



NEUROBRANDING

PETER STEIDL

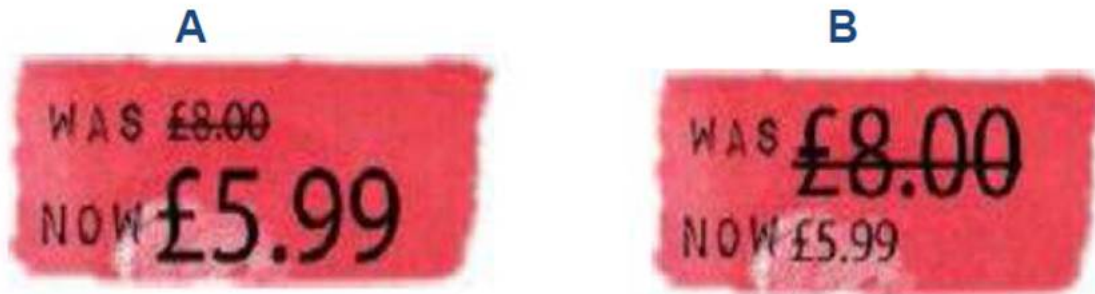
Author of Creating Brand Meaning



But there are many different kinds of happiness...

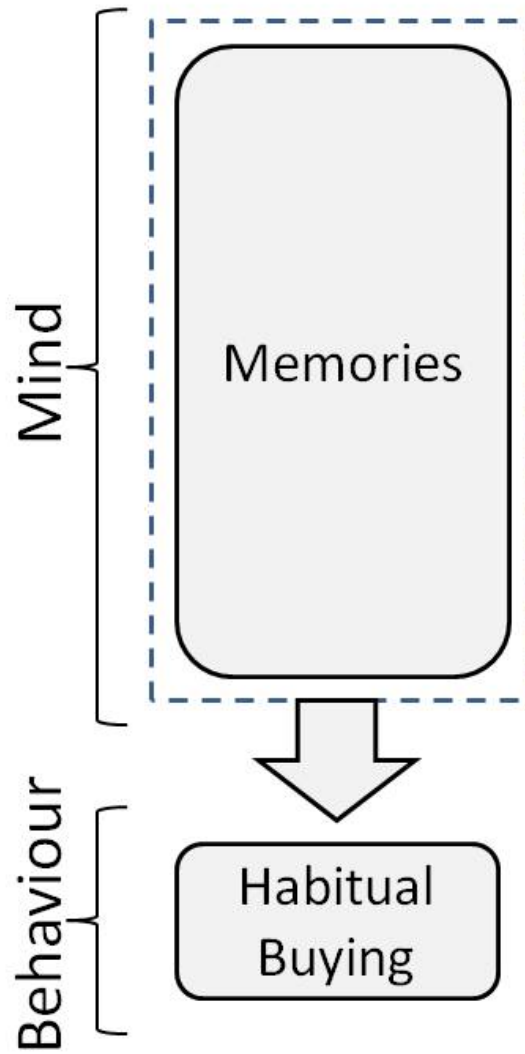
Chapter 3: Images and emotions are the language of the consumer's mind

How can the 'old' brain interpret 'abstract' signals?



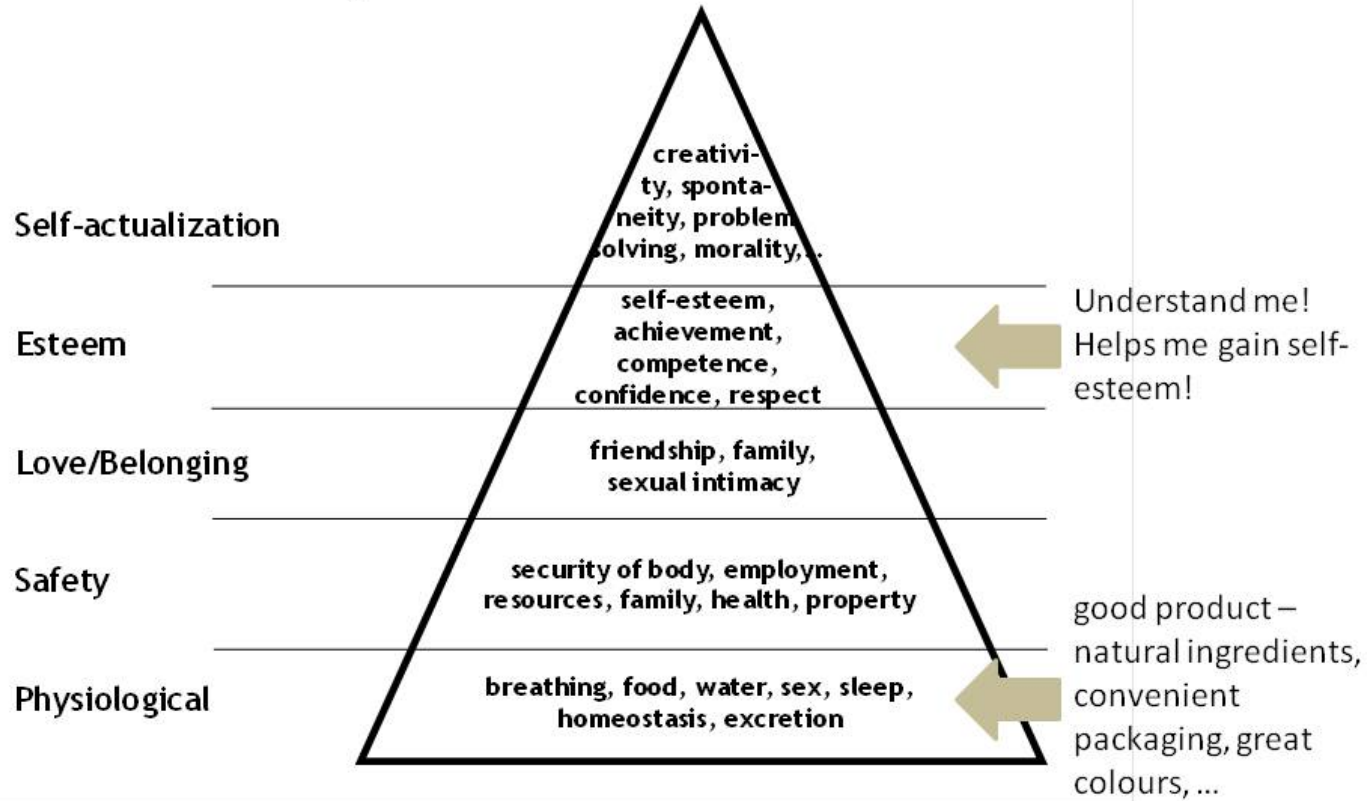
Which version led to higher sales? By how much? Why?

Chapter 4: What do you do when you can't understand abstract language?



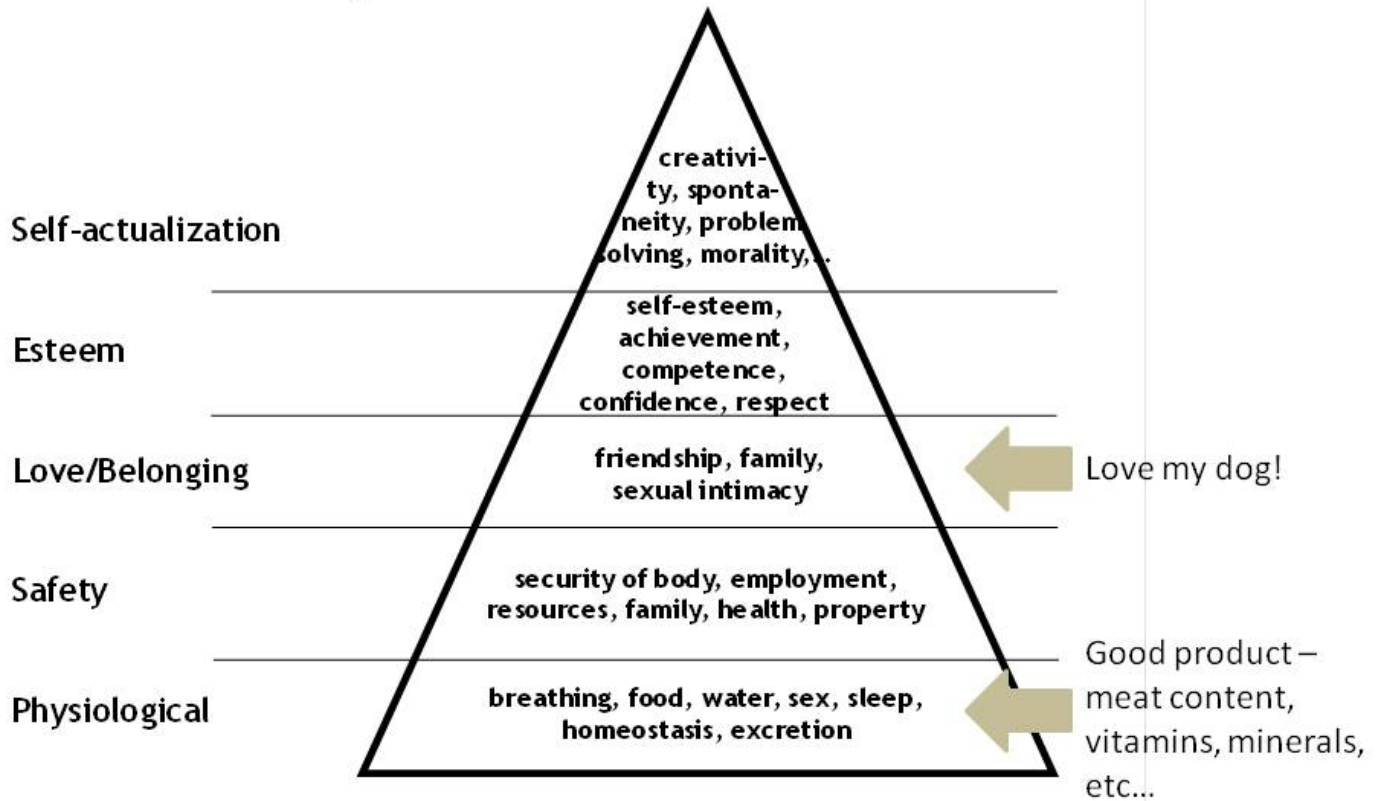
Chapter 9: Influencing Habitual Buying

Maslow's Hierarchy of Needs



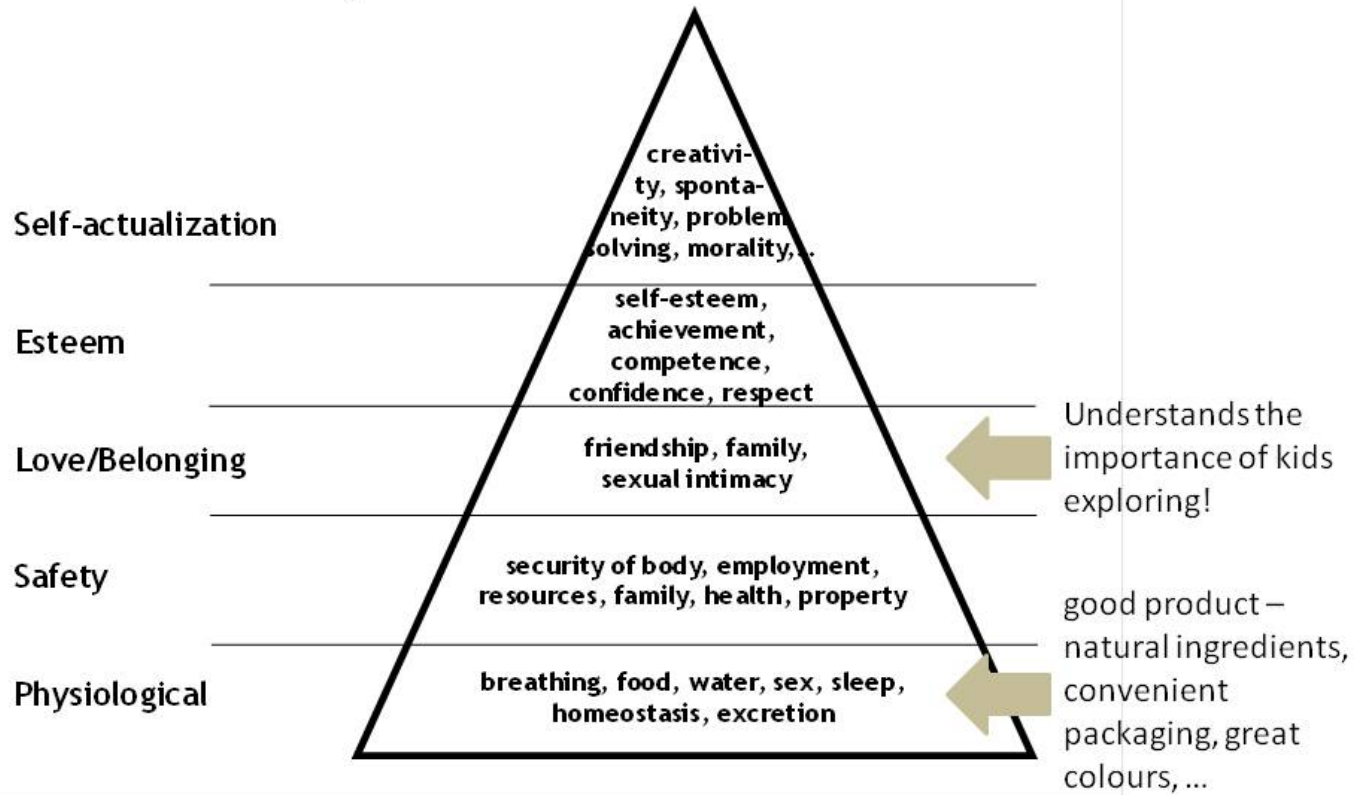
Chapter 9: Influencing Habitual Buying / Dove example

Maslow's Hierarchy of Needs

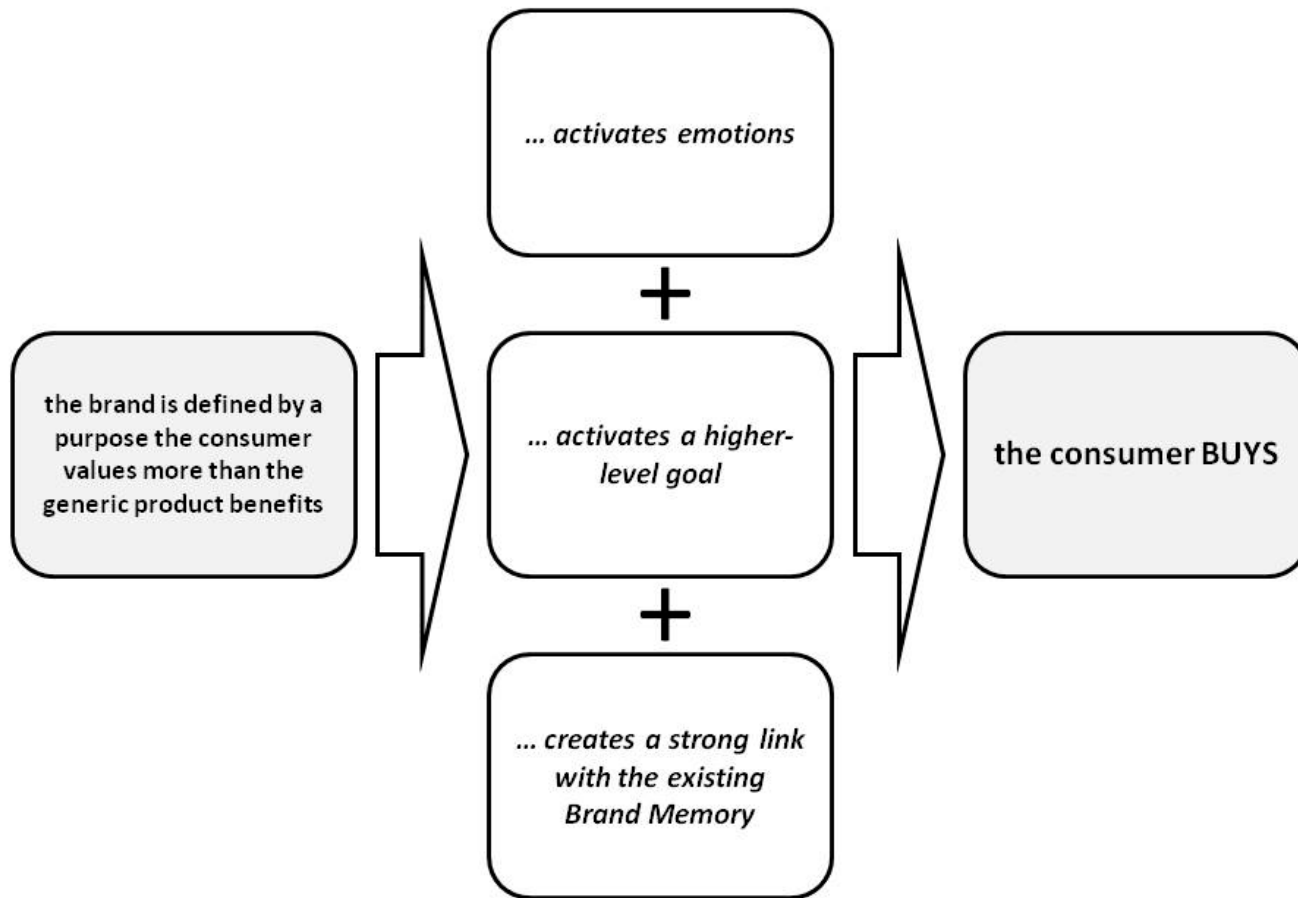


Chapter 9: Influencing Habitual Buying / Pedigree example

Maslow's Hierarchy of Needs



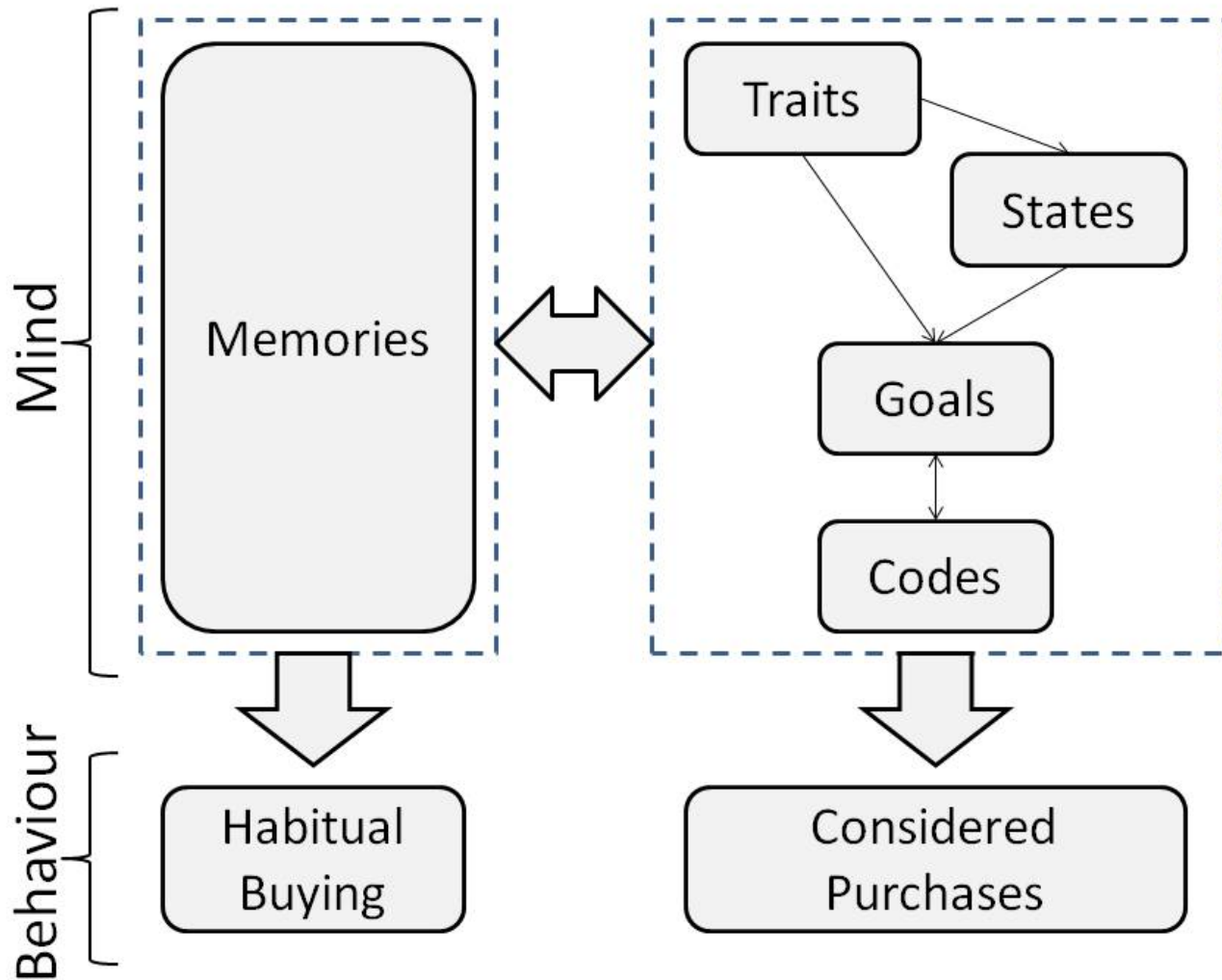
Chapter 9: Influencing Habitual Buying / OMO example



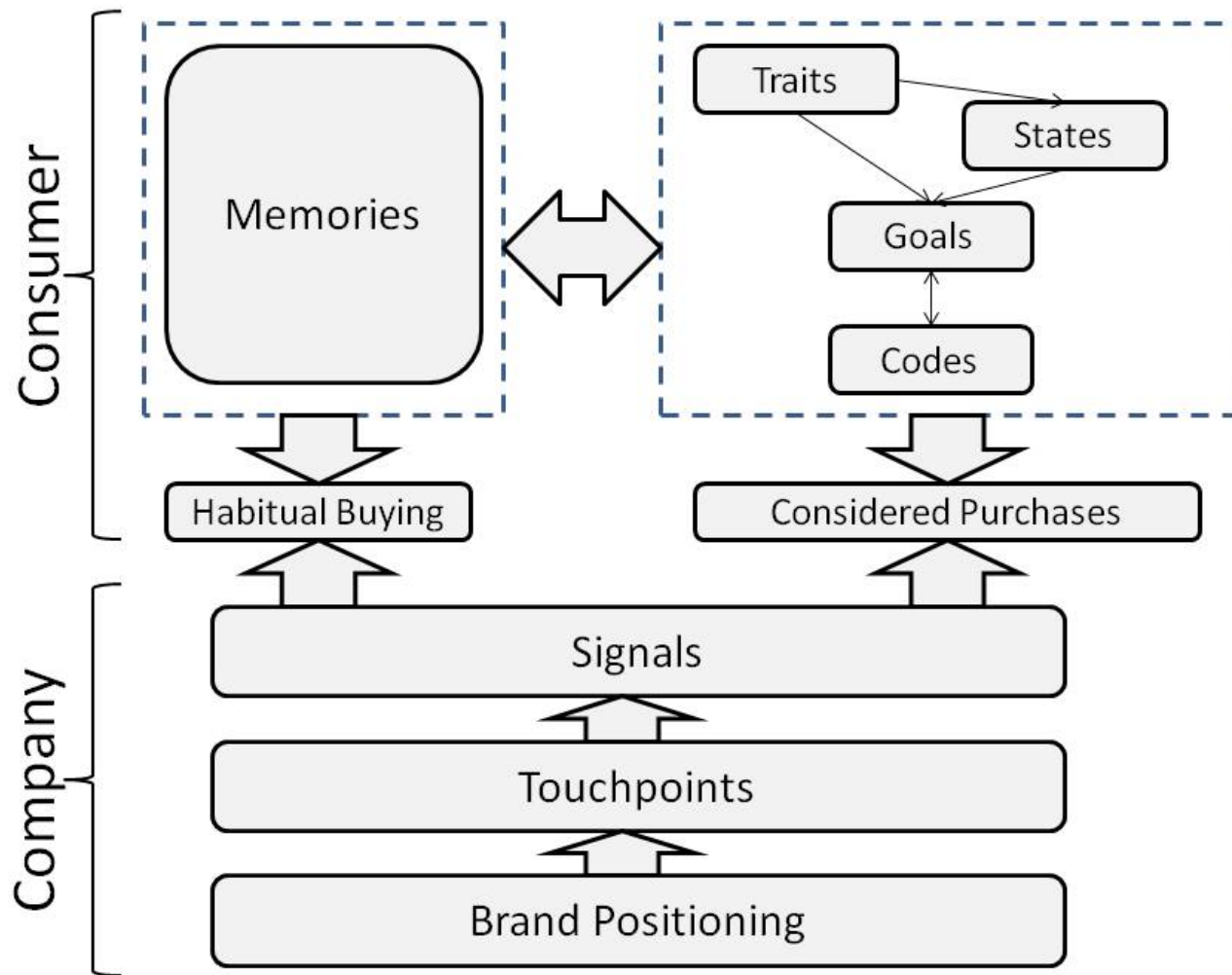
Chapter 9: Influencing Habitual Buying

Body, Mind and Spirit

Spirit		really understands me, shares my values, looks after me, adds enjoyment/fun/indulgence/(add other emotional benefits) to my life, ...
Mind		best deal, cheaper, better value for money, keeps for longer, economical, wise choice, ...
Body		convenient, always available, easy to get, available at the shop down the road, no queues,....



Chapter 10: Shaping considered purchase decisions



Chapter 11: Brand Vision and Positioning Strategies



Appendix: Creating Brand Meaning extract