

- Ad\*Graph, 5, 11–12, 66, 181, 184, 189, 190
- Ad recall, 66–73, 167–176, 178–179, 191–192
- Advertising. *See* Brand management; Marketing
- Aleve, and appreciating consumer attitudes, 96
- Apple, 21–22, 106
- Aspirations, as motivation, 111–112, 153–157
- Attitudes:
- appreciating, 95–97, 137–139
  - changing, 94–97, 124
  - forming, 92–93
  - and future decision making, 93–94
  - overview, 91–92
  - targeting, 122–126
- See also* Emotions; Motivation
- Audi, and brand imagery, 124
- AVIS, and evolving marketing concepts, 178
- Bayer Aspirin, 95–96
- Blink* (Gladwell), 83
- Brand equity, 18, 19, 135–136, 142–146, 160–161. *See also* Brand management; Equity\*Builder
- Brand\*Graph, 66
- Brand icons, 23–24. *See also* Brand management, emotional appeal
- Branding, 67–70, 134–136, 171, 172, 173–176
- Brand management:
- ad recall, 66–73, 167–176, 178–179, 192–193 (*see also* Memory; Senses)
  - ad repetition, 70–73 (*see also* Ad recall; Memory)
  - brand associations, 59–51, 64, 85–86, 154–158
  - brand attribution, 67–70, 71 (*see also* Ad recall)
  - branding as a concept, 134–136, 173–176

## I N D E X

- Brand management (*continued*)  
as a business, 131–133, 203–205  
challenges of, 4–15, 198–205  
and choices, 38–39  
commoditization, 7–8  
and the competition, 95–97  
consistency, 175–176  
and consumer attitudes (*see* Attitudes)  
and consumer motivation (*see* Motivation)  
copycat products, 6, 7  
and decision making, 38–40, 137–138  
desensitizing, 4–6, 57–58, 73  
difficult research, 12–14  
and disloyal consumers, 8–9  
emotional appeal, 21–24, 124  
failed advertising, 10–12  
innovation, 20–21, 24–25, 139–140, 180–181  
and internet shopping, 9–10  
and irregularity, 37  
manufacturers vs. retailers, 7–8  
media fragmentation, 10  
overengineering, 24–25, 166–167  
price vs. value, 164–166  
price competition, 17–19  
purchase habits, 34–36  
and recency planning, 188–192, 208  
and science, 25–26  
substitutability, 6–7  
35 tools of, 137–194  
unified approach to, 181–184, 185–188  
using advertising pretests, 133–134
- See also* Attitudes; Brand equity; Emotions; Evolution  
Brand physique, 23, 162. *See also* Brand management, emotional appeal  
Buckley's Mixture, and consumer attitudes, 95  
Bystander problem, 83–84
- Cage, Phineas, 47, 82–83. *See also* Human brain  
Cerebral cortex, 48, 50, 55–56, 88, 126. *See also* Emotions; Evolution; Human brain; Senses  
Cialdini, Robert, 146–147, 178–179  
Coca-Cola, 18, 96, 97, 134–135. *See also* Brand equity  
Cognitive dissonance, 39–40  
Cohen, J. D., 87  
*Collapse* (Diamond), 200  
Comfort zone, as motivation, 112  
Commoditization of the category, 7–8  
Corpus callosum, 48–49, 88, 126. *See also* Emotions; Human brain; Senses  
Coupons, 18–19. *See also* Brand management, price competition
- Damasio, Antonio, 83  
Darwin, Charles, 29, 30–32  
Dawkins, Richard, 9  
Déjà vu, 49. *See also* Human brain  
*Descartes' Error* (Damasio), 83  
Desensitization, 32, 57  
Diamond, Jared, 200  
Differentiation, 6–7, 139–140, 171, 177–178, 202–203

## Index

- Dubner, Stephen, 113  
Duracell, 20  
DVRs (digital video recorders), and  
ad repetition, 73  
Dyslexia, 47–48. *See also* Human  
brain
- eBay, 9  
Economically rational man, 87–  
88  
Expectancy theory, 118–120  
Expedia, 9  
Emotions:  
eleven emotional drivers, 157–160  
and irrational decision making,  
86–89, 147–152  
overview, 77–79  
and rational decision making,  
79–86, 88  
and targeting, 122–126  
*See also* Attitudes; Brand man-  
agement; Emoti-suasion;  
Motivation  
Emoti\*Scape, 148–152, 153  
Emoti-suasion:  
concept of, xix, 200–205  
and consumer attitudes (*see* At-  
titudes)  
defined, xviii  
emotional associations, 24, 83  
examples of, xix, 12–14, 110–  
111, 119, 144  
and motivation (*see* Motivation)  
and science, 25–26  
triggering, 120–122  
*See also* Brand management,  
emotional appeal; Emotions;  
Evolution; Human brain, emo-  
tions in; Senses, entry of
- Energizer, 20  
Engrams, 44, 63, 64. *See also* Hu-  
man brain; Senses  
Equity\*Builder, 6–7, 135–136, 141,  
144–145, 161, 166. *See also*  
Brand equity  
Evolution:  
cognitive dissonance, 39–40  
and decision making, 38–40,  
176–177  
and detecting irregularity,  
36–37, 177–178  
genetics, 32–33, 109  
and habits, 33–36  
vs. intelligent design, 32  
overview, 29–32, 198
- Fast-moving consumer goods  
(FMCGs), 4  
*Freakonomics* (Levitt), 113  
Functional MRI (fMRI), 48
- Georgiadis, M., 19  
Gillette, 20, 25  
Gladwell, Malcolm, 83, 121–122
- Heath, Robert, 71. *See also* Low at-  
tribution processing (LAP)  
Hedonism, as motivation, 110–  
111, 140–141, 158  
*How Customers Think* (Zaltman),  
36, 54–55, 65  
Human brain:  
areas of, 47–50  
emotions in, 51–52  
growth of, 50–51  
memory units (*see* Memory,  
units of)  
neurons, 44–47 (*see also* Memory)

## INDEX

- Human brain (*continued*)  
 workings of, 88  
*See also* Emotions; Evolution;  
 Senses
- Incentives, as motivation, 113–114  
*Influence: The Psychology of Persuasion* (Cialdini), 146–147,  
 178–179
- Intelligent design, 32
- Iyengar, Sheena, 38
- J. D. Power & Associates, 119
- Johnson, Spencer, 105
- Jones, John P., 187–188
- Kay, John, 87–88
- Kellogg's Raisin Bran, 120
- Kia, and consumer attitudes, 93
- Laibson, David, 87
- Lepper, Mark, 38
- Levanthal, Howard, 121–122
- Levitt, Steven, 113
- License-to-believe, as marketing  
 concept, 180
- Limbic system, 55–56, 83, 87, 88,  
 126. *See also* Human brain;  
 Senses
- Listerine, and consumer attitudes,  
 94
- Lizard brain, 50, 55–56, 88. *See  
 also* Cerebral cortex
- Loewenstein, George, 87
- Low attention processing (LAP),  
 70–73
- Loyalty programs, 19. *See also*  
 Brand management, price  
 competition
- Magnetic resonance imaging  
 (MRI), 48
- Manipulation, xviii
- Marketing:  
 and consumer attitudes (*see* At-  
 titudes)  
 and consumer motivation (*see*  
 Motivation)  
 and consumer targeting, 122–125  
 goal of, xvii  
 role of, xviii  
*See also* Brand management
- Maslow, Abraham, and hierarchy  
 of needs, 100–103, 111
- McClure, S. M., 87
- McDonald's, and brand associa-  
 tions, 85–86, 92, 159–160
- McKinsey & Company, 19
- Memory:  
 of advertising, 66–73  
 overview, 46–47, 63–64  
 short-term vs. long-term, 64,  
 71–72, 87  
 units of, 46–47, 65–66, 73–75  
*See also* Emotions; Human brain;  
 Senses
- Miller beer, and successful trigger-  
 ing, 120–121
- Mnemonic, 65. *See also* Memory
- The Moral Animal* (Wright), 30–31,  
 33
- Motivation:  
 aspirations, 111–112, 153–157  
 authenticity, 102–103  
 belonging, 103  
 cognitive style, 103–106  
 comfort zone, 112, 153–157  
 desire, 103, 141–143, 157–159  
 expectancy theory, 118–120

## Index

- hedonism, 111–112, 140–141, 158
- hierarchy of needs, 100–103, 157–160
- incentives, 113–114
- necessity, 103
- overview, 99–101, 117–118
- popularity, 146–147
- self-perception, 106–107, 153–157
- targeting, 122–126
- triggering, 120–122, 146
- See also* Brand management;
- Emoti-suasion; Unique selling proposition (USP);
- Myers-Briggs Type Indicator (MBTI), 104–105
- Neuroscience. *See* Human brain;
- Senses
- Next\*, 66
- Next\*Idea, 133
- Next\*TV, 133, 178
- Nike, 21, 112. *See also* Brand management, innovation
- The One Minute Salesperson* (Johnson), 105
- The Origin of Species* (Darwin), 29, 30
- Pepsi, and appreciating consumer attitudes, 96–97
- Perrier, and brand physique, 162
- Pleasance, D., 19
- Pony Express, and commercial wear-out, 183
- Popularity, 136, 146–147, 202
- Powerball lottery, as incentive, 113–114
- Price reductions. *See* Brand management, price competition
- Proctor & Gamble, 18, 20, 134–135, 165–166
- Promotions, 18–19. *See also* Brand management, price competition
- Recency planning, as marketing concept, 187–191, 208
- Reward center, 56
- Science Matters* (Suzuki), 58
- The Selfish Gene* (Dawkins), 9
- Self-perceptions, 106–107
- Senses:
- deprivation, 58–59
- desensitizing, 57, 58
- entry of, 55–56, 161–163
- hearing, 88, 126, 163
- overview, 53–55, 161–164
- smell, 46, 53–54, 57, 63, 88, 126, 163
- taste, 54, 57, 88, 126, 163
- touch, 57, 88, 126, 163
- vision, 49, 54, 63, 88, 126, 163
- See also* Brand management, brand sensations; Human brain; Synaesthesia
- Sensory deprivation, 58–59. *See also* Senses
- Share of voice, 187, 208
- Social proof, 146–147, 179–180
- Split brains, 49. *See also* Human brain
- Starbucks, and brand associations, 22, 159–160
- Stella Artois, as brand niche, 139–140
- Stimuli, 55–58. *See also* Senses

## I N D E X

- Suzuki, David, 58
- Synaesthesia, 49–50. *See also* Human brain
- Thinking brain, 55–56. *See also* Human brain; Lizard brain; Senses
- The Tipping Point* (Gladwell), 121–122
- Travelocity, 9
- Triggering, 120–122, 146
- Tropicana, 20
- Tylenol, and appreciating consumer attitudes, 96
- Unique selling proposition (USP), 202–203
- Virgin, 21. *See also* Brand management, innovation
- Volkswagen, and brand imagery, 124
- Volvo, and successful targeting, 125
- Vroom, Victor, 118
- Walley, S., 19
- Wal-Mart, 8, 17, 21
- Wanamaker, John, 132
- Wear-out, 183–184
- When Ads Work* (Jones), 187–188
- Wright, Robert, 30–31, 33
- Zaltman, Gerald, 36, 54–55, 65



