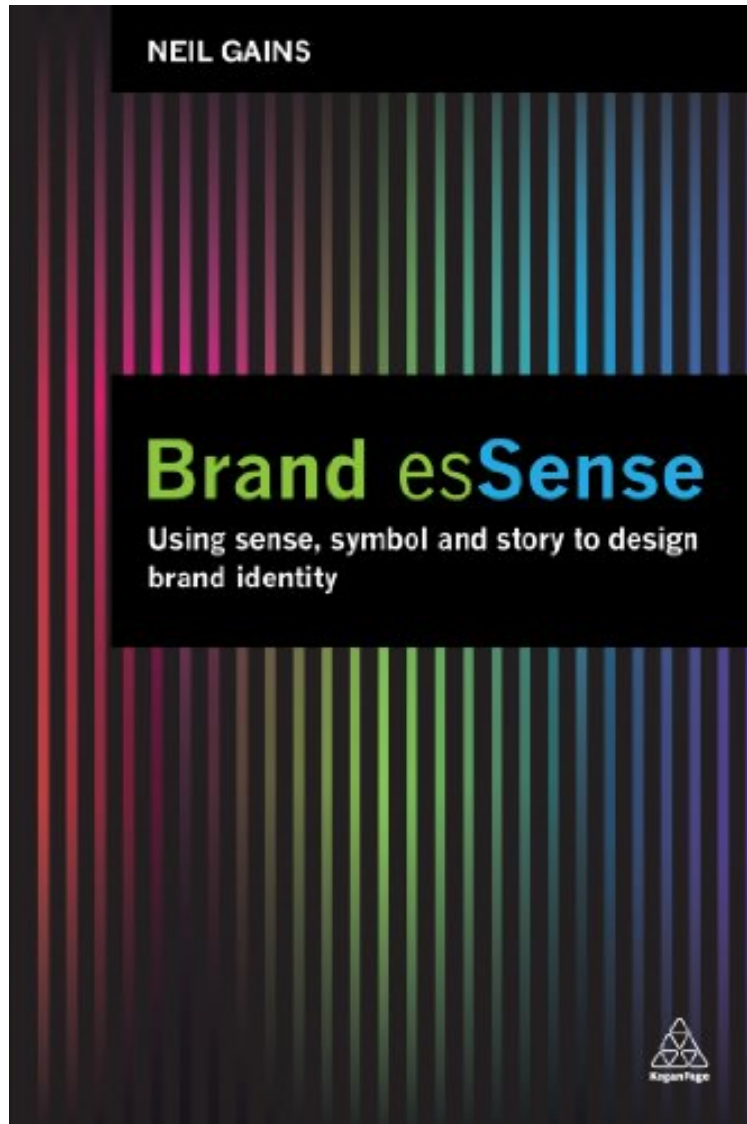


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Brand esSense: Using Sense, Symbol and Story to Design Brand Identity

Neil Gains

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Neil Gains : Brand esSense: Using Sense, Symbol and Story to Design Brand Identity before purchasing it in order to gage whether or not it would be worth my time, and all praised Brand esSense: Using Sense, Symbol and Story to Design Brand Identity:

1 of 1 people found the following review helpful. Building great brandsBy Jay OlsonForging strong emotional connections that center on brand meaning core values is essential to building brand equity and driving consumer choice. During the last decade there has been an avalanche of new books that focus on either sensory branding,

semiotics or storytelling. Brand esSense is the first book that combines all three of these vital building blocks together in a brilliantly written, easy-to-read format, backed by lots of highly relevant and compelling examples. Kudos to Neil Gains! As a brand and marketing strategist, I thoroughly enjoyed reading every page from cover to cover and would highly recommend this masterpiece to any marketing or creative professional looking to expand his/her knowledge in branding, visual design and/or marcom. 1 of 1 people found the following review helpful. Highly RecommendBy Cannon Gray LLCI've been in Marketing Research for more than 25 years and I learned from this book. It's a product of formal education that is both broad and deep, extensive outside reading and many years working on the client and agency sides as a real-world Marketing Researcher. Gains is an excellent writer and the book is entertaining without being superficial. Brand esSense itself is a good example of the key concepts and practices it aims to communicate, and succeeds in blending sensory experience, symbolism and storytelling into an accessible and practical framework for branding. The book is also a reminder, to those who need it, that marketing is more than retargeted ads. 1 of 1 people found the following review helpful. Connecting brand stories, symbols and sensory touchpointsBy Susan BellThere are hundreds of books out there about branding - some useful, some not. The least useful are the 'me me me' books, in which the author claims sole responsibility for some mega brand's mega success. Neil Gains has written a very different kind of book from these. The thesis behind his book Brand EsSense: Using Sense, Symbol and Story to Design Brand Identity is that 'successful brands align their brand story with consumer goals, and then ensure that the brand's symbols and sense (experiential) cues are consistent with them'. He clearly and carefully explains what he means by brand stories, brand's symbols and sensory cues. As you might guess from its title, this book is in the tradition of Martin Lindstrom's book BRAND Sense. Both books are very readable and accessible; both focus on brands as a sensory experience. As Gains says: 'Symbols, including brands, are made real through our senses.' However, Gains has added to Lindstrom's work in two ways. The first part of the book describes the senses in greater detail than in Lindstrom's, and cites contemporary academic research where needed. Brand EsSense is also different from BRAND Sense in that the second part of Brand EsSense is about how brands can leverage and create meaning through symbols and stories. The chapter on semiotics (the study of symbolism) is useful and comprehensive. Stories 'define why a brand exists' - so the chapters on stories draw on research into archetypes, giving examples of brands drawing on one or more of the 12 main archetypes, such as the Artist (LEGO) and the Joker (Virgin Airlines). I particularly liked the point that many brands are a mix of different archetypes. The last part of the book contains a practical description of the EsSense framework, so the reader can apply the ideas in the book to their own brand. I am going to try it.

Branding has reached a new frontier. In the future brands will have to appeal to more than one or two of the classic five senses. Branding expert Neil Gains shows both the science and the practical applications of how this can be done, and links symbolism and storytelling to sensory experience in brand marketing. Drawing on the latest research and design thinking he shows how brands can link storytelling archetypes and symbolism to customer experience to build a multi-sense phenomenon. This groundbreaking book provides innovative branding tools for evaluating where a brand is on the sensory and storytelling scale, analyzing its potential and giving it a clear pathway to optimizing its unique sensory appeal.

"The book is an easy read for anybody broadly familiar with brands, the senses, and qualitative research. Even for people deeply steeped in the area, there are nuggets in there that they will find illuminating or useful...I would warmly recommend it."