

The Science of Branding: **Tapping the Hidden** **Forces Behind** **Consumer Decisions**

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What are we going to learn today?

Theory stuff. ✓

Academic stuff.

Practical stuff.

TAKEAWAY

**Logic justifies.
Emotions decide.**



It's biology.

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Cerebral Cortex

Reasoning

Cognitive Processing

Language

Senses

Planning

Logic





Limbic System

Emotions (Fear, Lust, Joy, etc.)

Memory

Motivation

Reward

Bonding

Decision-Making

Cortex v. Limbic

(The limbic system wins)

So features don't matter?

Of course they do, but...

TAKEAWAY

**When you
compete on logic,
you compete on
sameness.**



What would
a Nike hotel
be like?

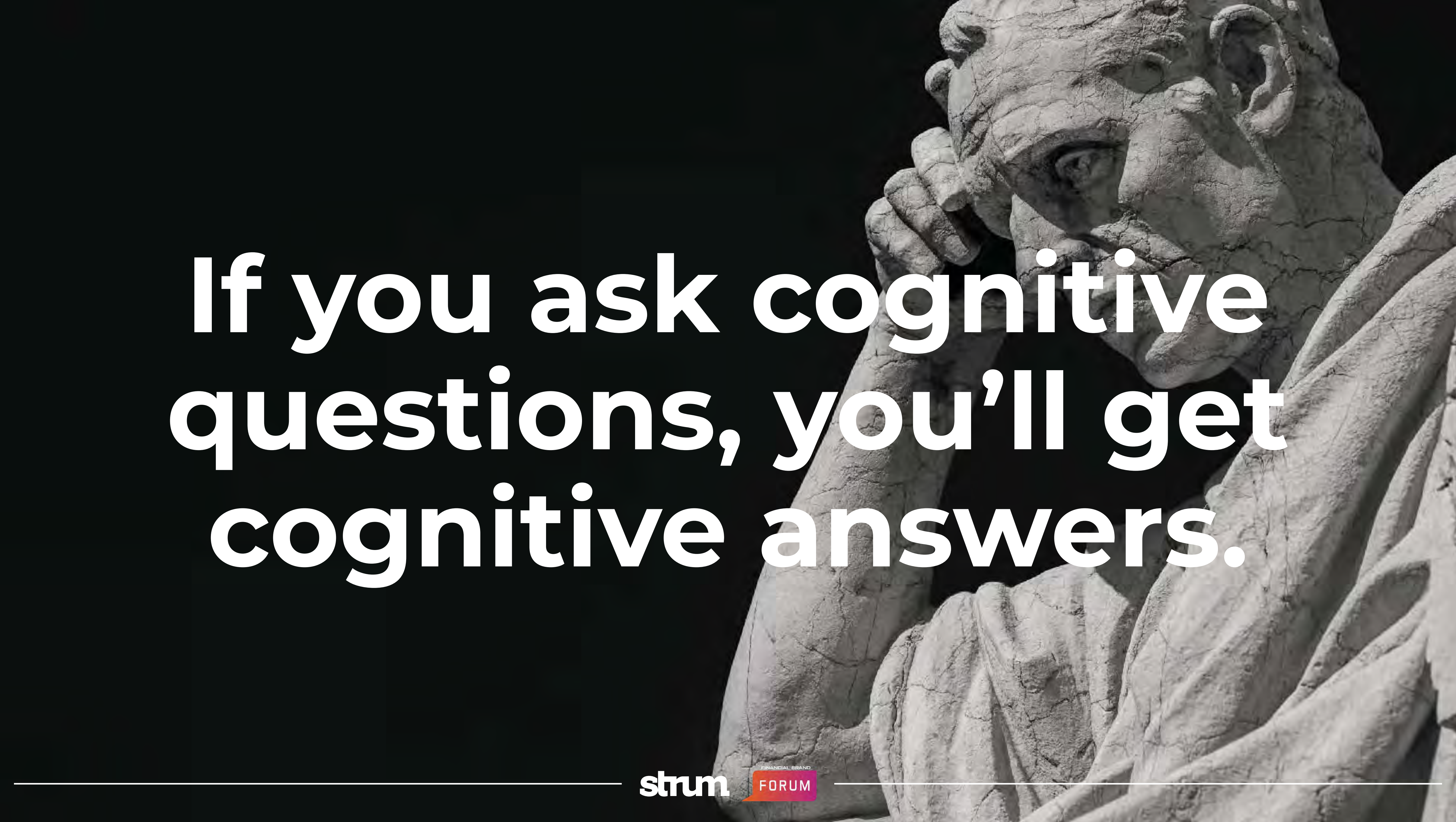
TAKEAWAY

**If given the choice
between similar options,
people will choose the
one they like more.**

How do we be likable?



Research.



**If you ask cognitive
questions, you'll get
cognitive answers.**



Empathy.

Cognitive empathy.

→ Emotional empathy. ←

Compassion.

TAKEAWAY

**Research should
fuel your empathy
engine.**



**Emotional drivers
behind financial
decisions.**

EMOTIONAL DRIVERS

Safety

Am I protected?

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EMOTIONAL DRIVERS

Status

Does this say
something
about me?

EMOTIONAL DRIVERS

Belonging

Are these
people like me?

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EMOTIONAL DRIVERS

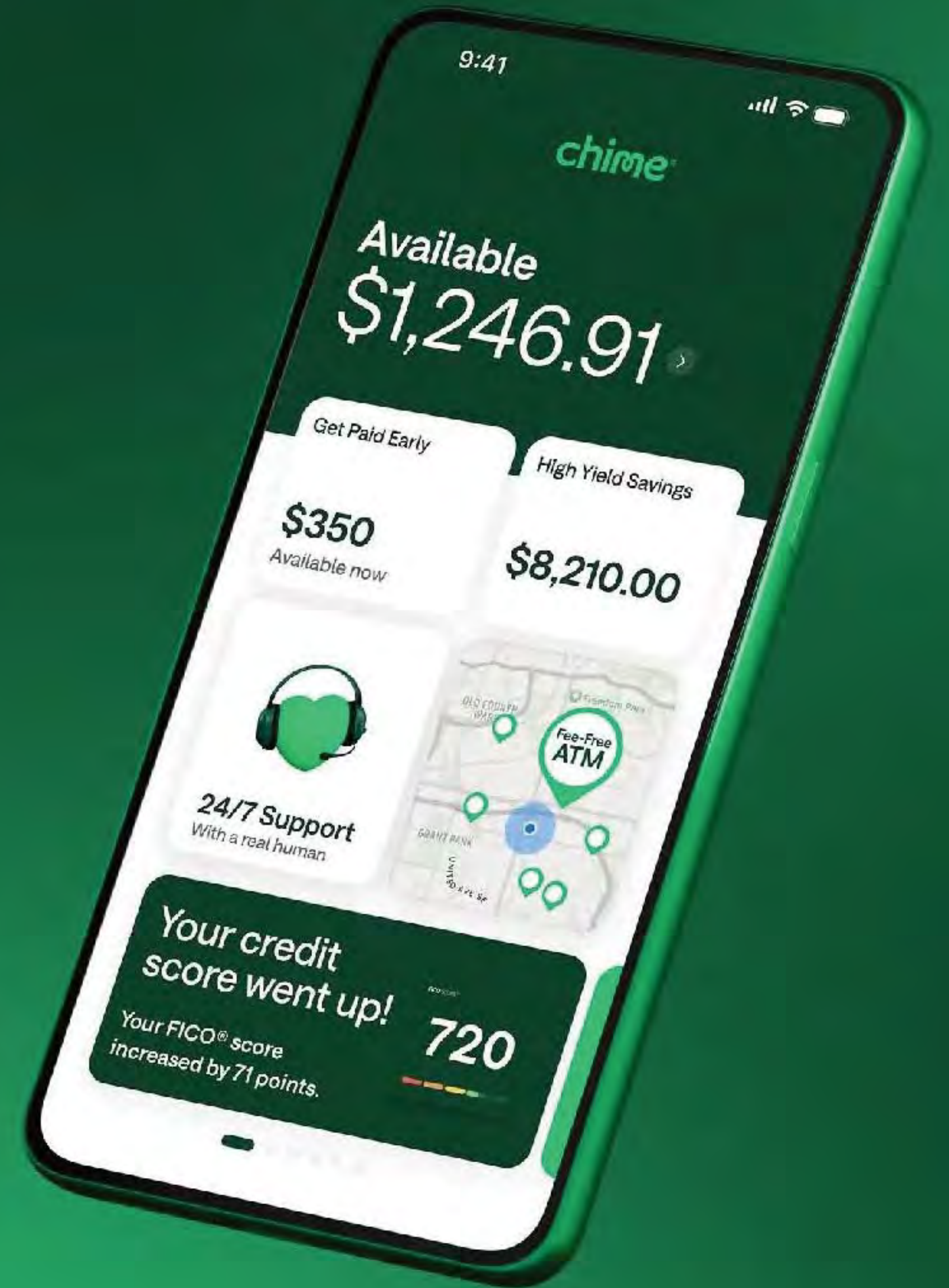
Control

Do I feel in
charge and
empowered?

EMOTIONAL DRIVERS

Progress

Am I moving forward?



ActiOns Belief

REASONS TO SWITCH

- ✓ **High-yield savings**
- ✓ **Rewards program**
- ✓ **Amazing service & support**
- ✓ **Advanced technology**

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BELIEF GETS IN THE WAY

**Switching
banks is hard.**

REASONS TO SWITCH

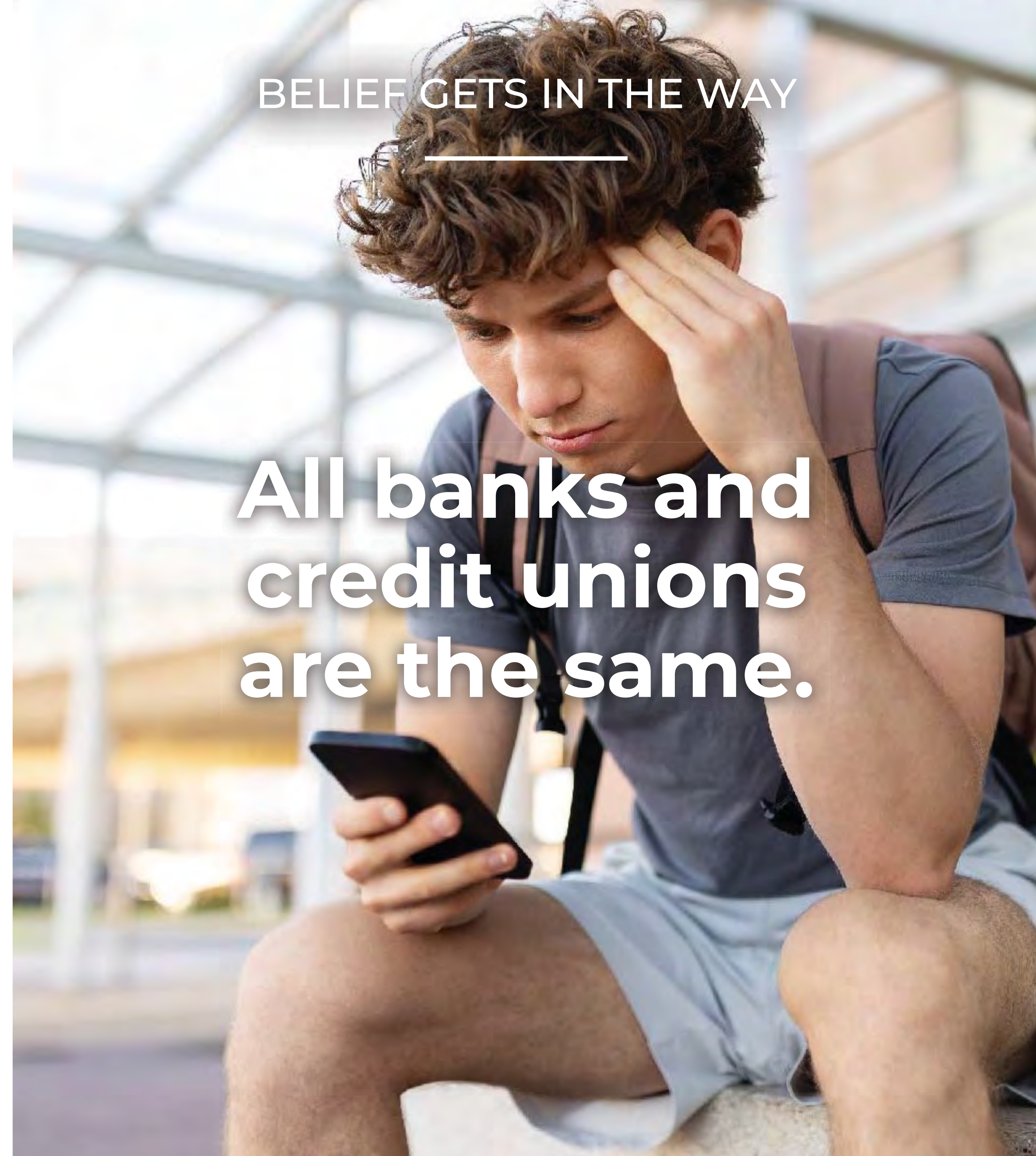
- ✓ **High-yield savings**
- ✓ **Rewards program**
- ✓ **Amazing service & support**
- ✓ **Advanced technology**

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BELIEF GETS IN THE WAY

All banks and credit unions are the same.



REASONS TO SWITCH

- ✓ **High-yield savings**
- ✓ **Rewards program**
- ✓ **Amazing service & support**
- ✓ **Advanced technology**

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BELIEF GETS IN THE WAY

**I'm bad with
money, so it
doesn't matter.**

REASONS TO SWITCH

- ✓ **High-yield savings**
- ✓ **Rewards program**
- ✓ **Amazing service & support**
- ✓ **Advanced technology**

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BELIEF GETS IN THE WAY

It's too late for me.

TAKEAWAY

**Until beliefs shift,
behavior can't.**



Easier said than done.

**Three questions that
will make your work
more effective.**

1

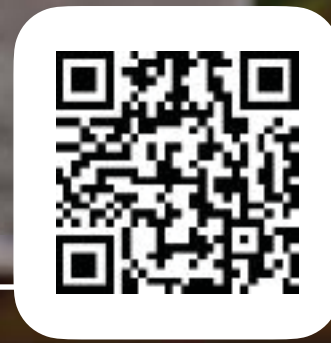
**What do I
want them
to feel?**

2

**What do I
want them
to do?**

3

**What do I
want them to
take away?**





1

What do I want them to feel?

2

What do I want them to do?

3

What do I want them to take away?

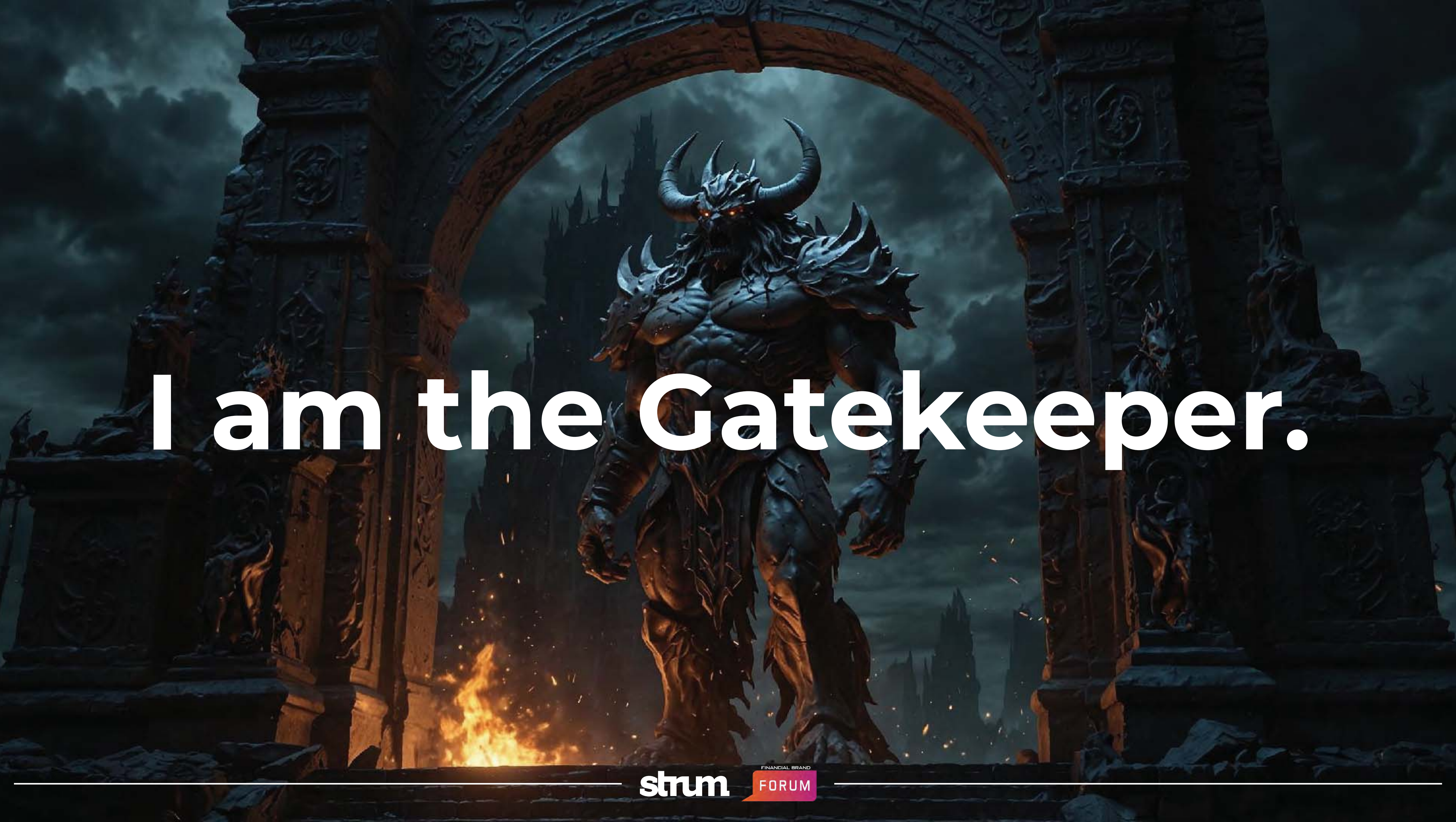


Action Items: Tips & Traps.



TIP

Mindset.



I am the Gatekeeper.



No, you're a Curator.



TRAP

Over-explaining.



TIP

**Reward
boldness.**

A baseball player in a white uniform with red socks is sliding over a player in a blue uniform who is lying on the ground near a base. The scene is set on a dirt baseball field with a green outfield in the background.

Optimal rate
of failure is 15%.


TRAP

**Getting
sidetracked by
benchmarking.**



TIP

**Balance
emotional
resonance with
rationale.**

Challenge Assignment

Challenge Assignment

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What was the brief?

**How many messages
are they making?**

**What do they want
the viewer to feel?**

**What do they want
the viewer to do?**

**What do they want
the viewer to take away?**

Is it effective?



Would I have
approved it?

Thank you.

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