

Brand Up: Lift Sales, Profits and the Customer Experience



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#NADA2016

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The Best Things Experience Make You Sweaty



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Reptilian Brain



Dating Your Boss?





**Cognitive Fluency
Prototypicality
Habit**

Cognitive Bias - Anchoring

\$29,960

\$39,960
- \$10,000 DISCOUNT

\$29,960



Cognitive Bias - Anchoring



Nine and Signs



Cognitive Bias - Impact



A large fire is burning in a tunnel, with thick smoke and bright orange flames. The fire is the central focus of the image. In the foreground, the backs of many people's heads are visible as they sit in an audience, watching the fire. The text "TO BE CONTINUED!" is overlaid in large white letters across the middle of the image.

TO BE CONTINUED!

Cognitive Bias – “Cochran”



Cognitive Bias – Peltzman Effect





Homogeneous



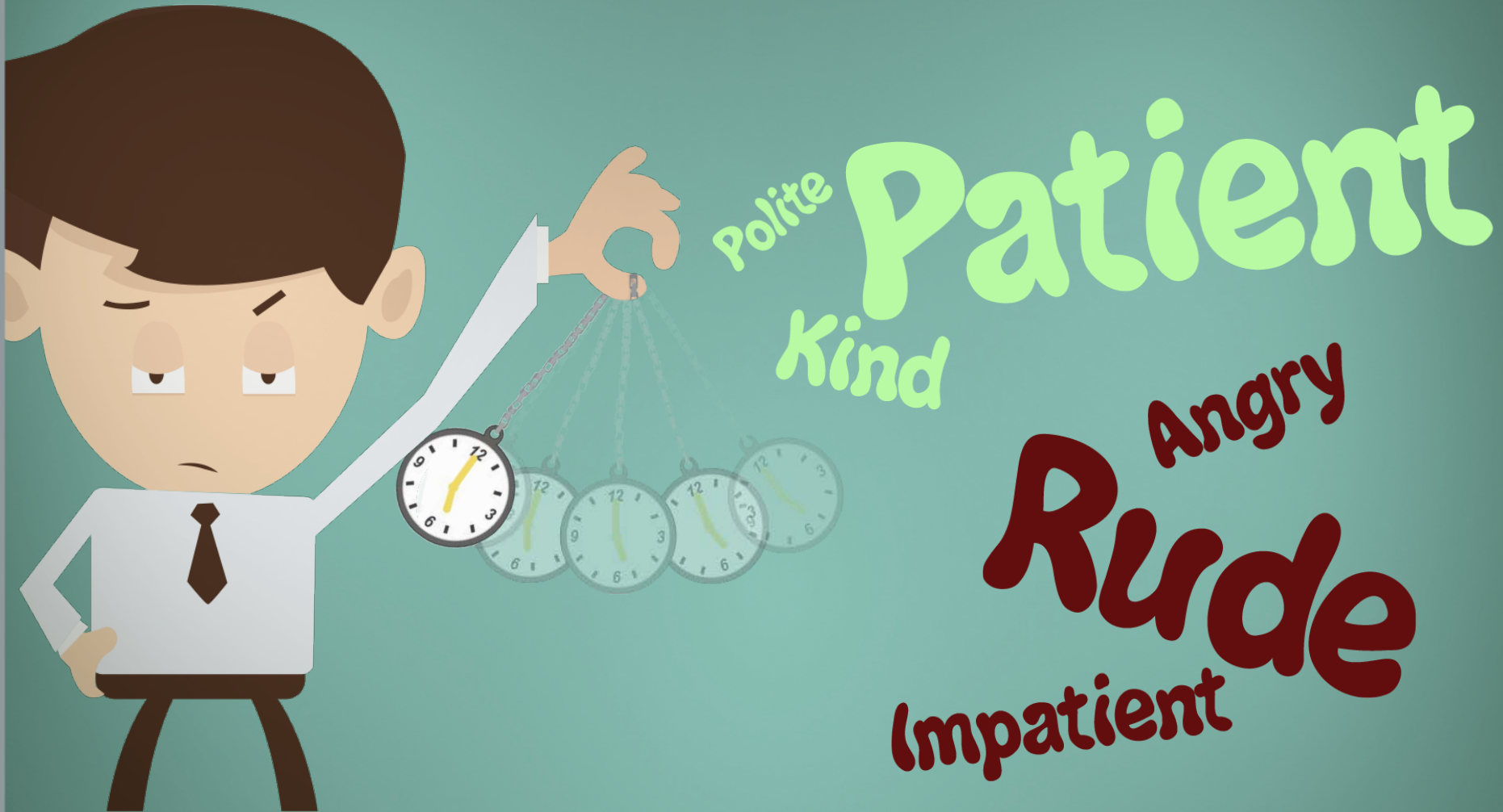
Cognitive Bias – Ambiguity Effect



Cognitive Bias – Cheerleader Effect



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Cognitive Leanings - Contrast







Cognitive Leanings – Thin Slicing



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Cognitive Leanings - Perspective



Let Go Of My Ego!



Cognitive Bias - Reactance





Your Brain



THE Element



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Name >>>



Logo >>>



Tagline >>>

*Come One, Come Ya'll
to Carlisle Country*

What's in a Name?



KARMA

Color Me Red



Got A Smoke?



Logo



Tagline



Cochran

Smell



Attenuational Hypothesis



Jingles



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Everything Grows



Victory?



Defeat?



Gives You Wings



In The Air



On Your Feet



Brand Grenades



Bad Endorsements...





GEORGIA
Best CHEVY
DEALERS



GeorgiaBestChevy.com

Safe Celebrities - Parody



HUDIBURG.COM

Safe Celebrities - Parody

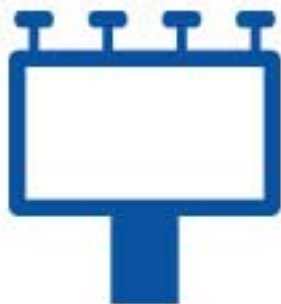


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Safe(ish) Endorsement



Choosing A Media



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Please visit the **NADA Pavilion** in the Expo Hall for information on accessing electronic versions of this presentation and the accompanying handout materials, and to order the workshop video recording.

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