

Neuroscience of Big Brands

Presented by Flavilla Fongang

Let's get social

Twitter or LinkedIn: @FlavillaFongang

#FlaviTalks #3ColoursRule





I don't want to leave!



I hope they like the view now!

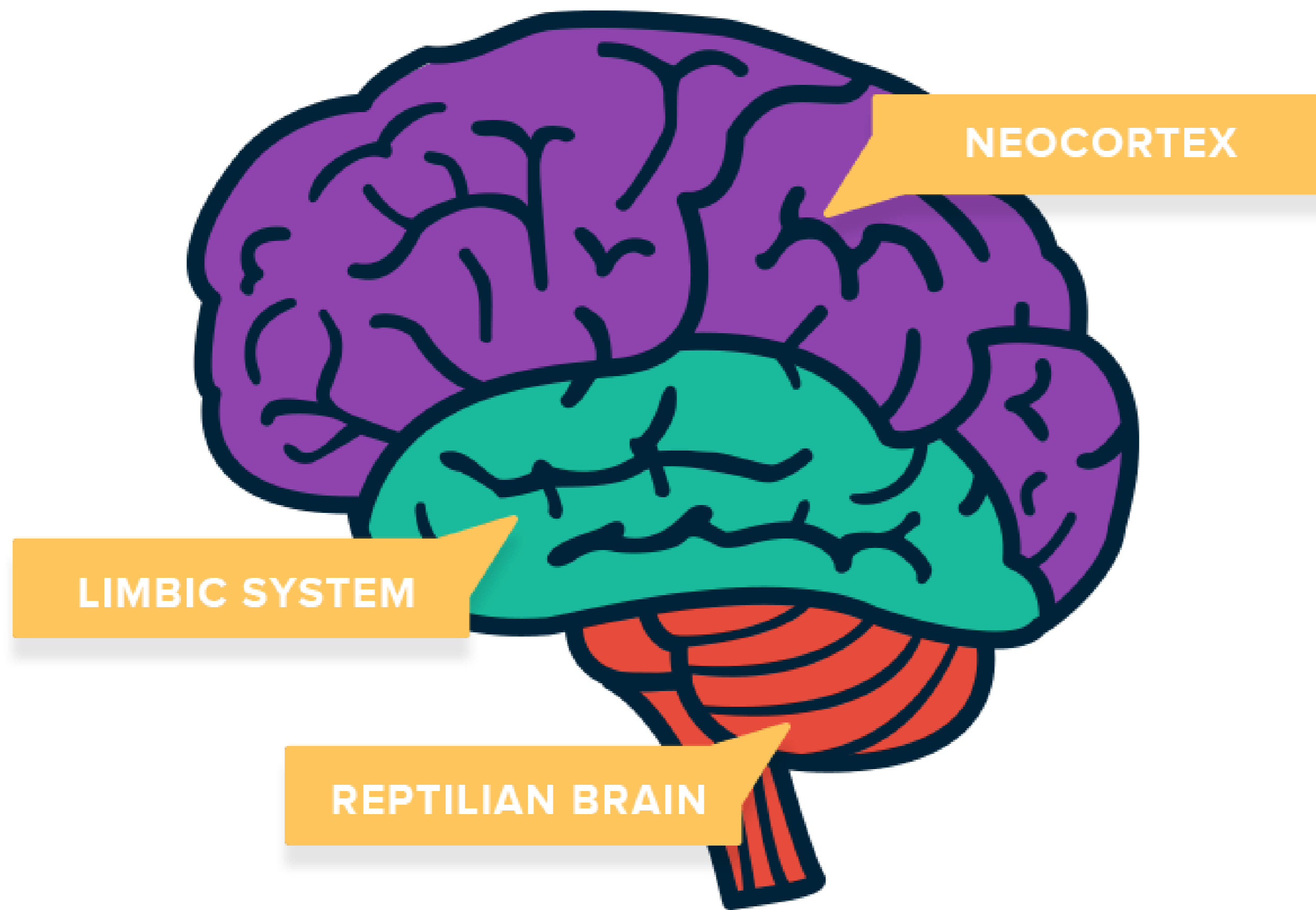
THOMPSON-STARRE
COMPANY, INC.
BUILDING CONSTRUCTORS

A man with a beard and short dark hair is sitting on a chair with a dark, ornate floral pattern. He is wearing a light blue crew-neck sweater. He is looking off to the side with a thoughtful expression. The room is dimly lit, with a framed picture on the wall in the background.

John: Gentleman & travel blogger
1 million followers on Instagram

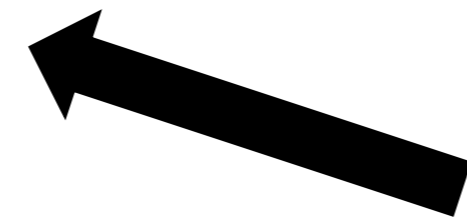


It felt like home
being here



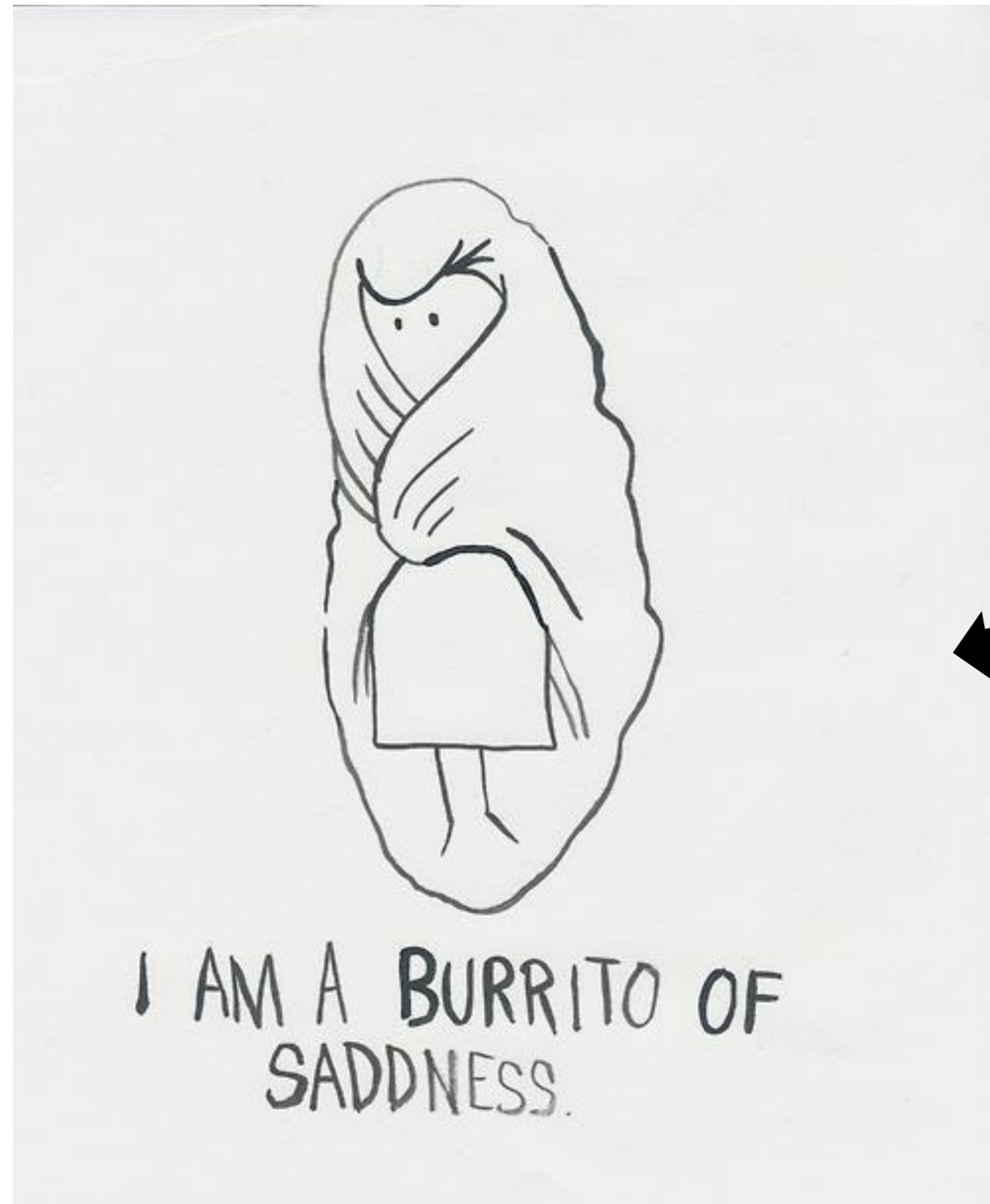
The 3 brains

1 – Neocortex



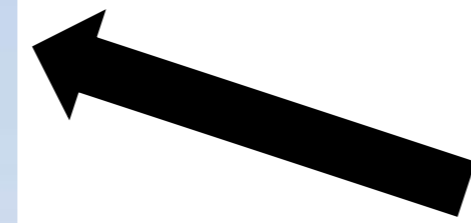
The New Brain – The Rational
Controls imagination, consciousness and abstract thought.

2 – Limbic system




The Middle Brain – The Emotional
Controls emotions, judgements and
behaviour

3 – Reptilian brain




The Instinctual (Primitive) Brain
Controls the body's vital functions
Flight or fight response
Generate survival reactions



Let's offer them
another special
discount. They might
book again.

FIND YOUR GREATNESS.





Liking isn't helping.

As a volunteer, Change a life.
crs.org







amazon

Prime **now**

GET THE PRIME NOW APP

ONE HOUR DELIVERY HAS ARRIVED

OVER 15,000 ITEMS, INCLUDING EVERYDAY ESSENTIALS,
DELIVERED EXCLUSIVELY FOR PRIME MEMBERS.
NOW IN LONDON.

Some items available only for Amazon Prime members in selected post codes through the Prime Now mobile app only. One-hour delivery £6.99. Min. order value £20. See www.amazon.co.uk/prime-now for details and eligible postcodes. Amazon Prime costs just £79 a year. Cancel anytime.

**Marketing tech
for mass
personalisation**

**Be active on the
right social
media for
community
building**






**Reward for
loyalty and
influence**

**Useful and
creative brand
merchandising**

**Be actively
compassionate**





**Who are my
main
customers?**

**What is the
purpose of
their stay?**

**What should I
know about my
customers?**

Strategies to give them a reason to:

1. During their stay: To look forward to another night with you

2. After their stay:

1. Want to come back
2. Tell their friends and family
3. Stay in touch with you
4. Remember you



Twitter or LinkedIn: @FlavillaFongang
#FlaviTalks #3ColoursRule