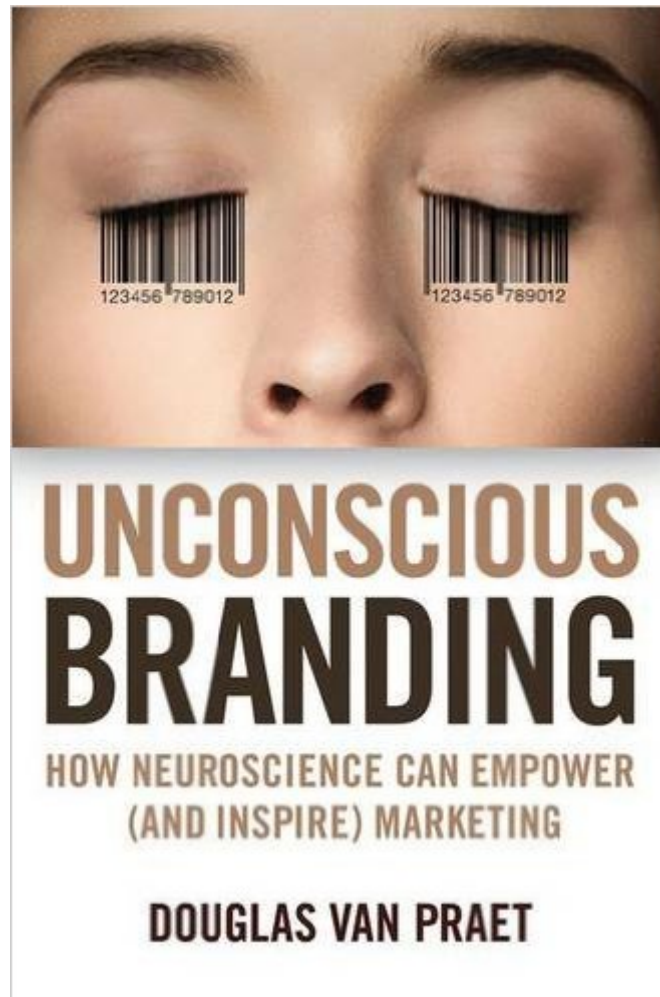


The book was found

# Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing



## Synopsis

For too long marketers have been asking the wrong question. If consumers make decisions unconsciously, why do we persist in asking them directly through traditional marketing research why they do what they do? They simply can't tell us because they don't really know. Before marketers develop strategies, they need to recognize that consumers have strategies too . . . human strategies, not consumer strategies. We need to go beyond asking why, and begin to ask how, behavior change occurs. Here, author Douglas Van Praet takes the most brilliant and revolutionary concepts from cognitive science and applies them to how we market, advertise, and consume in the modern digital age. Van Praet simplifies the most complex object in the known universe—the human brain—into seven codified actionable steps to behavior change. These steps are illustrated using real world examples from advertising, marketing, media, and business to consciously unravel what brilliant marketers and ad practitioners have long done intuitively, deconstructing the real story behind some of the greatest marketing and business successes in recent history, such as Nike's "Just Do It" campaign; "Got Milk?"; Wendy's "Where's the Beef?"; and the infamous Volkswagen "Punch Buggy" launch as well as their beloved "The Force" (Mini Darth Vader) Super Bowl commercial.

## Book Information

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## Customer Reviews

This is a really terrific book for marketing professionals who want to understand the difference between what consumers say versus what they do. One of the few benefits of very long plane rides to Europe is a chance to read without interruptions. This week, I read a wonderful marketing book that I'd like to share with you. I'm really interested in understanding what consumers do versus what

they say and this book has an unconventional approach to the topic. I saw an article online by the author and his ideas fit well with a marketing conference I was organizing with colleagues so I knew I had to learn more. The book is called *Unconscious Branding* by Douglas Van Praet. He is the EVP at an award winning advertising agency Deutsch LA and he focuses on account planning and strategic insights. Douglas worked on the highly acclaimed and successful mini-Darth Vader commercial for Volkswagen's Jetta where a little boy uses his super powers to start a car with the wave of a hand as an eager father with a remote helps him behind the scenes. From my days at The Annenberg School of Communications at The University of Pennsylvania, I have always been interested in behavioral sciences, anthropology and non-verbal communications. Since the topic for this conference I mentioned above is focused on the huge discrepancy between what a consumer says in research versus their actual behavior, I hoped the book would provide some ideas and an approach to the issues. I was not disappointed. When I answer a question on a survey, how well can I actually answer a question like why I bought a product? \* How come I bought Seventh Generation not Tide for cleaning my clothes. \* How come I went to Starbucks not Dunkin Donuts for coffee?

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