

PART 1

This part of the book demonstrates the opportunities that exist to revolutionize marketing – which is still based on psychological models developed many decades ago – through better understanding of the neurobiological origins of our behaviour, and using this to enrich the lives of millions of people around the world.

CHAPTER 1

WHAT ARE LIVING BRANDS?

Living brands incorporate the very forces of human life. They're based on the fundamentals of our biology and neurobiology and the rich hierarchy of inherent concepts they infuse into our everyday life.

Marketing and consumer research today are largely based on psychology. However, the roots of human behaviour lie in biology, not in psychology. In establishing the links between many disciplines, *Living Brands* follows the neurobiological origins of concepts and the tracks our brain uses to create them and puts forward the most integrated tool to date for understanding brands, categories and consumer behaviour. Acquiring a congruent affective value of their own, brands and their messages, icons and signs, do not just automatically capture attention, they go a long way to creating consumer desire.

The causes of our behaviour are rooted in human dispositions that have helped us survive and thrive. To ensure that we never forget the importance of these life-affirming forces, nature has established an array of systems in our brain and body and made their satisfaction intrinsically gratifying. Our feelings reflect our neural experience. As abundant and varied as our emotions are, they all stem from 12 Fundamental Human Motives, which are triggered by equivalent systems and operations in our brain. Society and culture, far from denying our biological origins, tend to exaggerate them.

This book captures the foundations of our emotions, the Fundamental Human Motives at their deepest levels of deployment. These extend from their biological necessity and survival value to the neurosystems they engage in our brain, the cognitive operations and psychological states

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they activate, the major sociocultural reinforcers humans develop in order to satisfy them, and the rich hierarchy of inherent concepts they infuse into our everyday life.

Apart from working independently, the systems in our brain have learned through millions of years of evolution to cooperate, creating profound connections that are biologically useful. They create the impression that everything around us is both straightforward and multifaceted. Our brain forms configurations, groups with internal correspondences and structural equivalents that shape hierarchies of meaning and rhythms into a type of coherent language – the source code of our behaviour.

By systematizing the inherent concepts and their causal chains in our brain, *Living Brands* can help marketers navigate the chaotic routes our mind uses to create reality. An understanding of the fundamental routes through which emotions arise brings efficiency, clarity, order and predictability to our strategies. Psychological theories are subjective. Biology and affective neuroscience are, by their nature, more objectively scientific. By utilizing them in marketing, we can create universal truths that have the power to characterize the species.

Living brands speak the language that is intrinsically gratifying to our brain. Brands based on our Fundamental Human Motives are alive, and they make us feel alive. These life forces are unleashed as we think of them and consume them, making us aware of our own existence. It is a process that allows the life patterns inside a person to flourish. Living brands achieve this by activating the right motive, at the right level, using the right mental triggers. In this way they become personal at scale. They are alive because they're constantly re-created in each person's mind, engraving their own deep and eradicable pathways on our brain.

THE VALUE OF LIVING BRANDS TO MARKETERS

Striving to release the very forces of life in people is the ultimate solution to many of the challenges marketers face today. Living brands are able to:

- Revolutionize their categories, transferring competition to deeper layers of meaning driven by deeper human insight. What may appear to be an over-saturated competitive market reveals new opportunities of underestimated, or even untouched, meaning territories at the heart of categories and brands.
- Increase the chances of success for new products and concepts in the marketplace. Following the pathways of our behaviour, marketers and innovation managers can trace the roots of our fascination with everything around us and filter concepts and products.
- Develop unambiguous, deeper, more relevant propositions, highly attuned messages and inspiring briefs for internal departments and external agencies, with deeper direction based on the inherent hierarchies of concepts in the human brain.
- Engage people at the most profound human level. Instead of selling, they create brand advocates, driving brand penetration and awareness in an over-saturated competitive market.
- Go beyond the limits of segmentations, demographics, geographical boundaries and other artificial devices – speaking to the highest levels of human motivation – potentially saving millions that would have been spent on separate culturally appropriate brand positionings.
- Balance emotions and reality, consistency and flexibility, localization and global performance.
- Offer a purpose capable of uniting the organization and its ecosystem, rooted in the highest of human values, placing the individual at the very centre of brand strategy.
- Achieve higher efficiency in each of their efforts by better understanding our universal motives, the purpose of their original creation, the ways they manifest and the mechanisms for coherently embedding them in brands. This leaves us with no excuse for saying, “We waste half of our advertising budget but we don’t know which half.”

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- Have a direct correlation with market share and profitability. The brands we worked with to apply the methodology described in this book have outperformed their markets by 28.1% in terms of profit in the five years following our collaboration.

THE VALUE OF LIVING BRANDS TO PEOPLE

By striving to release the very forces of life in us, living brands create loyal followers and offer unmatched value to people. Living brands:

- Help consumers live more fully as humans. As we will see throughout this book, in order to live fully people need to feel safe, to seek, to play, to transform, to defy, to create, to grow, to control, to connect, to desire, to care and to balance. A fulfilled person is one who is not separated from any of these Fundamental Human Motives. Our very stability as individuals is based on giving expression to each one of them. Living brands mobilize products and narratives to enrich people's lives, helping them fulfil their innate roles.
- Provide the purity of the experience: idealized situations through nuanced executions founded on the biological sources of our behaviour and bearing the freshness of the source.
- Have more than brand missions. Based on the guiding principles of life, living brands coherently and constantly remind us of the pillars of life we should never neglect, acting as organizers of our life. Their concepts act as magnets because our brain finds them to be of value in our own personal endeavours towards self-organization, towards living out the vital parts of our human nature.
- Offer universal experiences that satisfy not just individual needs, but the fundamental needs of the species. Giving people back the values of the highest human order by which they live life, individuals and society as a whole become more fulfilled.