

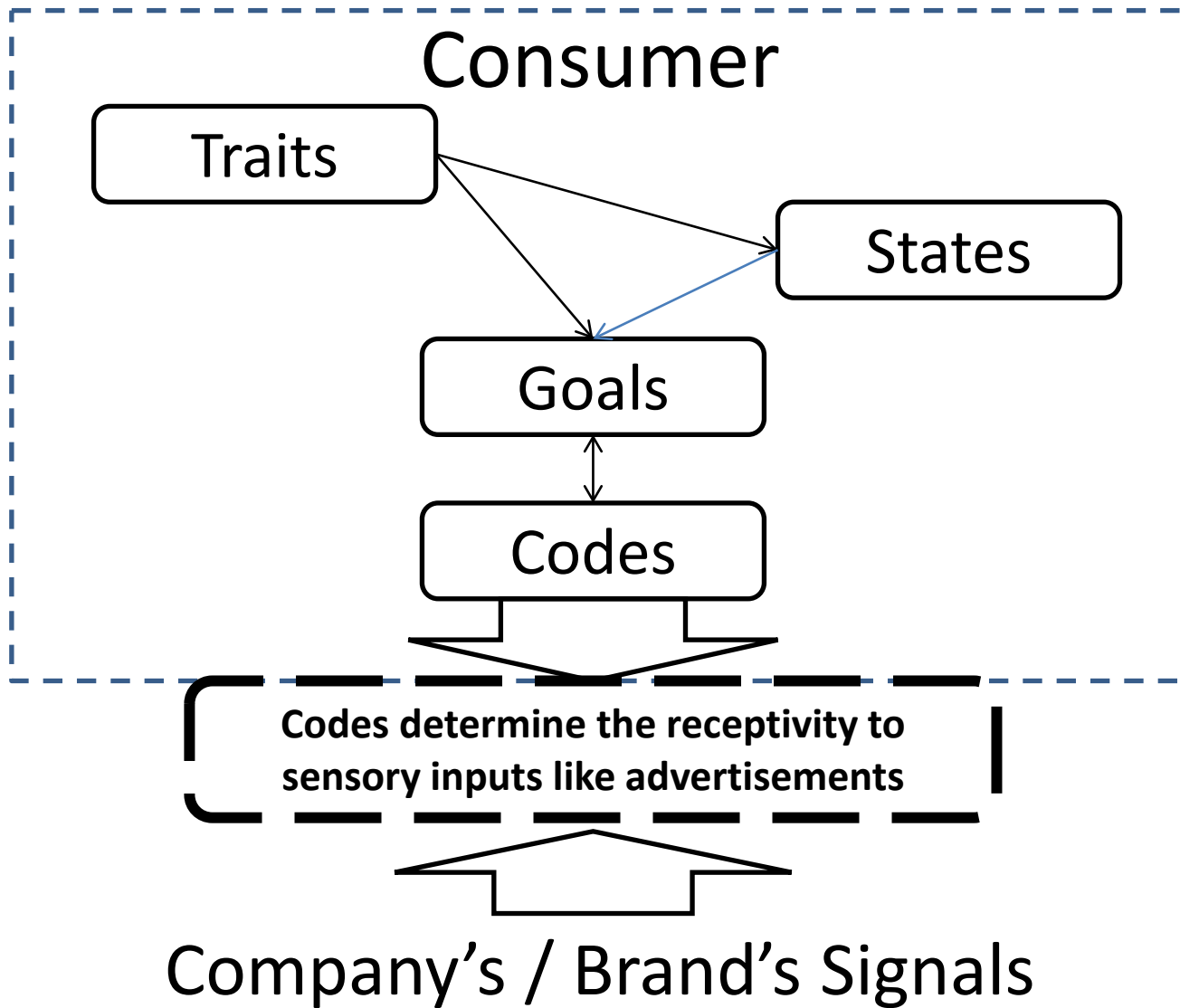


**Creating Brand Meaning:**  
How to use Brand Vision Archetypes

PETER STEIDL

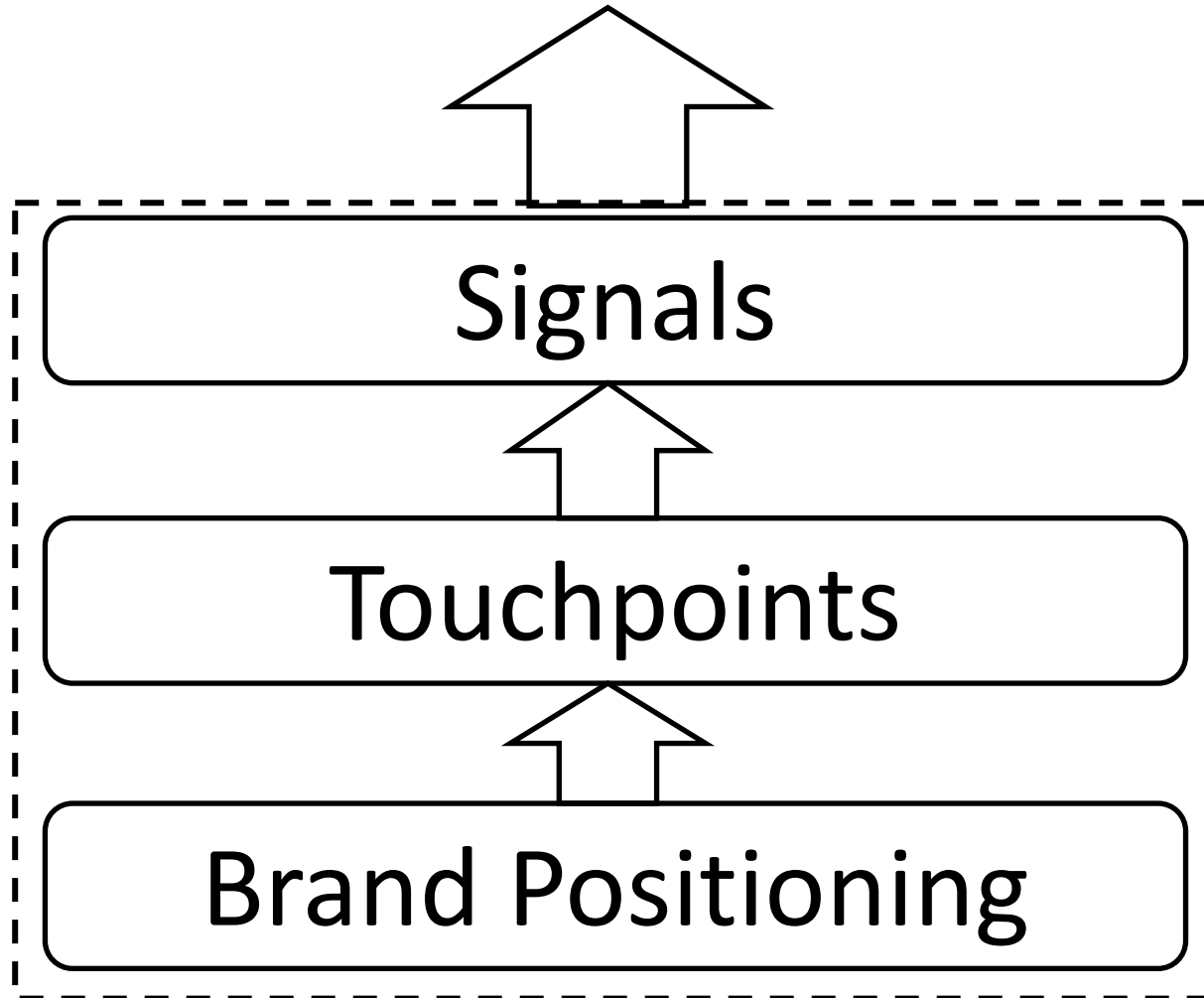


Creating Brand Meaning symbol

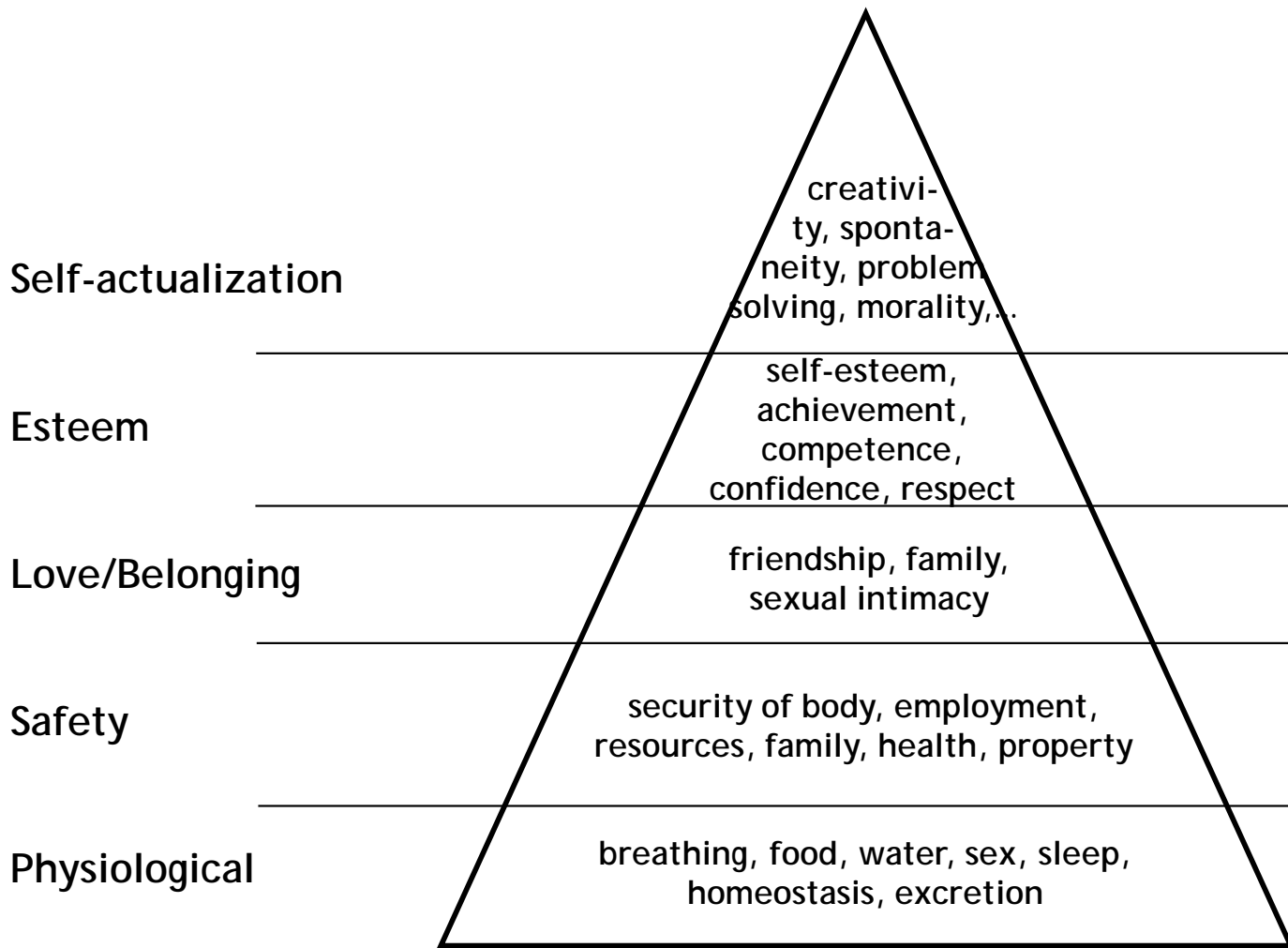


Chapter 7: The importance of being on-code

# Consumer



Chapter 7: The importance of being on-code



Chapter 10: Brand Vision Archetypes, Chakras and Maslow's Hierarchy of Needs



Appendix: Neurobranding excerpt