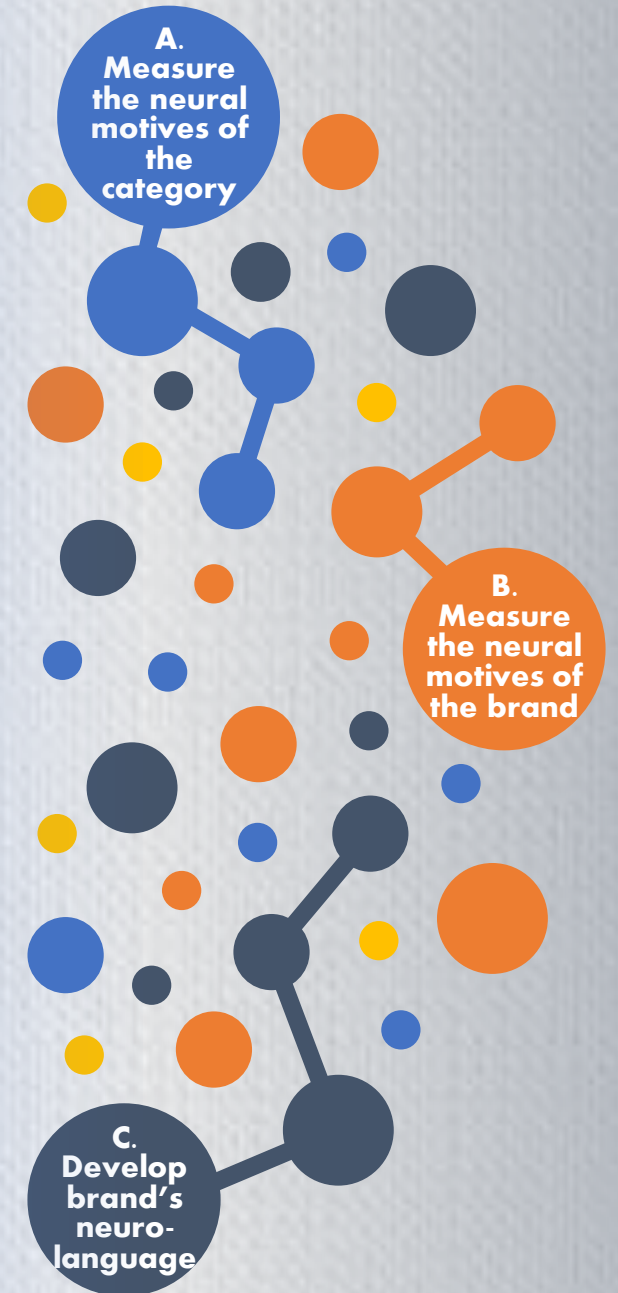
**SO, WHERE THE BRANDS
THAT LACK A UNIVERSAL
MOTIVE END TO?**

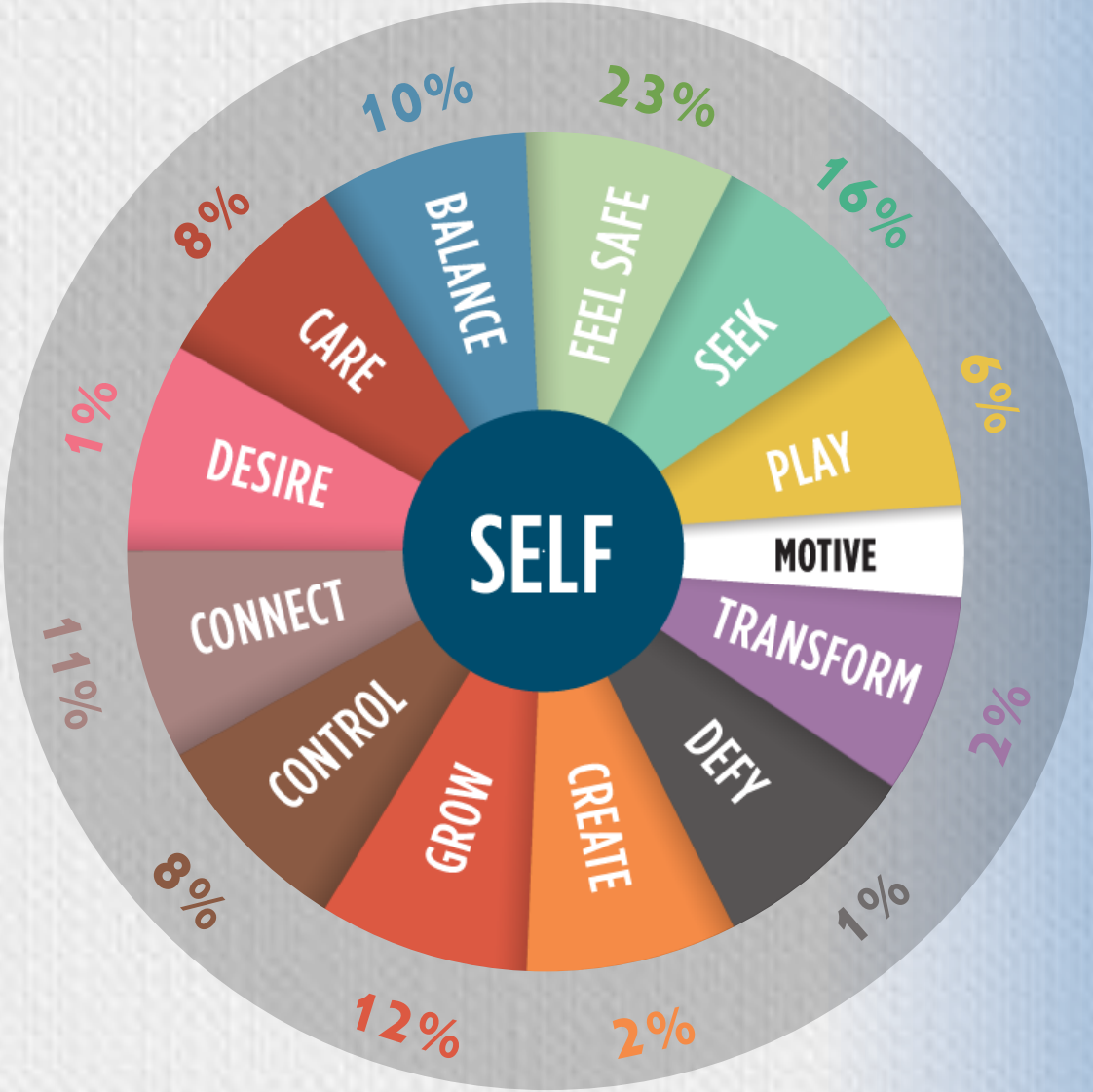
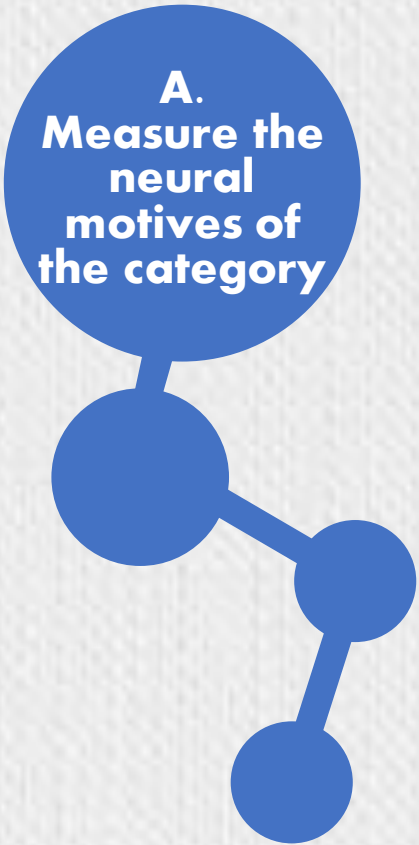
ANY OPPORTUNITY
LOOKS APPROPRIATE,
NEVER DISCOVERING
A PREMIER PLACE IN
OUR MIND,
ENGAGING IN A
SERIES OF ONE-OFF
INITIATIVES



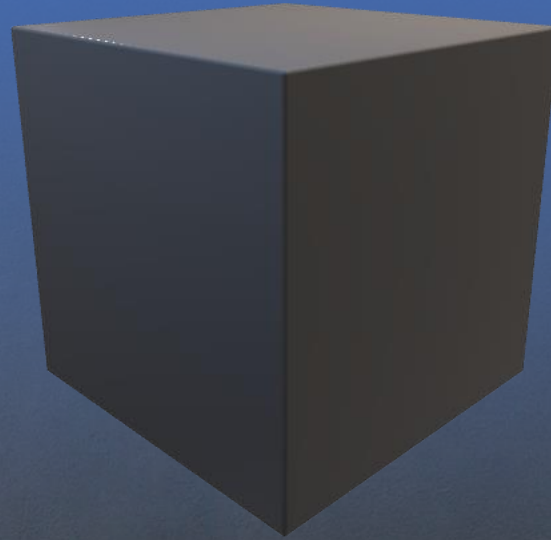
**A GROUND-BREAKING TOOLKIT
TO ORIGINATE BRAND
STRATEGIES THAT RAISE THE
VERY SOURCES OF LIFE**

EVOLUTIONARY MARKETING TOOLKIT™



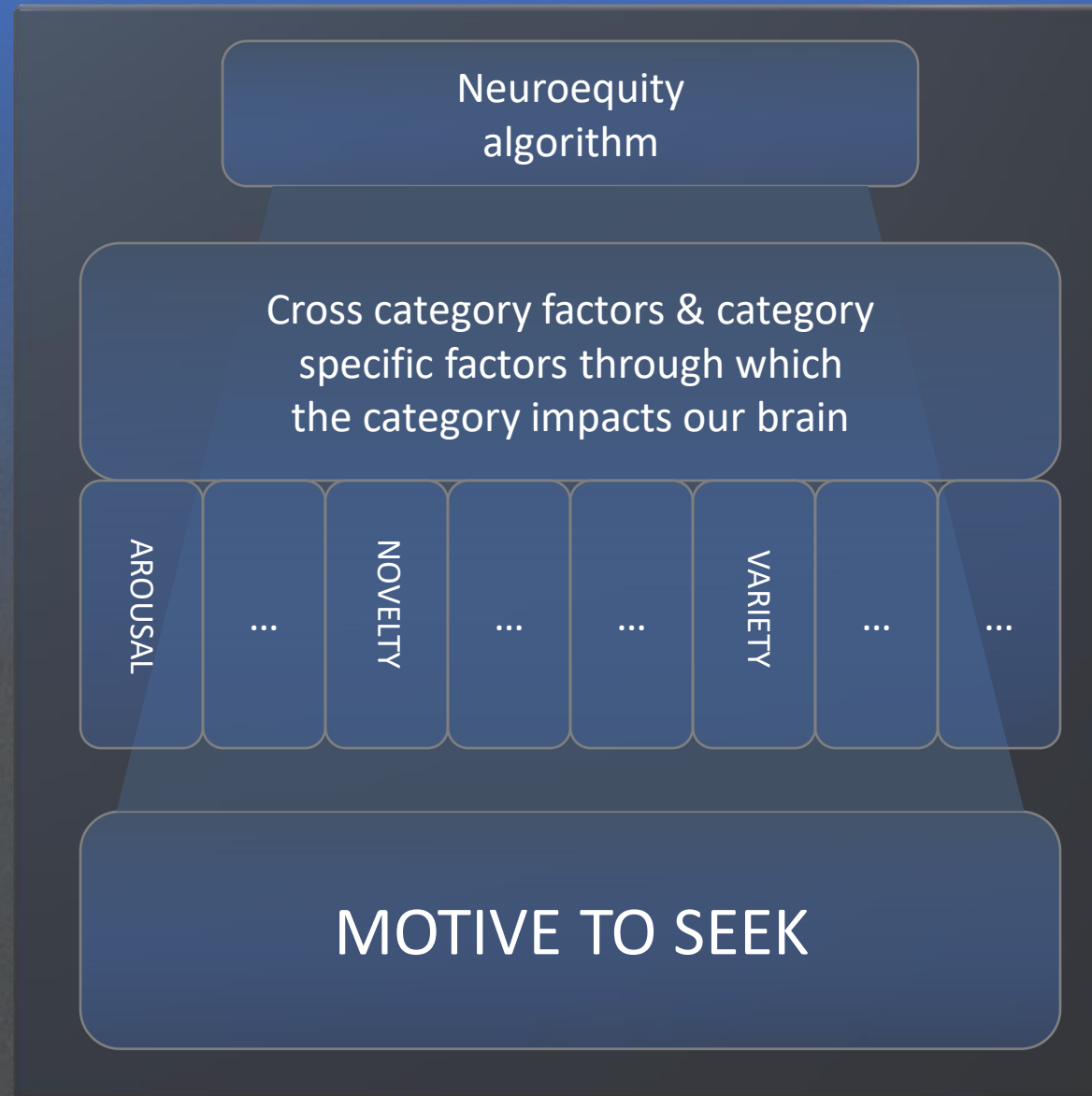


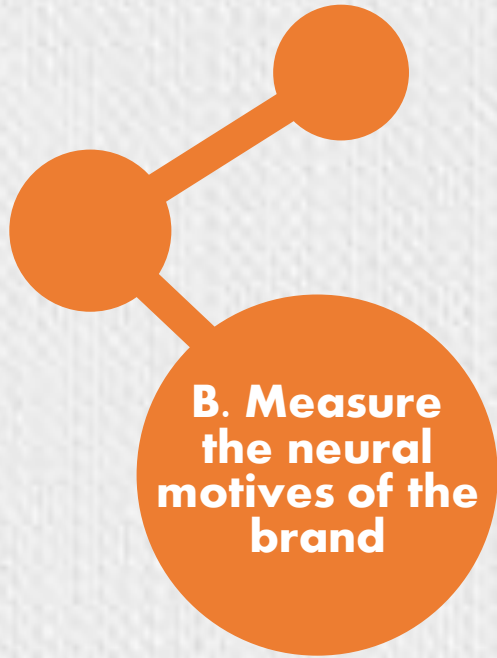
INSIDE THE



BLACK BOX







UNLOCK THE BRAND'S HIGHER ORDER OF EMOTIONS. EXAMPLE: A COSMETIC BRAND

FUNCTION



ELEVATED STATE OF EMOTIONS

**Herbs cartography,
primary research,
homeopathy,
relentless innovation**

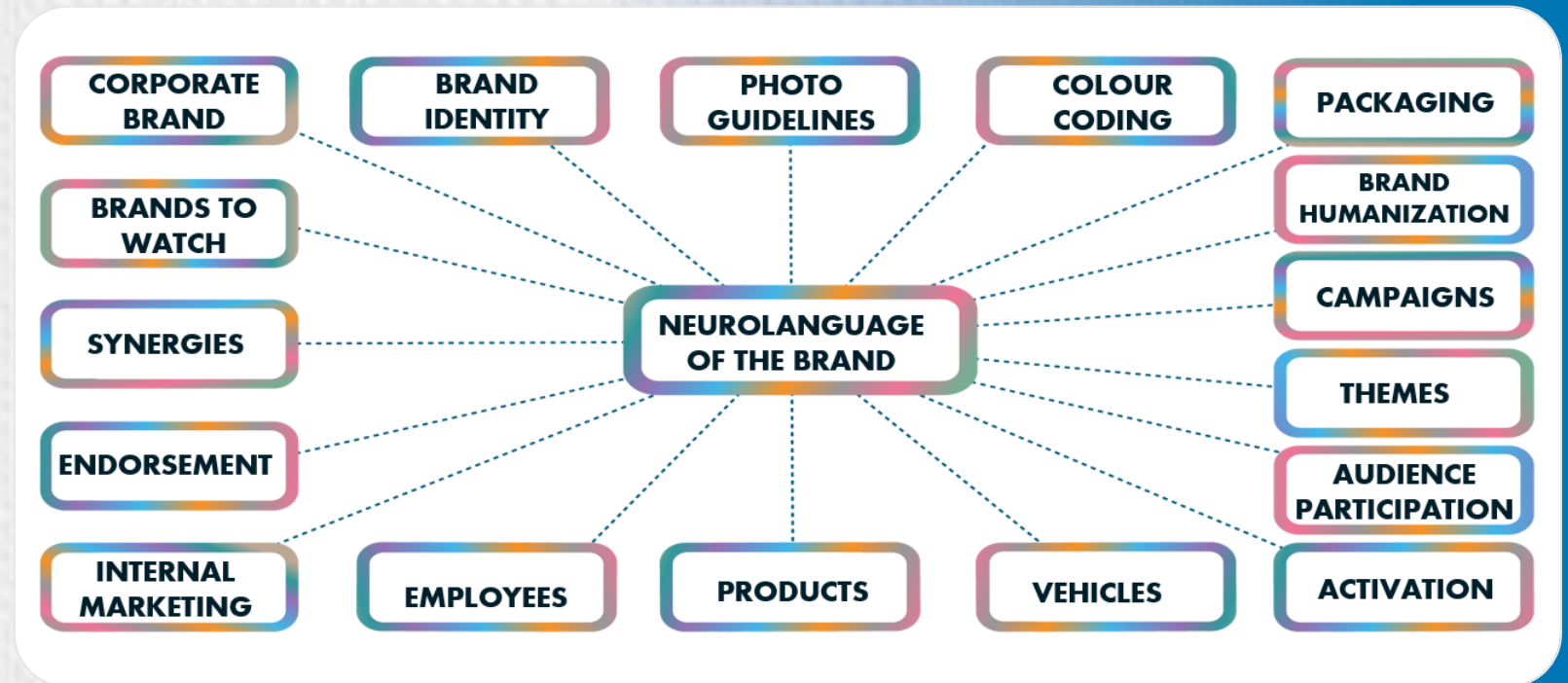


**Daily
reinvention**

BRAND AVIATORS

**THE NEURO LANGUAGE OF COLORS & FLAVORS,
SOUNDS & SHAPES, SYMBOLS & MATERIALS ETC.
IN AN UNBIASED SYMPHONY: DIFFERENT
INSTRUMENTS CONTRIBUTE VOICE & MOOD**

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



HOW DOES IT WORK IN PRACTICE: THE EXAMPLE OF COFFEE

COFFEE'S NEUROPHYSIOLOGY	BRAIN IMPACT	BRAND STRATEGY PATHWAYS	LINGUISTICS, BIOSEMIOTICS
Caffeine displaces adenosine a calming neurotransmitter ...	Improves speed and accuracy on cognitive tasks, improves alertness	Empowerment, resilience, endurance, performance, focus, attention	CONTENT: active verbs ... COLORS: red (slowest vibratory rate and longest wavelength) ... SHAPES, MATERIALS, SOUNDS, SYMBOLS ...
- Caffeine is best enjoyed at 300 mg - Coffee is warm - Long hanging time odorants ...	- Release of oxytocin - Opening up certain brain systems ...	- Connection - Attachment with environment and people, - Rush towards others	CONTENT: connective words (and, both etc.) COLORS that moderate the brain, familiar, impersonal. ...
Adenosine and Sleep Theresa F. Bjorness and Robert W. Greene* Author information • Article notes • Copyright and License information • Disclaimer This article has been cited by other articles in PMC. Abstract Over the last several decades the idea that adenosine (Ado) plays a role in sleep control was postulated due in large part to pharmacological studies that showed the ability of Ado agonists to induce sleep and Ado antagonists to decrease sleep. A second wave of research involving <i>in vitro</i> cellular analytic approaches and subsequently, the use of neurochemical tools such as microdialysis, identified a population of cells within the brainstem and basal forebrain arousal	Adenosine, caffeine, and performance: from cognitive neuroscience of sleep to sleep pharmacogenetics Emily Urry¹, Hans-Peter Landolt Affiliations • expand PMID: 24549722 DOI: 10.1007/9854_2014_274 Free article Abstract An intricate interplay between circadian and sleep-wake homeostatic processes regulate cognitive performance on specific tasks, and individual differences in circadian preference and sleep pressure may contribute to individual differences in distinct neurocognitive functions. Attentional performance appears to be particularly sensitive to time of day modulations and the effects of sleep deprivation. Consistent with the notion that the neuromodulator, adenosine, plays an important role in regulating	...	HOW THE COLOR MIND BEHAVIOR & SOCIETY How the Color Red Influences Our Behavior The facts and fictions of crimson perception By Susana Martinez-Conde, Stephen L. Macknik on November 1, 2014

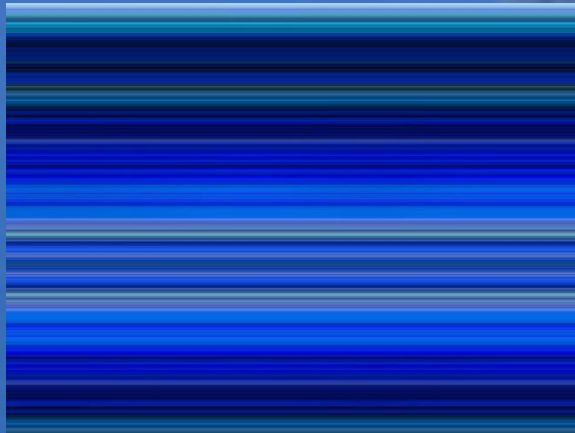
SEEKING COLORS: BLUE AND GREEN

BLUE: has no dimensions, the color of sky, sea and faraway mountains, it attracts humans towards infinity, it's the interlocking of the elsewhere in the here, distant, it gives the sense of expanse and space, open horizons. Boundless, (speculative), gives the sensation of flying, of elevation and constant movement

GREEN: connotes nature and the jungle, liberty, movement, variance, luck

IN THE CASE OF THE MOTIVE TO SEEK

**BLUE EXPANDS HORIZONTALLY AND GREEN VERTICALLY
(PACKAGING, ADVERTISING, RETAIL STORES ETC).**



BRAND AVIATORS

**SOAR HIGH THROUGH THE
WHEEL OF MOTIVES**



“The work has been so great that the process has been repeated already in 6 other brands of the Hero Group”.

**Sandra Echecopar
Director Brand
Management
Hero Group Switzerland**



“We want to licence The Wheel of Motives and its language to capture the essence of the brands of our clients in glass”.

**Arnaud Aujouannet
Chief Sales and
Communications Officer
Owens-Illinois Inc.**



Why us?

- **Original, ground breaking approach:**
- **grounded on human biology**
- **scientific research**
- **and an algorithm**

that result in concepts able to cut through the fog of over-communication and commoditization through unprecedented clarity and deeper emotional connection.



c.pantidos@brandaviators.com

BRAND AVIATORS

BUILD YOUR **BRAND'S NEURAL EQUITY.**
OWN YOUR TERRITORY.

