

NEURO

MARKET

THE SCIENCE OF BRANDING

How to influence the 90% of actions that happen subconsciously

THINKING



According to one of the world's leading neuropsychologists Chris Frith, "the way the brain works is that it hides most of the work it does. "Approximately 90% of brain activity never reaches consciousness at all", stated Frith.

"And as much as 95% of consumers' thinking occurs in their unconscious minds", echoed Harvard Marketing Professor Gerald Zaltman.

So what does this all mean for branding?

THE FACT IS THAT WE LIVE IN AUTOPILOT & DON'T EVEN KNOW IT.

Why?

Because our brains are tasked with making well over 35,000 decisions per day. As a result, our brains attempt to fast-track decision-making.

So, the color of a Coca-Cola bottle, the sound of a McDonald's radio ad, or the scent of Tide – all these sensorial triggers are important brand properties, anchored in our past experiences - and our subconscious mind.

Think of them as sensory cues that are linked to memories, thoughts, feelings and experiences. They are what remind us of good or bad times.

Often times, we have a bias and not sure why that is. For example, do you prefer the color red to green? This is referred to as **implicit bias**.

Implicit bias is everywhere, and it affects the way we make purchase decisions.

Good marketers know that brands are so much more than products or services. Brands are problem solvers.

These problems can be functional, example: *save time, reduce workload, remove inefficiencies.*
Or emotional, example: *reduce stress, increase confidence, avoid conflict.*

List the various problems that your brand solves:

There are also **6 basic human needs** that help dictate how customers will feel about your brand, often based on the problems they want solved or the goals they want to attain.

Select the human need that is most important to you!



Growth



Certainty



Uncertainty



Connection



Significance



Contribution

Ask yourself which human need your brand answers most of the time.

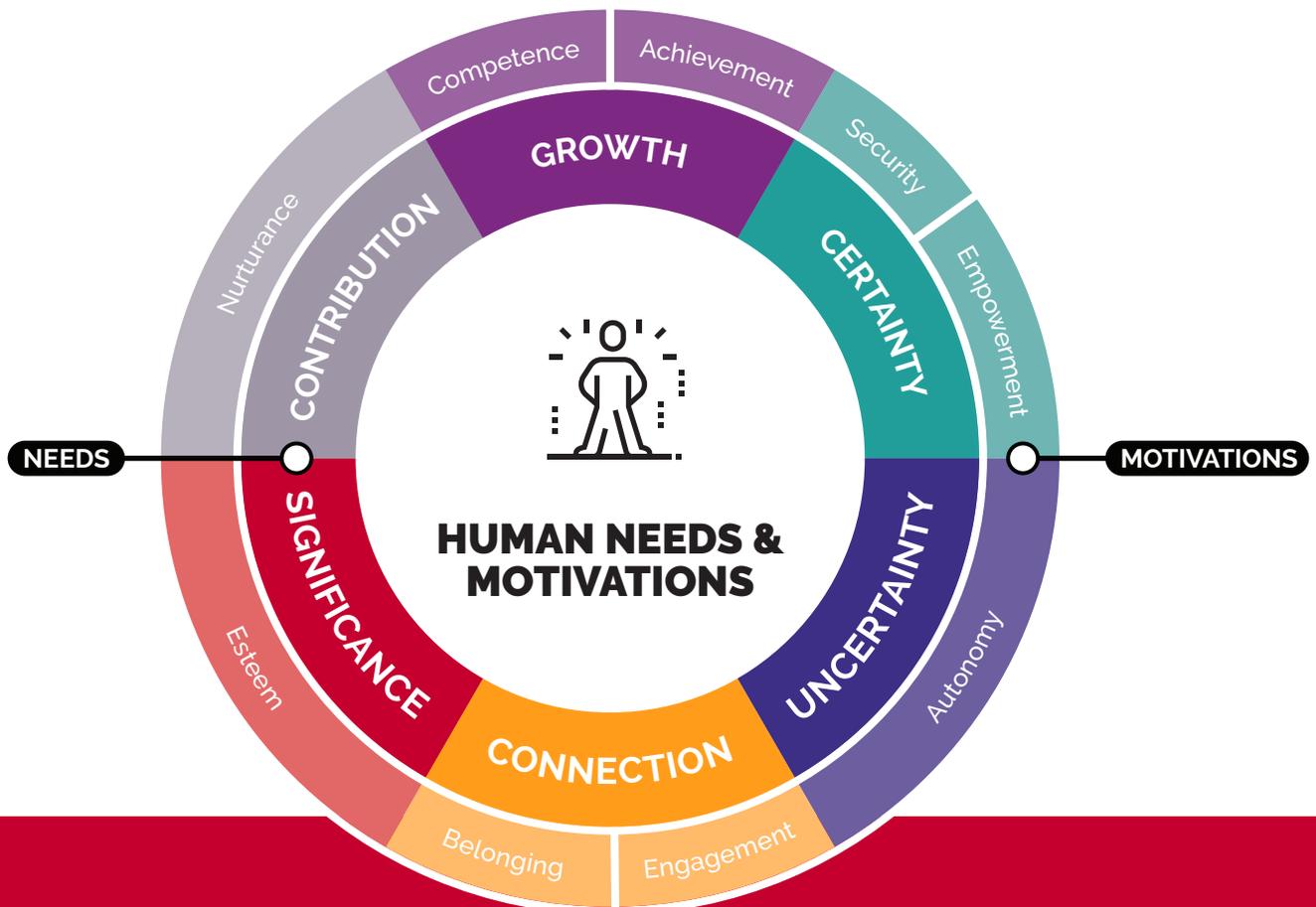
Similarly, there exist **9 distinct psychological motivations**. You'll notice they are similar to the needs.

Choose the **top 3 motivations** that best describe how you want your customers to feel in the moment of using your brand?

- Achievement
- Competence
- Esteem
- Autonomy
- Empowerment
- Nurturance
- Belonging
- Engagement
- Security

Is there overlap between the needs and motivations you've selected? What does that mean for your branding, going forward?

Does something need to change?



Are you having trouble making the connection?

[BOOK A DISCOVERY MEETING](#)

Remember, FEELING DRIVES BEHAVIOR!

Become more aware and take control
on how people feel about your brand.



Get more insights at our next workshop:
**The 6 Basic Human Needs,
Applied to Business**

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