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Unlocking Canderel's Brand DNA: Establishing a New Global Emotional Positioning



Dr. Sandrine Ambrosi

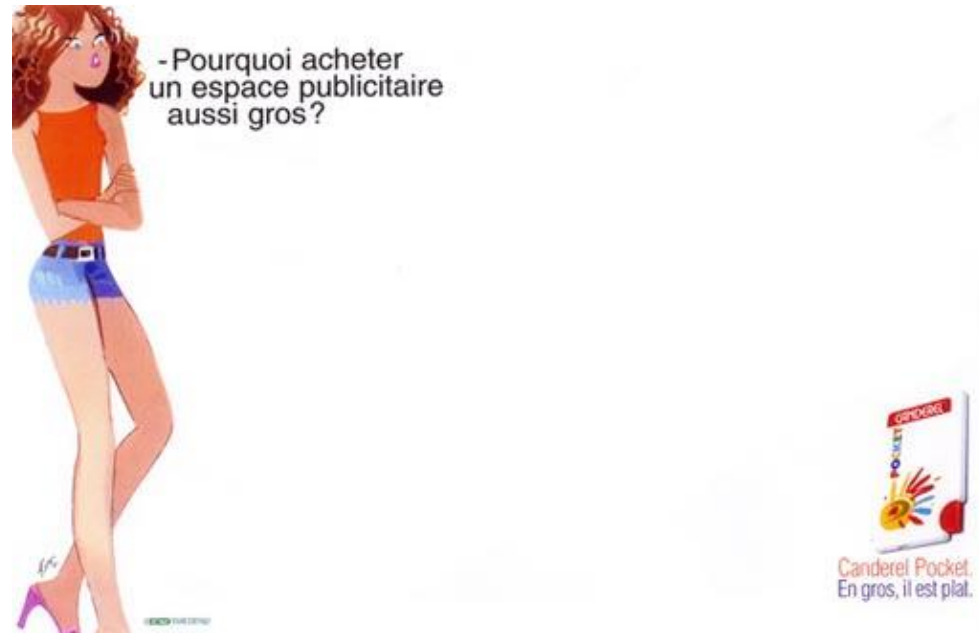
- Strategic Brand Positioning Expert
- Danone, Ballantine's, Canderel and Pure Via.
- International Brand Management / GM experience



Dr. Constantinos Pantidos

- Founder of BRAND AVIATORS
- Brings biology into marketing
- Capturing a brand's emotional truth and translating it into flavors, textures, colors, sounds, and touch.
- Strategic projects with Coca-Cola, Unilever, Mondelez, Colgate, Reckitt, Asahi, Ingredion etc.

Canderel is an iconic brand, established as a leader in the sweetener market in many countries around the world.



**Part of the WHOLE EARTHS BRANDS, a
global leader in sweeteners.**



After its global journey, Canderel needed to define its **emotional truth and build a clear, compelling global brand strategy.**

We got to know BRAND AVIATORS, the originator of biology in marketing.

We weren't looking for empty claims.

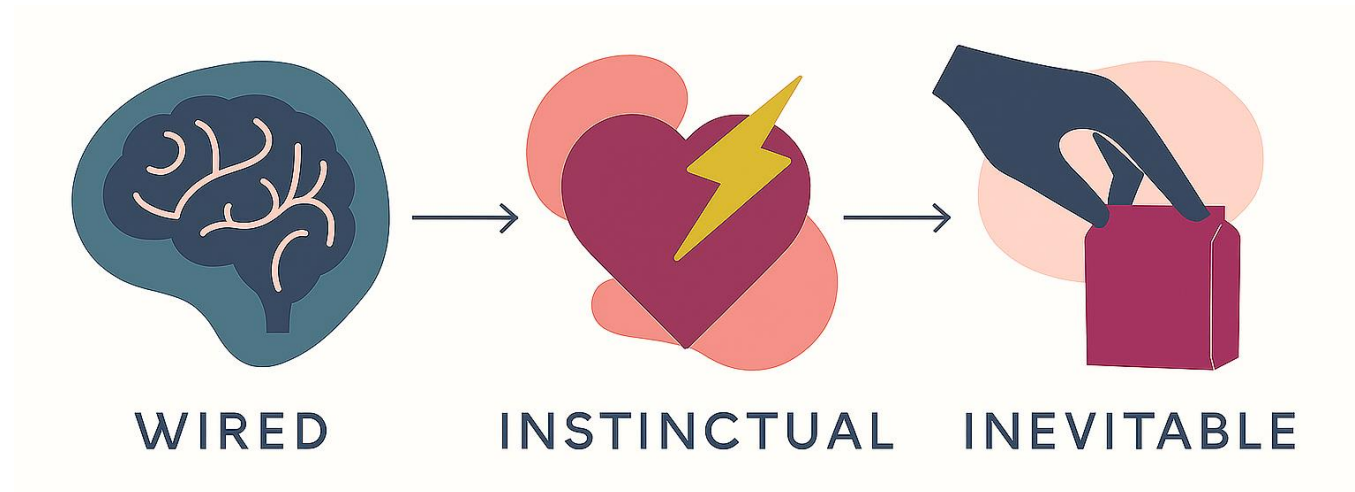
**We wanted our message, products,
and packaging not just to signal
emotions, but to perform them.**

In flavor, texture, color, sound, and story.

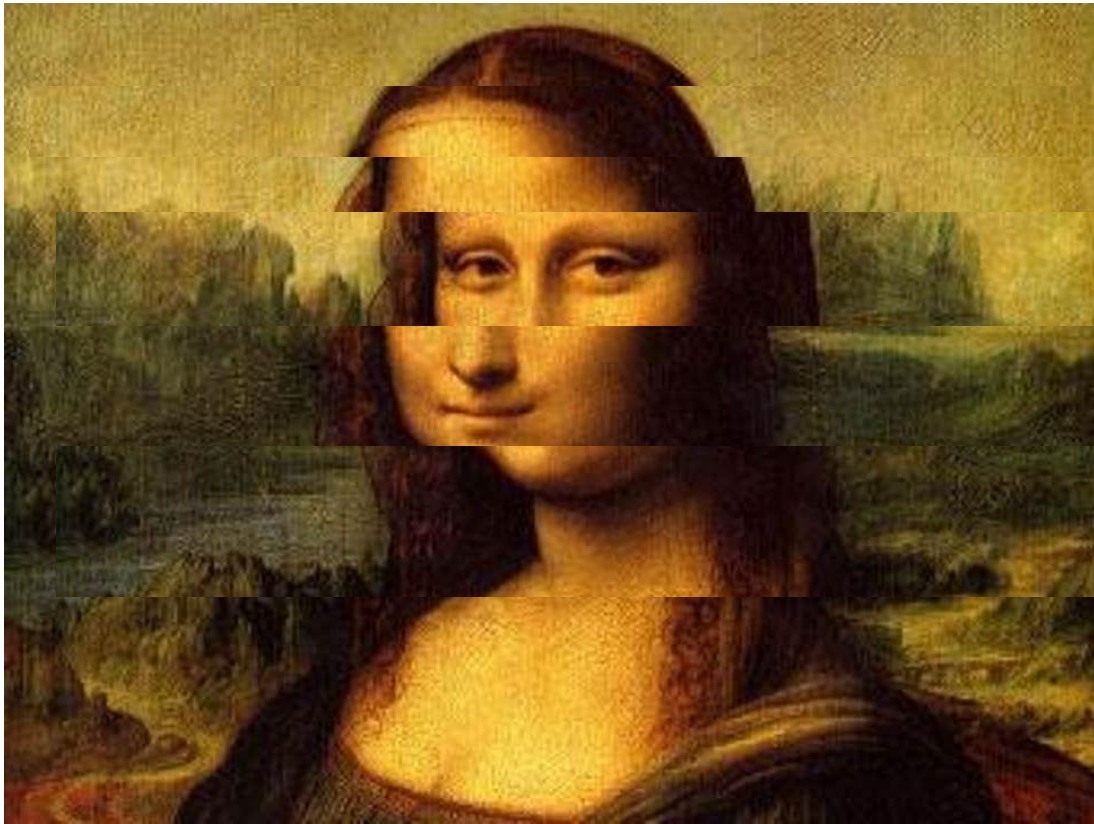
**We believe that to be authentic,
brands must be embodied
experiences.**

**Biology is the blueprint.
Experience is the proof.**

In this way the brand becomes inevitable



Neurally aligning all touchpoints



The biological foundation that makes technology human

But most importantly, biology adds a deeper human layer to consumer insights.

**AI, data analytics, and machine learning
can process enormous amounts of
information — but they don't
understand emotion.**

Our methodology translates the biological roots of human emotion and behavior into a structured, operational model that technology can use.

**Tapping the
biological **roots** of
desire: we
evolved to **want**
before we think.**

* **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



A **human** operating system



The missing **human layer** that makes AI, data, and technology emotionally intelligent.

* 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.



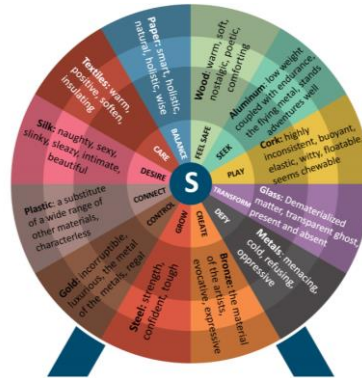
emotions



aromas



flavors



textures



shapes



ingredients



Sounds

The sensory and behavioral code of each motive enables us to trigger each motive with precision.

The steps of the research

BRAND DNA: What core neurobiological motives drive the brand?



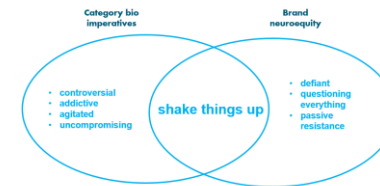
When a brand is genuine, it naturally attracts people. Capture the client's brand at both conscious & unconscious levels - even those the client isn't aware of.

CATEGORY ESSENCE: Which core neurobiological motives drive the category?



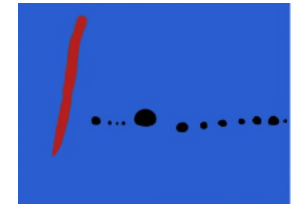
Unlock the biological truths that drive preference in the category. Discover territories unseen by others.

Unite brand and category motives into BRAND STRATEGY



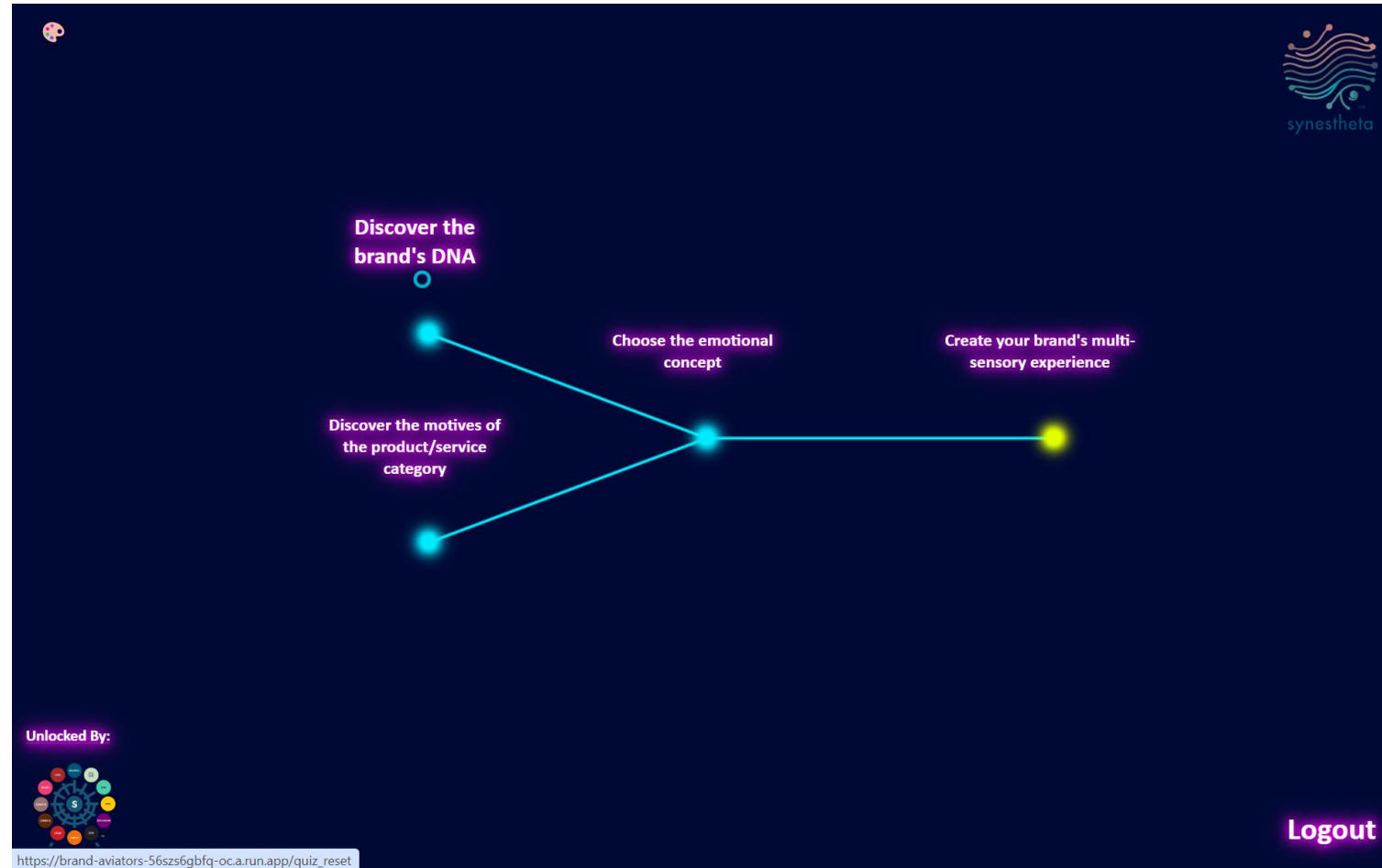
When “being you” connects with the category's bio-truths, success becomes dramatic. Create concepts that are both unprecedented and relevant.

Neurally align all CONSUMER TOUCHPOINTS — for the first time.



Translate brand strategy into the right recipes, ingredients, words, fonts, shapes, and colors. The brain perceives consistency and automatically validates the brand truth.

Our A-I tool

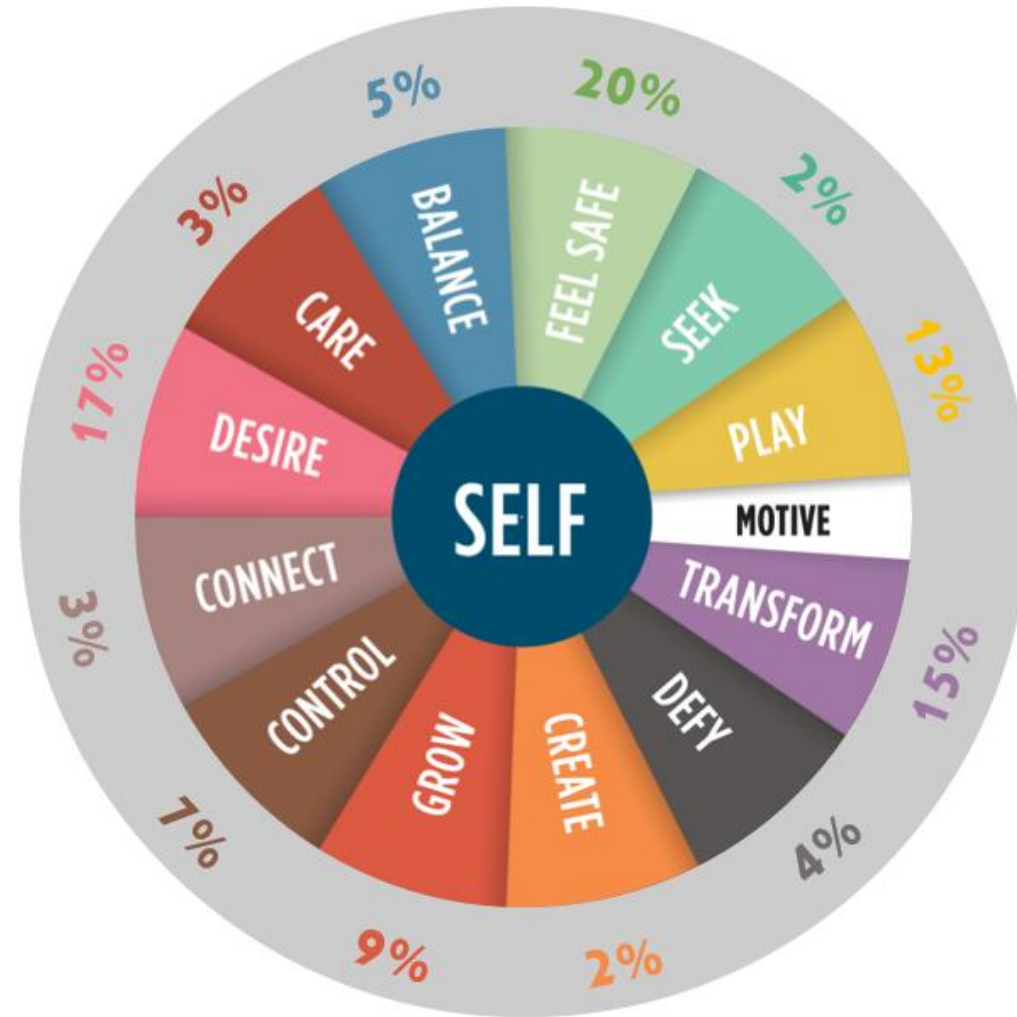


The results?

The category

The deepest motives driving sweeteners:

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



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



- **The message of glucose in the brain reassures us that energy is coming**
- **Sweetness is our natural taste.**
- **Mother's milk is sweet.**
- **Sweetness triggers the pleasure systems in the brain.**
- **Connected to our body and its appearance**
- **Sweeteners transform food and our mood**

The competition



The Canderel brand

Freedom

Playfulness

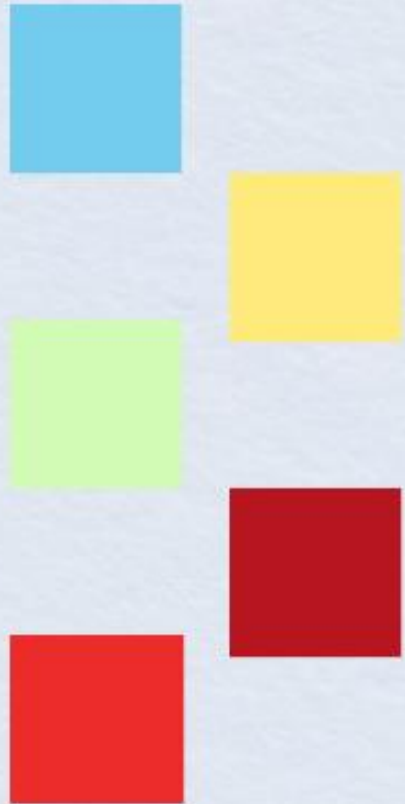


Canderel.

THE WHEEL OF MOTIVES®

A new platform for Canderel

A new platform for Canderel



FREEDOM



PLAYFULNESS



BOLDNESS

Sweet taste of freedom



TV



&





<https://youtu.be/mrhYsenoBMg>



<https://www.youtube.com/shorts/LP27RyDMOlg>



<https://www.youtube.com/shorts/jZiZX1JjA1g>

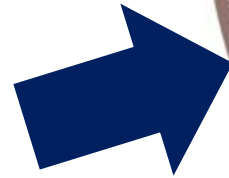


<https://youtu.be/8IW3IdixZ4g>

**The results were so impressive
that we repeated the exercise
with another brand in the
group — EQUAL.**

equal®

- **Open**
- **Accessible**
- **For all**
- **Everyday**



THE WHEEL OF MOTIVES®



born equal®

We're looking to partner with brand owners and agencies who believe it's time to make consumer insights **human again — by using biology to give technology a soul.**

THANK YOU



BRAND AVIATORS
UNLOCK BEHAVIOR