

BRAND

keynote

Brand Sense

Using sensory powers to build extraordinary brands

- 80% of all consumers think that the smell of a new car offers one of the most joyful moments when purchasing a car
- 60% of all consumers state that it's the sound of a cell phone – not the look or its features – that distinguishes one brand from another
- 75% of our emotions are based on what we smell rather than what we see and hear.

We are all intimately familiar with our senses – they fully inform the picture of our daily life. When one of them goes missing we realize how important they are. However, the advertising and the communication business dwells, almost exclusively, in a two-dimensional world. Their messages focus on what we see and hear, and tend to neglect the fully five-dimensional picture.

In this groundbreaking presentation Martin Lindstrom takes his audience through the world of *Brand Sense*, a book and keynote speech based on an exclusive global study of branding and sensory awareness conducted by Millward Brown, the seventh-largest research institute in the world. Under the direction of Martin Lindstrom, a team of 600 people at Millward Brown conducted qualitative research in 14 countries. Martin Lindstrom examines in this speech the best practices of companies that have adopted a sensory approach and seen their brands sizzle under the new direction: Cadillac, Apple, Mercedes-Benz, Nokia, Louis Vuitton, Nestle, Disney, and others.

In this provocative speech, Martin Lindstrom:

- Reveals how consumers utilize their five senses when choosing between brands and selecting services
- Explains the principles for transforming a brand from a two-sense product into a five-sense phenomenon
- Presents a groundbreaking six-step process to help brands cross the all-important sensory frontier