

IIEX

ASIA PACIFIC

Presented by  Greenbook

3-4 February 2026
Bangkok

IIEX Asia Pacific 2026:
**Trending Topics &
Fresh Perspectives**



The Crave Code: Unlocking Desire Through Texture, Taste & Truth

Dr. Constantinos Pantidos

The Insight Paradox:

**We know more about
consumers than ever.**

Yet we understand them less.



BRAND AVIATORS
operate upstream of
strategy, branding,
advertising, design,
activation etc.



Where decisions are really taken:

**At the level where human
emotional systems are activated,
before conscious.**

Most brand strategies rely on:

- **Cultural insight**
- **Semiotics**
- **Trend interpretation etc.**

We add a new emotional layer:

- **Evolutionary biology**
- **Affective neuroscience**
- **Pan-human emotional systems**

Evolutionary biology and affective neuroscience

reduce ambiguity and protect the marketer's work

Because

They deal with emotional systems that were wired long before culture, language, brands, or opinions existed.

**A New Brand Paradigm Built
on How the Brain Categorizes,
Simplifies, and Decides.**

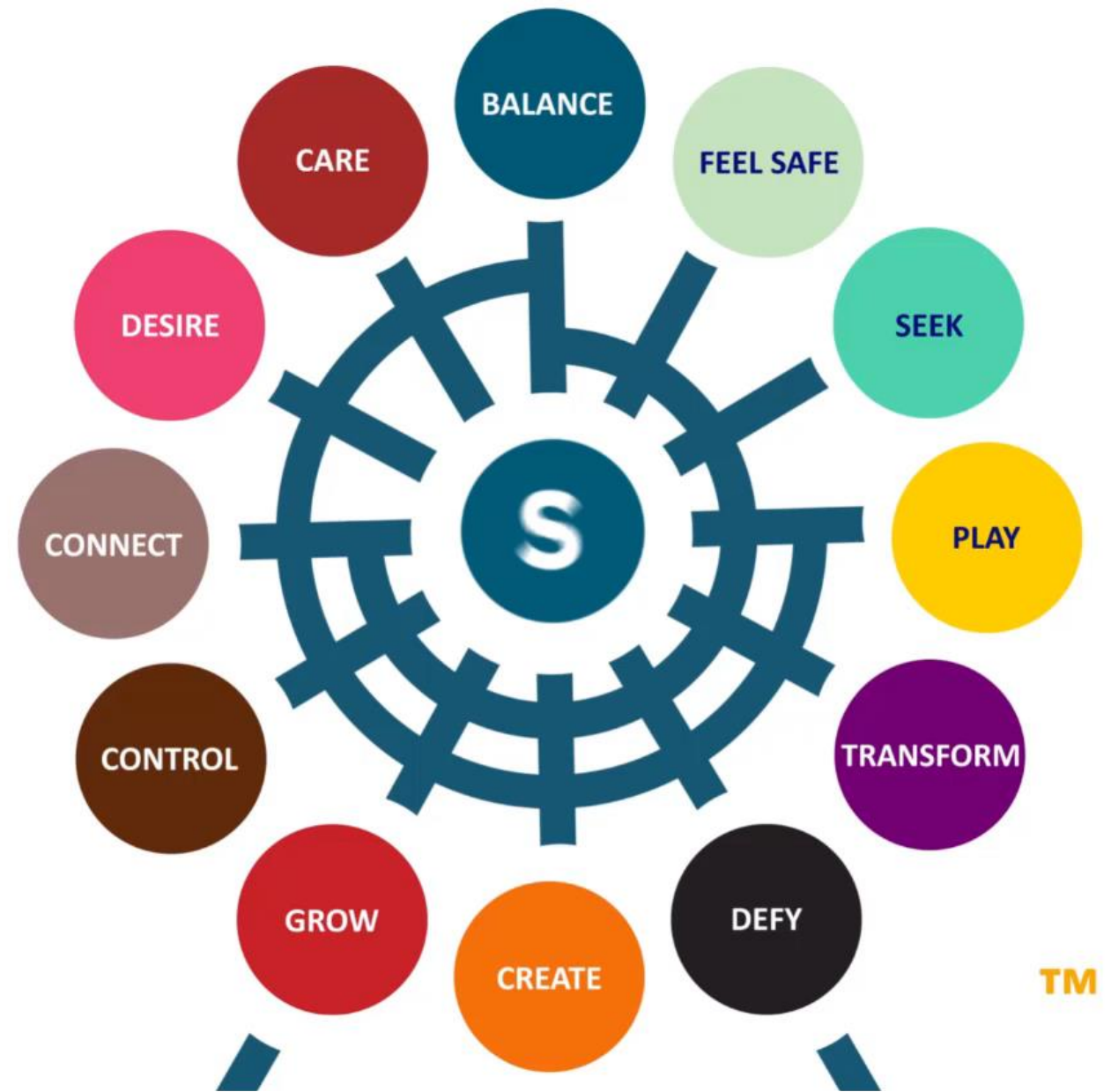
One of the main findings of neurobiology is that essence and meaning are shaped when the brain recognizes in them its own patterns.



A brand becomes inescapable when the brain can place it instantly & confidently within its internal structures.

*** 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. p 10



THE WHEEL OF MOTIVES

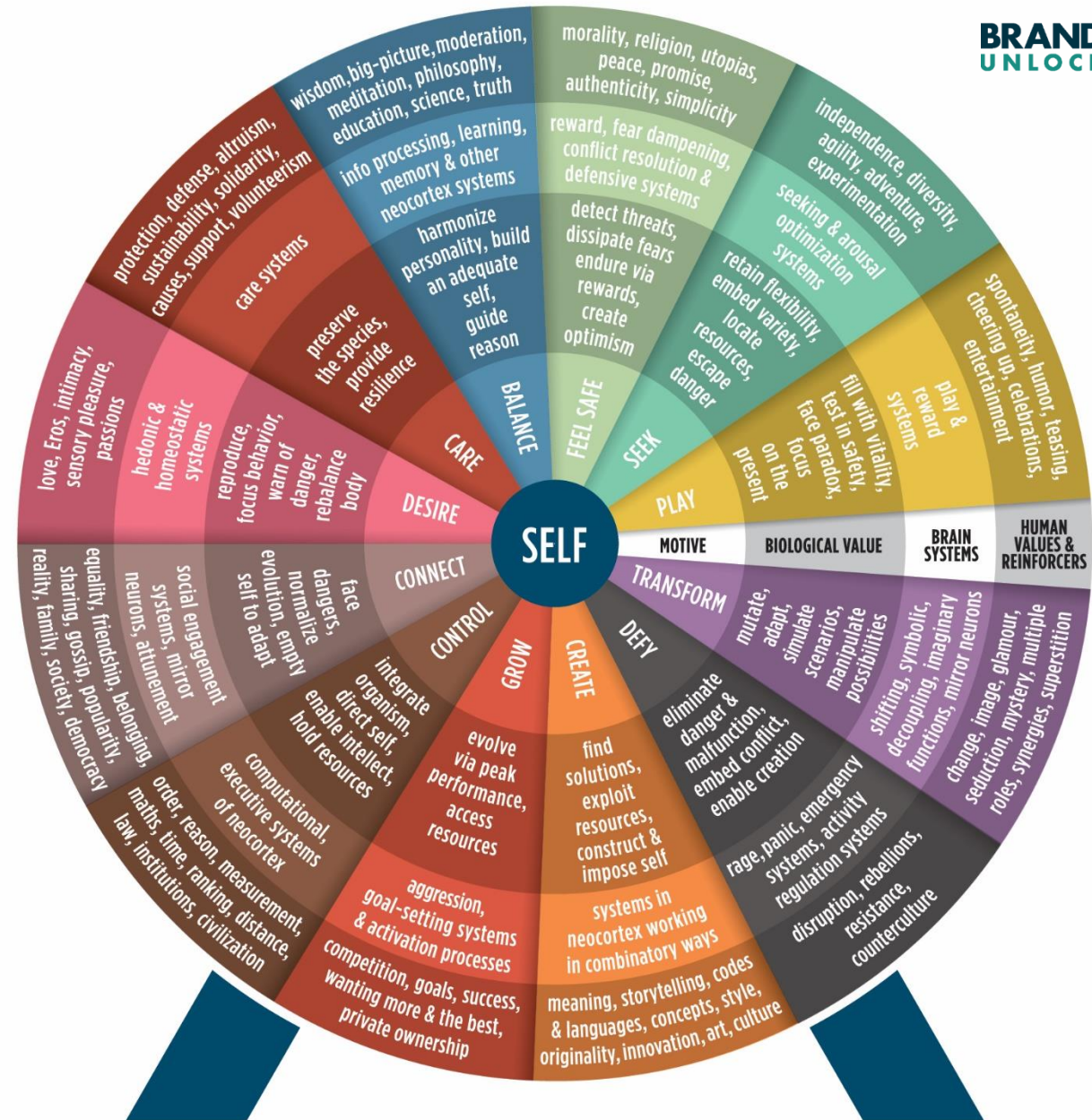
All great brands are built on a panhuman motive — a deep biological reason to matter.



- 11 years of research
- 5000 neural studies
- 456 categories
- 1160 brands
- 150 strategic projects

* **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. p 10



THE WHEEL OF MOTIVES™



textures



sounds



ingredients



materials

**Brand essence is
made tangible
through
multisensory
coherence.**

BRAND AVIATORS provides an

On-Brand / Off Brand Compass

aligning messaging, product truths (like texture), packaging, and every touchpoint around the one signal that truly matters.

The process in practice

Step 1: the category

Step 2: the brand

Step 3: the aligned executions

STEP 1: The Probiotic Yoghurt Category

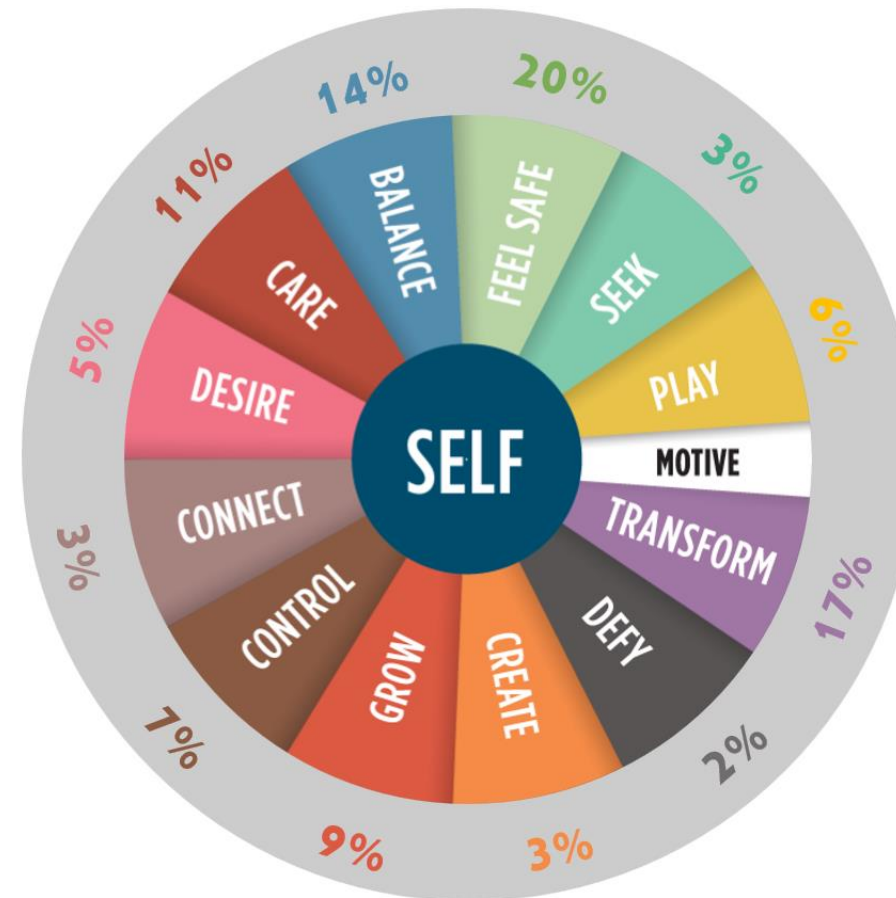
Step 1: the category

Step 2: the brand

Step 3: the aligned executions

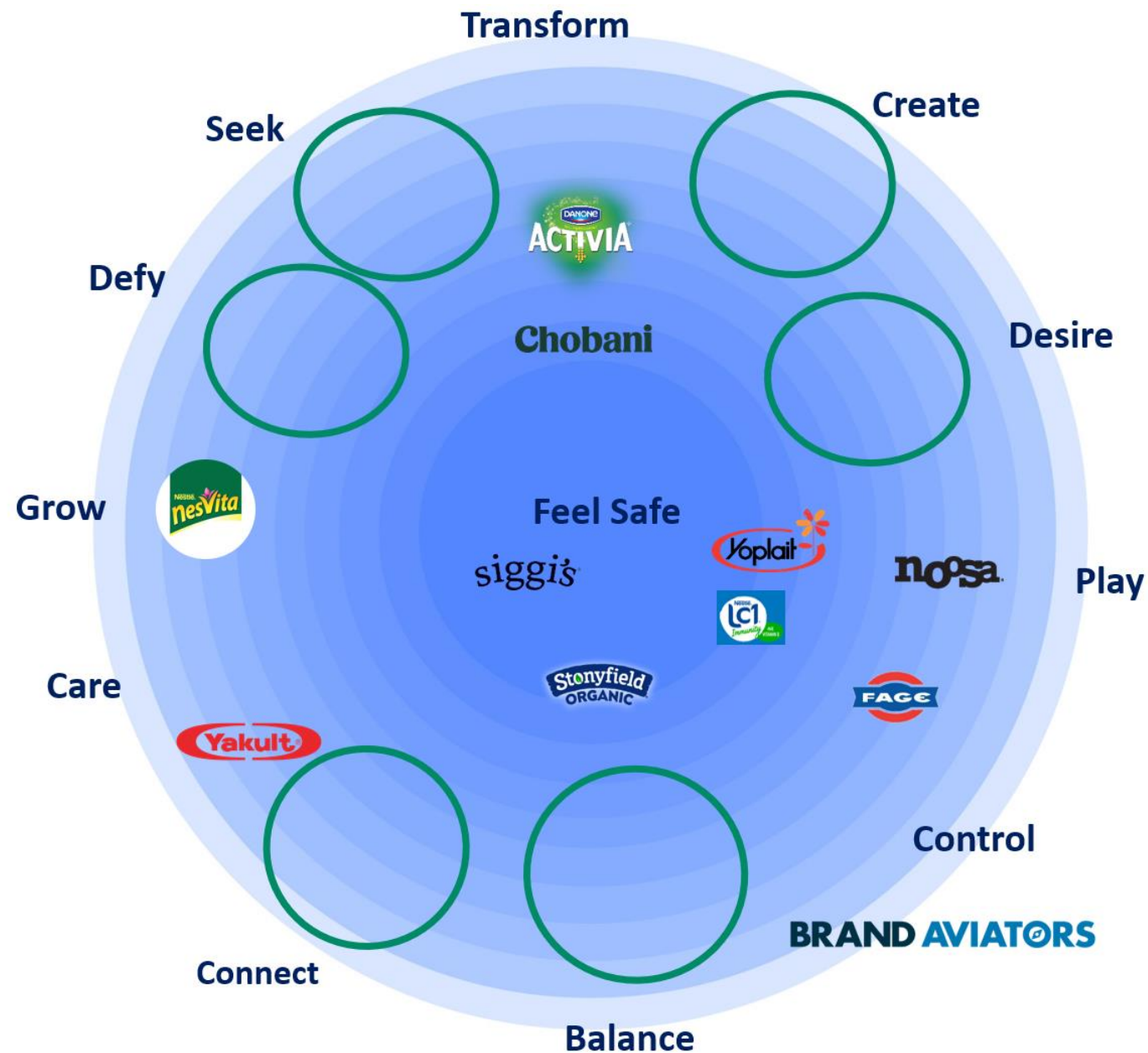
The core motives driving probiotic yoghurt sales:

1. **feel safe**
2. **transform**
3. **balance**



Probiotic yoghurt category

*possible white space
opportunities for new
brands /products



Step 1: the category

Step 2: the brand

Step 3: the emblematic texture

STEP 2: Decoding the ACTIVIA Brand

Step 1: the category

Step 2: the brand

Step 3: the emblematic texture



To give us
goodness, **ACTIVIA**
transforms our
inner health
(**Motive to
Transform**)

Step 1: the category

Step 2: the brand

Step 3: the emblematic texture

Unlocking the Genetic Codes of ACTIVIA

TRANSFORM

mutate,
adapt,
simulate
scenarios,
manipulate
possibilities

shifting, symbolic,
decoupling, imaginary
functions, mirror neurons

change, image, glamour,
seduction, mystery, multiple
roles, synergies, superstition

Transform

- Change from inside
- Boost gut health and immunity
- Probiotics
- Reveals the real you
- From A to Z
- Science
- A life style brand changes continually

Feel safe

- Health
- Comfort
- Natural
- Unprocessed
- Wholesome
- Simple
- Feel good
- Feel happy
- Pure
- Renewing
- Reassuring

morality, religion, utopias,
peace, promise,
authenticity, simplicity

reward, fear dampening,
conflict resolution &
defensive systems

detect threats,
dissipate fears
endure via
rewards,
create
optimism

FEEL SAFE

Activia emotional core: change starts from inside



Step 1: the category

Step 2: the brand

Step 3: the emblematic texture

STEP 3: Capturing ACTIVIA Into Texture

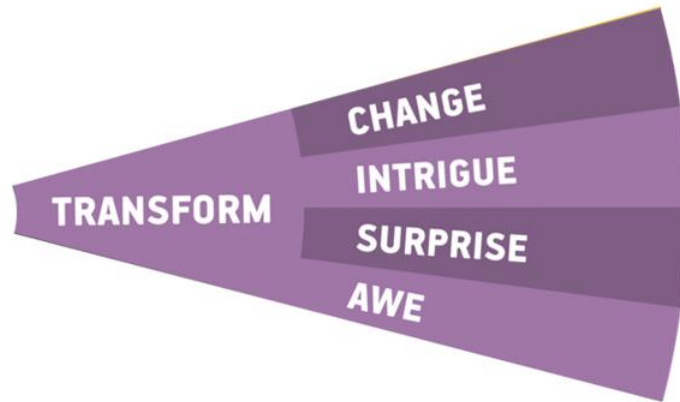
Capturing ACTIVIA'S brand Essence in new Textures

Product Values / truths	Texture Dimensions	Brand Assets	Brand Promise Delivered
<u>Renewal</u> (reassurance & change)	Ultra-smooth and soft base with a light coating effect, subtle cooling infusions, raw/fresh citrus aromatics	Subtle but continuous renewal, imperceptible alterations in evolving texture	Change starts inside
<u>Texture evolution</u>	Temperature-Responsive Textures, a gradual shift from a rich, thick initial texture to soft smoothness.		
Layered textures	A multi-sensory journey, evolving with each spoonful		
Small size	Make the effects more pronounced, yet subtle.		

Other executions

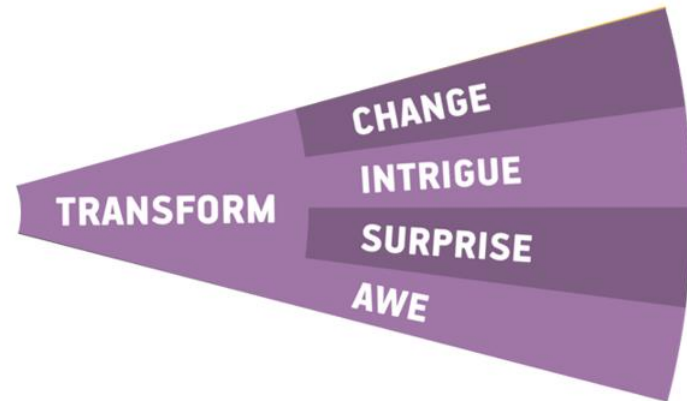


Mondelēz
International



Global







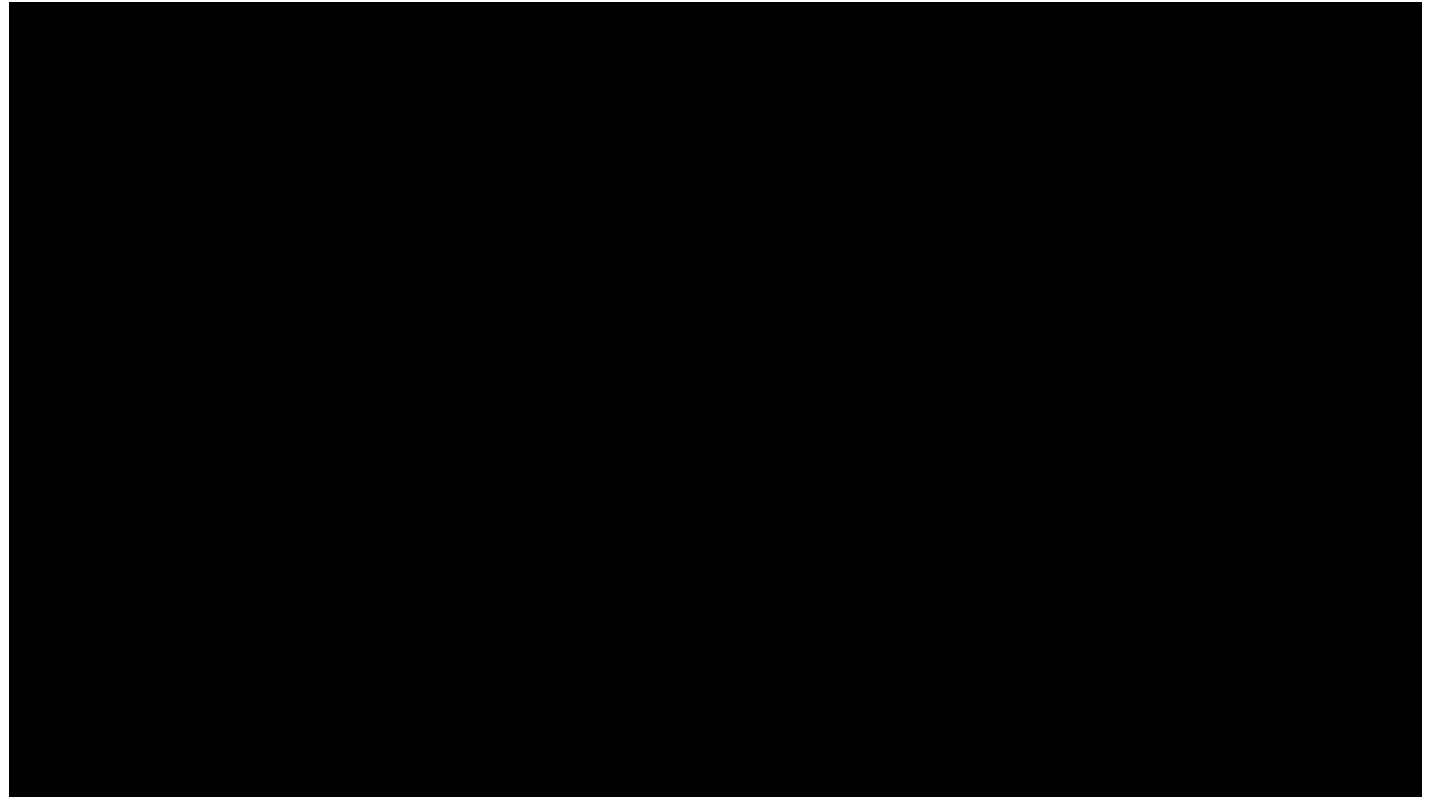
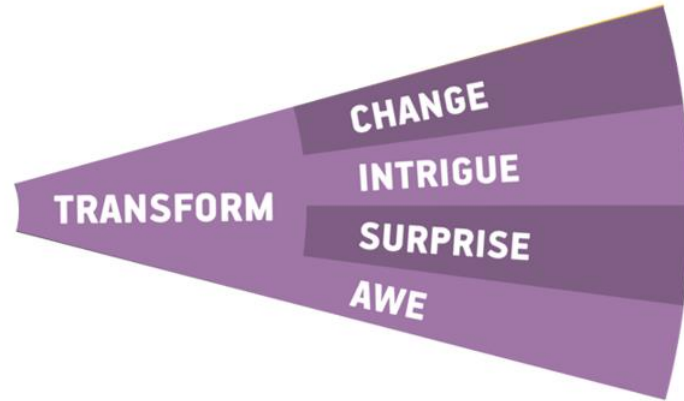
Product flavor, texture, color, name etc. fully aligned with one motive



Europe / GLOBAL



01



Global

Hire BRAND AVIATORS when...

- **You want to uncover how the brain has already encoded your brand and amplify it.**
- **You have a product, but it doesn't create desire.**
- **You're launching something new and can't afford sensory or emotional misalignment.**

Ask our clients



THANK YOU



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BRAND AVIATORS
UNLOCK BEHAVIOR