

LIMBIC presentation

**Authentic Branding based on the
methodology of the LIMBIC CUBE™**

Integrated Brand and Reputation-guided management

Level	Contents	Tasks	
Corporate Mission	<ul style="list-style-type: none"> • Who are we? • What is our aspiration and purpose? • What is our business, now & in the future? • What do we offer? 	<ul style="list-style-type: none"> • Identity • Vision & Mission statement • Business strategy • Customer needs orientation 	From the strategy  to the realisation
Brand Mission	<ul style="list-style-type: none"> • How are we perceived? • How do we want to be perceived? • How is our behaviour perceived at the various touchpoints? 	<ul style="list-style-type: none"> • Reputation measurement & analysis • Brand Personality: the Brand essence • Gap analysis (stakeholder specific) 	
Impression Management	<ul style="list-style-type: none"> • How do we reach the perception we envisage to achieve? 	<ul style="list-style-type: none"> • Brand architecture (scenarios) • Evolvement of the brand personality (attributes & core values) • Emerging into a brand & reputation guided company 	
Corporate Identity	<ul style="list-style-type: none"> • Corporate design • Corporate communication • Corporate behaviour 	<ul style="list-style-type: none"> • Creating a fitting visual style (look & feel) • Defining stakeholder specific messages • Developing consistent guidelines 	
Integrated Communication	<ul style="list-style-type: none"> • Communication concept • Question of coherence: "Who communicates with whom and how, here, about what and why?" 	<ul style="list-style-type: none"> • Segmenting target groups • Centralisation vs. decentralisation • Communication & marketing • Using of tools 	

**THE MOST VALUABLE
MARKETING ASSET IS
➔ BRAND PERCEPTION!**



© Branding-Institute

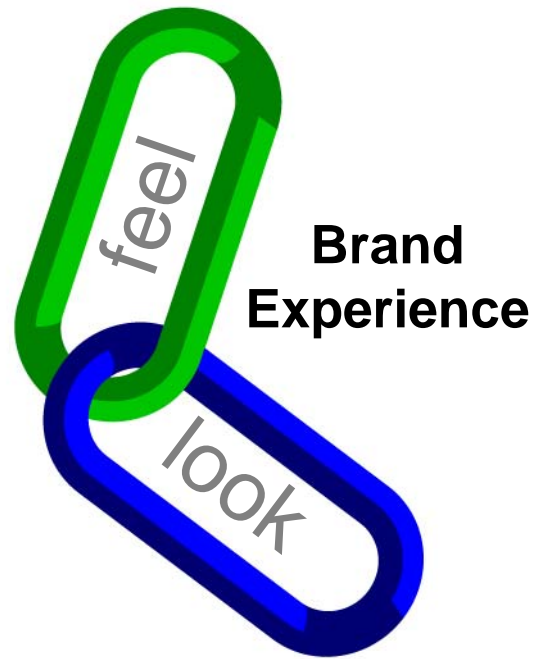
Authentic Branding – the purposeful orchestration of all five senses

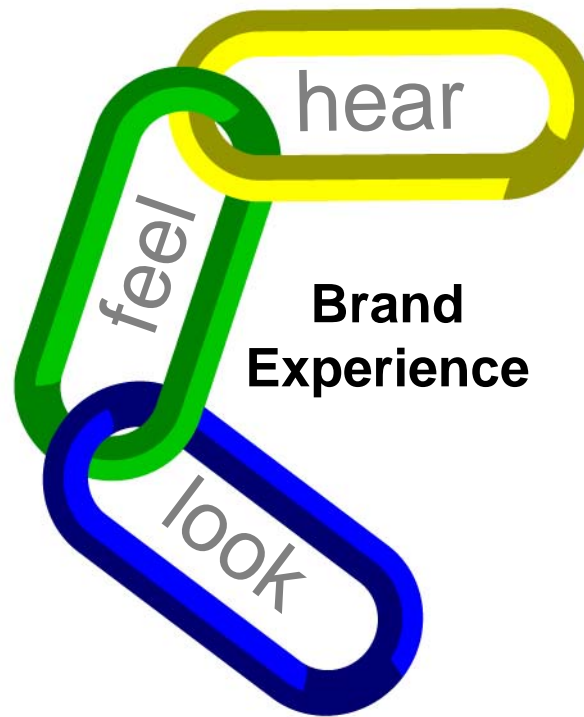
- The Brand messages have to match the personality structure of the core target groups to unfold their full impact
- Accordingly, with successful brands, a high level of consensus exists between the brand profile and the profile of the target groups.
- By purposefully orchestrating all five senses, you achieve the unmistakable brand profile you are aspiring for
- Through the repetition of emotionality, familiarity arises and trust arises from familiarity

Brand Experience

Brand Experience











Artificial Branding

vs.

Authentic Branding

Abstract Brand

only through
rationality



Artificial Branding



Authentic Branding

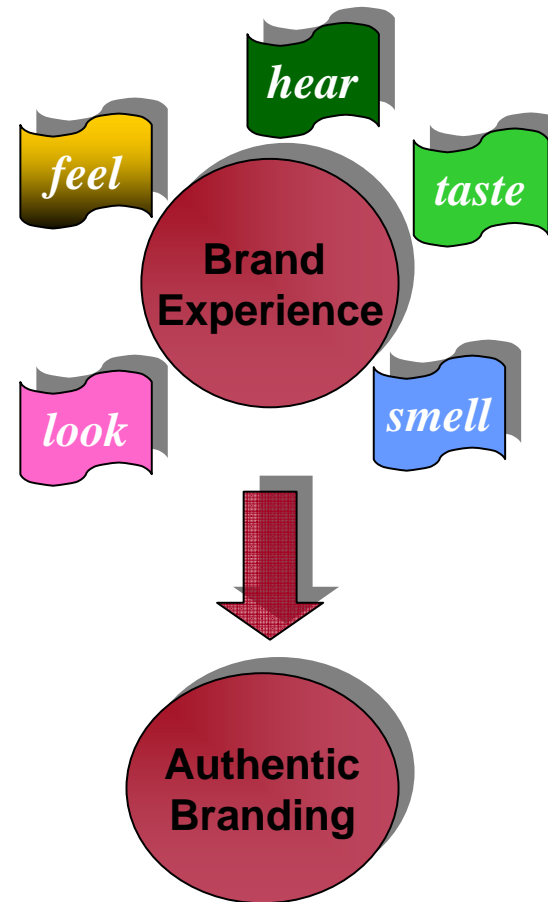
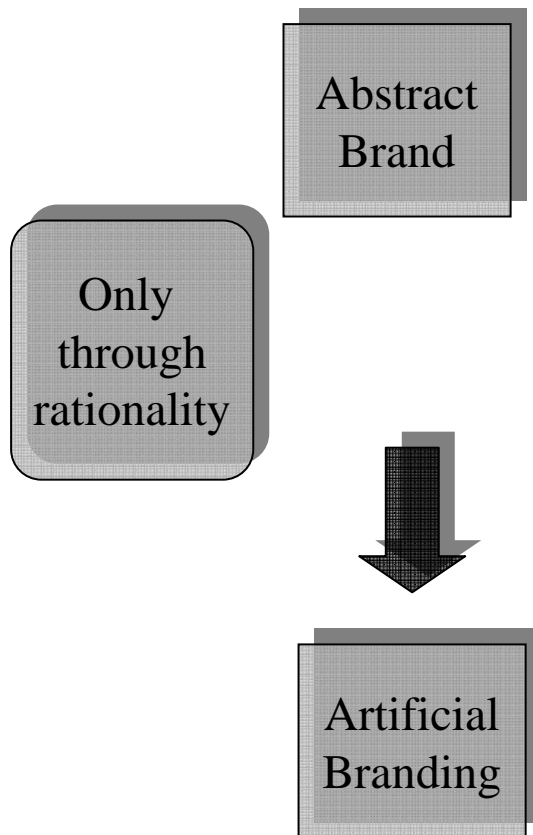
‘Authentic Branding’

**Optimal Brand-Positioning and
Brand-Steering with the LIMBIC
CUBE™ methodology**

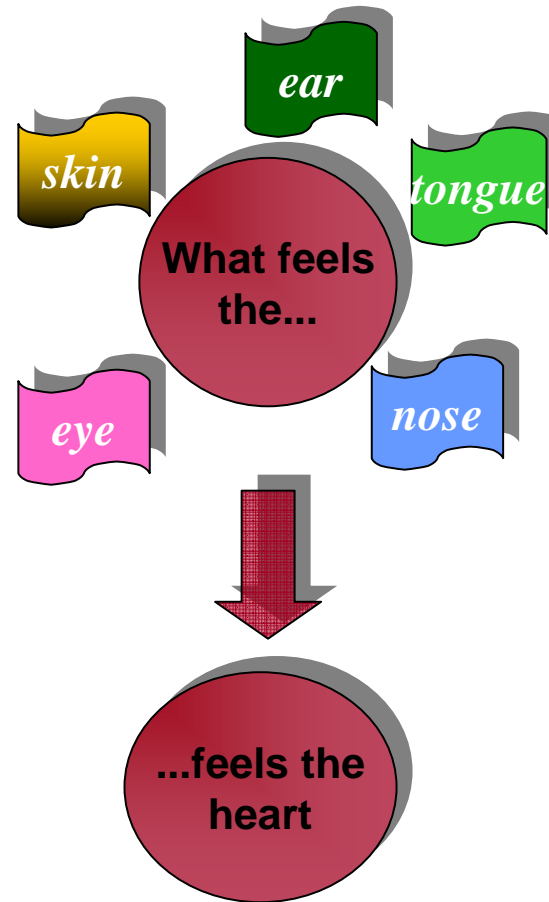
Artificial Branding

vs.

Authentic Branding



Authentic Branding



„Top-of-the--Strategy“

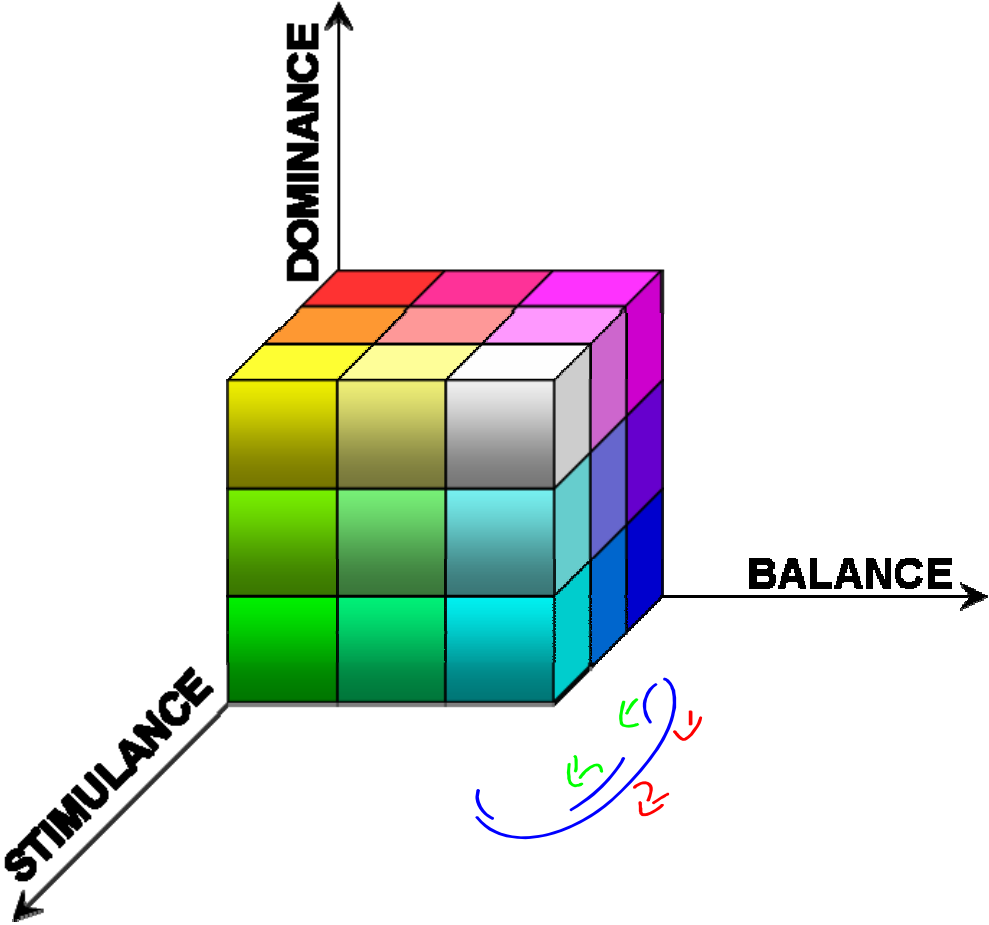
Authentic Branding

- By purposefully orchestrating all five senses, you achieve the unmistakable brand profile you are aspiring for
- Through the repetition of emotionality, familiarity arises and trust arises from familiarity

Limbic Cube™

- Emotional segmentation and positioning approach to the successful ability to forecast customer behaviour

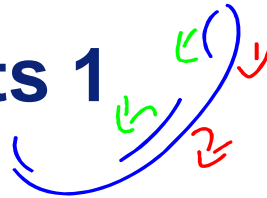
Limbic Cube™



'Authentic Branding' - Optimal Brand-Positioning and Brand-Steering with the LIMBIC CUBE™ methodology

- The connections visible in the LIMBIC CUBE™ are compiled on the basis of the ways the human reptilian-brain functions through different sensory input (visual, acoustic, haptic, olfactorily and by taste).
- They are shown three-dimensionally (Balance, Dominance, Stimulance) and facilitate optimal brand positioning and, subsequently, an extremely significant and precise ability to forecast customer behaviour.

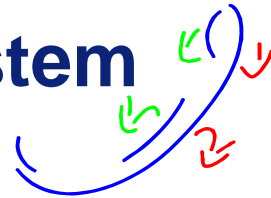
Limbic Facts 1



- Research into neuro-processes shows that our feelings play an important part in steering our behaviour
- Through the linking of neuro-scientific, evolutionary-biological and psychological research results, a completely new picture is manifesting itself which removes the contrast between “emotion” and “reason”.

Source: H.-G- HÄUSEL

Limbic System



The human brain is steered by the limbic instructions

The limbic system is the central evaluation instance which gives meaning to our outer and inner world initially through emotionalisation.

This evaluation ensues from the basis of our pre-installed biological programmes.

Limbic system

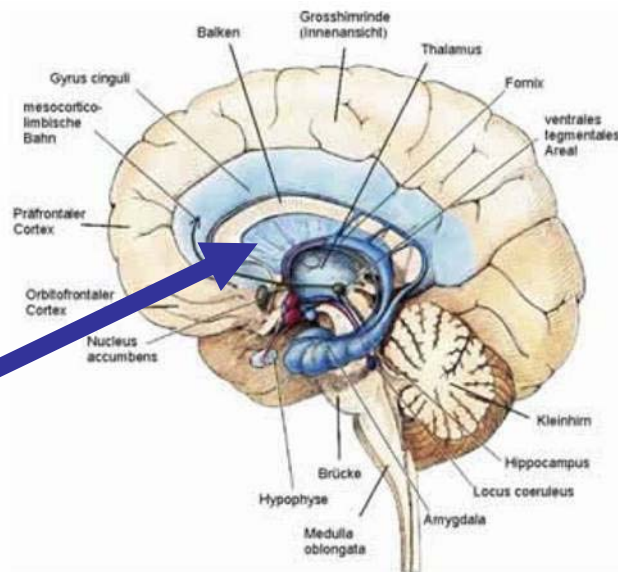
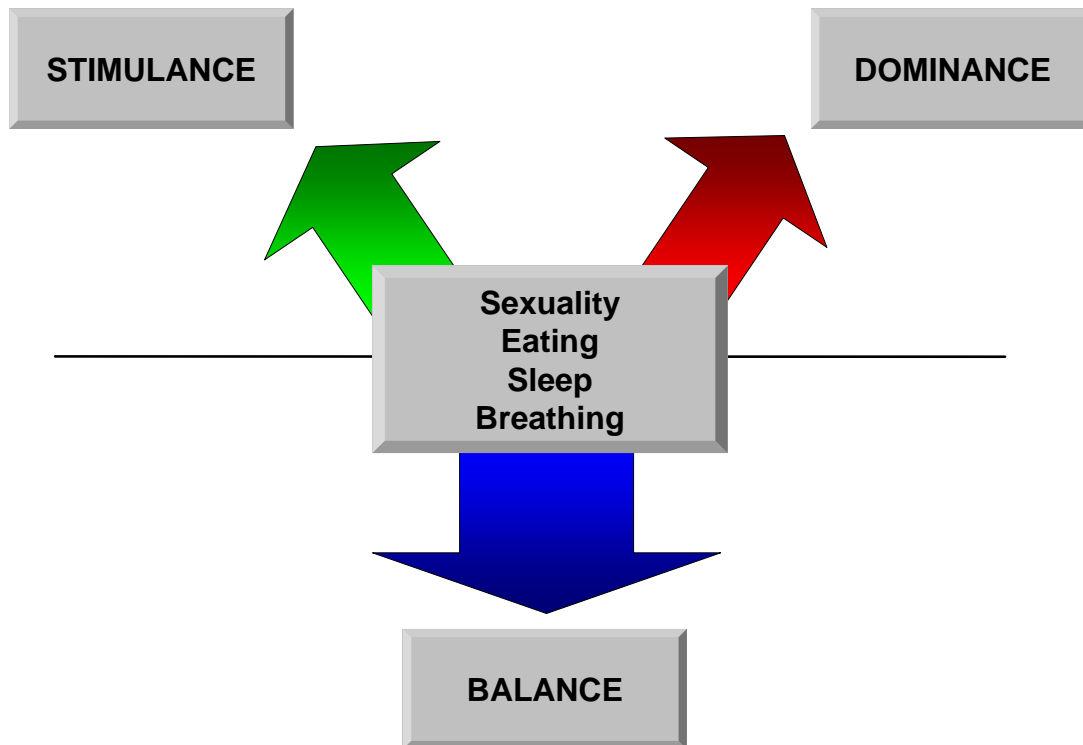


Illustration: the parts of the human brain

The Limbic Instructions



„Balance“, „Dominance“ and „Stimulance“.
These characteristics are based on elementary vital needs like eating and sexuality.
As our historical tribal inheritance, they also form the basis of the human personality

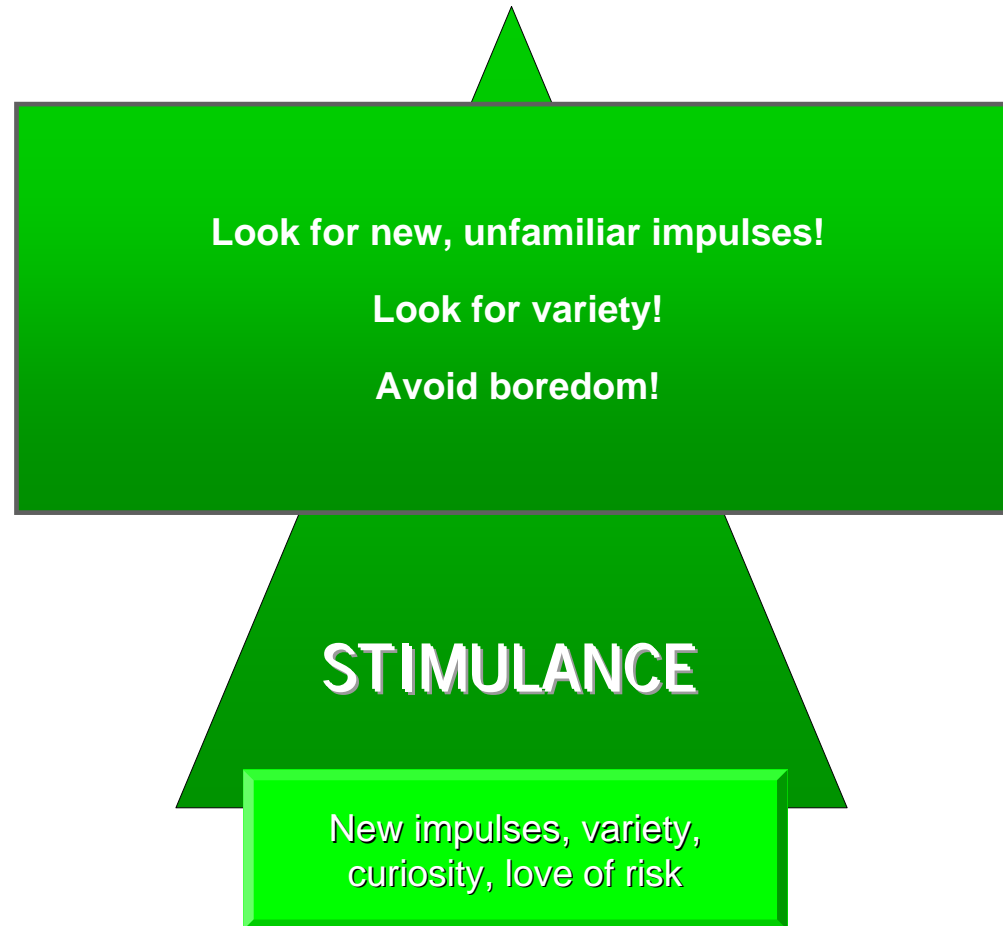
The Limbic Instructions



The Limbic Instructions



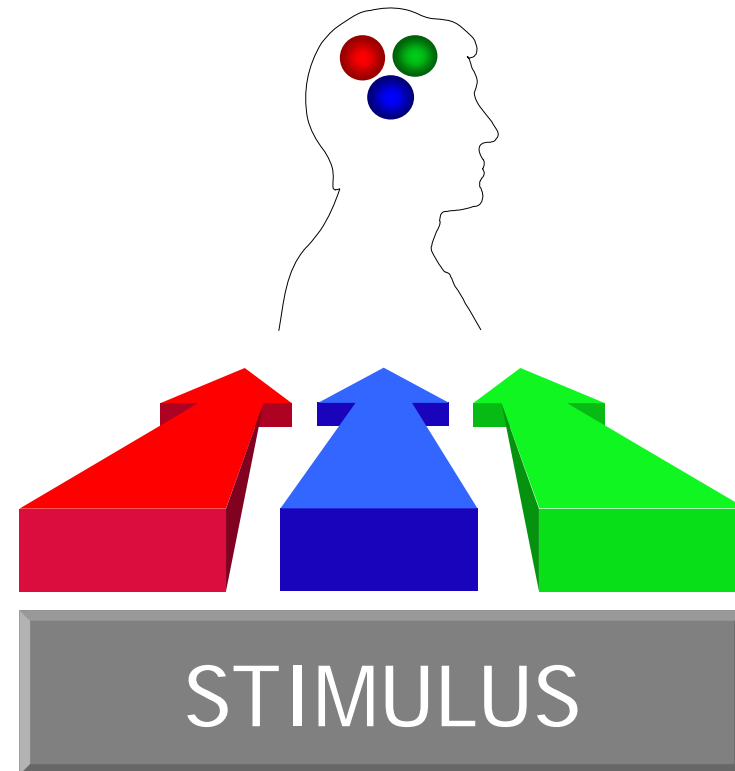
The Limbic Instructions



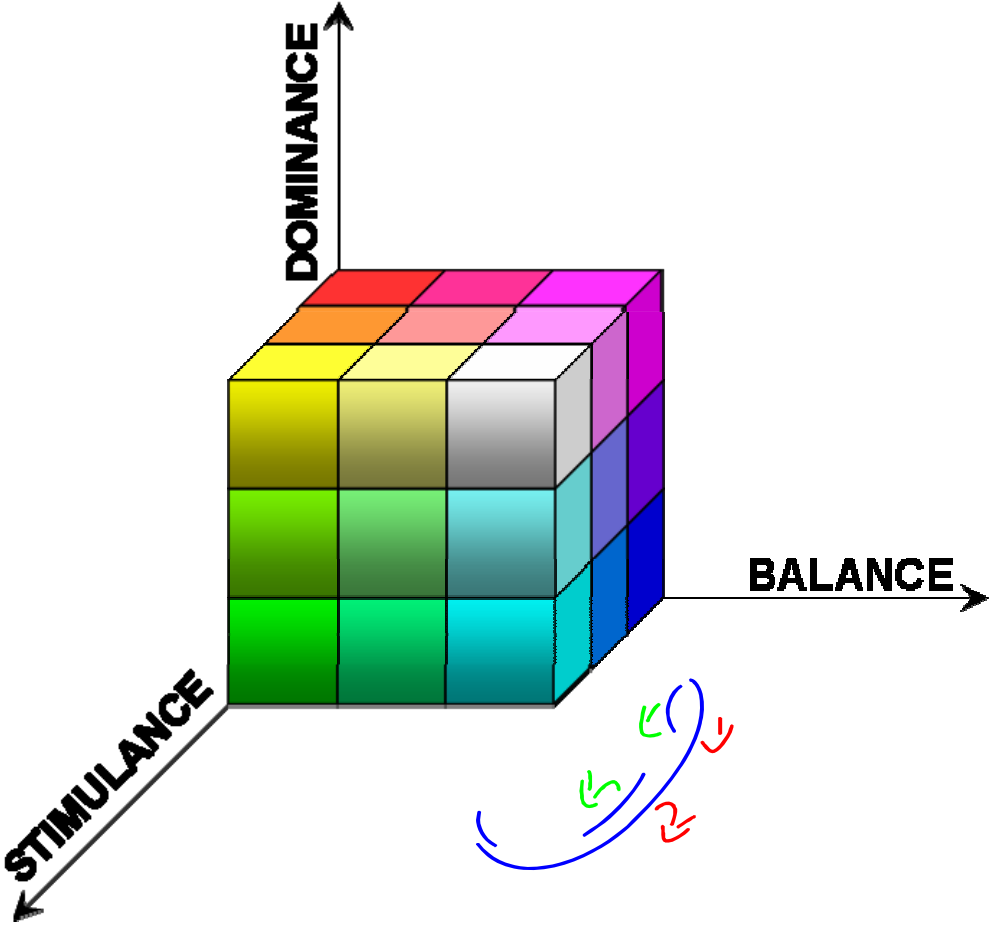
Conclusion „limbic“

„The feeling of desiring something only comes after the limbic system has long decided what ought to be done. The quintessence is that this system has the final decision about whether we do something or not.“

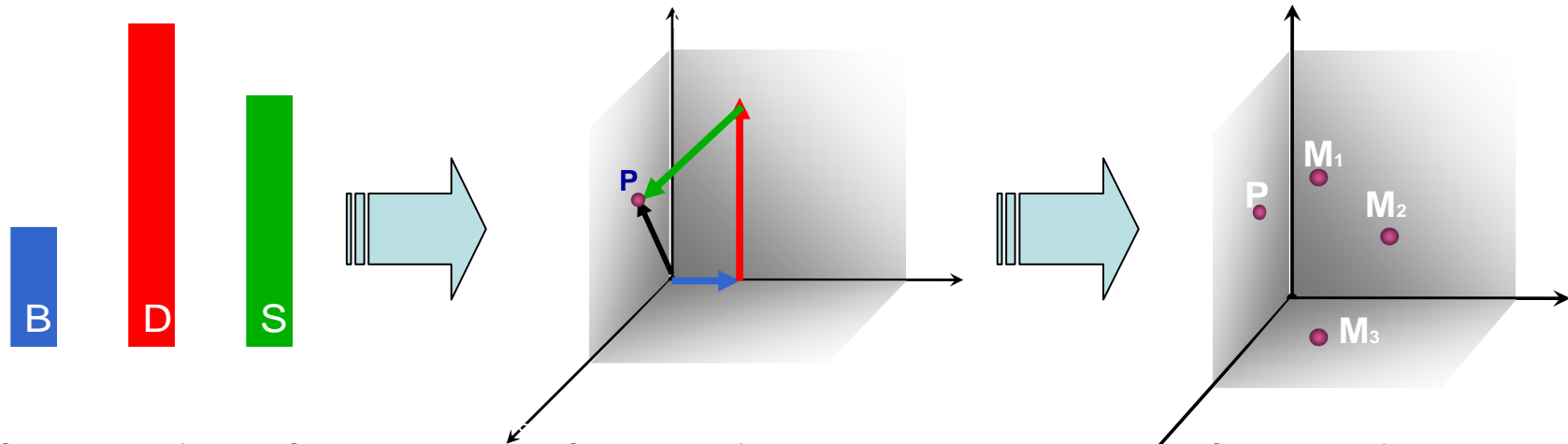
Prof. Dr. Dr. Gerhard Roth, Neurobiologist at the University of Bremen, Magazin für Wissenschaft und Kultur 01/1999



LIMBIC CUBE™ - function modes



LIMBIC CUBE™- function modes



Compilation of Model Components:

1. Limbic Personality Structure
2. Individual Brand Awareness

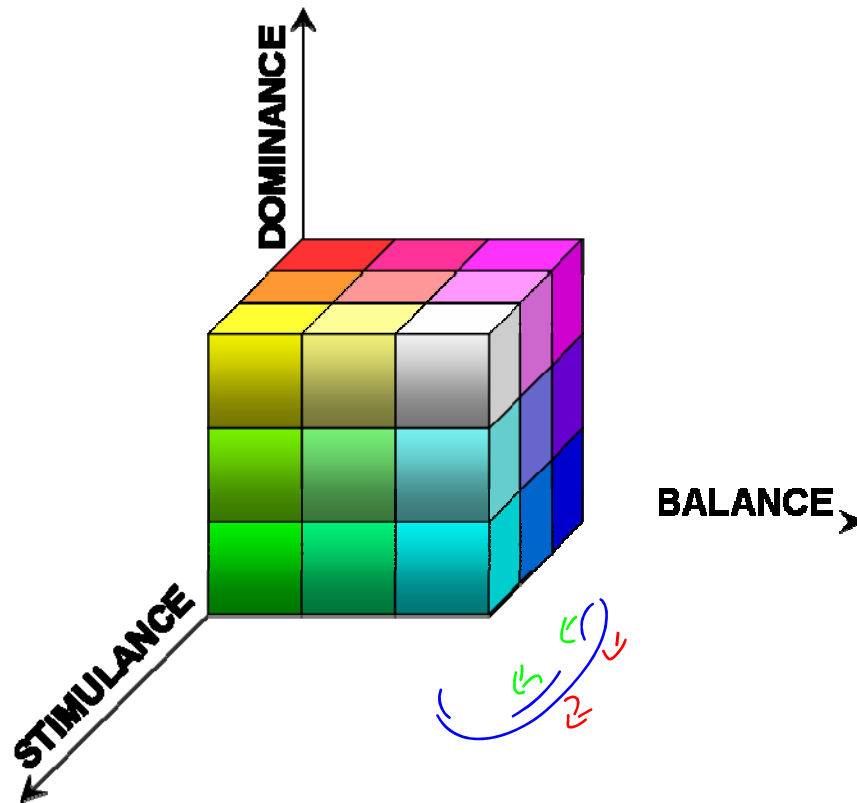
Calculation of the Positions in the Limbic Space.

Calculation of the Distances between the Limbic Personality Structure and the Individual Brand Awareness.

Connection:

The shorter the distance is between the personality and the brand, the more likely is the purchasing possibility of the respective brand

LIMBIC CUBE™



Emotional segmentation – as well as positioning approach due to the functional modes of the limbic. The objective is the successful ability to forecast customer behaviour

Successful brands are positioned limbically

- After more than four years of intensive research, the LIMBIC CUBE™ methodology is stable to such an extent that the statement „**Successful brands are positioned limbically**“ can be proved scientifically by a number of empirical studies.

Conclusion:

- Branding is successful when it appeals as directly as possible to the limbic system.

CASE STUDIES

Unique Positioning
=
Unmistakable Brand Profile

Best Practice Automobile:
Stimulance-Positioning



PORSCHE



PORSCHE

The impressions that symbols make give the words their meaning

Do you want to tell your grandchildren later what you would have liked to have done?

Or what you have done?



Hier erfahren Sie mehr – Porsche Online: Telefon/Fax 01805 - 356 911 (DM 0,24/mini) oder www.porsche.com.

Wollen Sie Ihren Enkeln später erzählen,
was Sie gern gemacht hätten?
Oder was Sie gemacht haben?

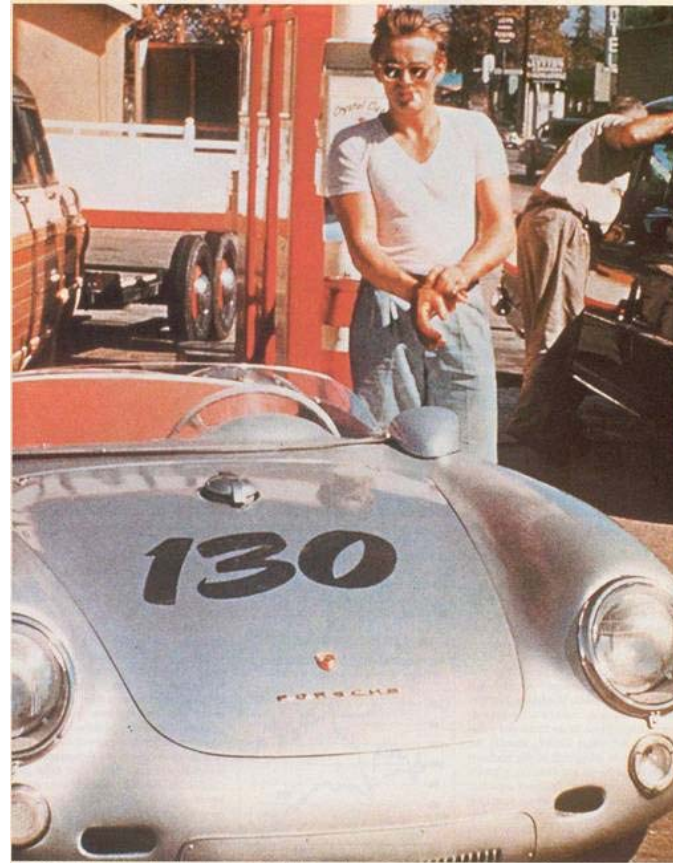
Der Boxster S.



PORSCHE



PORSCHE



James Dean, Idol einer Generation, fuhr mit seinem 550/1500 RS Spyder in den Tod – und Porsche wurde in den USA zur Kultmarke.

MÄRZ 2003 | BILANZ 135



Hier erfahren Sie mehr – Porsche Online: Telefon 01805 356 911, Fax - 912 (EUR 0,12/min) oder www.porsche.de

Sie haben ihn für Ihre Familie gekauft.
(Das ist zumindest Ihre offizielle Version.)

Der Cayenne S.

All five senses are
orchestrated for
the Stimulance-
oriented man

**You bought it for your family.
(At least, that's your official
version.)**



Unique Positioning
=
Risk of Stagnation

Actual Example:
Balance-Positioning



NIVEA

homogeneous, Balance-oriented Positioning



NIVEA Aromabäder
...NUR NOCH GENIEßEN.

NIVEA
Bath Care

Aromen – Lassen die Natur. Sie VERWÖHMEN mit herrlichen Düften, ENTSPANNEN und VITALISIEREN. In den NIVEA AROMABÄDERN sind die Duftessenzen mit kostbaren Ölen (5,9%) kombiniert, die Ihre Haut geschmeidig pflegen. Tauchen Sie ein ins Traumbad mit dem Geist des SALBEIS, der Kraft des ORANGE oder dem geheimnisvollen Duft von PATCHOULI.

UND AUS WASSER WIRD PFLEGE.

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DIE DREIFACH WIRKSAME INTENSIVPFLEGE FÜR REIFE HAUT.

1. MILDERT FALTEN
2. STRAFFT DIE HAUT
3. BEUGT PIGMENTFLECKEN VOR

NIVEA VITAL
TINT OPTIMAL
INTENSIV TAGESPFLEGE

Sie mischt Feiern, schafft die Haut und hegt Pigmentflecken an. Die neue NIVEA VITAL Tint Optimal. Endlich eine Pflege, die alles auf einmal kann. Für jeden Tag und für jede Menge Komplimente.

NIVEA Info-Zentrum
01433/40 50-40 (24h/7d/Min.)

TÄGLICH NEUE LEBENSKRAFT FÜR REIFE HAUT.

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**LÄNGER JUNG AUSSEHEN?
JETZT IST DER CODE GEKNACKT.**

Neu: α -ALPHA FLAVON.
NIVEA's wirksamster Schutz vor Hautalterung.

NIVEA VISAGE
ALPHA FLAVON

Entdecken Sie die Innovation zum Schutz der Jugend Ihrer Haut. α -ALPHA FLAVON, ein einzigartiger Wirkstoff nach dem Vorbild der Natur, der wie ein natürlicher Schutzschild die Hauptursachen der Hautalterung reduziert, jetzt in einer exklusiven Feuchtigkeitspflege. NIVEA Info-Telefon: 0800 80 61 71, werktags von 9-12 Uhr (gratis).

NEU: NIVEA VISAGE α -ALPHA FLAVON

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GENAU DAS RICHTIGE WETTER ZUM BRAUN WERDEN.

NIVEA Sun
Selbstbräunungs-Spray

NEU: MACHT EINFACH NATÜRLICH BRAUN.

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SO STILLT MÄNNERHAUT IHREN DURST.

DIE INTENSIVE GESICHTSPFLEGE MIT VITAMINEN.

Die Nivea für Men Intense-Creme wird die besten Männer-Pflege. Sie ist jetzt gibt eine perfekte Kombination von wirksamen Vitaminen gibt tieferer Wasserhaushalt und Feuchtigkeit und schützt sie vor Umweltverschmutzung. Sie läßt sofort ein und fühlt sich nicht.

NIVEA MEN
INTENSIVE-GESICHTSPFLEGE
CREME FÜR MÄNNER

SOVIEL PFLEGE BRAUCHT DER MANN.

Tipps, Trends und Events finden Sie unter www.NIVEA.de

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Kraft in ihrer schönsten Form.

NEU: Calcium Vitamin Complex

Die neue Kraft in der Haarpflege: Calcium Vitamin Complex. Ihr Haar wird täglich gepflegt und gestärkt.

NIVEA Hair Care
KRAFT IN IHRER SCHÖNSTEN FORM

NIVEA Hair Care
AUFBAU SHAMPOO

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Brand Evolution = Opportunity for growth

Nivea is beginning to position itself as a brand which **also** has an affinity with Stimulance and Dominance

NIVEA



NIVEA

Luxury for every day

LUXUS FÜR JEDEN TAG

DER NATURAL LOOK – WUNDERSCHÖN WEIBLICH:

CREATIVE EYES Trio Nr. 817 Sienna schenkt den Augen einen zarten Schimmer.
STAY REAL Blush Nr. 01 Shades of Rose betont die Wangenpartie.
STAY ON Lipliner Nr. 08 Sangria Star und der Lippenstift TRUE INTENSITY Nr. 02 India Terra für ein besonders verführerisches Lächeln.
FLEX & STRONG Nagellack Nr. 79 Cocostar lässt Ihre Fingernägel glitzern.

Anwendungstipps zu diesem Look finden Sie auf der letzten Seite!
Lust auf mehr? www.NIVEA.de/trends

Olga trägt den BAROCCOCO Natural Look.

Lust for opulent femininity

LUST AUF OPULENTE WEIBLICHKEIT

Im Herbst brechen goldene Zeiten an:
Wir feiern **BAROCCOCO**, den neuen Look
von NIVEA BEAUTÉ.

BAROCCOCO – eine Hommage an den prächtigen Stil des 17. und 18. Jahrhunderts, an kostbare, schwere Stoffe, üppigen Schmuck, satte Farben, ausschweifende Lebenslust und an die maximale Weiblichkeit. In der Mode finden sich Brokat, Kunstpelze, Federn, Seide oder Tüll, die kombiniert mit luxuriösen Accessoires und kunstvollem Make-up – die Frau von heute in eine moderne Königin aus einer längst vergangenen Epoche verzaubern.

Exciting colours for glamorous nights

AUFREGENDE FARBEN FÜR GLAMOURÖSE NÄCHTE

DER GLAMOUROUS LOOK – AUFREGEND SINNLICH:

CREATIVE EYES Trio Nr. 820 Ireland garantiert unvergessliche Augenblicke.
STAY REAL Blush Nr. 04 Shades of Toffee hebt Ihre schönsten Gesichtspartien hervor.
STAY ON Lipliner Nr. 10 Bordeaux und der Lippenstift TRUE INTENSITY Nr. 17 Ruby Star kreieren einen einzigartigen Look.
FLEX & STRONG Nagellack Nr. 75 Diamondstar für intensiv schimmernde Fingernägel.

Anwendungstipps zu diesem Look
finden Sie auf der letzten Seite!

Lust auf mehr? www.NIVEA.de/trends

Limbic Mainstream Branding

Best Practice :





Get to grips with
winter - with Pirelli

Results of Empirical Model Validation

● ● ● ● University of Applied Science of Bern
└───● Business Administration

BRANDING-INSTITUTE
EMPOWER YOUR BRANDS

Empirical Model Validation

Thesis Schaer / Zuberbuehler, 2004



Sample
n=1400




Methods of
questioning:
Picture series
Statements
Attributes

- Significant links between limbical personality profile, brand awareness and buying behaviour.
- Verification of the expected limbical positioning of the brands
 - VW = Balance-oriented
 - Audi = Dominance-oriented
 - Seat = Stimulance-oriented

Thesis Schaer / Zuberbuehler, 2004

Exactness of model prognosis on a high level : 69.3% of all actual VW-drivers are recognised as such by the model; with Audi it's 66.1% and with Seat 61.5%. Thus the model works considerably better than coincidence.

Exactness of prognosis

Cross-classified table			
	69.3 %		
		66.1 %	
			61.5 %

Empirical Model Validation

Thesis Meinen / Buerki, 2004

Thesis Moser /d'Achille, 2005



Sample
n= 1312 (2004)
n= 558 (2005)







- ✓ Seeing (visual)
- ✓ Hearing (acoustic)
- Smelling (olfactorily)
- Tasting (by sense of taste)
- Touching (tactile)

Thesis Meinen / Buerki, 2004

Thesis Moser /d'Achille, 2005

Significant amelioration of model prognosis in 2005: 72.3% (2004: 54.0%) of all actual Swisscom mobile users are recognised as such by the model; with Orange it's 75.0% (2004: 58.1%) and with Sunrise 67.8% (2004: 60.4%).

Exactness of prognosis

Cross classified table			
	72.3% (2005) 54.0% (2004)		
		75.0% (2005) 58.1% (2004)	
			67.8% (2005) 60.4% (2004)

Empirical Model Validation







Thesis Spagnoli / Dimeska, 2005



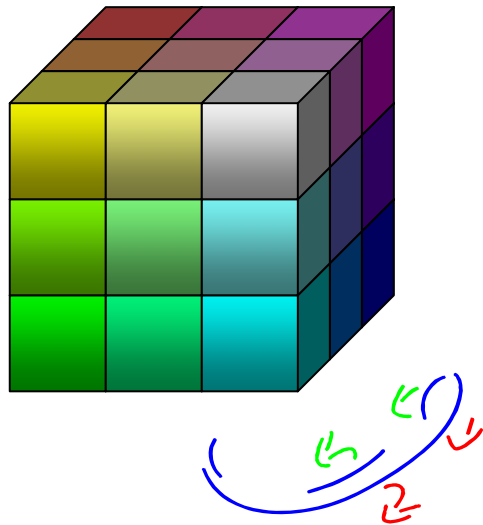
Sample
n= 264

- ✓ Hearing (acoustic)
- ✓ Smelling (olfactorily)
- ✓ Tasting (by sense of taste)
- ✓ Touching (tactile)

Exactness of model prognosis on a high level : 80% of all actual ricola consumer are recognised as such by the model; with Fisherman's Friend it's 91% and with tictac 76%. Thus the model works considerably better than coincidence

Cross classified table			
	80 %		
		91 %	
			76 %

Conclusion



Strong brands require strategic management which is limbically differentiated

Brand positioning has a strategic character, because it's the basis for communication, distribution and price policy concepts adopted for it

Fast moving consumer goods

- Example -

-Marketing ROI-



Situation:

every year the marketing expenses gets higher &
the turnover and the profitability gets less

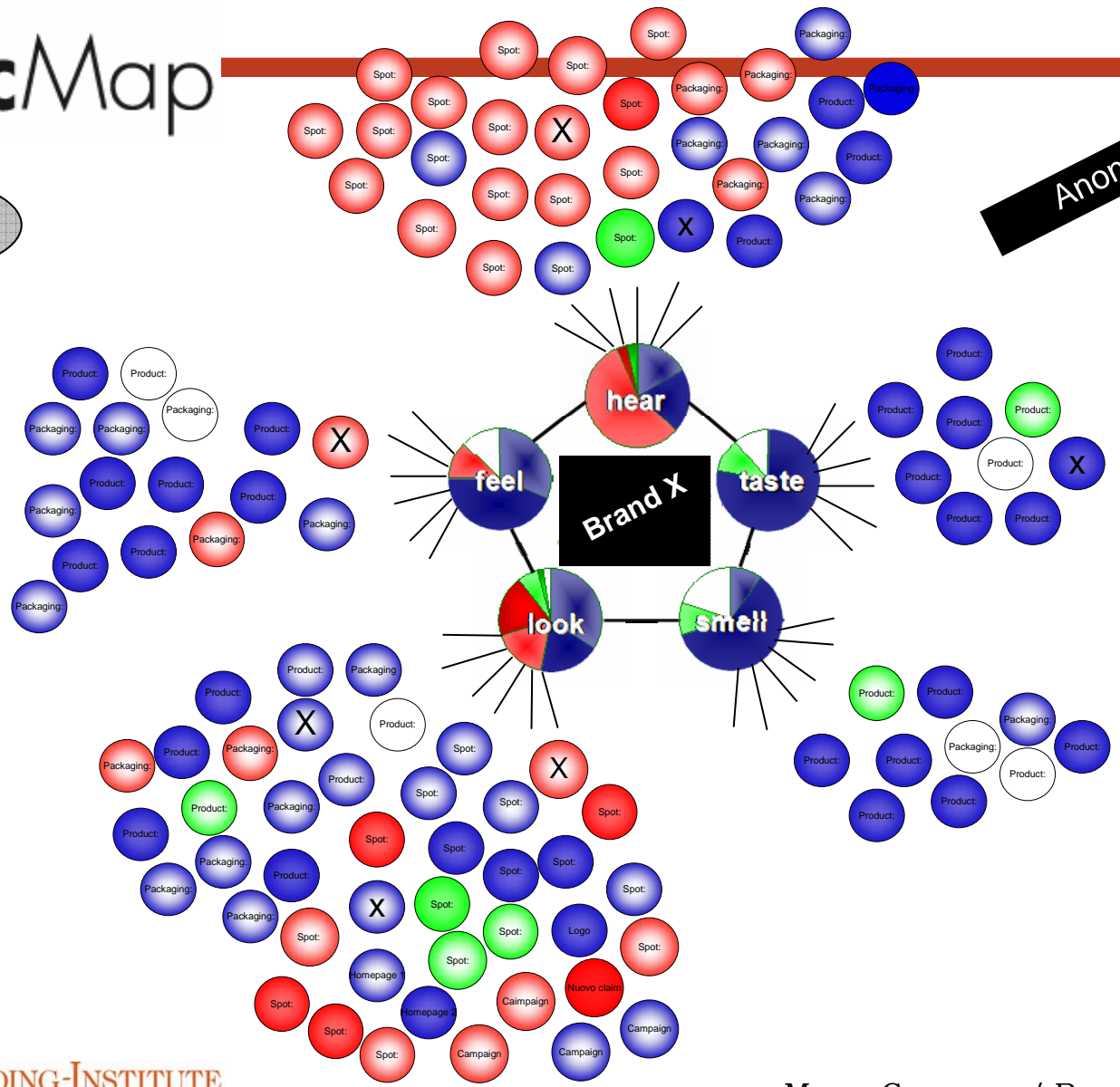
Design specifications of the implementation-process ‚Authentic Branding‘ based on the LIMBIC CUBE methodology

- **1. ANALYSIS OF ALL THE RELEVANT BRAND PERCEPTION SOURCES (TOUCH POINTS)
ACTUAL BRAND EXPERIENCE**
„How does the brand appear TODAY?“
- **2. TEAM – WORKSHOP
INTENDED FUTURE BRAND EXPERIENCE**
„How should the brand appear in the FUTURE?“
- **3. DIFFERENT MARKET RESEARCHES (quantitative and qualitative)
TESTING OF INTENDED FUTURE BRAND EXPERIENCE**
„Are the elaborated solutions and activities been perceived the intended way?“
- **4. IMPLEMENTATION PROCESS
IMPLEMENTATION OF THE SUCCESSFULLY TESTED SOLUTIONS**
„Which elaborated solutions work for our intended objectives?“

LimbicMap

Year 1

Anonymous Version

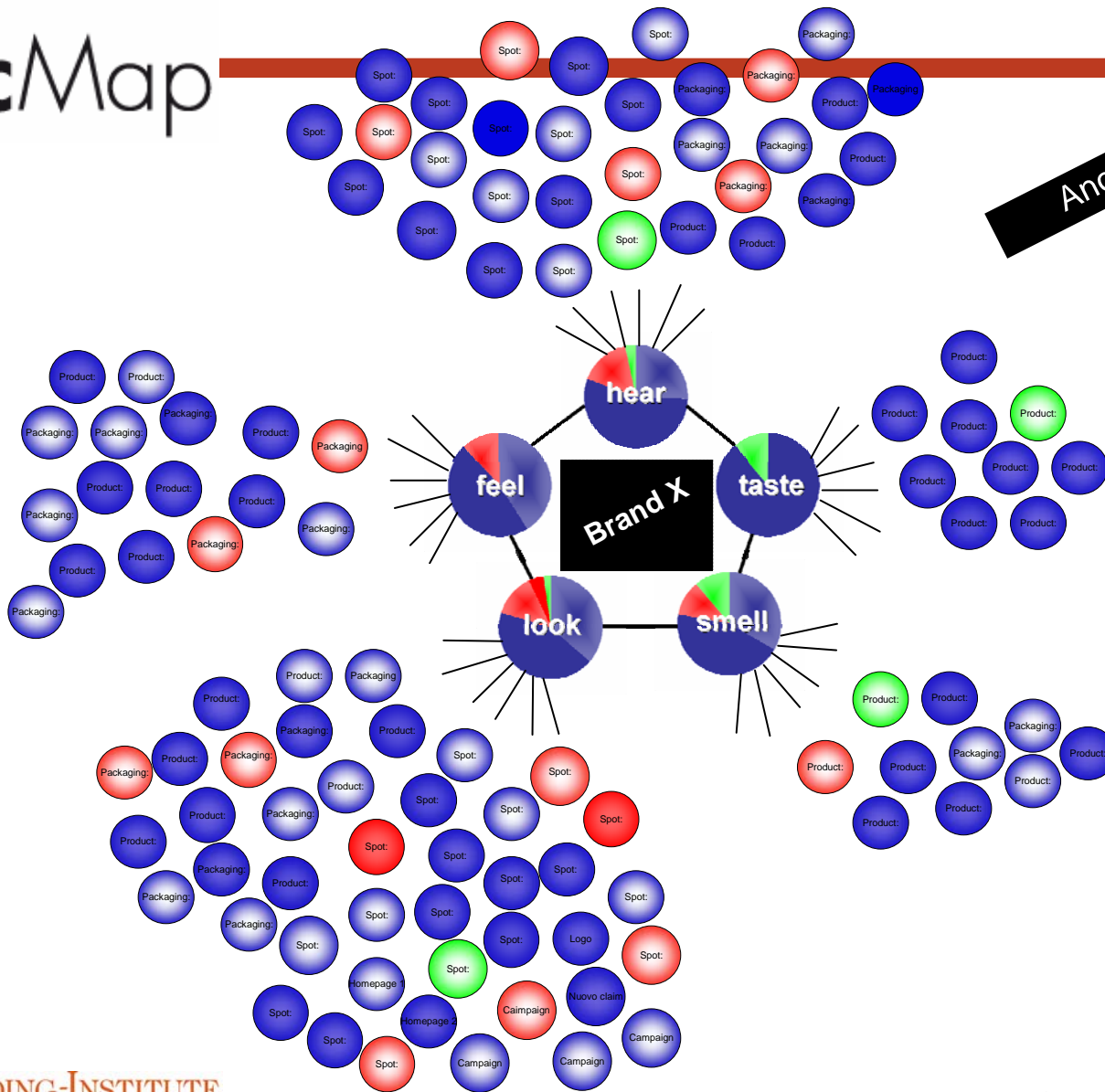


- Balance
- Balance +
- Dominanz
- Dominanz +
- Stimulanz
- Stimulanz +
- Neutral

LimbicMap

Year 2

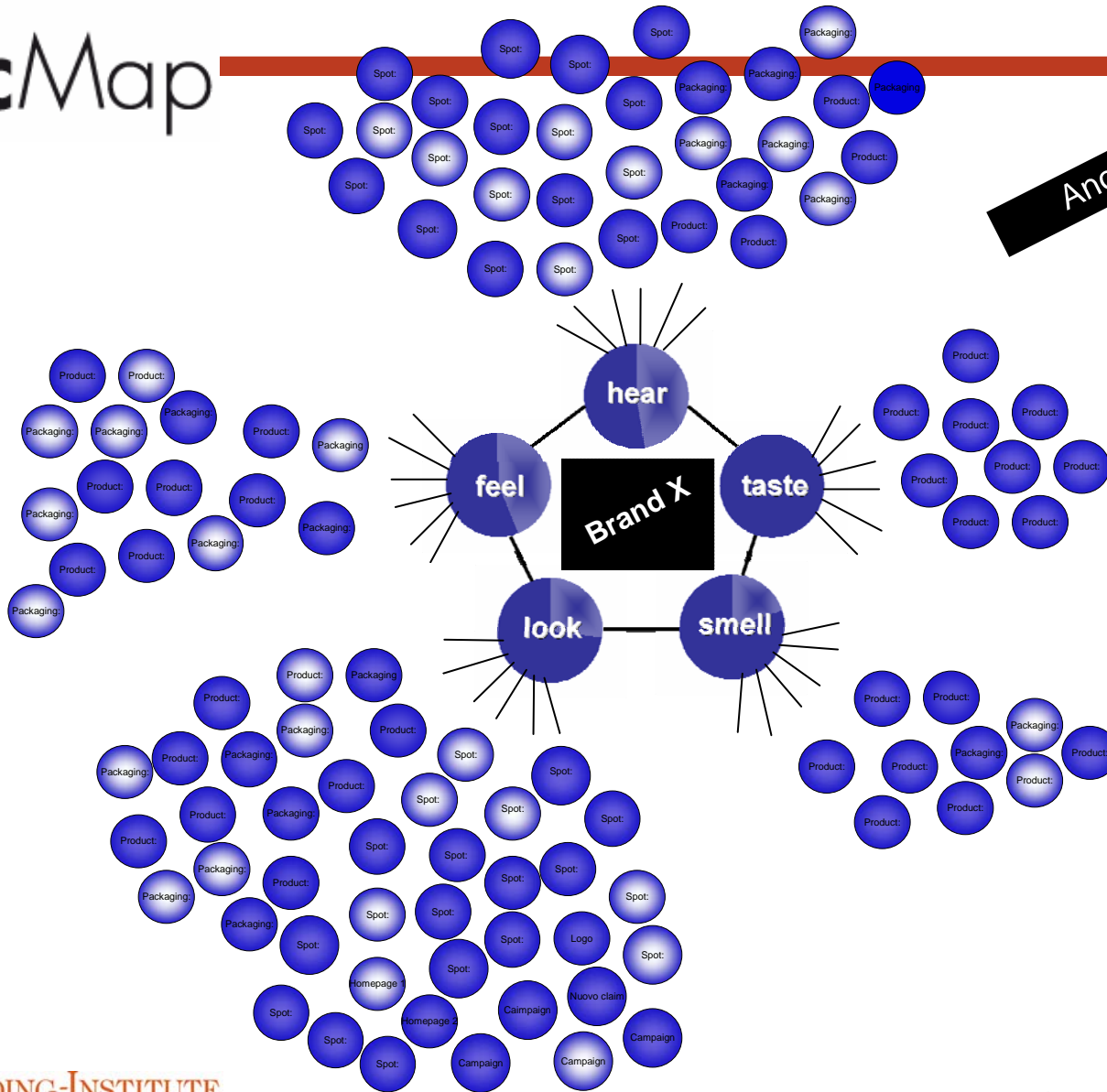
Anonymous Version



- Balance
- Balance +
- Dominanz
- Dominanz +
- Stimulanz
- Stimulanz +
- Neutral

LimbicMap

Year 3



Anonymous Version

- Balance
- Balance +
- Dominanz
- Dominanz +
- Stimulanz
- Stimulanz +
- Neutral

Summary Marketing ROI

