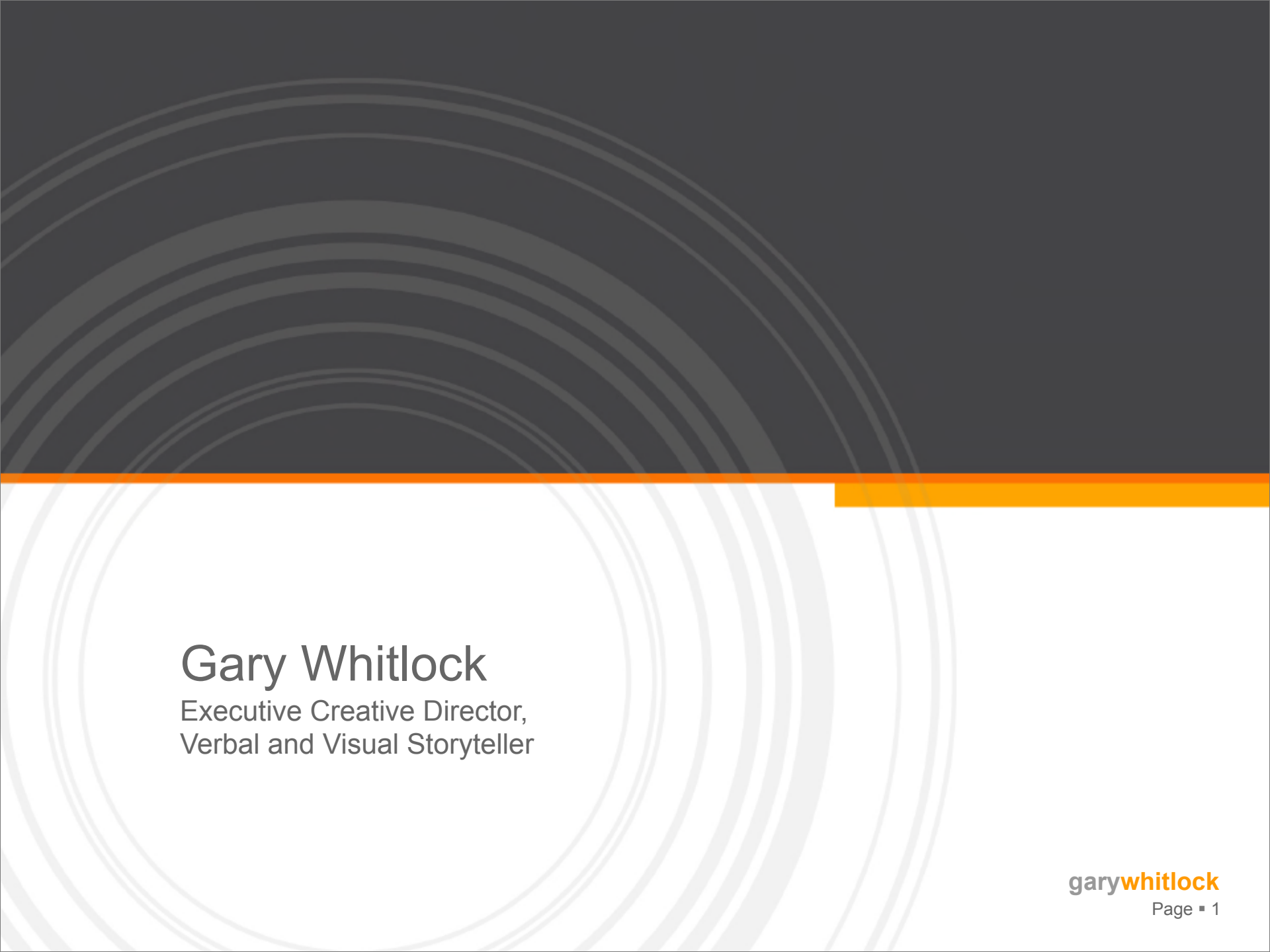




Gary Whitlock

Executive Creative Director,
Verbal and Visual Storyteller

at a glance: partial list of clients

P&G

Walmart

at&t

charles SCHWAB

ConAgra Foods

Disney

abc

Johnson & Johnson

Microsoft

VW

FritoLay

Deloitte

Energizer

SONY

ACE
Hardware

HERSHEY'S

intuit

NOVARTIS

Nestlé

Sarafée

Quervo

Constellation

LSI

Reckitt
Benckiser

Carl's Jr.

Kroger

CLOROX

TARGET

Chiquita

WHOLE
FOODS
MARKET

GM

at a glance: a few favorites



Buyology Inc

the power to
personal-eyes

create your own
custom eye shadow

exclusively at
reflect.com



ecolibrium



at a glance: a few favorites



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Branding with Brains

Storytelling by Design

Overview: The Storyteller



AN ANCIENT TRADITION

Man is a social species, and from the beginning of time, he has sought to share the essence of his core life experiences with others. As shown in early cave paintings, and later with the evolution of language and print, we're instilled with an instinct to share our thoughts, feelings, and imagination with the fellow travellers on our journey.

In ancient times, certain individuals demonstrated an exceptional gift to convey the facts and feelings of every day life in a distinct manner that was both memorable and life changing. These inspired informants were called Storytellers. And their legacy lives on.

Overview: The Storyteller



MODERN MUSES

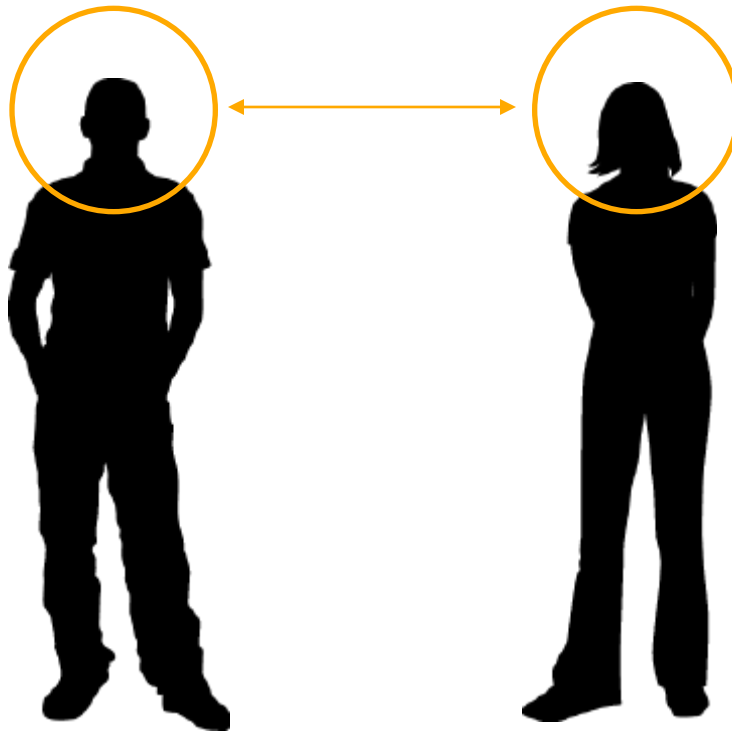
In early Western Civilization, Storytellers were an elite group, often sponsored by royalty, the church, or other wealthy benefactors with an agenda. But as modern technology placed the tools of mass communication into the hands of everyday people, a new, more relevant group of Storytellers emerged.

Today, these modern muses empower, entertain, inspire, and inform. They are musicians, designers, filmmakers, artists, bloggers and more. And yes, they're also manufacturers, retailers, and consultants. There's only one prerequisite – do you have a compelling story to tell? And, are you an engaging Storyteller?

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Ingredients of a Great Story

Ingredients of a Great Story



MEETING OF THE MINDS

The Storyteller seeks to share what's in his or her mind with that of another. So we must first understand how the human brain processes information.

This unique principle – the meeting of the minds – can be a critical point of differentiation for a company. By understanding the neuroscience of human decision-making, marketers can develop much more relevant messaging that will effectively and efficiently resonate with the targeted audience, delivering superior results.

Ingredients of a Great Story



IT'S AN INSIDE JOB

Our minds are comprised of unique components that have divergent purposes while still functioning in an inter-dependent relationship:

1. The Neocortex - the source of cognition and analytical thought

2. The Limbic - the foundation of feelings and emotions

3. The Reptilian - the root of all involuntary, instinctive behavior

For marketing purposes, we can think of these three sectors as the **Rational**, **Emotional**, and **Primal** mind.

Ingredients of a Great Story



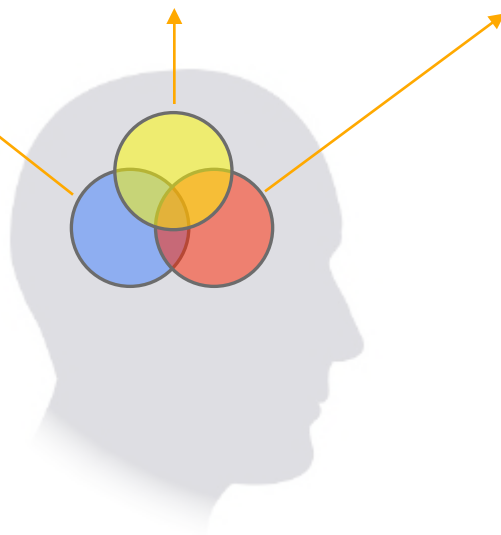
RATIONAL



EMOTIONAL



PRIMAL



THREE MINDS IN ONE

With every human encounter, the brain filters the stimuli and directs the signal to the appropriate sector so the body can process the information accordingly:

Rational – the impartial facts that make irrefutable, empirical, scientific sense,

Emotional – the nurturing, feeling and social side that gives and receives love, and finally,

Primal – the life and death, passionate impulses that keep us alive by defeating those things that threaten our existence.

Ingredients of a Great Story



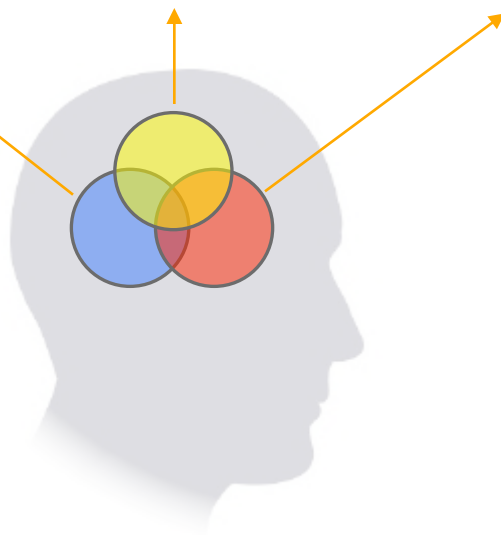
FACTS



FEELINGS



INSTINCTS



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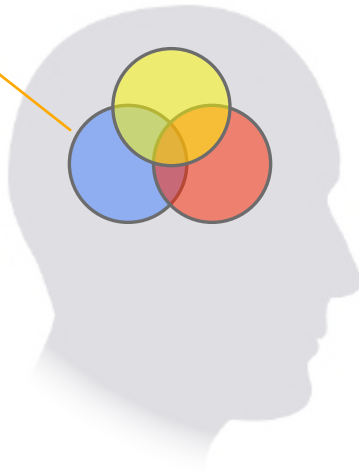
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Ingredients of a Great Story: a real world example, T-Mobile



FACTS



THREE MINDS IN ONE

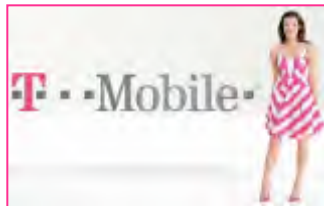
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Rational – the original brand position was driven by T-Mobile's factual features and benefits.

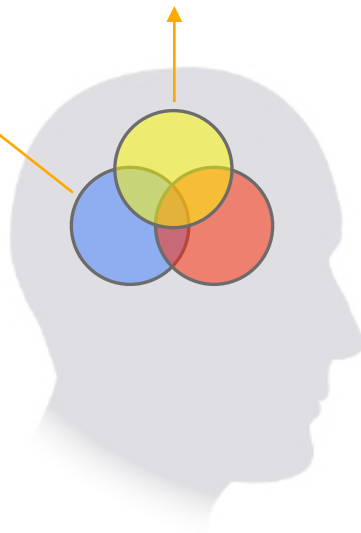
Ingredients of a Great Story: a real world example, T-Mobile



FACTS



FEELINGS



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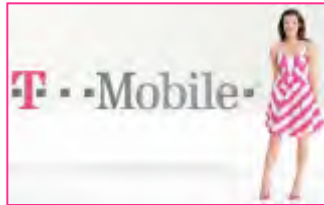
Rational – the original brand position was driven by T-Mobile's factual features and benefits.

Emotional – the girl next door addition of Carly Foulkes made the brand feel like a warm friend and neighbor that you'd like to hang-out with.

Ingredients of a Great Story: a real world example, T-Mobile



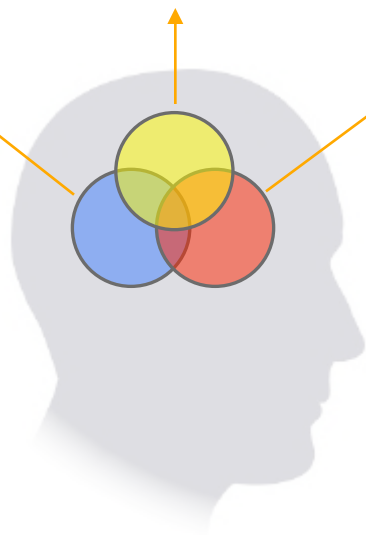
FACTS



FEELINGS



INSTINCTS



THREE MINDS IN ONE

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Emotional – the girl next door addition of Carly Foulkes made the brand feel like a warm friend and neighbor that you'd like to hang-out with.

Primal – the evolution into a passionate, primal dominatrix further embedded the brand message into a "I have to have it" instinctive craving.

Ingredients of a Great Story: an industry endorsement



FACTS

The story makes sense



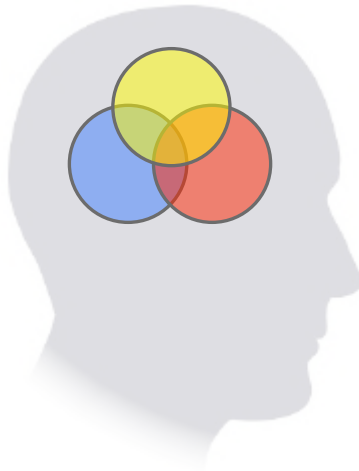
FEELINGS

It deeply touches the heart



INSTINCTS

There's irresistible passion



I find the concept of three brains in one a really cool metaphor. The idea of a hidden, unconscious, primal part of the mind driving much of what we do just turns me on.

*-Kevin Roberts, Former CEO
Saatchi & Saatchi*



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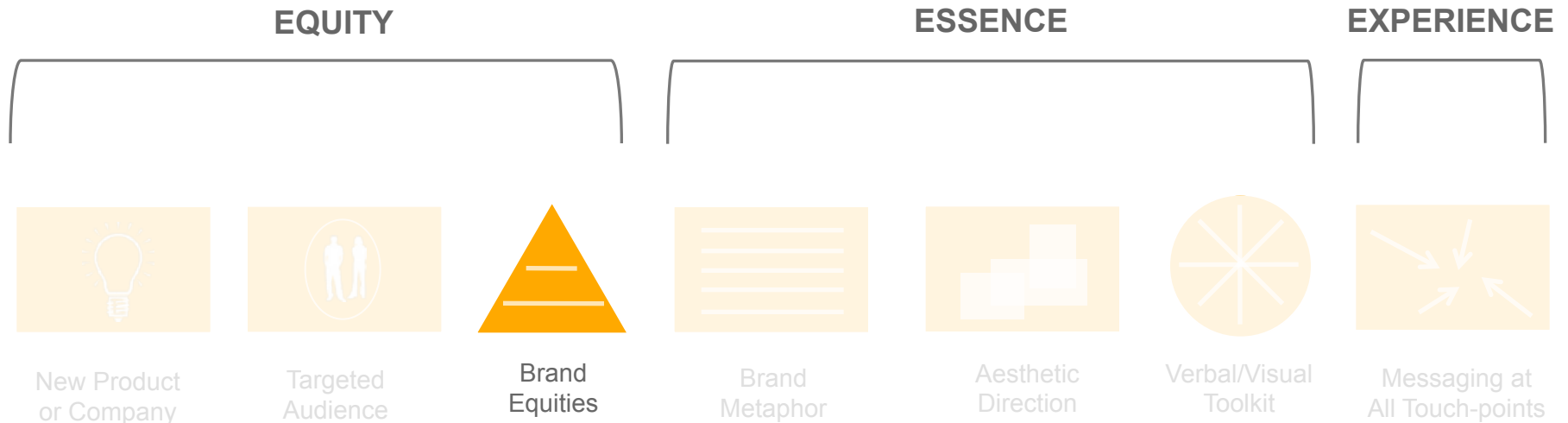
Storytelling in Equity Development

Equity Framework



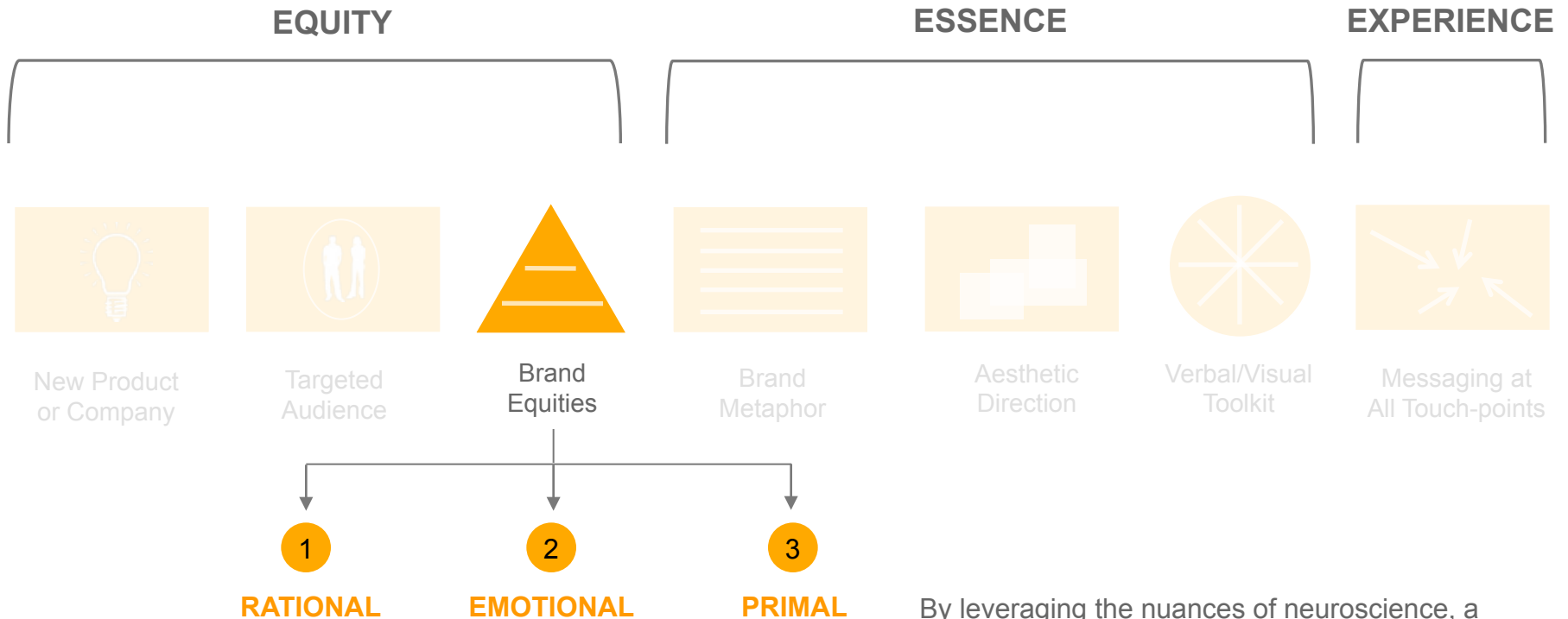
There is no perfect brand equity framework; however, the above chart identifies components to be considered as a “menu” of strategic tools.

Equity Framework



The equity pyramid is a classic visualization of the distinct, ownable core elements that serve as the skeletal foundation of leading consumer brands.

Equity Framework



By leveraging the nuances of neuroscience, a brand pyramid can be constructed as to better resonate with the way people make decisions.

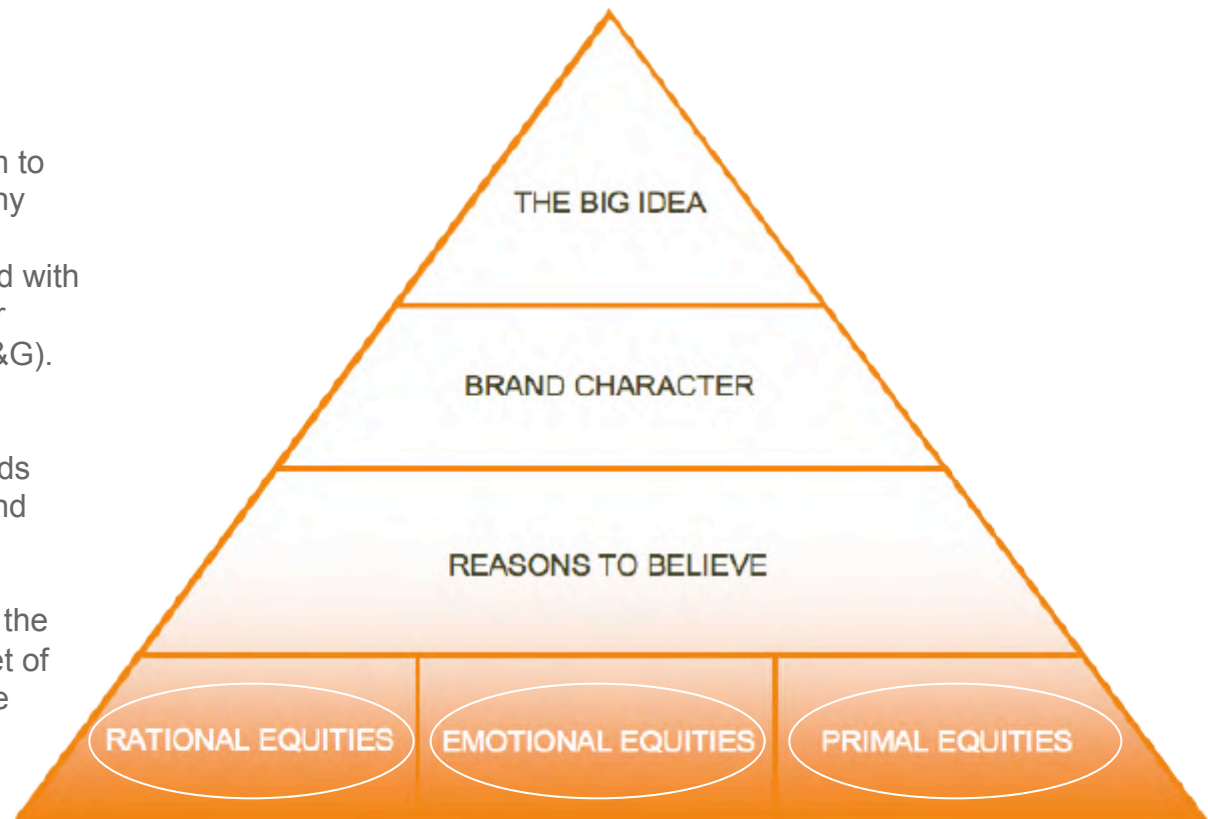
Storytelling in Equity Development

NEUROBRANDING EQUITY PYRAMID

A brand blueprint is an essential item to have in place prior to constructing any form of creative expression. In our industry, this tool has been visualized with a variety of objects, such as a ladder (Saatchi & Saatchi) or a pyramid (P&G).

The object is inconsequential. What DOES matter is that the content builds upon itself, leading to an overall brand essence or Big Idea.

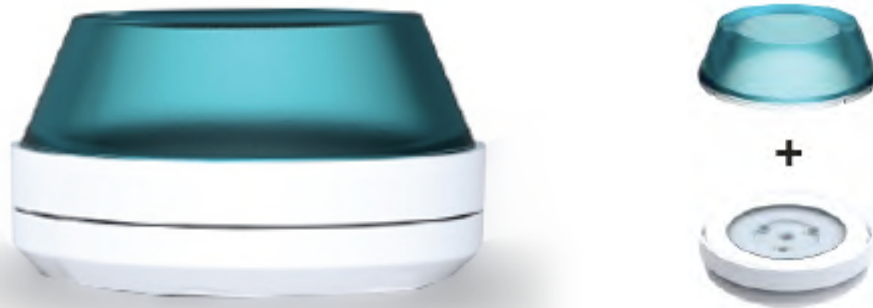
The equity pyramid to the right uses the Triune Mind system to establish a set of equities that are unique and ownable for the Storytelling of a brand.



Storytelling in Equity Development

ENERGIZER: self-powered light

The Energizer brand developed a self-powered lighting system to be launched in the home accessories department. While the technology and design were forward thinking, no thought had been given to strategy and positioning that would support the invention.



Storytelling in Equity Development

ENERGIZER: self-powered light

In a 2-day workshop setting, neuroscience was deployed to discover the brand's unique rational, emotional, and primal brand equities.



Storytelling in Equity Development

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Storytelling in Equity Development

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As the reasons to believe and character were identified, it was apparent that the brand wasn't just providing lighting . . . any flashlight could do that.

No, it was offering **AMBIANCE**. And the ability to have portable, stylish ambiance without the limitation of a physical electrical cord became the root of a very compelling story.



Storytelling in Equity Development

ENERGIZER: self-powered light

Having discovered the Big Idea – **Ambience, anywhere** – the next task was to express the aesthetic of this theme through moods and visual cues.



Storytelling in Equity Development

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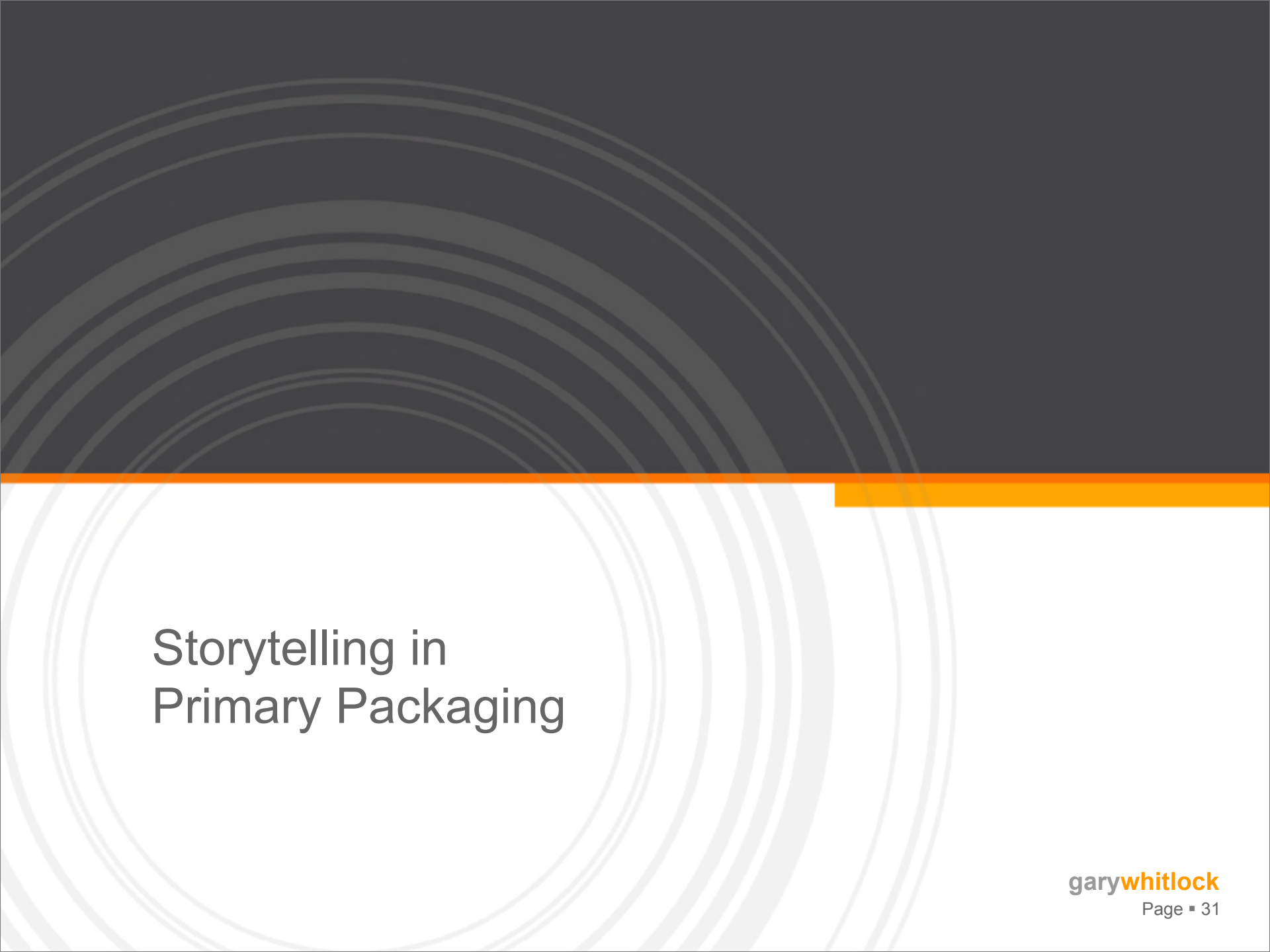


Storytelling in Equity Development

ENERGIZER: self-powered light

Finally, the equity work inspired a phase two product design along with the name, Lumee, followed by a packaging design system that was informative yet evocative of a lifestyle product.



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Storytelling in Primary Packaging

Storytelling in Primary Packaging



SEIZE THE SHELF

With 30,000+ SKUs at most major retailers, today's Shoppers are forced to make split-second decisions at shelf. If there were ever a place where today's Storytellers are needed, it's in Primary Packaging. A great story on pack can help seize the power of the shelf.

As the cart moves past a blurry sea of products, a series of semi-conscious conversations are taking place between the packaging and the brain. It's as though each SKU is calling out to the Shopper with three rhetorical questions:

Who am I?

What am I?

Why am I right for you?

Storytelling in Primary Packaging

EXCEDRIN: GO!

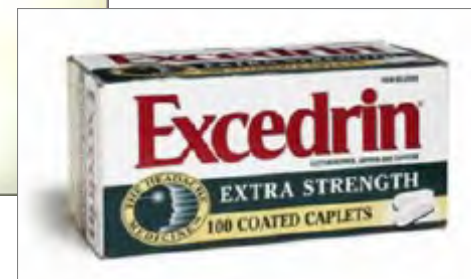
Working in collaboration with Novartis, Saatchi & Saatchi, and LPK, the global brand team for Excedrin needed a new logo and packaging system that would better leverage the success of its national ad campaign:

The Pain Stops. You Don't. GO!

This delicate task of reverse engineering necessitated the development of a set of equities that would (a) foster a refreshed design approach, (b) complement the ad campaign and (c) establish a dotted-line connection to the prior packaging and visual language.



original logo
and packaging



Storytelling in Primary Packaging

EXCEDRIN: GO!

To create a compelling story, the team used neuroscience to dissect the existing Saatchi & Saatchi brand equity ladder. In reading between the lines, the following traits were discovered:

Rational - Excedrin has superior science and multi-ingredient formulations that the competition doesn't.

Emotional - With Excedrin, you will always have the assurance that pain will be met with comfort and nurture, giving you the confidence that you're able to embrace your life again.

Primal - With Excedrin, you have the power to defeat pain fast, formidable strength that dominates any obstacle.



Storytelling in Primary Packaging

EXCEDRIN: GO!

Three different design themes were developed to help visualize the subtle nuances of the rational, emotional, and primal stories. The design team was mandated that each theme needed to emphasize one of the drivers, but they were still to show secondary awareness of all three neuroscience components.

Color palettes, textural cues, shapes and patterns were explored in an extensive effort to find just the right tools to achieve the subliminal design objective as chartered by Novartis.

Prior to logo and packaging design development, these themes were presented to a sampling from the primary targeted audience to help ascertain the way in which they resonated with the demographic.



Storytelling in Primary Packaging

EXCEDRIN: GO!

The final design theme represented a convergence of the most relevant key visuals, striking an effective balance between rational, emotional, and primal design cues: (a) a flowing textural green to connote forward motion and vitality, and (b) a refreshed wordmark with its bold italics to indicate the efficacy and speed of recovery from a pain state.

The new identity and packaging design system was launched with an instant, overwhelming sales response that matched the mood and message of the national ad campaign, giving the brand a fresh, contemporary facelift.



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Storytelling to the Shopper

Storytelling in Shopper-based Design



BEYOND THE BASKET

Our industry is becoming very smart about Shopper-based design. We know how to develop brilliant floor plans and layouts. We've defined the categories, identified the departments and zones. We've proposed preferred assortments and have learned how to optimize the in-store experience with an awareness of adjacencies and merchandising strategies. We get both deselection and its subsequent selection, and we know the principles and insights that will prompt an orchestrated behavior to trade-in, trade-up, and trade-across.

But in our scientific sophistication, in our analytical awareness, is it possible that we've forgotten something?

Storytelling in Shopper-based Design

THE SHOPPER: what is she thinking?

As we think of her as a PERSON, not a Shopper segment, we'll get to know her on a much deeper level, putting ourselves in her shoes and her life. And as our story resonates with the neuroscience of her three minds, she'll reward us with her purchase (and loyalty).



I get so confused when I walk in the store. I wish I could get clear, simple information that makes sense to me. (Rational)



Ahhh, my husband's got the kids. This might be my only time for "me" today. I hope this trip will be self-nurturing and relaxing. (Emotional)



We're in real financial trouble. I have to help my family survive and "hunt" to get the very best deals in the shortest period of time. (Primal)



Storytelling in Shopper-based Design

Meijer: Baby Dept. Reinvention

The Meijer grocery chain recognized that their baby Shopper had evolved beyond the American stereotype of the nuclear family, and as such, wanted to offer a more modern, relevant presentation.

First we gave our Shopper a name and personality: **Jenny**, a divorced, working Mom with a toddler and another on the way. She has a good job, but really has to watch her pennies. Her Triune traits were identified as:

Rational: She really seeks information and wants organization in her life.

Emotional: Needs comforting, enriching experiences because her life is stressful.

Primal: Has to control her environment and demands quality, enduring products.



Storytelling in Shopper-based Design

Meijer: **Baby Dept. Reinvention**

Rational: She really seeks information and wants organization in her life.

Emotional: Needs comforting, enriching experiences because her life is stressful.

Primal: Has to control her environment and demands quality, enduring products.

In distilling the above traits, a Big Idea began to emerge. Jenny is completely out of time. She doesn't have time to be with her child. She has no time to comparison shop to ensure that she's found the very best products or prices. Most of all, she has no time to relax. Her retailer needs to help her get back the time that's being taken away from her as a single Mom.

Our Time became the Storyteller's tale.



Storytelling in Shopper-based Design

Meijer: Baby Dept. Reinvention

The look and feel of the department deployed time as the Storytelling metaphor of those special moments in Jenny's life that she is missing. Through a delicate balance of information, enrichment, and organizational control, she now has a shopping environment that meets both her conscious and unconscious needs.



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My Story

(why we should get together)

A Tale of Two Branding Personas



Branding Persona #1: The Virtuoso

There are two distinct types of branding executives. The first one, the Virtuoso, operates under the belief that people improve by being challenged to a duel with their boss, e.g., “I’m absolutely the most brilliant person in the room, and your task is to try to be even more talented than I already am — although that’s probably never going to happen in this lifetime!”

This model is reflective of a bygone era of creative legends like Bill Bernbach, Paul Rand, David Ogilvy and Walter Landor. The limitation of this style is that it may get short-term results, but isn’t scalable beyond the leader.

A Tale of Two Branding Personas



Branding Persona #2: The Conductor

The second executive is the Conductor. This individual believes that creative people are innately, internally driven to do outstanding work, but they're usually desperately lacking in strategic direction and vision. This leader's mantra is, "I'm going to mentor, guide, and inspire you to do the best work of your life."

As such, a Conductor needs to be adept at guiding a diverse set of creative best practices and command the loyalty of an empowered creative orchestra that will continue to play after he's left the room.

Without apology, I'm a Conductor.

Components of a Command Performance



**What might be on OUR playbill?
A compelling, command performance**

The Conductor skillfully “orchestrates” all critical components that are essential for creative excellence.

Components of a Command Performance: the musicians



What might be on OUR playbill? A compelling, command performance

The Conductor skillfully “orchestrates” all critical components that are essential for creative excellence.

1. The Musicians - do we have the right people playing in the right roles?

Components of a Command Performance: the music



What might be on OUR playbill? A compelling, command performance

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- 1. The Musicians** - do we have the right people playing in the right roles?
- 2. The Music** - is there a methodology that unifies all of the players?

Components of a Command Performance: the instruments



What might be on OUR playbill? A compelling, command performance

The Conductor skillfully “orchestrates” all critical components that are essential for creative excellence.

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- 2. The Music** - is there a methodology that unifies all of the players?
- 3. The Instruments** - are we ahead of the curve on emerging tools?

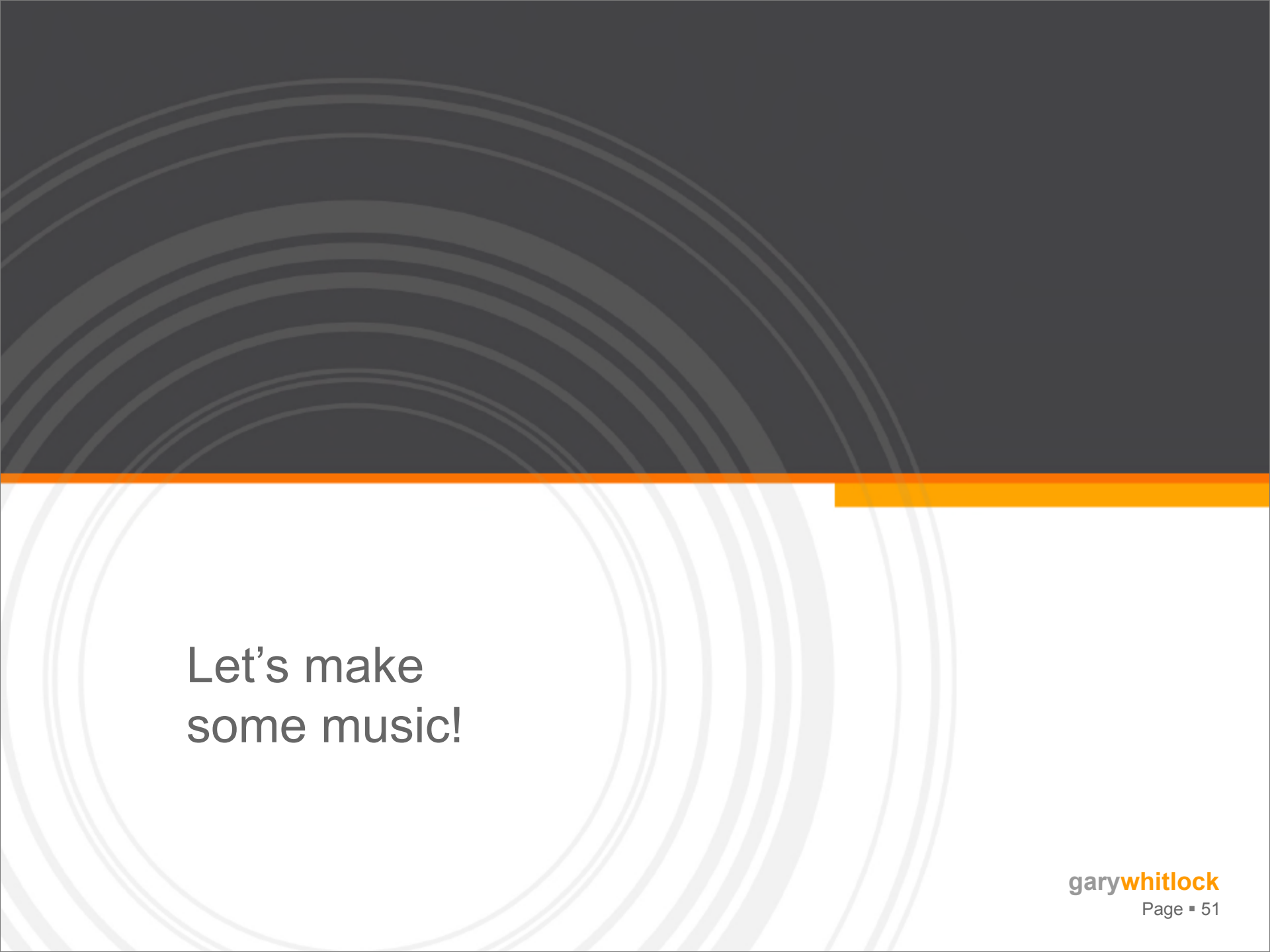
Components of a Command Performance: the audience



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- 2. The Music** - is there a methodology that unifies all of the players?
- 3. The Instruments** - are we ahead of the curve on emerging tools?
- 4. The Audience** – are people offering spontaneous, positive response?

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Let's make
some music!