

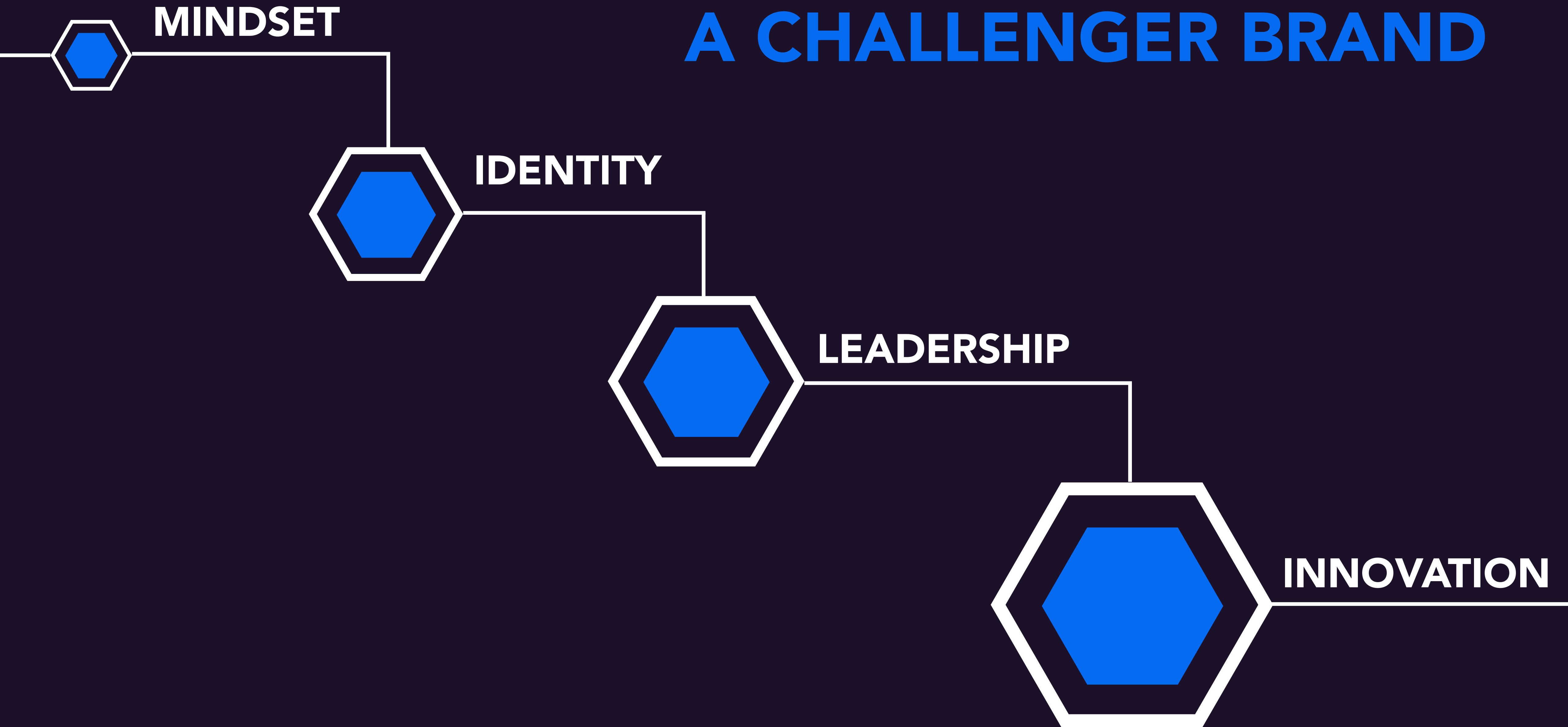


TAKING ON GIANTS

TOOLS OF CHALLENGER BRANDS

INNOCEANUSA

CHARACTERISTICS OF A CHALLENGER BRAND



HOW CAN A CHALLENGER BRAND BREAK THROUGH?



**CHALLENGER BRANDS
HAVE TO, STAND OUT
AND SNAP CONSUMERS
OUT OF AUTOPILOT.**



**MARKETING HAS TO CAPTURE
A DISPROPORTIONATE SHARE OF
EYEBALLS TO MAKE UP FOR
THE DEFECIT.**



TO GAIN BRAND AWARENESS, THE

MARKETING HAS TO BE REMEMBERED.



A woman with short dark hair is shown in profile, looking towards the left. She is wearing a dark jacket. The background is dark with a vertical neon sign on the left side, emitting red and blue light. The text is overlaid on the right side of the image.

**GET BEYOND
THE SHORT-TERM,
AND INTO LONG-TERM
MEMORY.**

A woman in a patterned dress is captured mid-jump, entering a body of water at night. The water is dark, and the city skyline in the background is illuminated with various lights. The scene is split vertically, with the woman on the left and the city on the right.

THE STUDY OF MEMORY GIVES US A GUIDE.

INNOCEANUSA



**WITHIN 48 HOURS
80% OF **EVERYTHING**
WE LEARN IS GONE.**



**THERE IS A SHORTCUT
TO THE FRONT OF THE
MEMORY LINE.**

KEYS TO MEMORY

1. ANOMALY
2. EMOTION
3. REPETITION
4. PRIMACY/RECENCY
5. POSITIVE/NEGATIVE OUTCOMES

THE EASY WAY TO REMEMBER THIS:

1. MEMORY STICKS TO ANOMALY
2. INFORMATION + EMOTION = MEMORY
3. REPETITION IS A FUNCTION OF MEDIA
4. WHAT HAPPENS 1ST OR LAST
5. LEADS TO REWARD OR PAIN



**MUSIC CAN TAKE
YOU BACK TO YOUR
CHILDHOOD, BECAUSE
IT WAS ATTACHED TO
AN EMOTION.**

A young man with dark hair, wearing a dark jacket with a fur collar, is looking out of a window at night. The window is covered in rain streaks, and the background outside is a blurred city street with warm lights. The text "ALL MEMORY IS EMOTIONAL STATE-DEPENDENT" is overlaid on the left side of the image.

**ALL MEMORY IS
EMOTIONAL
STATE-DEPENDENT**

**WHAT WAS YOUR PRIMARY
EMOTIONAL STATE IN SCHOOL?**

A young man and woman are shown in profile, facing each other and kissing. The man is on the left, wearing glasses and a plaid shirt. The woman is on the right, wearing a light-colored shirt and a backpack. They are outdoors, with a beach and ocean in the background. The sky is a mix of orange and blue, suggesting sunset or sunrise. The overall mood is romantic and nostalgic.

WHAT IS EASIER TO REMEMBER?

A DAY YOU SPENT IN SCHOOL

AT YOUR DESK.

OR THAT WEEK YOU SPENT

AT THE LAKE HOUSE,

WHERE YOU HAD YOUR FIRST KISS?

A dark, moody background image of a couple about to kiss. The image is in shades of blue and black, with the couple's faces and profiles visible in a close embrace. The lighting is soft, highlighting their features against the dark background.

TWO REASONS:

1. MEMORY STICKS TO ANOMALY

2. INFORMATION + EMOTION = MEMORY

The background is a dark blue field filled with a complex network of glowing points and connecting lines. The points are small, bright spheres in shades of blue, white, and pink. The lines are thin, light blue, and form a web-like structure that spans the entire frame, suggesting a global or digital network.

**HOW CAN CHALLENGERS
DEPLOY THIS KNOWLEDGE?**



**MOST PEOPLE ARE IN
A CERTAIN MENTAL STATE
WHEN EXPERIENCING
MARKETING.**

**IF WE ONLY DELIVER
INFORMATION, WE ARE AT
THE MERCY OF THAT STATE.**

**MARKETING HAS A SHORT WINDOW
TO SHIFT CONSUMERS INTO HIGHER
MENTAL STATES. SO THEY CAN
ATTACH THAT STATE TO
YOUR INFORMATION.**



THE TOOLS A BRAND HAS TO EFFECT **ANOMALY OR EMOTION:**

**MESSAGING
IMAGERY
TONE
BEHAVIOR**



MESSAGING



**TOUTING OUR FEATURES AND
AWARDS, OR CHEST-BEATING
ABOUT HOW GREAT WE ARE
WILL NOT GET US INTO
LONG TERM MEMORY.**

A young boy with blonde hair, wearing a white tank top and orange shorts, is holding a large wooden mallet. He is standing in front of a dark, textured background that looks like a wall or a large piece of wood. The text is overlaid on the image.

**APPLE'S EARLY ADVERTISING WAS THE
ULTIMATE IN CHALLENGER-BRAND
ADVERTISING. BECAUSE IT WAS SOLELY
BASED ON WHY THE COMPANY EXISTED.**

IMAGERY





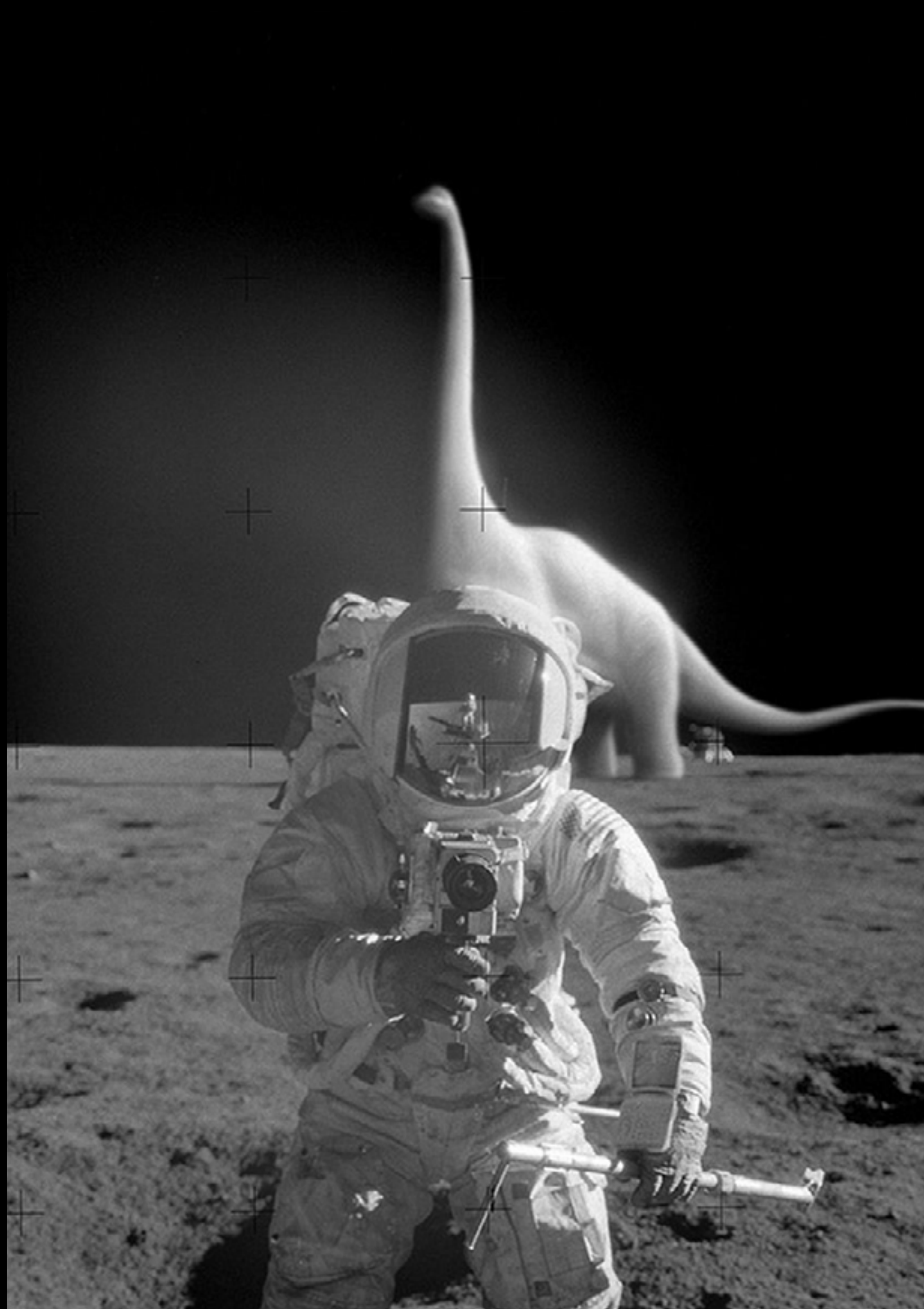




**IMAGERY DEPICTING REAL MOMENTS
TELLS A HUMAN STORY.**

**SUDDENLY WE AREN'T
A COMPANY WE BECOME
MORE EMOTIONAL AND SURPRISING.**

THE POWER OF CONTRAST



CONTRAST CREATES ANOMALY



CONTRASTS TRIGGER MEMORY



APPLE 1984

GREY, LIFELESS, BALD MEN. LIBERATED BY A COLORFUL, ALIVE, BLONDE, WOMAN.



THINK DIFFERENT

CALLING THE MOST INFLUENTIAL PEOPLE OF OUR TIME CRAZY.

CONTRASTS TRIGGER MEMORY



NIKE
A BEST PLAYER IN THE WORLD
TALKING ABOUT FAILURE



IMPORTED FROM DETROIT
TALKING ABOUT LUXURY WHILE SHOWING GRITTY
DETROIT.



**THE WIENERSCHNITZEL
SPOTS MAKE GOOD USE
OF ANOMALY TO
TRIGGER MEMORY.**



SOCIAL ARTIST SERIES



A man and a woman are sitting at a table at night, laughing heartily. The woman is in the foreground, wearing a white t-shirt, and the man is behind her, wearing a dark t-shirt. They are both looking towards the right. On the table in front of them are two white disposable cups. The background is a blurred outdoor setting with warm lights and a white awning.

TONE

I've learned that people
will forget what you
said, people will forget
what you did, but
people will never forget
how you made them
feel.

Maya Angelou

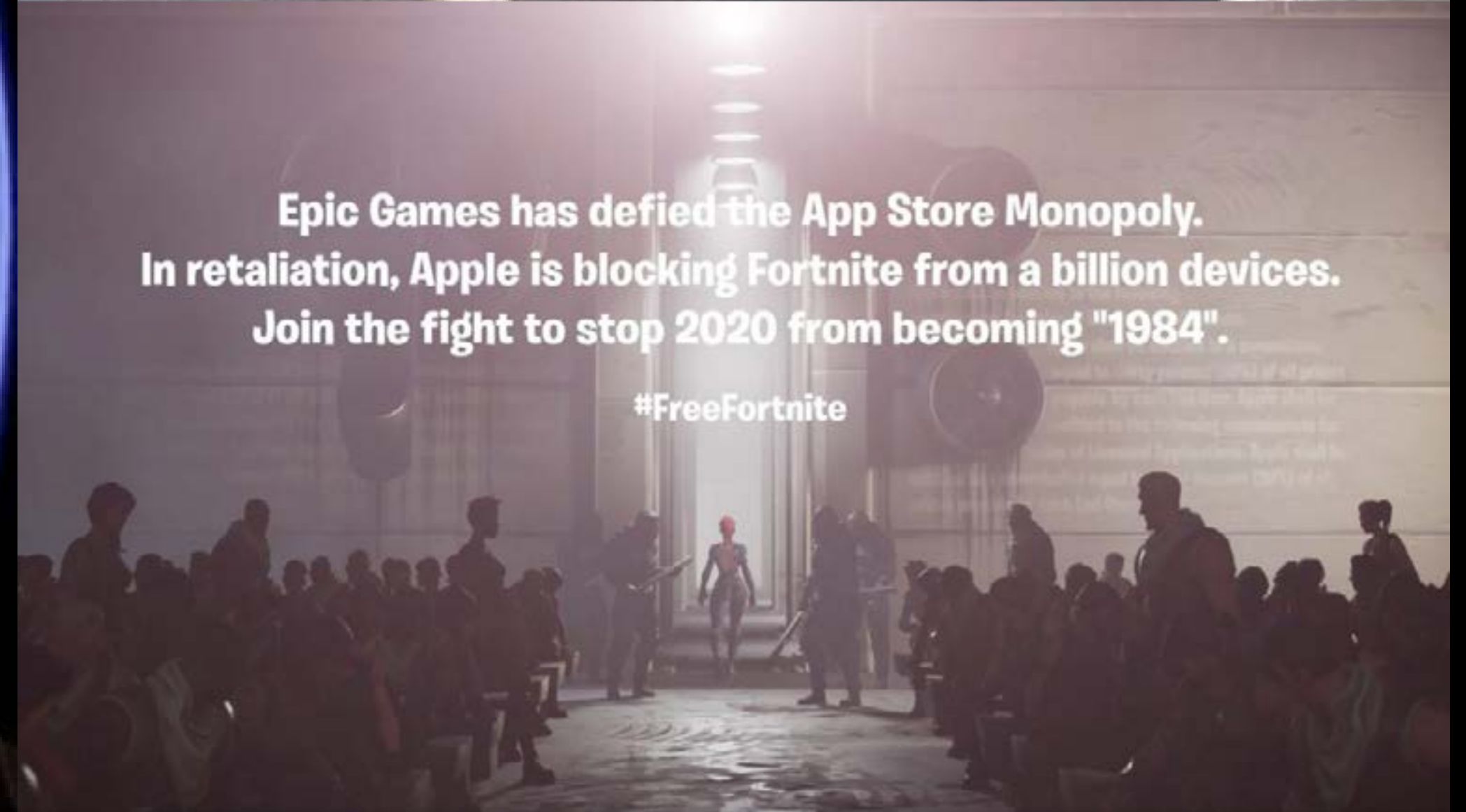


A photograph of three people standing in front of a red brick wall. On the left, a man with a beard and dark hair, wearing a dark jacket, looks off to the side with a neutral expression. In the center, a woman with long brown hair, wearing a patterned sweater, looks up with a surprised or concerned expression. On the right, a man with a beard and short hair, wearing a blue jacket, looks up with an open mouth, as if speaking or reacting. The text 'TONE IS RESPONSIBLE FOR THE EMOTIONAL STATE WE LEAVE PEOPLE IN.' is overlaid on the left side of the image. The word 'EMOTIONAL' is in blue, while the rest of the text is in white.

**TONE IS RESPONSIBLE FOR
THE **EMOTIONAL STATE**
WE LEAVE PEOPLE IN.**


A photograph of an astronaut in a white space suit working on a satellite in orbit over Earth. The astronaut is positioned on the right side of the frame, facing away from the camera and towards the satellite. The satellite is a large, white, cylindrical structure with various components and antennas. The Earth's surface is visible in the background, showing a vast expanse of blue oceans and white clouds. The word "BEHAVIOR" is overlaid in large, white, sans-serif capital letters on the left side of the image.

BEHAVIOR



**CHALLENGER BRANDS
CREATE POWERFUL SYMBOLS
THAT CAUSE CONSUMERS TO
REEVALUATE YOUR BRAND.**



A woman in a US Army uniform is standing in front of a large digital screen. The screen displays a smiling man holding a baby. The woman is looking at the screen and appears to be interacting with it. The text "OPERATION BETTER TURNED HYUNDAI'S TAGLINE INTO A BEHAVIOR." is overlaid on the left side of the image.

**OPERATION BETTER
TURNED HYUNDAI'S
TAGLINE INTO
A BEHAVIOR.**

A close-up photograph of a hand holding a lit matchstick. The matchstick is held between the thumb and index finger, and a bright, intense flame is visible at the tip. The background is dark and out of focus, with some light reflecting off the hand and the matchstick. The overall mood is one of focus and determination.

**THROUGH THIS SIMPLE
UNDERSTANDING OF
HOW MEMORY WORKS,
CHALLENGERS CAN TAKE ON
THE GIANTS, SMARTER.**

A woman is shown in profile on the left side of the frame, looking towards the right. She has long dark hair and is wearing a crown of white and purple flowers. The background is a bright, hazy sunset or sunrise over a body of water, with the sun low on the horizon creating a strong lens flare and illuminating the scene in warm golden tones. The overall mood is peaceful and grateful.

THANK YOU