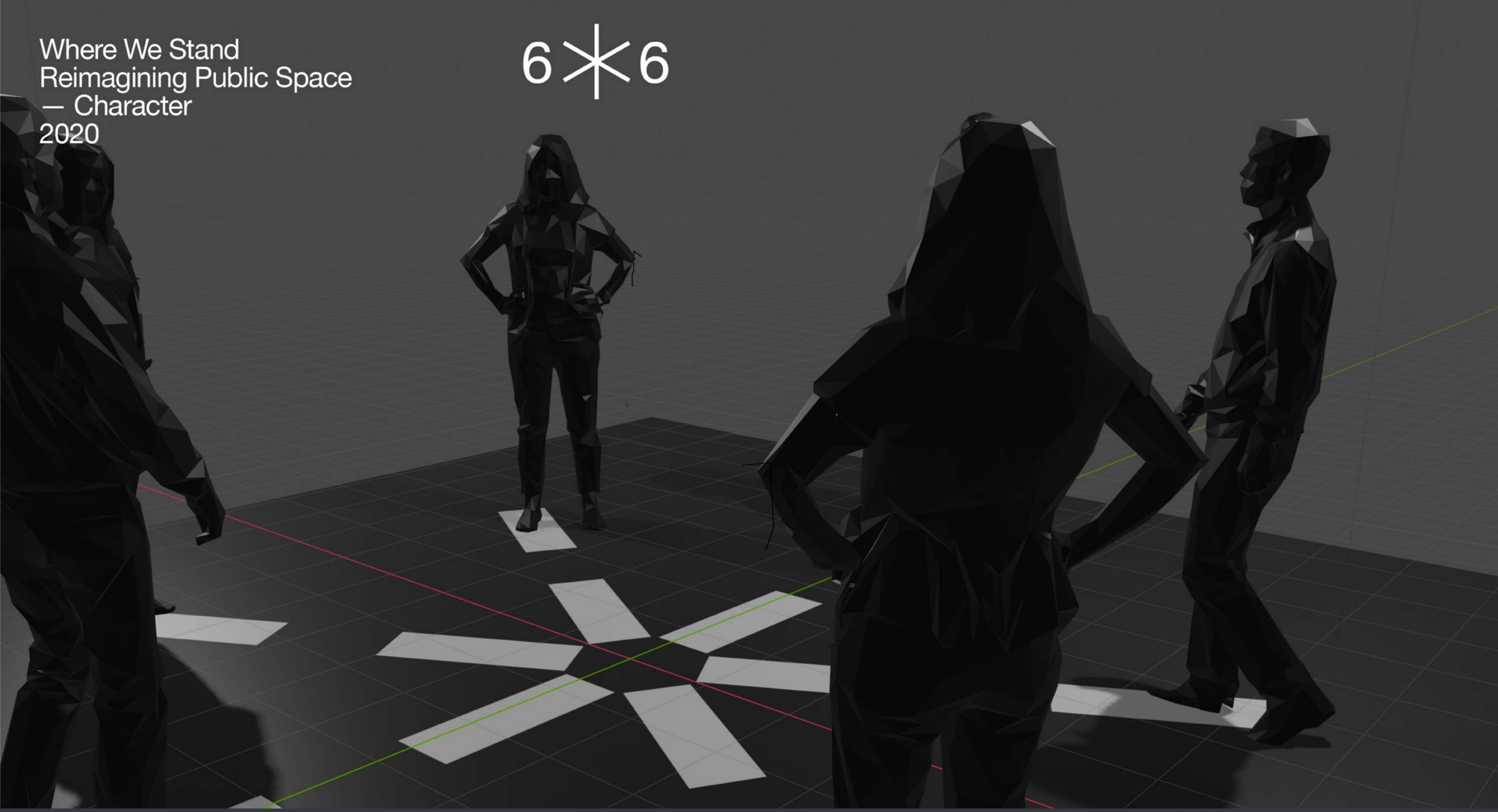
FOLLOW
theFEELING

NRC HEALTH
SYMPOSIUM
2020

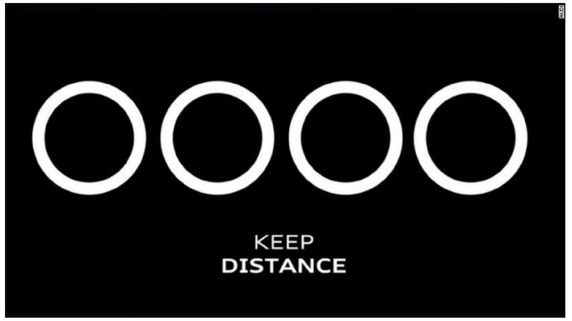
Kai D. Wright

Where We Stand
Reimagining Public Space
— Character
2020

6✳6

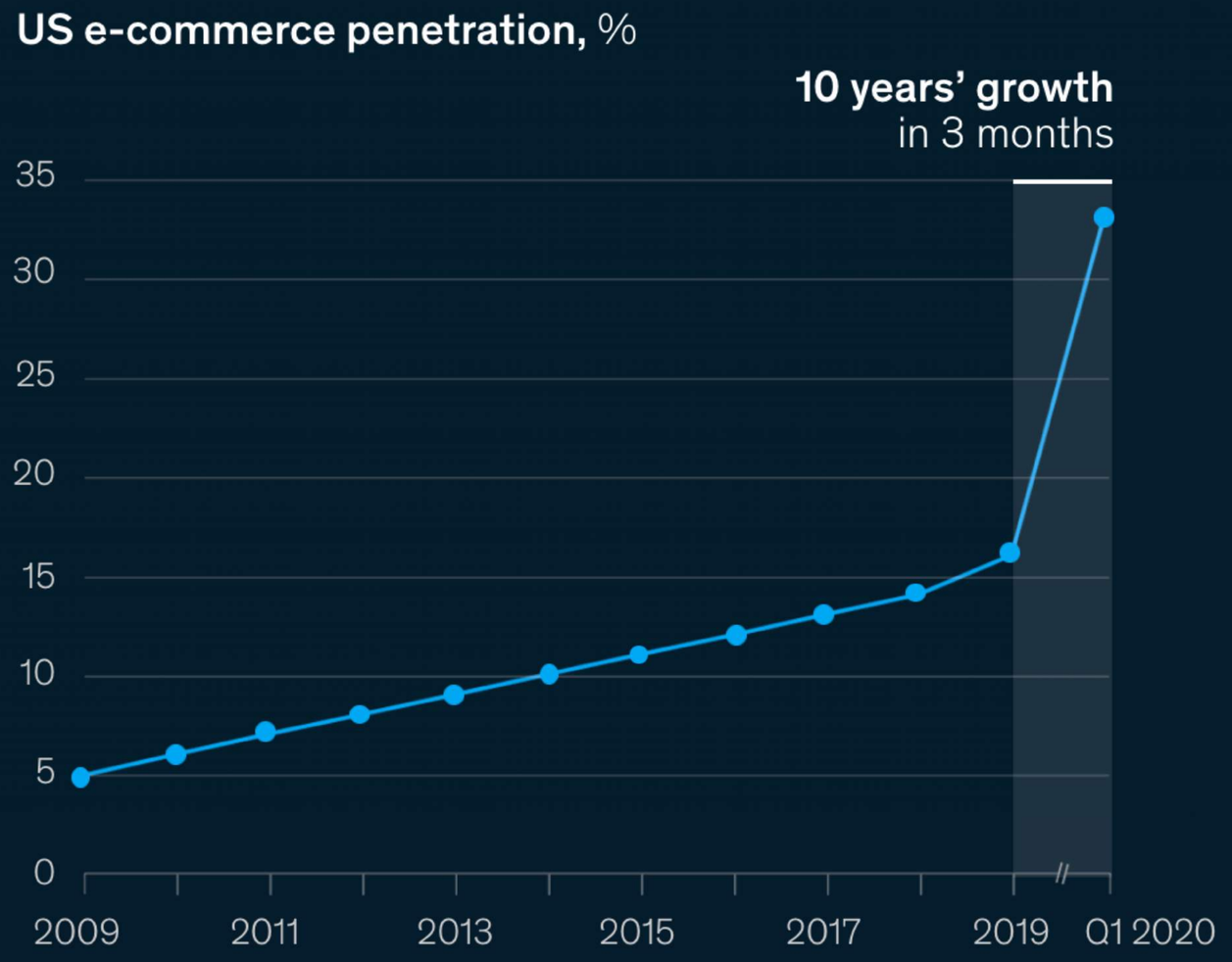


JUST DON'T DO IT®


KEEP
DISTANCE

The leap

How fast is the world moving around us? Consider how quickly e-commerce has replaced physical channels in three months.



Source: Bank of America; Forrester Analytics; ShawSpring Research; US Department of Commerce; McKinsey analysis

HIGH-RISK PATIENT CARE

URGENT & REACTIVE

GREATER ANXIETY/SKEPTICISM

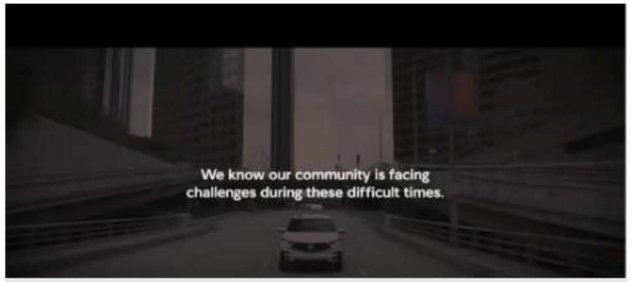
REMOTE/DIGITAL ADOPTION

SOMBER PIANO MUSIC PLAYS

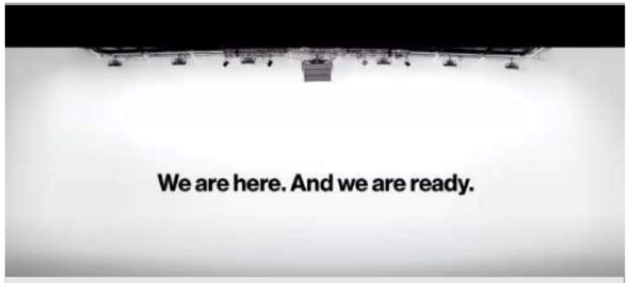
COVID-19 responses have often fallen short too

In effort to show empathy, brands have succumbed to sameness

Pandemic tropes



...in these uncertain times...



...we are here for you...

...our family helping yours...

Recovery themes

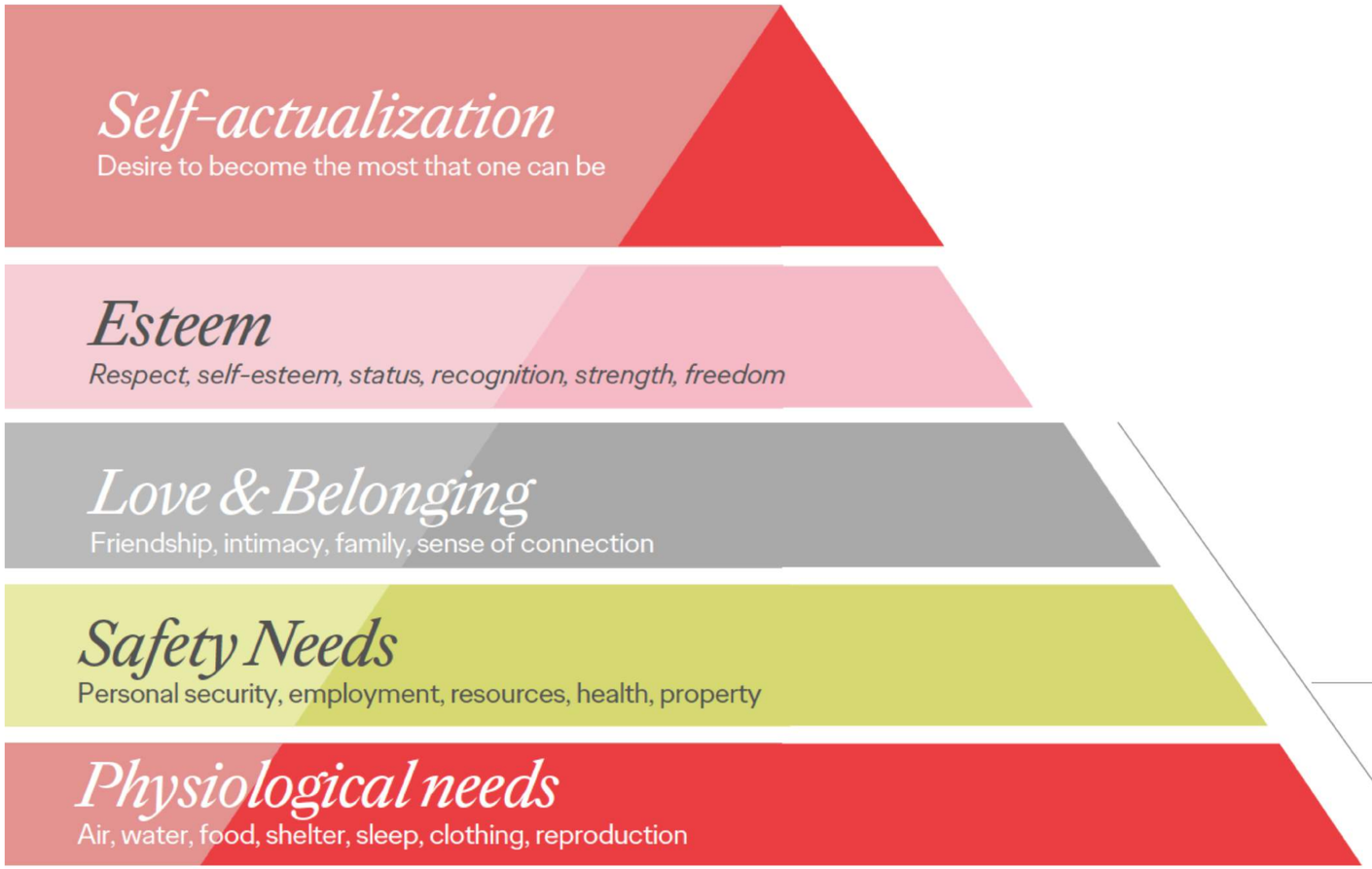
Freedom

A return to normality

Business as usual

Ogilvy Consulting

In the last few months the hierarchy of needs has shifted
Physiological, Safety and Love & Belonging are the priority



EMPLOYMENT

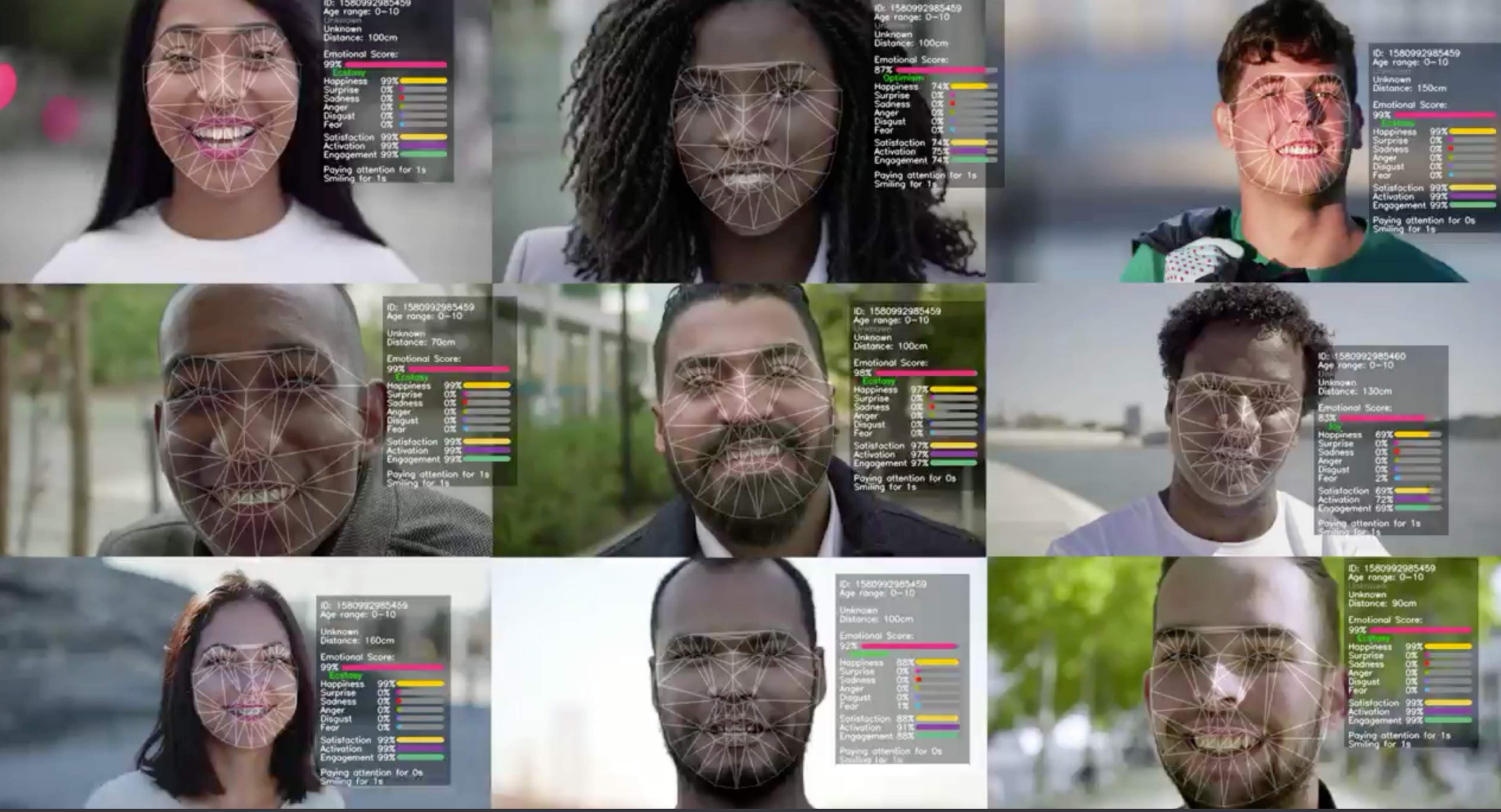
COMMUNITY

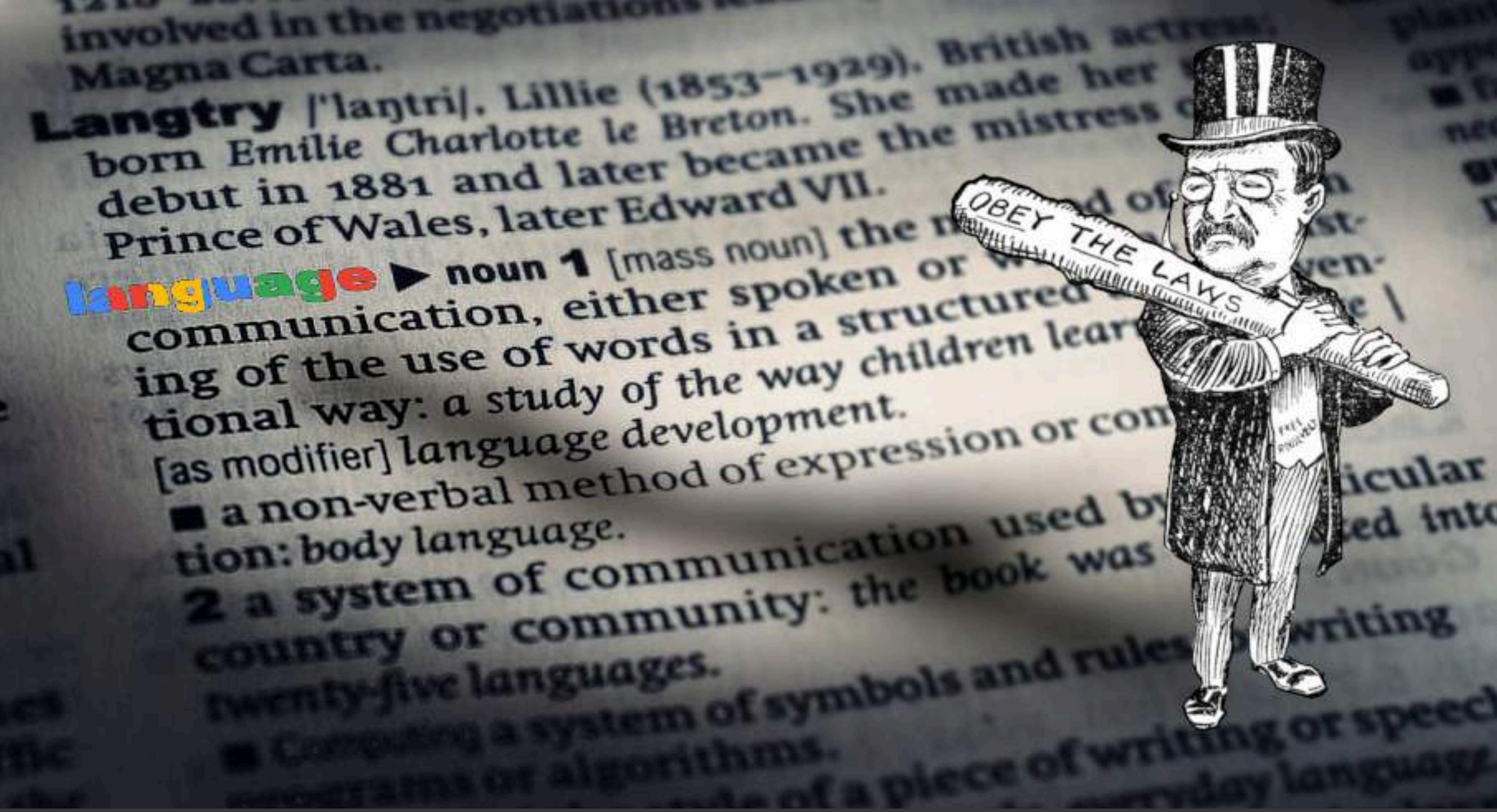
COMFORT

SAFETY

FOOD

Ogilvy Consulting


ID: 1580992985459
Age range: 0–10
Unknown
Distance: 100cm
Emotional Score:
99%
Ecstasy
Happiness 99%
Surprise 0%
Sadness 0%
Anger 0%
Disgust 0%
Fear 0%
Satisfaction 99%
Activation 99%
Engagement 99%
Paying attention for 1s
Smiling for 1s
ID: 1580992985459
Age range: 0–10
Unknown
Distance: 100cm
Emotional Score:
87%
Optimism
Happiness 74%
Surprise 0%
Sadness 0%
Anger 0%
Disgust 0%
Fear 0%
Satisfaction 74%
Activation 75%
Engagement 74%
Paying attention for 1s
Smiling for 1s
ID: 1580992985459
Age range: 0–10
Unknown
Distance: 150cm
Emotional Score:
99%
Ecstasy
Happiness 99%
Surprise 0%
Sadness 0%
Anger 0%
Disgust 0%
Fear 0%
Satisfaction 99%
Activation 99%
Engagement 99%
Paying attention for 0s
Smiling for 1s
ID: 1580992985459
Age range: 0–10
Unknown
Distance: 70cm
Emotional Score:
99%
Ecstasy
Happiness 99%
Surprise 0%
Sadness 0%
Anger 0%
Disgust 0%
Fear 0%
Satisfaction 99%
Activation 99%
Engagement 99%
Paying attention for 1s
Smiling for 1s
ID: 1580992985459
Age range: 0–10
Unknown
Distance: 100cm
Emotional Score:
98%
Ecstasy
Happiness 97%
Surprise 0%
Sadness 0%
Anger 0%
Disgust 0%
Fear 0%
Satisfaction 97%
Activation 97%
Engagement 97%
Paying attention for 0s
Smiling for 1s
ID: 1580992985460
Age range: 0–10
Unknown
Distance: 130cm
Emotional Score:
83%
Joy
Happiness 69%
Surprise 0%
Sadness 0%
Anger 0%
Disgust 0%
Fear 2%
Satisfaction 69%
Activation 72%
Engagement 69%
Paying attention for 1s
ID: 1580992985459
Age range: 0–10
Unknown
Distance: 160cm
Emotional Score:
99%
Ecstasy
Happiness 99%
Surprise 0%
Sadness 0%
Anger 0%
Disgust 0%
Fear 0%
Satisfaction 99%
Activation 99%
Engagement 99%
Paying attention for 0s
Smiling for 1s
ID: 1580992985459
Age range: 0–10
Unknown
Distance: 100cm
Emotional Score:
92%
Happiness 88%
Surprise 0%
Sadness 0%
Anger 0%
Disgust 0%
Fear 1%
Satisfaction 88%
Activation 91%
Engagement 88%
Paying attention for 0s
ID: 1580992985459
Age range: 0–10
Unknown
Distance: 90cm
Emotional Score:
99%
Ecstasy
Happiness 99%
Surprise 0%
Sadness 0%
Anger 0%
Disgust 0%
Fear 0%
Satisfaction 99%
Activation 99%
Engagement 99%
Paying attention for 1s
Smiling for 1s


involved in the negotiations
Magna Carta.
Langtry /'laŋtri/, Lillie (1853–1929). British actress;
born Emilie Charlotte le Breton. She made her
debut in 1881 and later became the mistress
Prince of Wales, later Edward VII.
language ▶ noun 1 [mass noun] the
communication, either spoken or
ing of the use of words in a structured
tional way: a study of the way children lear
[as modifier] language development.
■ a non-verbal method of expression or com
tion: body language.
2 a system of communication used by
country or community: the book was
twenty-five languages.
■ Computing a system of symbols and rules
programs or algorithms.
OBEY THE LAWS

Community-based Brand Building

- **L** LEXICON TRIGGERS
- **A** AUDIO CUES
- **V** VISUAL STIMULI
- **E** EXPERIENCE DRIVERS
- **C** CULTURAL CONNECTIONS

1,500

fast-growing organizations from Aldi to Peloton

Prophet Brand Relevance Index™

Community-based Brand Building

L **LEXICON TRIGGERS** Branded Vocabulary

A **AUDIO CUES** Sonic Signatures

V **VISUAL STIMULI** Conversation Sparks

E **EXPERIENCE DRIVERS** Normative Behaviors

C **CULTURAL CONNECTIONS** Culture-Ethics

Lexicon Triggers

BRANDED VOCABULARY

THE NOT-SO-SECRET MENU

ITEMS THAT CAN BE ORDERED, BUT ARE NOT ON THE MENU

FOUR-BY-FOUR *Four Meat & Four Cheese*

THREE-BY-THREE *Three Meat & Three Cheese*

FLYING DUTCHMAN *Double Double Meat & Cheese Only*

ANIMAL STYLE *Mustard Fried Extra Spread Grilled Onions*

PROTEIN STYLE *Wrapped in Lettuce*

GRILLED CHEESE *Vegetarian Friendly*

- LARGE SHAKE *Any Flavor*
- NEAPOLITAN SHAKE
- BLACK AND WHITE SHAKE *Chocolate & Vanilla*
- ROOT BEER FLOAT
- ARNOLD PALMER *Lemonade & Iced Tea*
- LEMON-UP *Lemonade & 7-Up*

Burger Toppings and Options

- CHOPPED CHILIES
- PICKLES
- MUSTARD FRIED
- COLD CHEESE
- KETCHUP AND MUSTARD
- CUT IN HALF
- TOMATO WRAP
- ONIONS
- RAW CHOPPED ONIONS
- GRILLED ONIONS
- WHOLE GRILLED ONION
- EXTRA TOAST
- LIGHT TOAST
- NO TOAST

French Fry Options

- ANIMAL STYLE CHEESE FRIES
- WELL DONE
- MEDIUM WELL
- LIGHT WELL
- LIGHT
- PAPER HAT
- STICKERS

Popeyes Chicken
@PopeyesChicken

Chicken. Brioche. Pickles. New. Sandwich. Popeyes. Nationwide. So. Good. Forgot. How. Speak. In. Complete. Sentences. I mean, sentences.

Chick-fil-A, Inc.
@ChickfilA

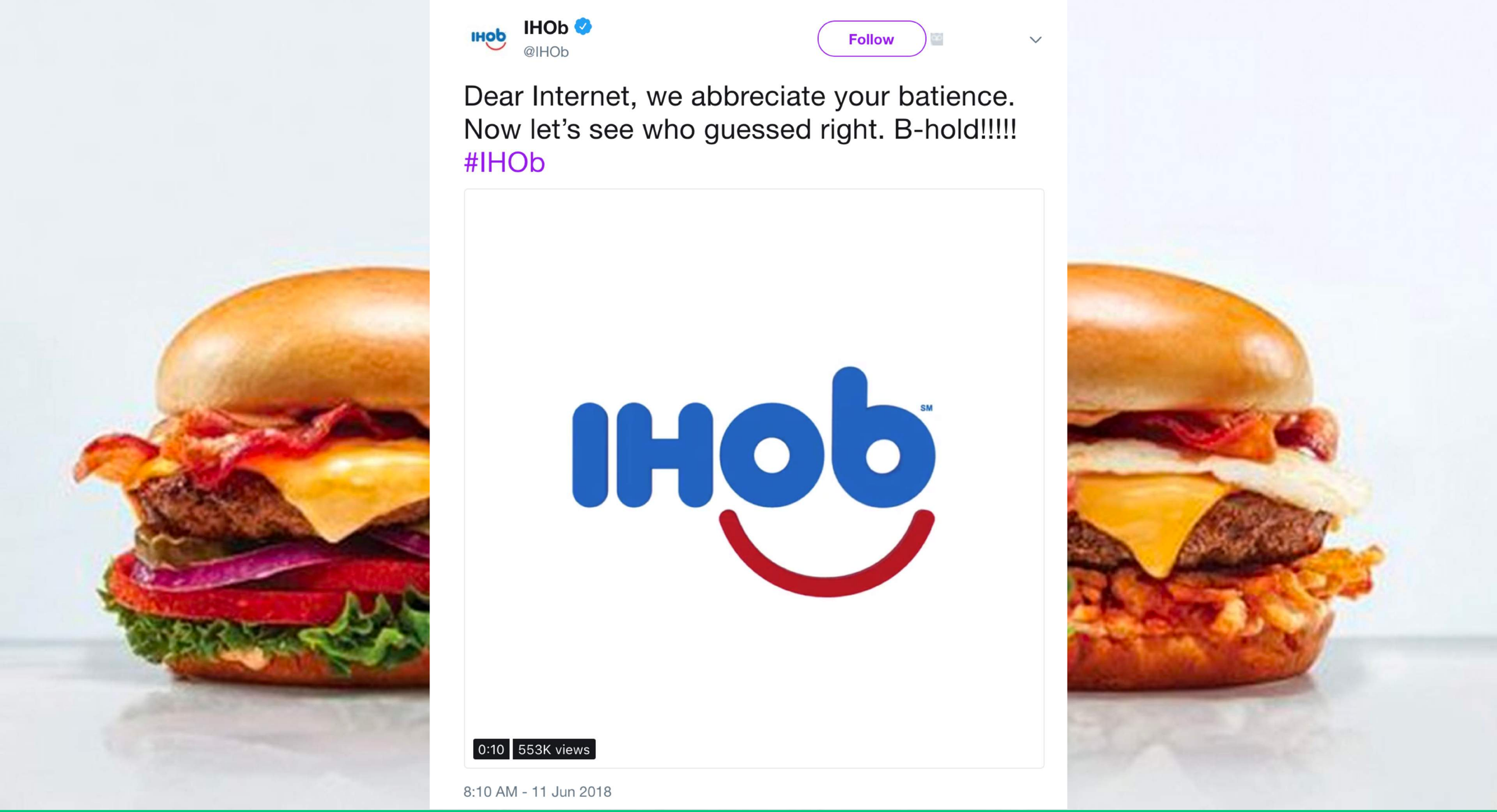
Bun + Chicken + Pickles = all the ❤ for the original.

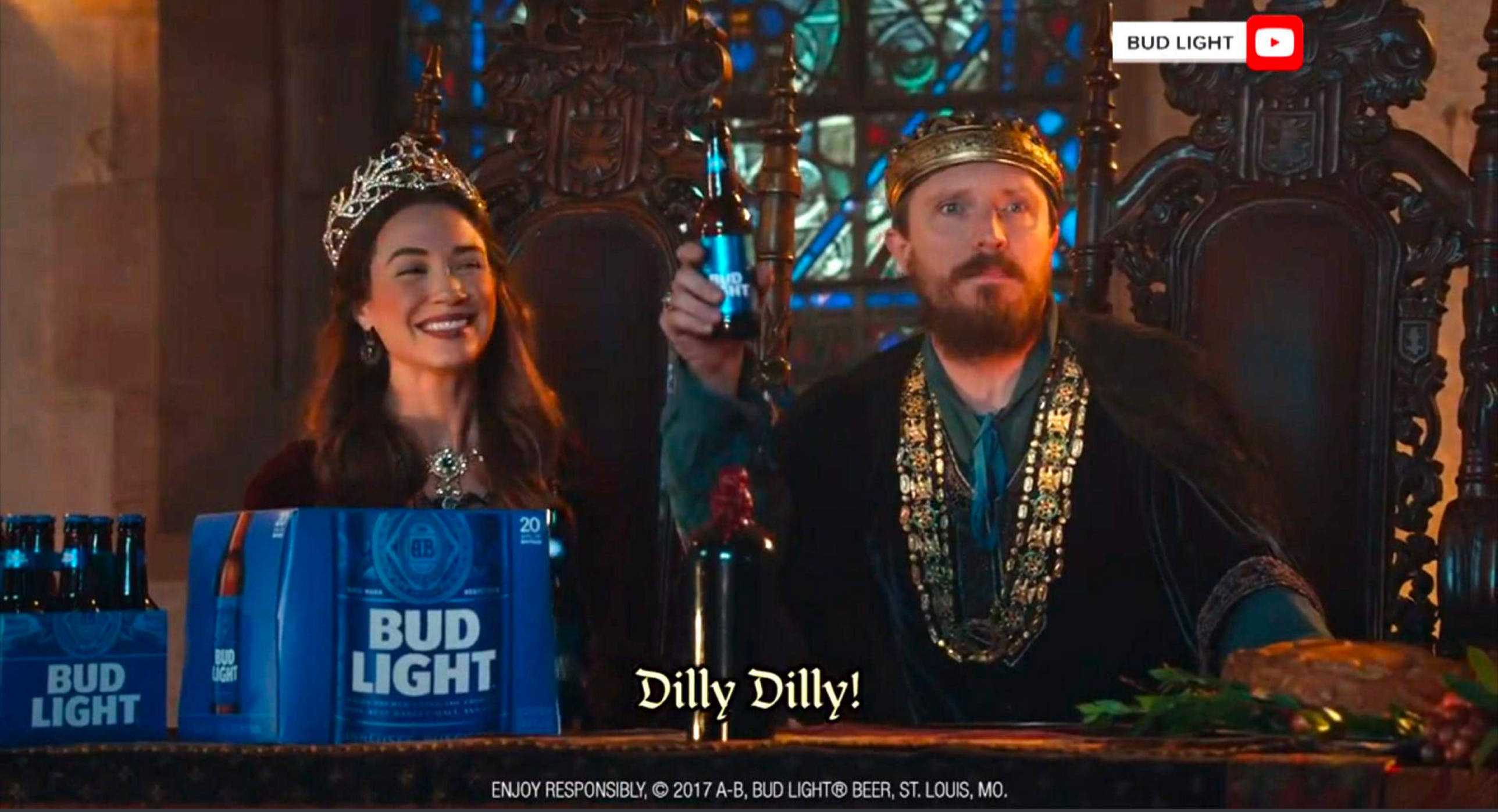
Popeyes Chicken
@PopeyesChicken

Sounds like someone just ate one of our biscuits. Cause y'all looking thirsty.

WENDY'S SPICY NUGGETS ARE BACK!!! @Wendys · Aug 19

Y'all out here fighting about which of these fools has the second best chicken sandwich.


IHOb
@IHOb
Follow
Dear Internet, we abbreciate your batience. Now let's see who guessed right. B-hold!!!!! #IHOb
IHOb SM
0:10
553K views
8:10 AM - 11 Jun 2018


BUD LIGHT
Dilly Dilly!
ENJOY RESPONSIBLY, © 2017 A-B, BUD LIGHT® BEER, ST. LOUIS, MO.

Try This

Branded Vocabulary

What terms are commonly used in your company or industry? How can you reframe those terms so they trigger an attributable association with your brand?

1 LEXICON TRIGGERS

Amplifying identifiable and unifying language of a community through branded vocabulary.

2 AUDIO CUES

5 CULTURAL CONNECTIONS

4 EXPERIENCE DRIVERS

3 VISUAL STIMULI

Audio Clues

BIRDBOX TEST

AUDIO CUES

_PLEASE FIND THE RANKING OF THE 100 BEST AUDIO BRANDS, sorted by their audio brand ranking score.

AUDIO BRAND RANKING SCORE
AUDIO BRAND EFFICIENCY

01	02	03	04	05
55,8	51,5	49,9	46,1	40,8
25%	39%	4%	33%	9%
mastercard			Google	amazon

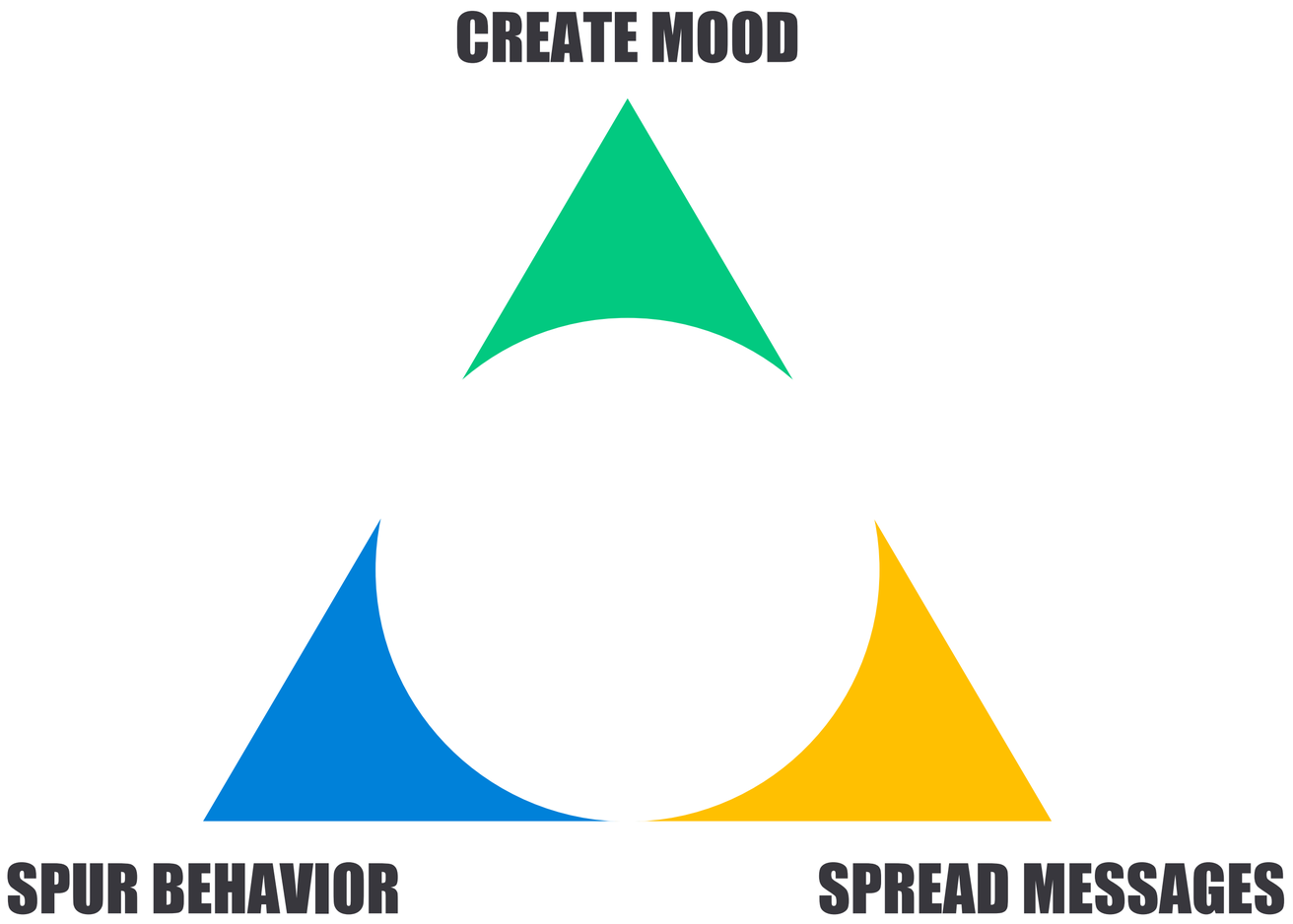
06	07	08	09	10
38,4	37,9	36,5	35,9	34,5
40%	59%	19%	5%	11%
	intel	Coca-Cola	Disney	Nintendo

Source: 2020 Best Audio Brands, Amp Agency

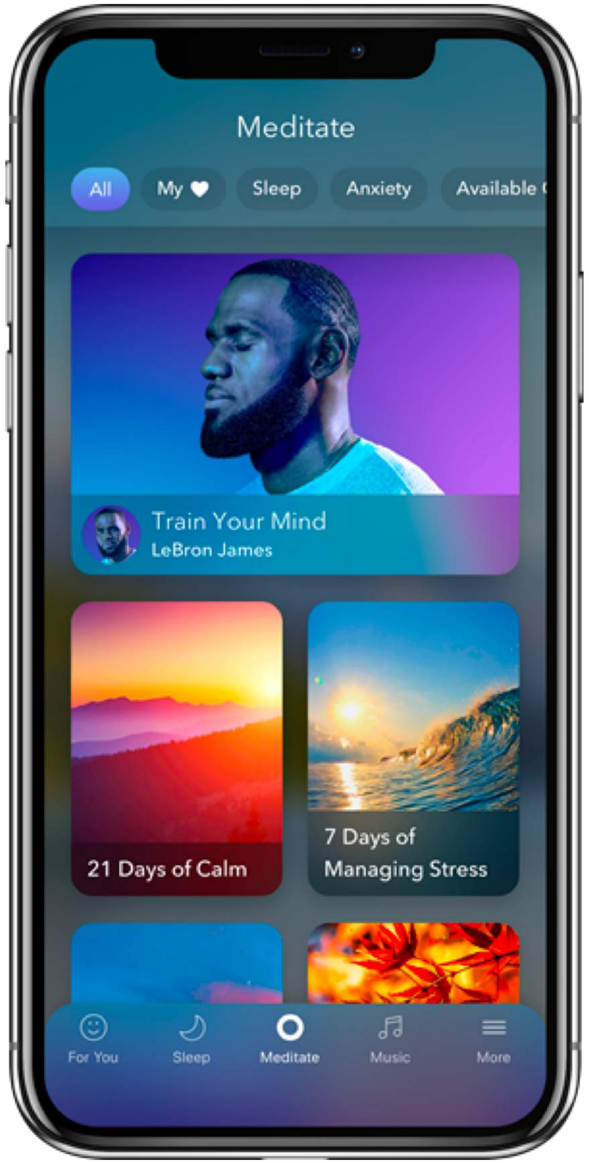
Audio Brand Ranking Score

Audio Brand Efficiency

Triad of audio triggers



Audio can trigger behavioral responses—create mood, spread messages, and spur behavior.


Meditate
All
My
Sleep
Anxiety
Train Your Mind
LeBron James
21 Days of Calm
7 Days of
Managing Stress
For You
Sleep
Meditate
Music
More

audible ORIGINAL
MEDITATION
Honor
Yourself
Guided by Diddy

1 LEXICON TRIGGERS

2 AUDIO CUES

Engineering sound heuristics for instant recognition through sonic signatures.

5 CULTURAL CONNECTIONS

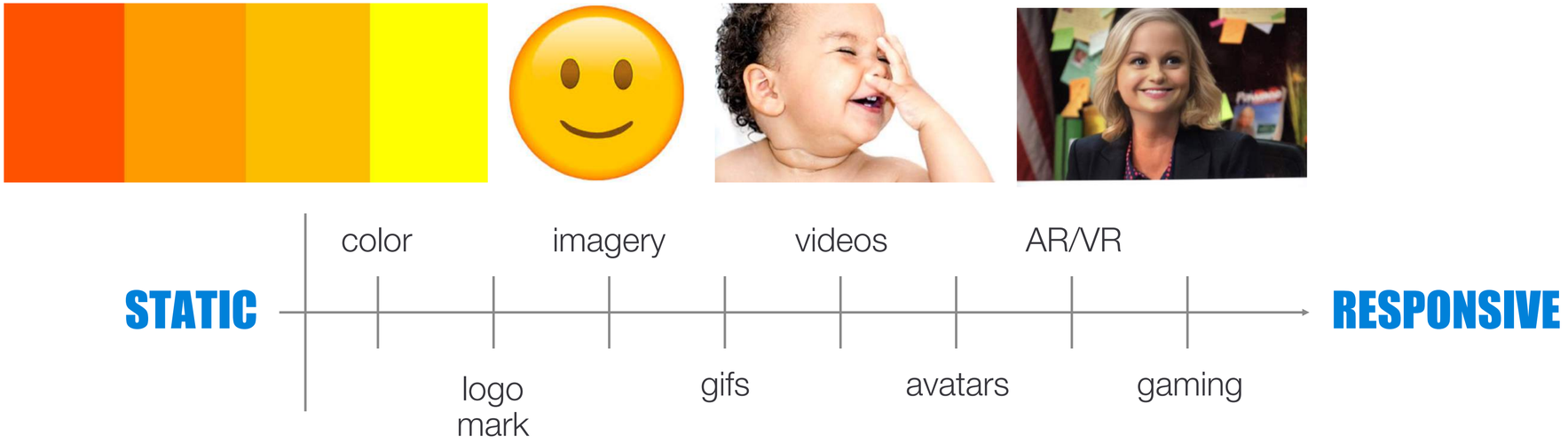
4 EXPERIENCE DRIVERS

3 VISUAL STIMULI

Visual Stimuli

CONVERSATIONAL BRANDING

Visual Spectrum



Visual spectrum ranges from basic visual elements, such as an icon glyph that is static, to interactive elements, such as augmented and virtual reality.

	STARTED	CATALOGS	ENTRY COUNT	NEW ENTRIES ANNUALLY
Merriam-Webster	1828	Words	500K	1K
Oxford Dictionaries	1870	Words	1M	1K
Urban Dictionary	1999	Words	7M	100K
Noun Project	2010	Symbols, Icons	1M	100K
Emojipedia	2013	Emojis	2,300	100
Giphy	2013	Gifs, Video	1M	100K

GIPHY Reactions Entertainment Sports Stickers Artists Upload Create

VISUAL STIMULI

Log In

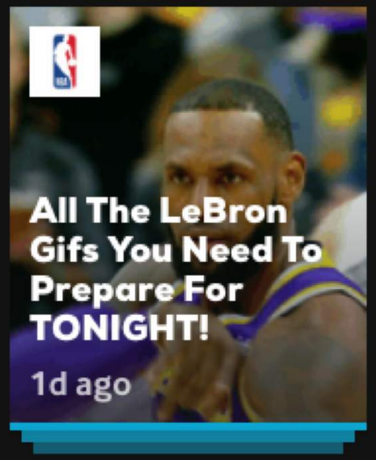
Search all the GIFs and Stickers

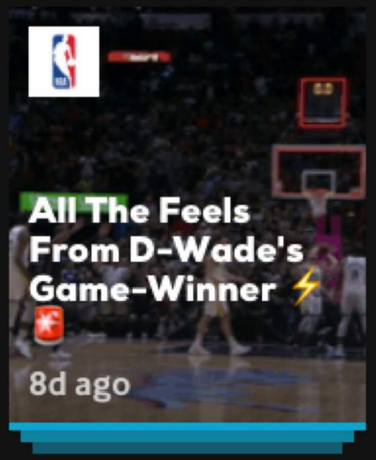
NBA

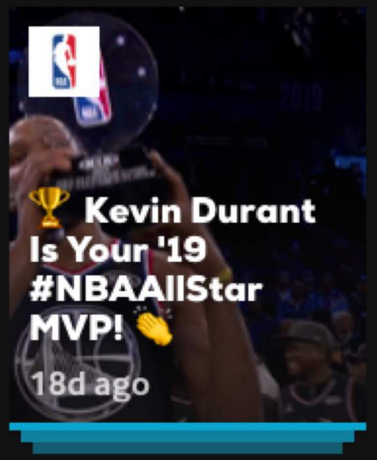
@nba

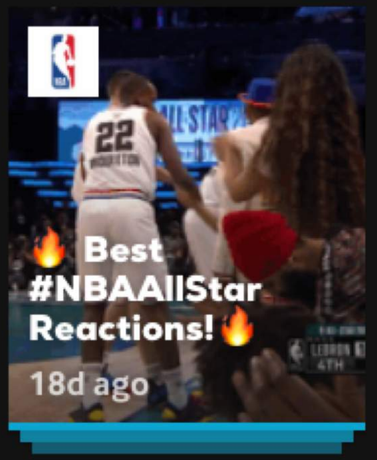
Auto Play

STORIES









17.5K
GIF Uploads

23.5B
GIF Views

This is the official NBA channel on GIPHY. All of the

GIPHY

Search all the GIFs and Stickers

VISUAL STIMULI

Nationwide Children's Hospital

@nationwidechildrenshospital

Because kids don't wear their thoughts on their sleeves, share a tattoo to help break stigmas by starting conversations and encouraging children to talk about their mental health.

www.nationwidechildrens.o...

Follow on:

Search Nationwide Childr

All the Nationwide Children's Hospital GIFs

1 LEXICON TRIGGERS

2 AUDIO CUES

5 CULTURAL CONNECTIONS

4 EXPERIENCE DRIVERS

3 VISUAL STIMULI

Supporting meaningful conversations through powerful glyphs.

Experience Drivers

NORMATIVE BEHAVIOR

Customer Expectation triad

Brands become valuable to customers when they exceed expectations by demonstrating a triad of brand behaviors that reward, motivate, and support.

Search

Home | My Network | Jobs | Messaging

Diego Cabral

Senior Transportation Analyst na The Coca-Cola Company

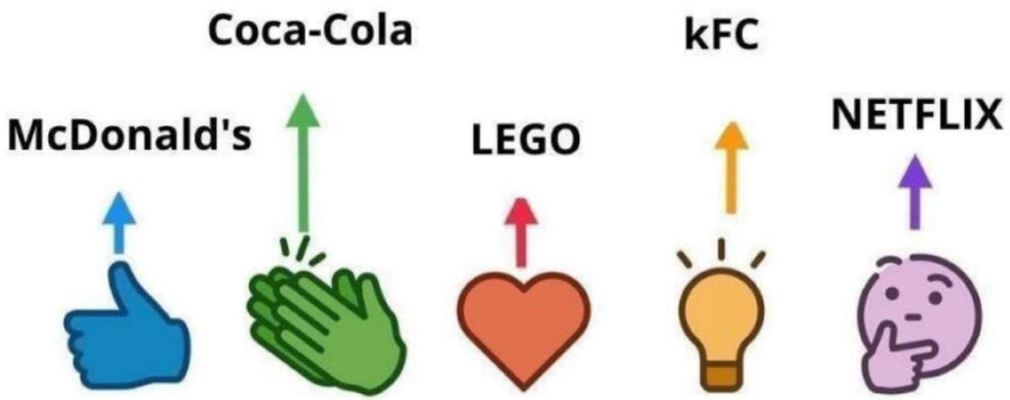
View full profile

Diego Cabral • 3rd+
Senior Transportation Analyst na The Coca-Cola Company
3w •

Qual marca você lembra automaticamente ao ver a cor vermelho?

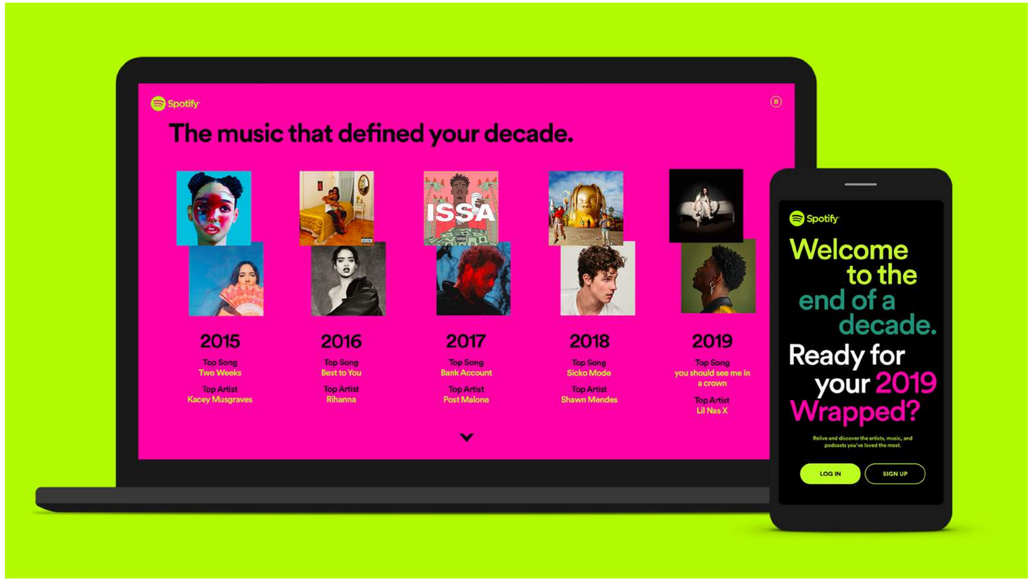
Rate this translation ·

Which mark do you automatically remember when you see the color red?

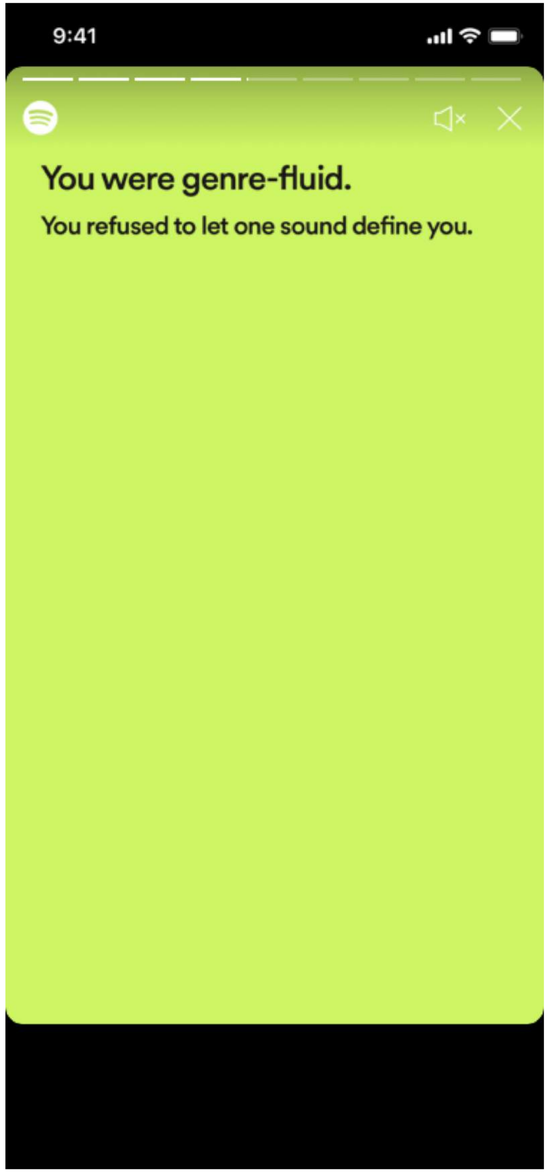


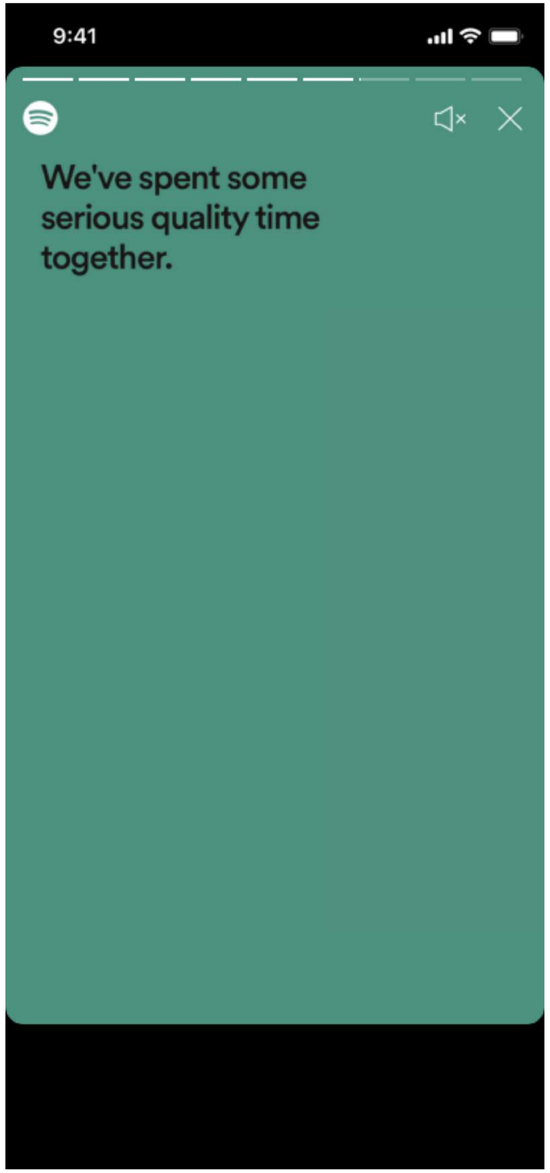
19,851 · 565 Comments

EXPERIENCE

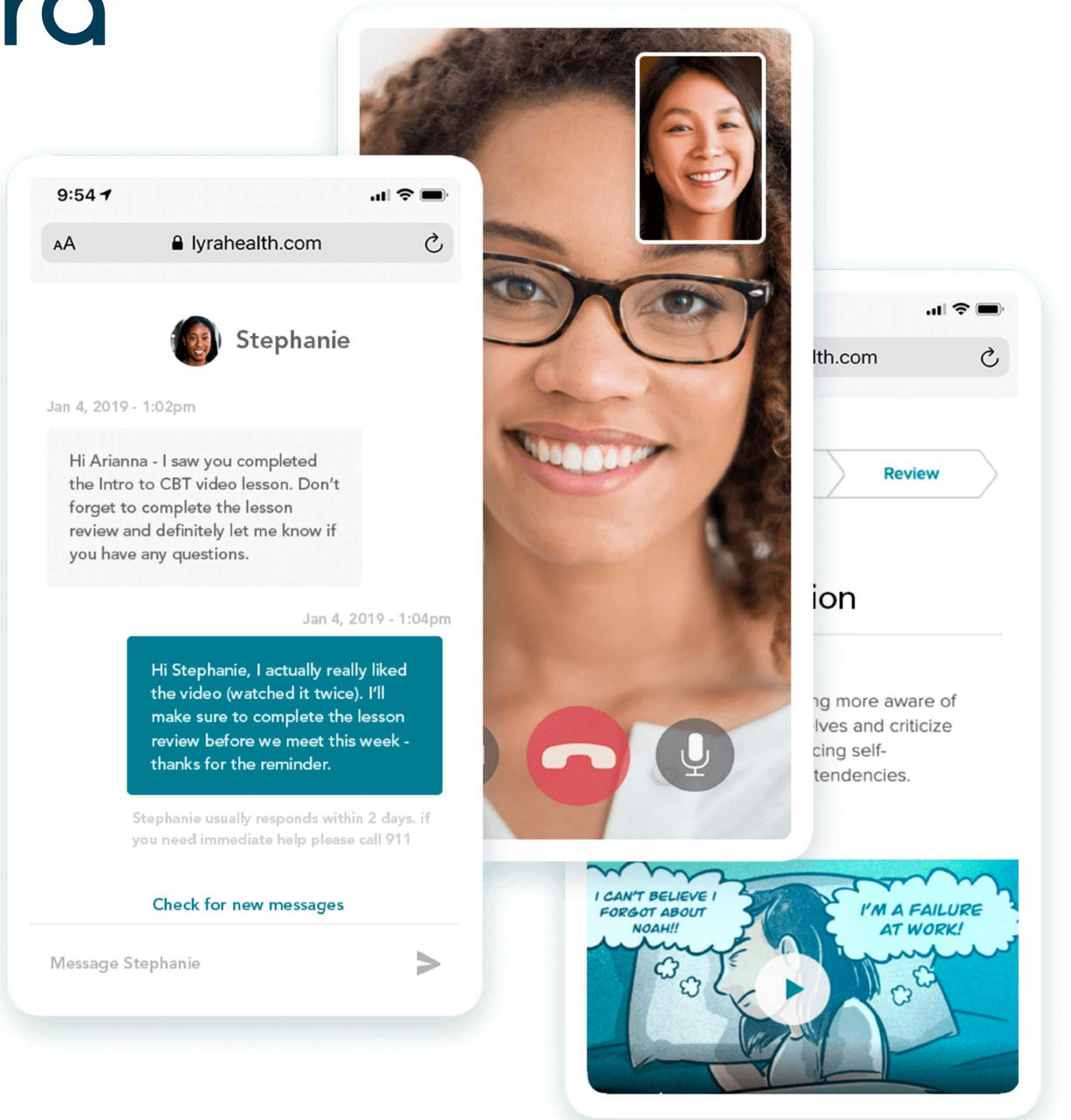

Spotify
The music that defined your decade.
2015
Top Song
Two Weeks
Top Artist
Kacey Musgraves
2016
Top Song
Best to You
Top Artist
Rihanna
2017
Top Song
Bank Account
Top Artist
Post Malone
2018
Top Song
Sicko Mode
Top Artist
Shawn Mendes
2019
Top Song
you should see me in a crown
Top Artist
Lil Nas X
Spotify
Welcome to the end of a decade.
Ready for your 2019 Wrapped?
LOG IN
SIGN UP

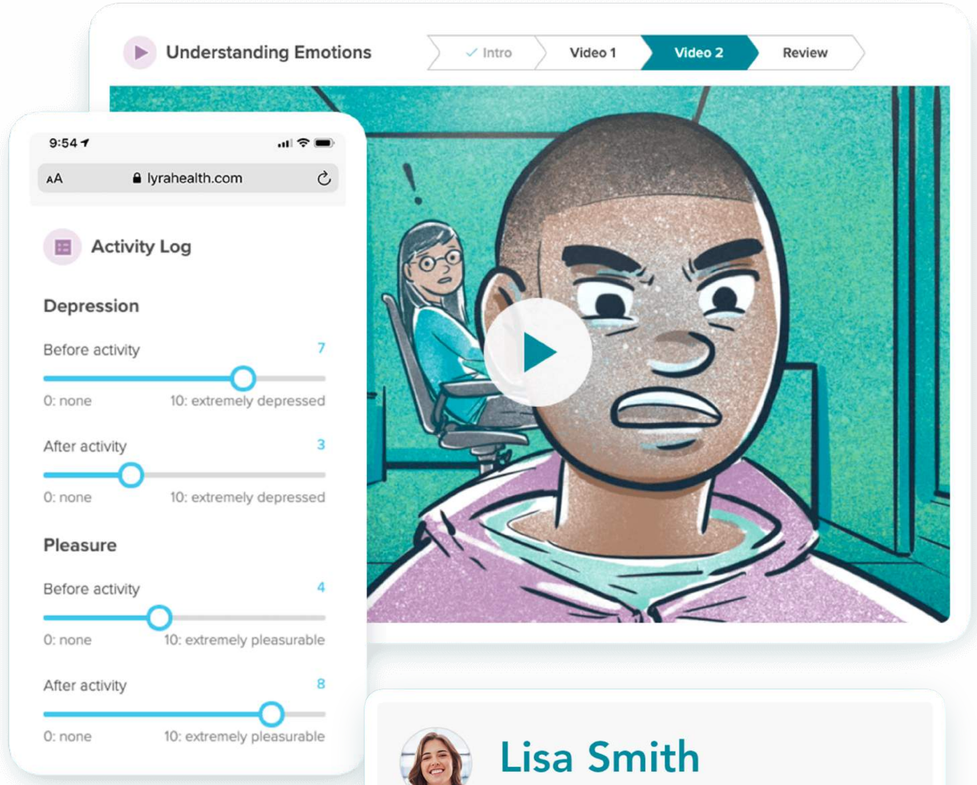
Spotify
World Citizen
When it comes to your music, borders disappear.
You've listened to artists from 39 countries.
J Balvin
Colombia
Spotify
Welcome to the end of a decade.
Ready for your 2019 Wrapped?
LOG IN
SIGN UP

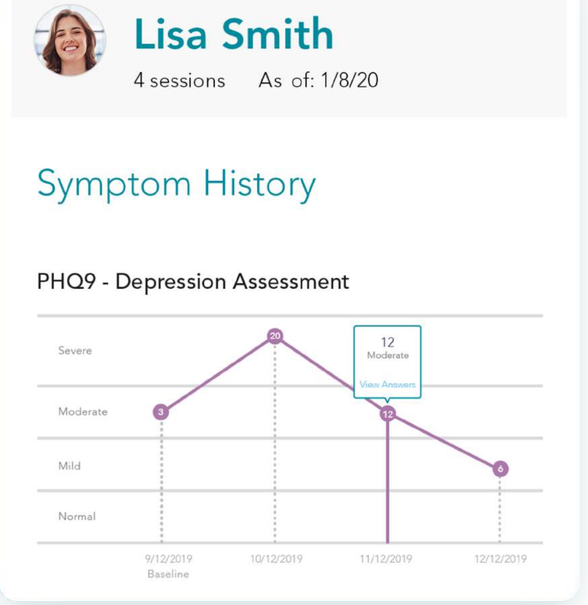

9:41
You were genre-fluid.
You refused to let one sound define you.


9:41
We've spent some serious quality time together.

lyra


9:54
AA
lyrahealth.com
Stephanie
Jan 4, 2019 - 1:02pm
Hi Arianna - I saw you completed the Intro to CBT video lesson. Don't forget to complete the lesson review and definitely let me know if you have any questions.
Jan 4, 2019 - 1:04pm
Hi Stephanie, I actually really liked the video (watched it twice). I'll make sure to complete the lesson review before we meet this week - thanks for the reminder.
Stephanie usually responds within 2 days. if you need immediate help please call 911
Check for new messages
Message Stephanie
Review
I CAN'T BELIEVE I FORGOT ABOUT NOAH!!
I'M A FAILURE AT WORK!


Understanding Emotions
Intro
Video 1
Video 2
Review
9:54
AA
lyrahealth.com
Activity Log
Depression
Before activity 7
0: none 10: extremely depressed
After activity 3
0: none 10: extremely depressed
Pleasure
Before activity 4
0: none 10: extremely pleasurable
After activity 8
0: none 10: extremely pleasurable


Lisa Smith
4 sessions
As of: 1/8/20
Symptom History
PHQ9 - Depression Assessment
Severe
Moderate
Mild
Normal
12
Moderate
View Answers
9/12/2019
Baseline
10/12/2019
11/12/2019
12/12/2019

1 LEXICON TRIGGERS

2 AUDIO CUES

5 CULTURAL CONNECTIONS

4 EXPERIENCE DRIVERS

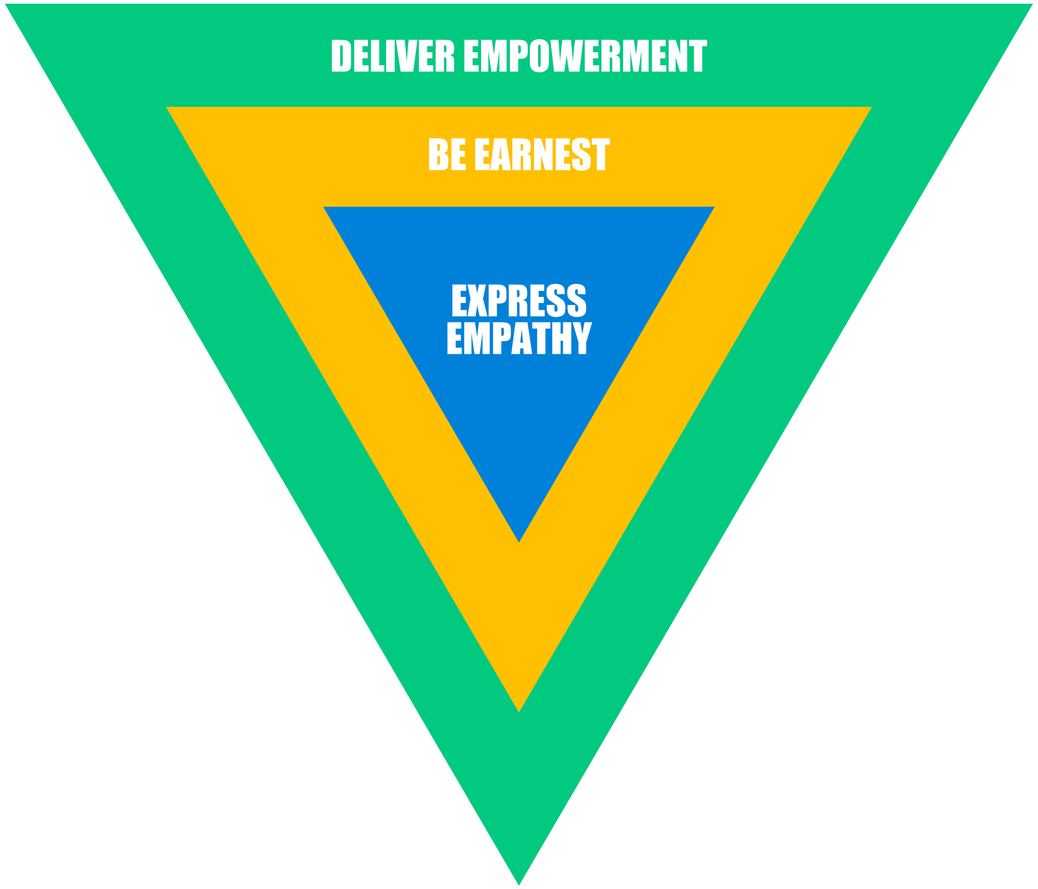
Creating normative behaviors through strong feedback loops.

3 VISUAL STIMULI

Cultural Connections

CULTURAL CONNECTIONS

Culture-ethics test



Culture is a byproduct of communities, and brands active within culture-based marketing have a responsibility to be earnest, express empathy, and deliver empowerment.

EMPATHY
EARNESTNESS
EMPOWERMENT
CULTURE
Culture-Ethics Test
LinkedIn LEARNING

1 LEXICON TRIGGERS

2 AUDIO CUES

5 CULTURAL CONNECTIONS

Empowering community leaders and members through ethical cultural commitments.

4 EXPERIENCE DRIVERS

3 VISUAL STIMULI

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Amplifying identifiable and unifying language of a community through branded vocabulary.

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Supporting meaningful conversations through powerful glyphs.

Community-based Brand Building

L **LEXICON TRIGGERS** Branded Vocabulary

A **AUDIO CUES** Sonic Signatures

V **VISUAL STIMULI** Conversation Sparks

E **EXPERIENCE DRIVERS** Normative Behaviors

C **CULTURAL CONNECTIONS** Culture-Ethics

FOLLOW theFEELING

NRC HEALTH SYMPOSIUM 2020

Kai D. Wright