



NATIONAL
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Brand Up: Lift Sales, Profits and the Customer Experience



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The Human Condition- The Best Things In Life Make You Sweaty!

- We seek out experiences that excite our senses
- Our bodies possess over 2.6 million sweat glands
- Entire cities, economies are based on the premise that we'll seek positive experiences
- Notes:

Neuroplasticity and Blood Flow

- Our brains are not static objects
- The pathways can be remapped based on life experiences and emotions
- The 1977 Discovery of the MRI tells us that ALL decisions involve the part of the brain that processes emotions
- The brain comprises 2% of but requires 20% of our energy/blood flow. How do we address this imbalance?
- Notes:

The Reptilian Brain:

- Neo-cortex- The outer layer, recently evolved that processes language, logic, calculations
- Limbic- Mid region that processes emotion, along with sound and smell
- Reptilian- Inner most and oldest part of the brain that makes snap decisions, instinctual decisions, relying on short cuts to address the 2%/20% brain imbalance. These short cuts are called COGNITIVE BIASES or COGNITIVE LEANINGS.
- Notes:

Cognitive Biases

Attentional Bias- The more we see something, the more likely we are to like/buy it.

Familiarity= Like and includes these three elements:

- Cognitive Fluency- The object is easy to think about
- Prototypicality- The object is like other objects that do what it does
- Habit- The object is predictable and repeats behaviors
- Notes:

Anchoring Bias- We associate true value of an object based on the first price we see on an object

- Always show MSRP w/ a discount vs. just a sales price
- "Charm" pricing works, \$9.99 is much more effective than \$10
- Removing the "\$" from prices allows people to spend more money
- Notes:

Impact Bias- People drastically overestimate how happy (or sad) an event or purchase can make them

Zeigarnik Bias- The brain remembers unfinished events or incomplete things better than completed

- Pre-roll and other media opportunities
- Notes:

Cochran Bias- The brain remembers things that rhyme better than those that do not

- Opportunities with tagline, SEM, email subjects
- Notes:

Peltzman Bias- The (reptile) brain is more likely to take risk in an environment that appears safe

- Importance of trust badges and testimonials
- Notes:

Websifting- The human brain assesses like/don't like about a website in 50 milliseconds

- While storage in the brain is nearly infinite, processing speed is just 120 bits per second
- Just visually, the brain is bombarded with 10,000 bits per second of info
- We can't process as much as comes our way, we can't truly multi-task
- Notes:

Ambiguity Bias- The (reptile) brain, in accordance with avoiding pain, avoids the unknown

- Impact to (non-pricing) and reverse-cold-calling
- Notes

Cheerleader Bias/Effect- We are more likely to believe/accept something when we hear it from multiple sources

- Testimonial
- Notes

Cognitive Learning- Priming: Our emotions and even behaviors can be influenced by the meaning of the words we are exposed to in advertising

Cognitive Learning- Contrast: Our reptile brain makes incredibly quick decisions when two choices are juxtaposed.

Cognitive Learning- (Large) Eye Contact: We assign trust to large eyes, specifically huge pupils

- Large pupils once thought as a sign of arousal, actually a sign of total engagement
- Impact to talent, video shoots
- Notes:

Cognitive Leaning- Thin Slicing: We judge another human face to be trustworthy or not in 33 milliseconds, by shape before we even realize it is a face.

- In assessing another person the reptile brain asks, “Am I safe?” and the “Are you like me?”
- Also called IN GROUP BIAS, we want to be around people like ourselves
- Impact to talent selection and ego
- Notes:

Cognitive Leaning- Perspective: The reptile brain as selfish (as it seeks self-preservation) and loves to see the world as if through the camera of its own eyes

Reactance Bias- The reptile brain, even when confronted with the facts, is reticent to change position on a previous decision

- Impact to Superlatives
- Impact to Tonality
- Notes:

Cognitive Leanings- TMI: Providing too much logical, factual information to the brain can prevent a decision from being made.

- Fallacy of focus groups, fallacy of VDP
- Top Online Retailer Amazon converts to sales at 13% vs. Top 500 retailers at 3.3% (by providing less information, a familiar environment and trust)
- Notes:

Sensory Processing Elements:

Sight- We process visual images 60x faster than text, as we have been using sight for 8+ million years and language for only 10,000 (written).

- Images tell your story better than any other sense option
- Image that MOVE further excite/engage the reptile brain
- Images with sound (which we have processed as language for 60,000) years represent the penultimate marketing combination
- Notes:

Names: We associate meaning to a name even when we don't know the language

- Rhymes and alliteration can both aid in RECALL FLUENCY
- Names should be assessed for their current, not historical value
- Notes:

Colors: Can impact the brain in many ways

- Strong brands can be fully identified by color
- Color can influence mood and behavior
- Notes:

Logos and Taglines

- Logos should have meaning, longevity and mass applicability
- Taglines should rhyme, alliterate and express both mission and safety to the (reptile) brain
- Notes:

Attenuation Theory (Voice Volume)- Yelling at someone causes retreat

- It can further cause the recipient to lash out in the same way in future interaction
- Impact to creative strategy
- Notes:

Sound ID: A brand can take ownership of a certain (short) sound aiding in recall/retrieval fluency

- Brands owning sounds include Intel, South West Airlines
- Notes:

Jingles: A song with Repetition (plus rhyme, plus alliteration anchored to familiar music)

- Aids in recall fluency
- Recipe for # 1 hits on Top 40 over the last 55 years? Repetition of lyrics, chorus ,words
- Notes:

Smell and Branding- Smell can influence behavior and emotion

- Processed in the same portion of the brain as sound and emotion
- What do the slots at the Hilton smell like?
- Jasmine, lavender, as soothing scents

Occam's Razor- When in doubt, seek the most simple solution (to be correct)

- Strive for cognitive fluency
- Strive for recall fluency
- Strive for personalization (soothe that inner reptile)
- Notes:

Defining A Winning Brand- The "purchase" funnel literally inverts

- Positive familiarity
- Affinity and Preference
- Market Protection
- Pricing Power
- Loyal Fans
- Notes:

Weak Brands- Fighting (with the wrong sense-elements) at the bottom of the funnel

Strong Brand Case Studies: They're doing it right, engaging the (reptile) brain with multiple biases

- Red Bull
- South West Airlines
- Nordstrom
- Notes:

Brand Grenades- What poor decisions can hurt your brand?

- Outside Influences
- Inconsistency
- Fighting The (Reptile) Brain
 - Lack of attention to cognitive biases
 - Choosing media in conflict with how we process sensical information
- Wrong spokesperson
- Ignoring opportunities for humor (emotion) and parody
- Notes:

Beauty, Not The Beast- The reptile brain is attracted to beautiful people

- Choose talent that is beautiful, has symmetrical face, big eyes, high cheekbones, full lips & narrow chin
- HBR Study- Women wearing make-up perceived to be more competent and trustworthy
- Notes:

Media Choices and The Human Brain:

Notes: