



GLOBAL BRAND MANAGEMENT

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ENTERTAINMENT TRENDS

- Everything is becoming “entertaining” (powered by massive need to attract consumer awareness)
- Every business is becoming “entertainment business” (especially B2C companies)
- From current => To USERS (From CD buyers, TV viewers, Book readers...to almost everything. Consumer is King!)
- Big is getting BIGGER. This is happening in all the businesses (Huge vs. Tiny type of polarization. Same with Global vs. Very Local)
- “Only 4 Me” (Personalized feeling. Digital services, data management and AI making this better and better)
- Growing demand for content (quality, but also other)

OUR BEHAVIOR IS ALWAYS EMOTIONAL

- Experience = How do we feel about something ,so our experience is Emotion
- Rational vs. Emotional consumer?
- Consumer behavior is ALWAYS emotional (often we do not just feel or understand that)
- So > When managing consumers => You HAVE TO manage emotions!
- Emotional Experience means everything

“WAKE UP” THE BRAIN FOR CHANGE

- So > Consumer decisions are based on emotional experiences
- Our brain is “ON” or “OFF”. Mainly “OFF”, because our brain and our whole own operating system is built to love routines. Almost everything we do are routines.
- More than VERY simplified:
 - These routines can be very good for established businesses (established brands, established tv / radio / Broadway / other shows, established artists and other similar)
=> **KEEP on reminding the routine loving brain, but no need to “activate”**
 - But very challenging for anything NEW. Our routine loving brains are naturally not build for new things
=> **CREATE strong “wake up” and emotional experience in order to get some change**

“KINDER METHOD” ...FOR ALMOST EVERYTHING

+ MILK
- COCOA
Kinder
SURPRISE



- 1. POSITIVE START FEELING**
- 2. CHALLENGE & ACTION**
- 3. REWARD & JOY**
- 4. SWEET TASTE & MEMORY...**

UNTIL NEXT TIME AGAIN :-D