

DANCING WITH DUALITY: KEY TAKEAWAYS



THE MINDFUL TO MINDLESS CONTINUUM

How we choose products and brands is complex and nuanced, using more than a couple of systems. We as whole people are engaged with our decisions, and the choices we make in different contexts fall along a mindful to mindless continuum.



THE SECRET TO BRAND GROWTH?

It hasn't changed, the secret to brand growth is a simple one: get **more people** buying, **more often** with the brand being **more easily** accessible.



STAGE AN INTERVENTION

Brands can stop consumers' mind-scrolling by designing interventions that make them pay attention, even for a second. Use this opportunity to reinforce or explain your key messages.



CULTURE IS CRITICAL

The internal and external context in which people operate shapes their beliefs, values and goals. These factors are dynamic, constantly changing, and can change the way people relate to or associate with a brand.



INFLUENCE BRAND CHOICE

In three simple steps: Influence how the brand is perceived in the mind, deliver on brand promises in the customer's experience, and build distinctive brand assets.



MEASURE UP

The realities of brand choice can be measured through our Brand Value Creator (BVC), looking in particular at how a brand aligns to an individual's functional and emotional goals.



THE SAY-DO GAP

A brand needs to deliver on what it promises. If there is a gap between what a brand says and what it does, consumers' expectations won't be met, which can damage the relationship.



BE UNIQUE

A brand is more likely to stand out if it has distinctive, authentic and tangible features e.g. the shape of a bottle, colour, celebrity or sonic cue. Think of the Nike swoosh or Red Bull's wings.



AUTHENTIC PURPOSE

To influence brand choice, the brand purpose must be authentic and a key part of what the brand stands for. You can use intuitive cues that align with the values that people associate with. But, be careful – people will be able to tell if brand purpose is constructed as a marketing ploy.



ACHIEVE SUSTAINABLE GROWTH

Understand how to influence brand relationship and contextual choice, and infuse this knowledge into the effective use of marketing instruments to achieve sustainable brand growth.