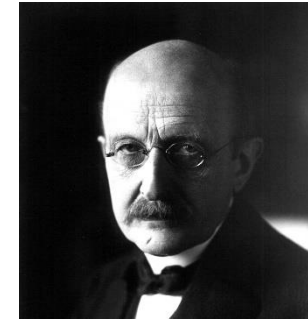


How consumer behavior shapes brand desirability

Dr. Constantinos Pantidos

“Contrary to what most of us would like to believe, decision-making may be a process handled to a large extent by unconscious mental activity”.

Max Planck Institute -Gesellschaft



“95% of Purchasing Decisions Are Subconscious”.

Gerald Zlatman, Harvard University



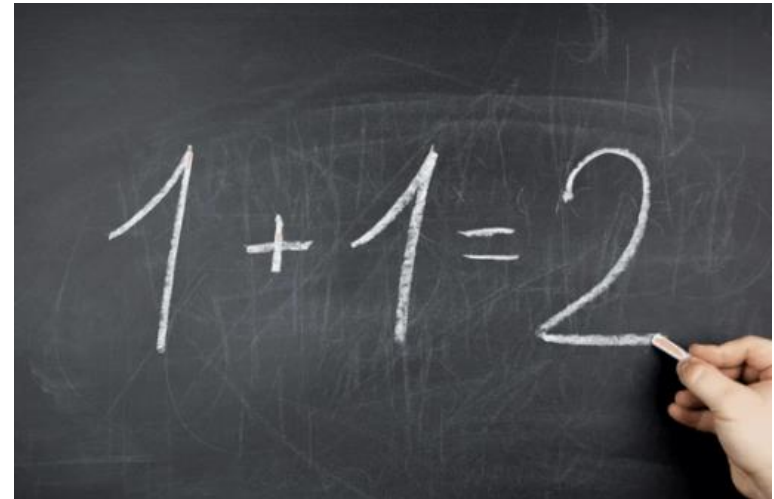
“Much of our mental life is unconscious”.

Eric Kandel, Columbia University



**As managers, we spend
disproportionally high
time rationalizing on
USPs, product recipes,
claims, pricing etc.**

... missing the point.



**Emotions are abstract
and we do not know
how to embed them in
our products, messages,
packaging etc.**



**Emotions are
used by the
brain to screen
out noise.**



**Desirability is built
only when the brain
recognizes its own
patterns.**



Consumer

Brand A



Brand B



**A new
approach**

**Emotions are
not separate
but an integral
part of the
ingredient,
textures,
flavors,
packaging,
messaging etc.**

The first emotion-function converter

Makes consumers feel the brand, physically, neurologically and emotionally.

* Proprietary tool developed by **BRAND AVIATORS™**



THE WHEEL OF MOTIVES™

We do not ask consumers — we decode their true drivers instead

Brand decoding

TVCs, promotions etc.
using proprietary
biosemiotics



Analyze the product

Analyze flavor, ingredients, texture
etc. using existing meta research
and proprietary techniques



Example: lemon is playful

- Citric acid > sharpness, invigoration awaking the senses
- d-limonene > uplifting, improves mood
- Secretion of saliva > sensitizes the taste bud, brings appetitive
- Acidity > caustic, eccentric, teasing, mischievous, spontaneous.
- High concentration of protons > positive electric currents > bad-tempered, naughty
- Color > eccentric, edgy, mischievous
- High volatility > superficial, spontaneous, lacking depth
- Juiciness > vitality, vivacity
- Brightness > zest

Packaging etc.

Colors, lines, layouts, materials etc.
using existing meta research and
proprietary techniques



Example: the color purple is transforming

- The only one that fuses a warm and a cool color
- Physiologically difficult for the eye to clearly focus on
- Soft and flowing — the color of fantasy
- Its difficulty to produce adds to its mystery



Example: the straight line represents growth

- It's the shortest path between two points, indicating focus and direction
- It implies a clear target and a steady investment of energy over time

A. Unlocking brand emotions



B. Bringing emotions to life

Brand campaigns



Flavors



First scientific mood food

Textures



The 12 emblematic textures of all time

Packaging



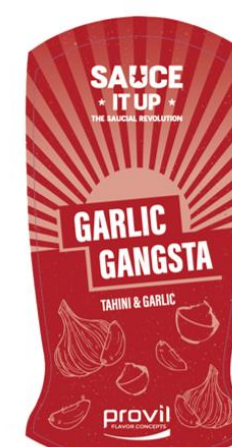
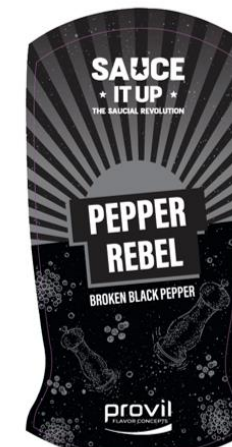
First neuro-packaging

Innovation

Totally new ways to innovate, starting by the emotional gaps in the market



First scientifically made mood food in which the concepts, flavor, aroma, textures, colors etc. are trigger specific systems in the brain.





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



provii

SAUCE IT UP

You are an adventurer at heart, always seeking new experiences and challenges. Curious and passionate about discovery, you thrive on the excitement of the unknown and never settle for the status quo. Like the bold flavors you love, you push boundaries and explore the extraordinary in life.

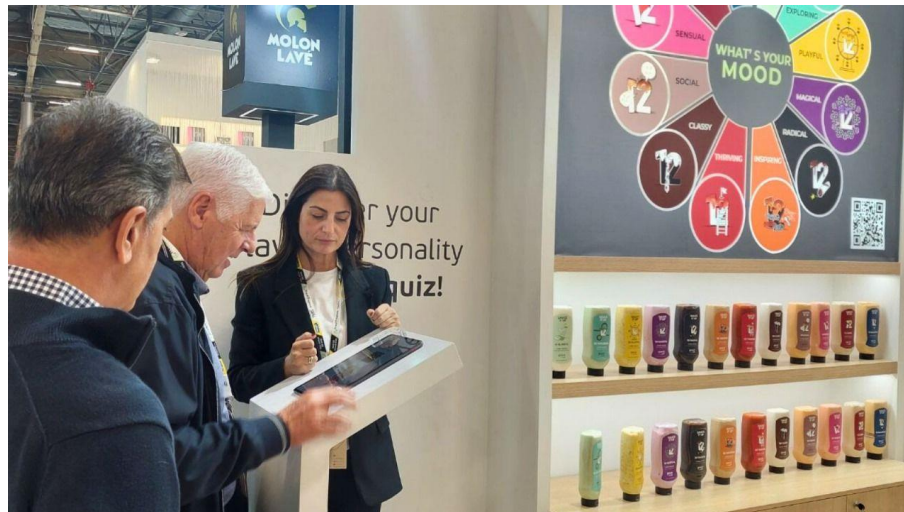
The sauce that best describes your flavor personality is the
EXPLORING SAUCE IT UP.



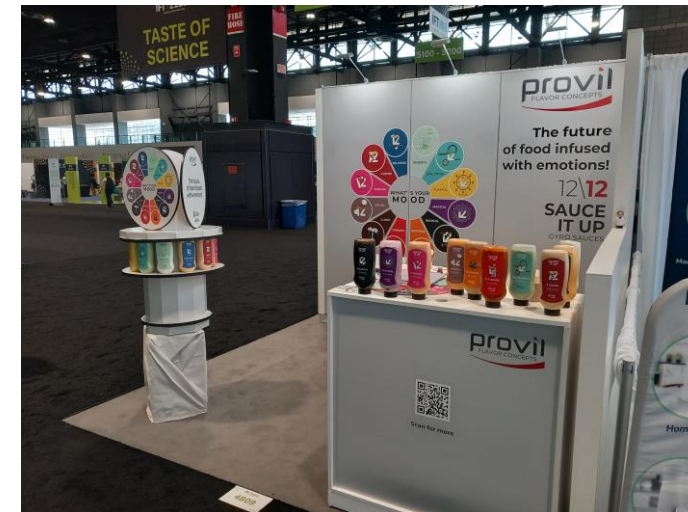
With Dijon mustard and pickles as key ingredients, this sauce delivers sharp, stimulating flavors. It's adventurous and exciting, pushing the boundaries of conventional taste.



PARIS, SIAL 2024

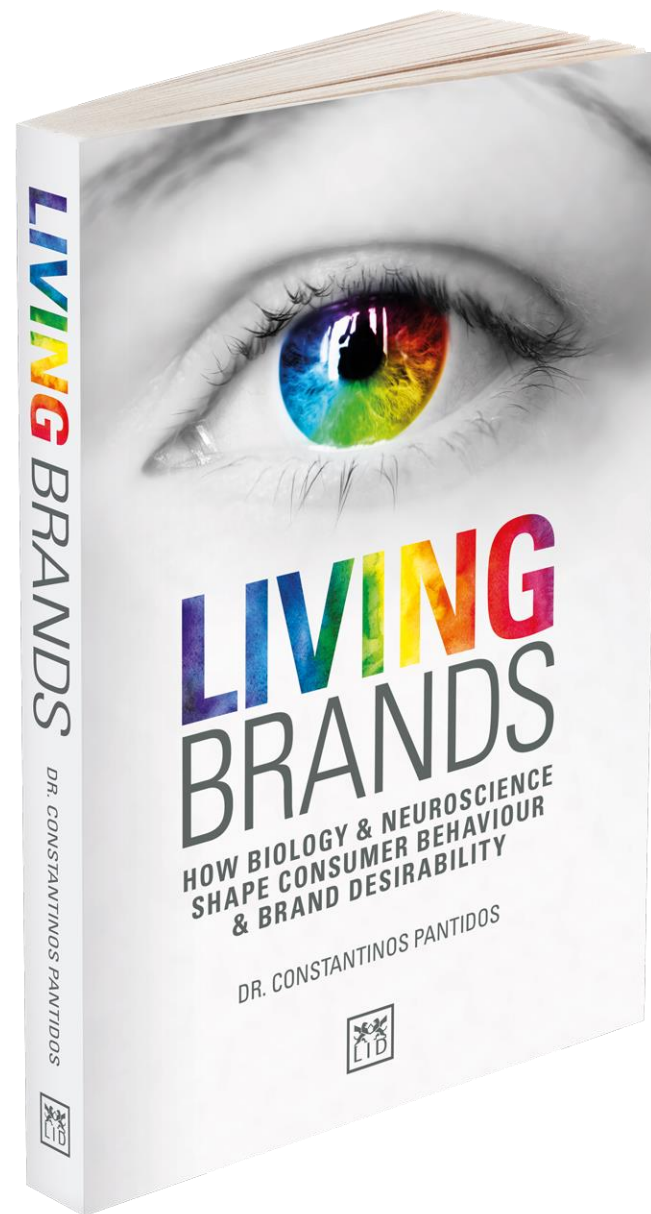


CHICAGO, IFT FIRST 2024



Applications

- 1. Develop emotional, mono-semantic (clear) brand strategies that help escape competition**
- 2. Align product truths such as flavors, textures, visual aspects**
- 3. Scan markets to identify new products or even entirely new categories invisible to others**
- 4. Enhance existing innovation tools**





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