

# Evolutionary Strategy

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**How** neurobiology  
moves brand building  
closer to science  
and objectivity.

# Evolutionary Strategy Toolkit

How it is done by others

How it is done by us  
(EVOLUTIONARY STRATEGY)

Understand what drives profit and sales in the category based on scattered, superficial data.



Knowing The Battlefield

Quantify the deepest neurobiological motives of the category.

Understand what makes the brand attractive based on scattered, superficial data.



That Complete Unknown

Quantify the deepest neurobiological motives of the brand.

Commoditization, clutter, dissonance.



Let There Be Brand

Capture brand strategy and brand guidelines in clear directions able to activate our fundamental human motives.

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# Knowing the Battlefield

Debunking the myths about the category

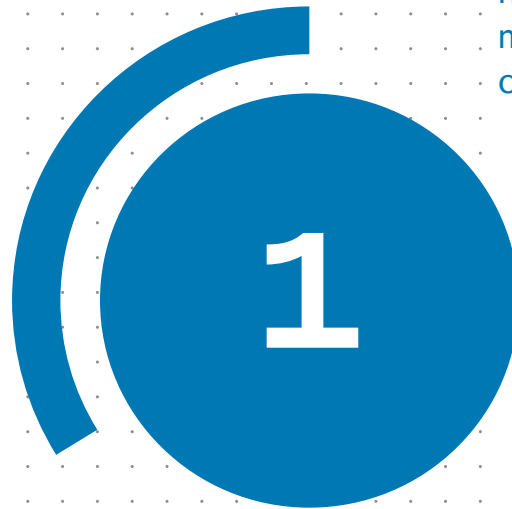
# Knowing The Battlefield

## How it is done by others

Understanding what drives profit and sales in the category based on scattered, superficial data

## How it is done by us (EVOLUTIONARY STRATEGY)

Unearthing the deepest neurobiological motives of the category



## Current practice:

- Consumer segmentation (geodemographics, lifestyles, trends)
- Semiotics
- Emotional Vs Functional (is the client focusing on emotions or functional benefits)?
- Consumer profiling based on needs, wants, emotions

## Disadvantages:

- Superficial, ephemeral
- Rarely amounts to a synthesis that offers a competitive advantage

## Our practice:

- We extract the motives that explain human attraction to a category -and hence the category's survivability and potential for development- from a continuously enriched/updated scientific database

## Advantages:

- Dramatically increase prospect base, sales and profit by impacting on the mechanisms which produce the needs, wants & emotions
- Objectively scientific, straightforward methodology

# The Theory



The product category is the market space where our brands and products live and develop.

It is defined, often arbitrarily, by our need to make sense of a largely anarchic nexus by mitigating its seemingly haphazard fluidity and by pigeonholing its randomly moving core components – ***the brands***.

Marketers have been trying to make sense of the category in which their brands operate for years, spending inordinate sums of money on all kinds of research, ranging from consumer segmentation to consumer profiling, trendwatching predictions and analyses, demographics, psychographics, semiotics etc.

Here are some of the questions that keep all ambitious professionals awake at night:

- how can one gain a true competitive advantage through collecting excessive amounts of scattered – often conflicting, even superficial and ephemeral - data?
- how can one plan out a solid, coherent - let alone winning - marketing strategy based on subjectively collected and unscientifically analyzed data that often do not amount to a synthesis that justifies the expense in funds and time?

We offer an alternative, one that carries the validity of scientific, neurobiological research. We maintain that a way to mitigate the complexity of the market and correctly decipher the motives that draw consumers to a category – and essentially, these are the exact reasons that keep a category alive and help it flourish – is what we call ***Evolutionary Strategy***.

***We are asking one – and only one - question:***

What are the core neurobiological motives behind the consumers' attraction to the category? Why do people keep buying into cars, detergents, ice creams, toothpastes without fail?

The answer comes out of a daily enriched database and it is rooted in the biological mechanisms that give birth to our needs, wants, emotions. By keeping it objective, scientific, straightforward and elegant, we aim to cut through the fat and the fog of the existing methodologies and explain with precision what impacts a product category, hence providing the foundations of a winning brand strategy.

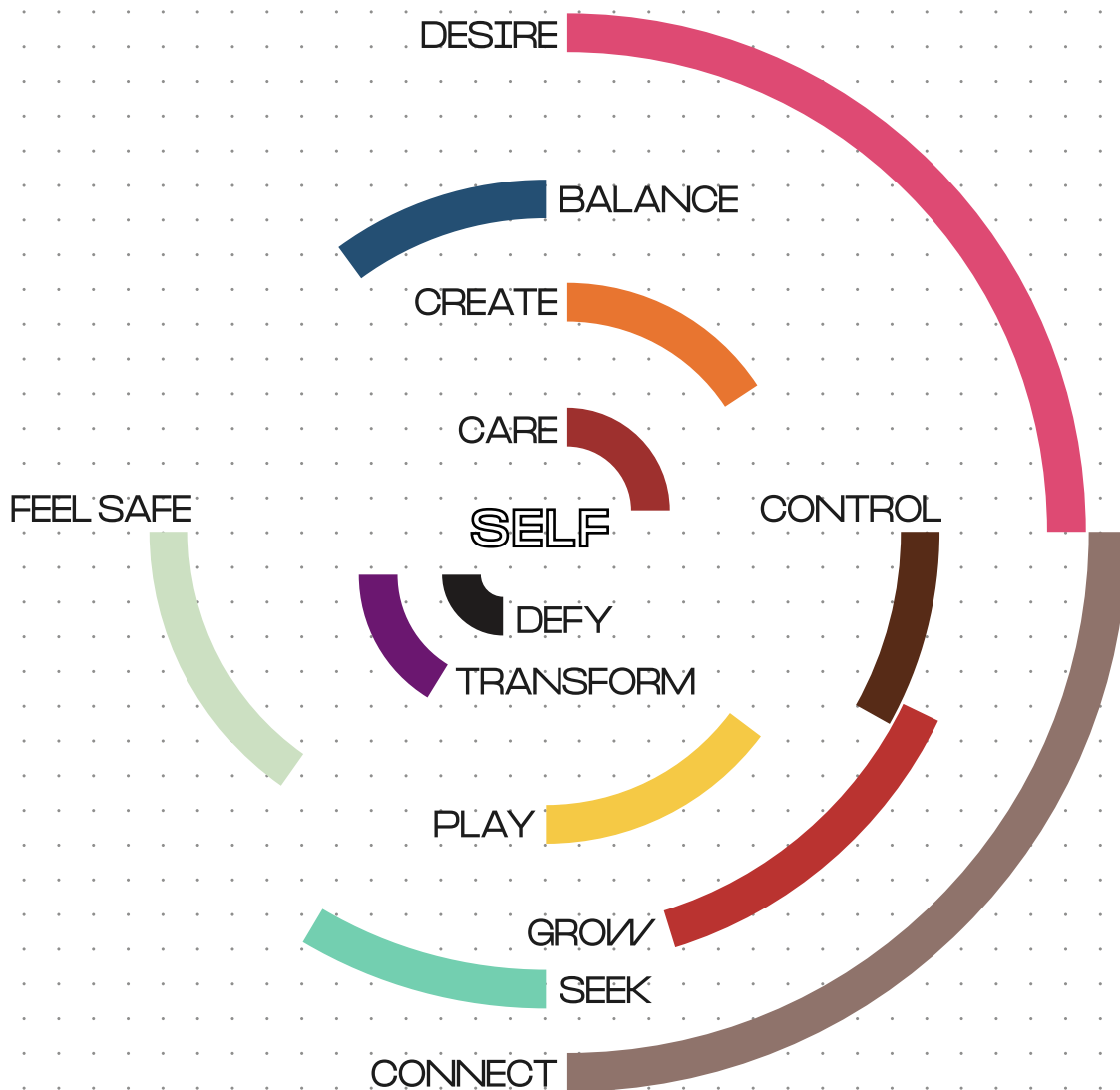


What are the deepest neurobiological motives that explain our attraction to the category?



### Neurobiological Motives' Database

## THE WHEEL OF MOTIVES



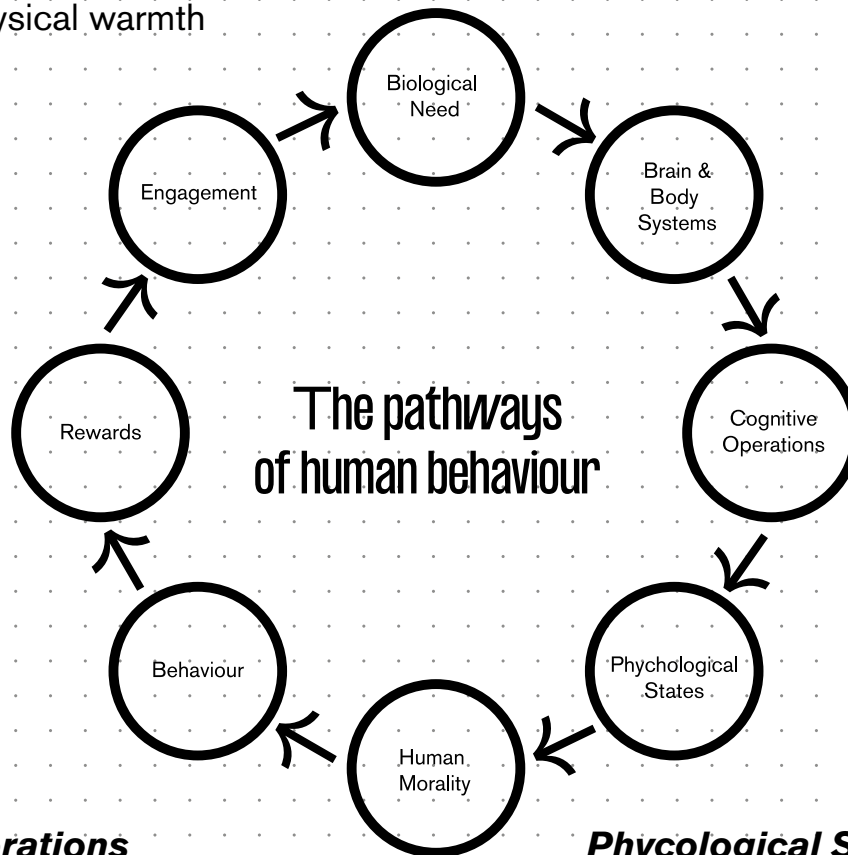
Example: The coffee category' s essence:  
***The motive to connect***

***Biological Need***

Caffeine best enjoyed at 300 mg, long hang-time odorants, slow consumption of hot drinks, physical warmth

***Brain & Body Systems***

Reward centers, bonding systems, attunement, mirror cells



***Cognitive Operations***

Punctuation of conversation, ideas generation, listening, focus, adaptation, interest, identification, immediacy

***Human Morality***

Togetherness, closeness, camaraderie, belonging, talking, sharing, open up, hanging around

***Rewards***

Even the smell of coffee increases, normality, facing aloneness without the burden of friendship

***Psychological States***

Sobriety, moderation, tranquility, belongingness

***Behaviour***

Opening up, interaction, engagement, communication, reciprocity, liking, connection, sameness

***Engagement***

Ritualization, habit, addiction, structuring of the time / self.

# THE WHEEL OF MOTIVES™



\* THE WHEEL OF MOTIVES™: C. Pantidos, Living Brands: How Biology and Neuroscience Shape Consumer Behaviour and Brand Desirability, Lid Publishing, London, 2018, page 391

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# That Complete Unknown

Debunking the myths about the brand

# That Complete Unknown

## How it is done by others

Understanding what makes the brand attractive based on scattered, superficial data

## How it is done by us (EVOLUTIONARY STRATEGY)

The Brand's DNA reflects one or more deep neurobiological motive(s)



## Current practice:

- Too much research and yet superficial understanding about the brand
- Overemphasis on the functional features and product USPs
- Brand architecture lacking scientific foundations
- Consumer targeting based on shallow / arbitrary criteria

## Our practice:

We capture the deep neurobiological motives delineating the conceptual territory of the brand

### Advantages:

- What comes from the guts of the brand leaves a lasting imprint
- Every campaign builds on the previous one
- Leveraging the nucleus of the brand harbors the promise of commercial success

# The Theory

The brand is the sentient organism whose natural habitat is the market, at large, and whose micro-habitats are the product category - or categories - where it belongs according to its functional traits.

It is also the undisputed protagonist, the center of interest in the professional lives of all individuals that operate within the broad confines of their micro - or macro - markets. Brutally put, the brand is the one vehicle that all marketers and ad-people ride to fame and glory or, more often than not, to gradual decline and to unavoidable oblivion.

Marketers are trying to exploit the potential of their brands often by fishing blindly in the murky waters of what could be called in a tongue - in - cheek manner "Marketing as it is Practiced by Most Successful Multinationals 101": the dumping of excessive amounts of money to all kinds of qualitative and quantitative research, often without a strategic compass, leading to a damning overemphasis on product USPs and other types of functional benefits often blended with an array of biased emotional benefits, all this spearheaded by a consumer targeting based on arbitrary criteria.

The result:

the brand ends up being an amalgamation of often contradictory elements that stem from biased research and the - equally biased - opinions of the individuals that comprise the entourage of the brand. It is common practice to draft brand architectures that change every 2-3 years, turning brands into literal shape-shifters that seem to have come out of *The Invasion of the Body Snatchers*.

Simply put:

how can we truly understand what a brand is about?

**Evolutionary Strategy** maintains that in order to assess - and exploit - the potential of a brand, we must dig up its foundations, “read the guts” of the brand, like modern seers. Neurobiology affords us such an opportunity.

How? Through a rigorous scientific process, **we extract the deep neurobiological motives behind the brand’s potential for desirability.** Based on these motives, we build the brand in its optimal state, marking its conceptual territory along with the building blocks of its narrative.



## The "One Question–One Table" Process:

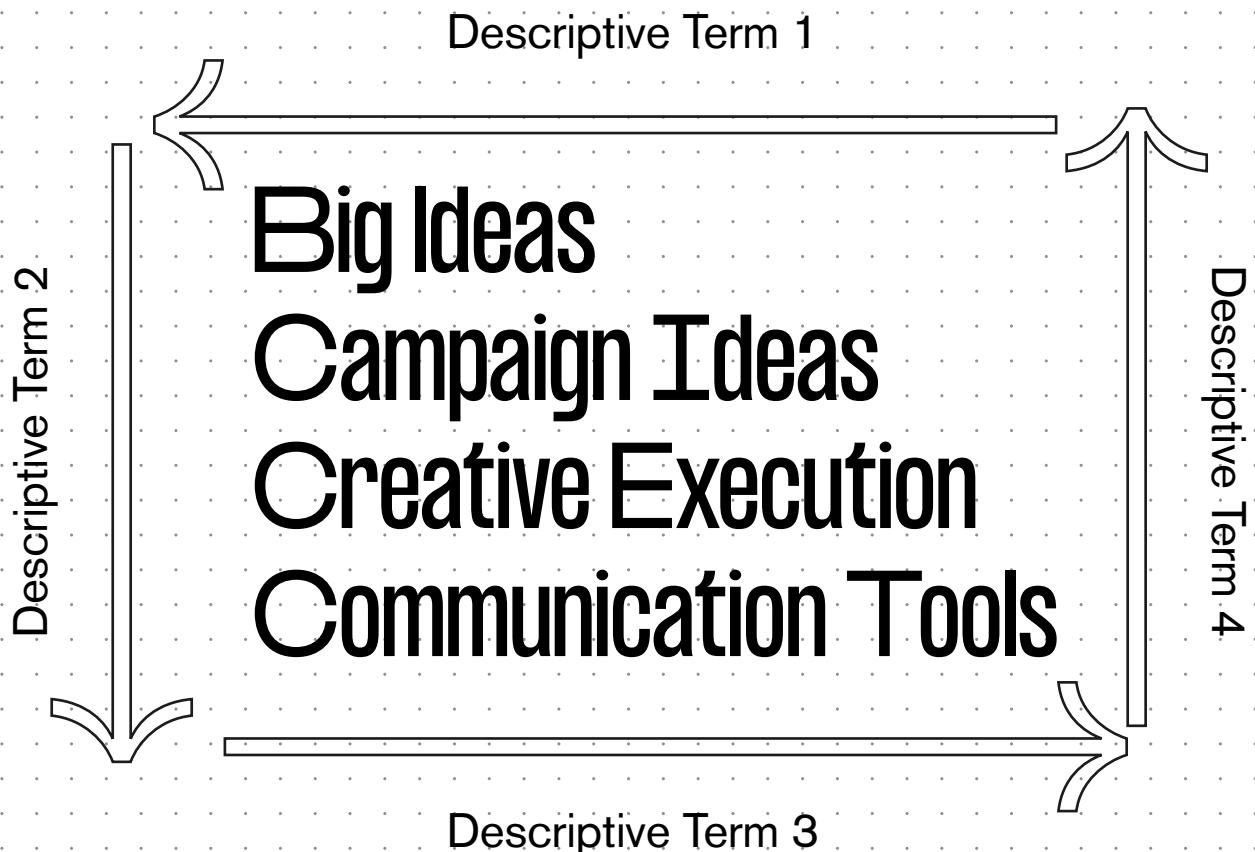
### **QUESTION:**

What is the unique attribute(s) of product/service or of how we experience the product that reflects the biological impact of the functional part of the brand on the human brain (aka the genetic codes of the brand)?

### **TABLE:**

To identify the brand codes, we choose one primary and one subsidiary motive that best describe our brand. From these motives we produce 4 terms or notions that best describe the brand.

These adjectives delineate the playfield within which the brand should operate. Big ideas, campaign ideas and creative executions throughout the entire 360+ spectrum should fall within this space.



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Let  
There  
Be Brand

Giving birth to the perfect creature

# Let There Be Brand

How it is done by others

How it is done by us  
(EVOLUTIONARY STRATEGY)



Every word, color, line, communication theme, or endorsement is a potential misfire, an accident waiting to happen, out of focus, subject to the spur of moment improvisation of a disparate number of creators and agencies who want to leave their own imprint on the brand.

The neuro-language of the brand: a huge database including words, colors, odors, sounds, tastes, material, typefaces, shapes etc. systematized according to their neurobiological impact on the brain.

## Advantages:

- Holistic brand identity, communication messages more finely tuned, more trustworthy and in-depth direction.
- Brand strategy and guidelines captured in clear, deep directions able to activate fundamental human motives.

# The Theory

Having built a solid foundation for our brand is a battle half won. The broad strokes of the brand have already been laid out in the previous two steps.

Nonetheless, the present and the future of the brand are not yet mapped out. We still need more & deeper information into the brand in order to draft a promising brand strategy that will carry the brand all the way to lasting success.

What kind of information would that be? Neurobiology guides us into the perceptual corridors of the human mind and helps us pinpoint the visual/verbal/aural/tactile elements that will trigger positive reactions deriving from deep-seated biological imperatives. As things stand, these elements are currently decided by marketers and ad-persons, often smart and driven, but habitually led astray due to their lack of knowledge of an approach less blind-sighted and random, and certainly less prone to serious mistakes, than the one they currently employ.

Circa 2019, one would have trouble denying that brand building is still an esoteric craft, relying largely on the talent, foresight, vision and experience of the brand mason. It follows that all elements that aim at building a brand are potential misfires, not due to the acceptable degree of risk that comes naturally with every business decision but due to the randomness that reigns over every step of the commonly accepted brand-building methodology.

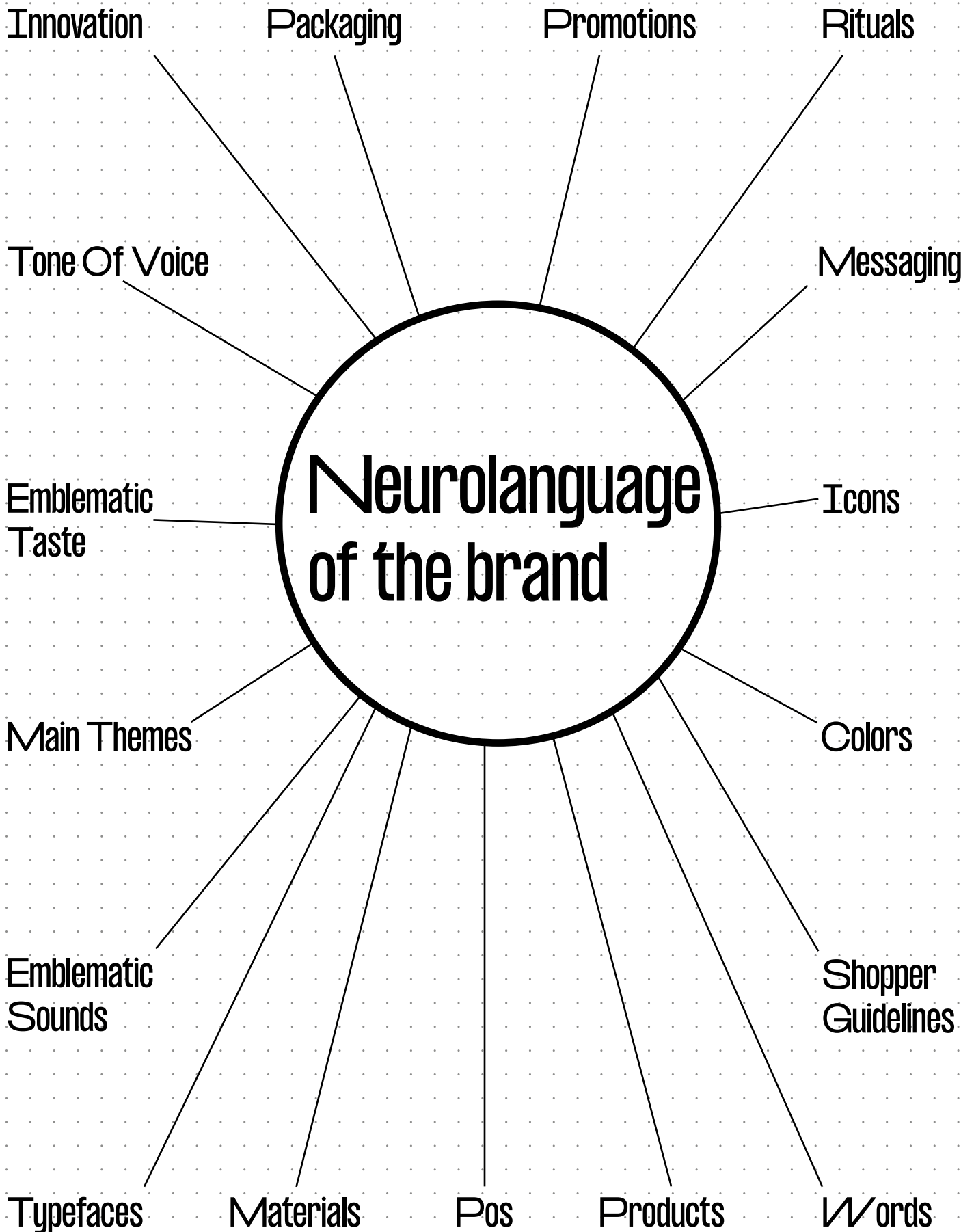
Hence, every communication theme, music piece, color, campaign endline, or endorser is potentially an accident waiting to happen.

Every move is out of focus, subject to the spur-of-the-moment improvisation of a large number of individuals, each wanting to leave their own imprint on the brand.

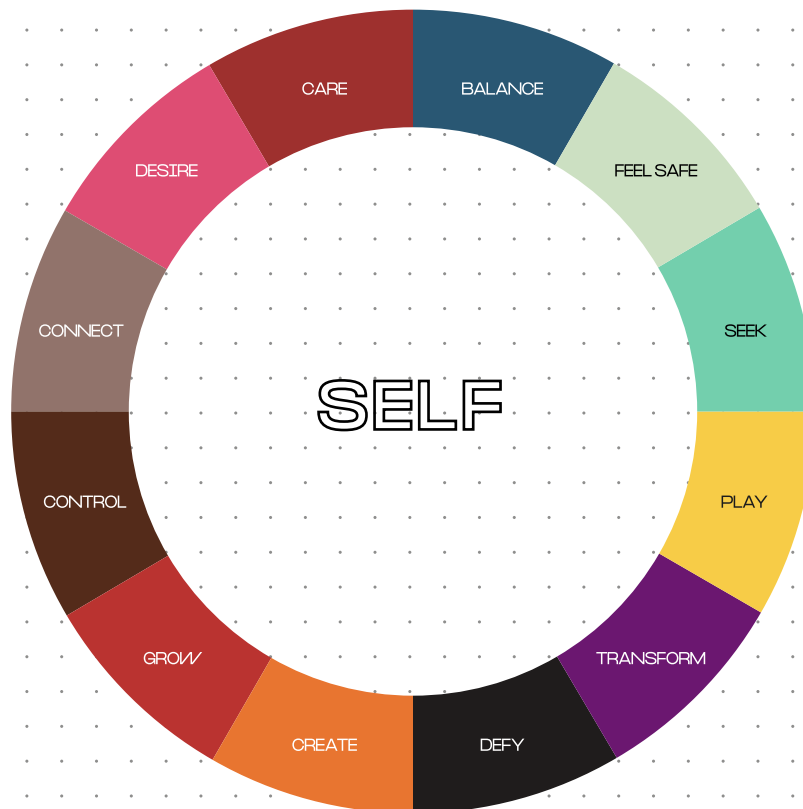
How does **Evolutionary Strategy** answer to these problems? It does so by formulating the proprietary **neuro-language of the brand**: a voluminous database including words, colors, odors, sounds, tastes, materials, typefaces, shapes etc, systematized according to their neurobiological impact on the brain, aimed at activating the fundamental neurobiological motives that propel us to be “intuitively” attached to a brand.

Evolutionary Strategy proves, beyond the shadow of a doubt, that it can guide us to give birth, then breed, **the perfect brand**.





## Neuro-colors



### **Deep Blue:**

Slows down bodily activity and increases the activity of mind, the blue is the obscurity which became visible, knowledge, depth.

### **Yellow:**

The brightest color, like white but more dense and more corporeal/material. It increases blood pressure, pulse and respiration rates, in a manner similar to red, yet it is noticeably less stable.

### **Orange:**

Creativity, stimulating, originality, resourcefulness, self-expression...

### **Beige:**

The ultimate color of camouflage, a way of merging, conformity, fellowship, communion, indifferent, dispossessed, rootless, sameness, not one to take the spotlight, fraternity, friendliness.

### **White:**

The easier to achieve homogeneity, reflects the light.

### **Purple:**

Multifaceted, changing, fusing, mystical, transcendental, magical, profound, mysterious.

### **Red:**

The color with the slowest vibratory rate and longest wavelength, it excites brain waves; accelerating the emotional process, the first color human infants perceive; stimulates the adrenal glands.

### **Pink:**

The color of sexually aroused skin, symbolizes the peak of reproductive age, asks for (sexual) attention.

### **Light Blue:**

The color par excellence because it has no dimensions infinite, distant, concentric, elevates.

### **Black:**

Absorbs the light, the negation of color itself, we are diurnal animals, represents no possibilities, revolt, assimilated to the obscurity and to the void that preceded the creation of the world.

### **Brown:**

Evocative of skin and touch, warming, sheltering, supportive, earthy, compassionate, evocative of home.

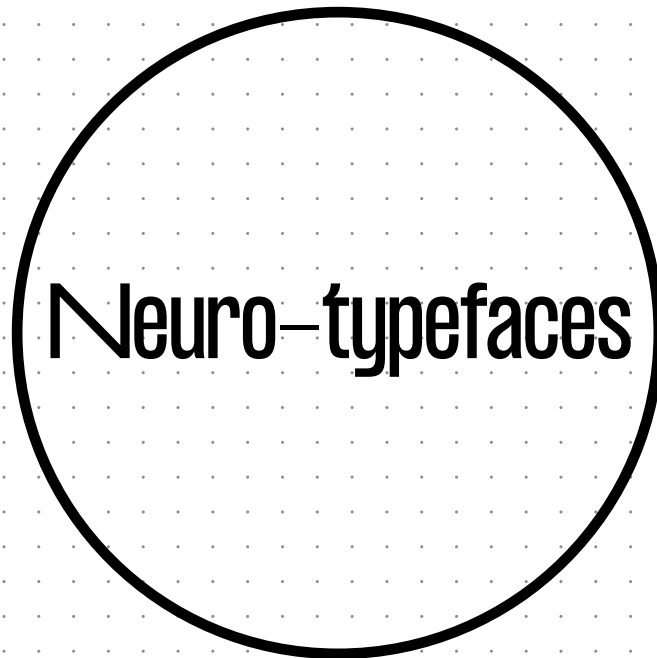
### **Brown:**

A hard color; dull, stagnant, in which red is nothing else than a whisper hardly perceptible, structured, organizing, conservatism in the extreme.

**balance**

care

*innocence*



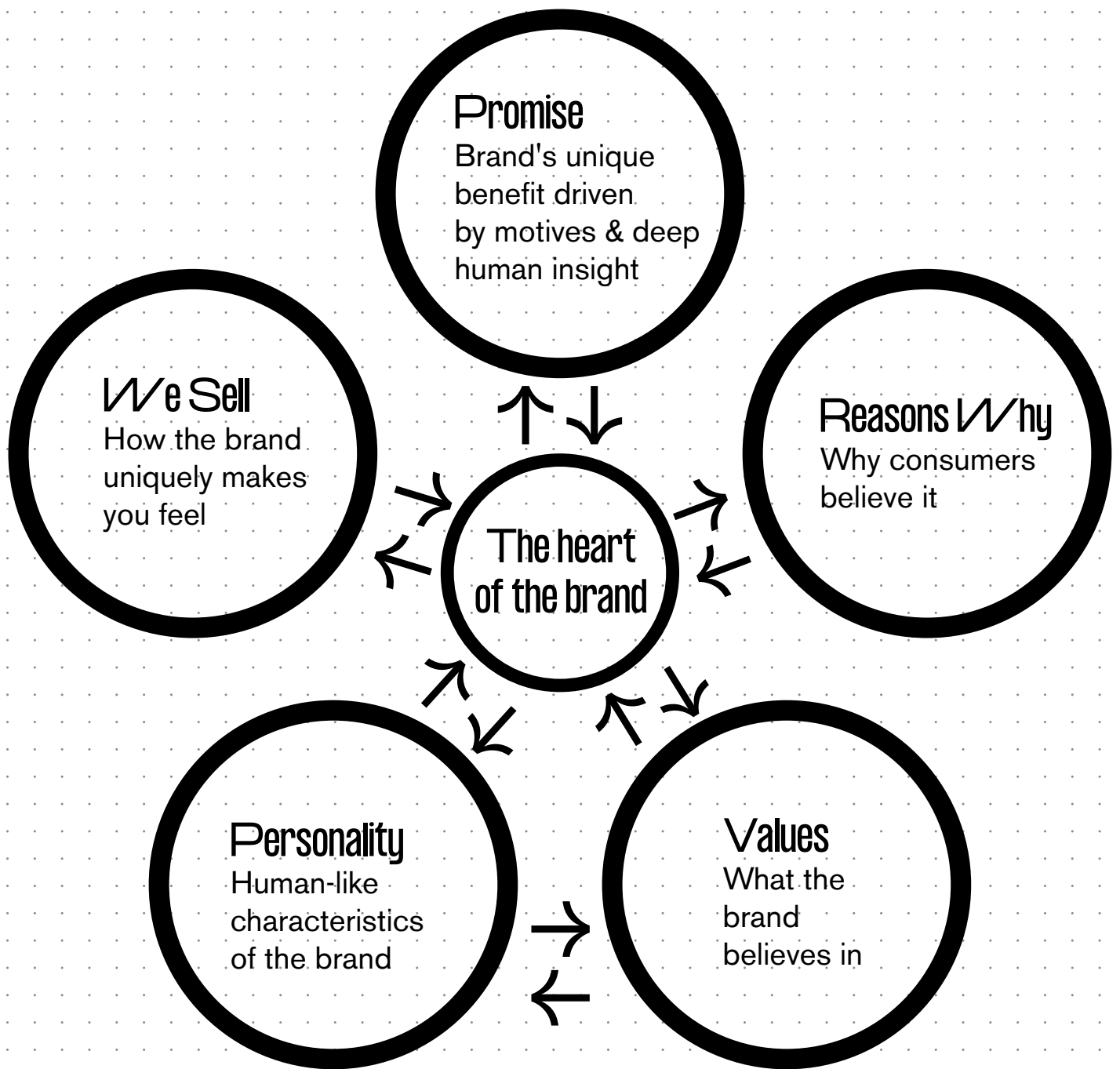
*identity*

*identity*

**impact**

Regural Guy

# Brand Neural System



## Brand Building now

- Brand focuses on superficial & ephemeral elements
- Segmentation reduces the opportunity to touch more people
- Too much reactive focus on fleeting trends and superficial consumer shifts that happen already in the market
- Huge resources spent on various types of research without a strategic compass
- Brand positioning stops at emotions
- Experimentation, intuition, improvisation rule the day
- Misaligned executions along the 360+ spectrum
- Commoditization is the usual result
- The brand fails to take off

## Evolutionary Strategy

- The brand responds to the central motive driving the category
- Brand touches everyone by activating the very forces of life
- The most stable platform of doing business and maximizing ROI (our fundamental human motives remain unchangeable)
- One Holistic Platform that integrates all research
- Positioning now contains motives
- 12 Fundamental Human Motives captured scientifically at their deepest layers of development
- Deeper, trustworthy, scientific results
- Big ideas come from one well-delineated territory
- What may appear to be an over saturated competitive market, reveals new opportunities of underestimated, or even untouched, territories at the heart of categories and brands.
- The brand ends up owning a panhuman territory, engraving its own pathways in our minds

For more information  
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