

BRAND16® application areas



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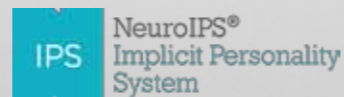
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BRAND16®

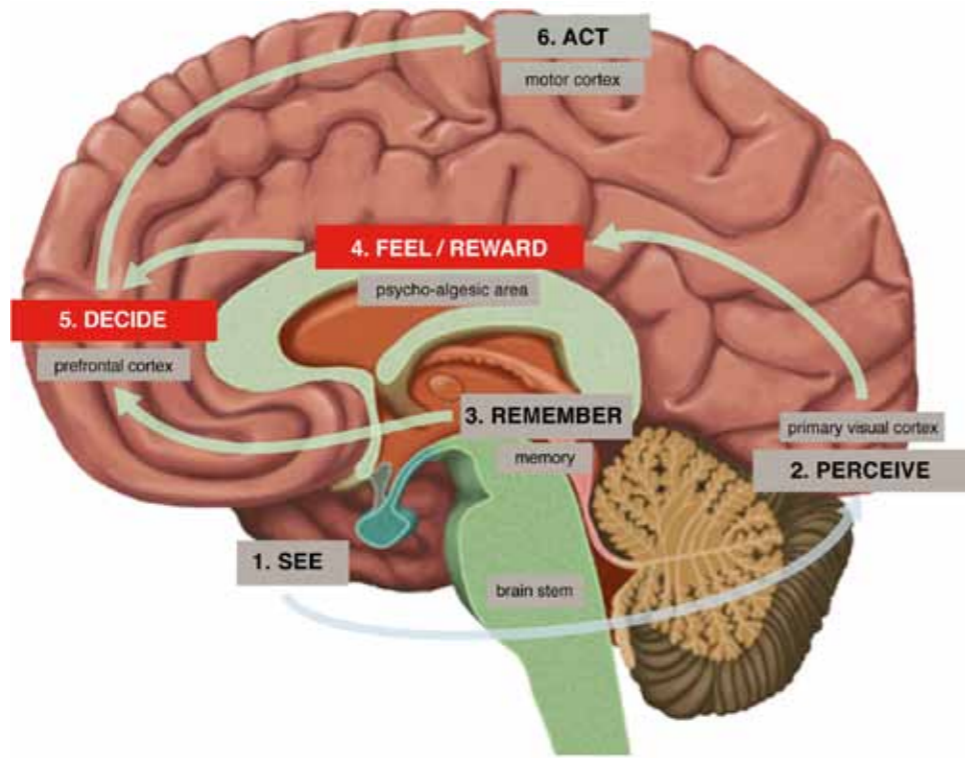
**Approach your clients like never before.
 What you will achieve with BRAND16®:**

- Understand your target groups and speak their language
- Allocate your budgets more efficiently
- Expand your relevance and increase sales



PUBLICIS

Conventional methods of describing target groups have reached their limits. Until now, target groups have frequently been described according to "external" characteristics, which neither fully reflect real life nor offer a true insight into lifestyles and attitudes. In exclusively personal or systemic surveys (such as multiple choice or interviews), the response behaviour of those questioned is often influenced by tactical or social motives. People tend to answer as they think they are expected to, or the way they want to be seen. Science today has proven beyond any doubt that up to 95% of all decisions made by humans are being prepared subconsciously. As a result, in nine out of ten cases the cognitive autopilot has already made the decision. Even though our consciousness makes us believe, that we have assessed, decided and acted in an objective way.



Process of information processing in the brain

With **BRAND16®**, Publicis has developed a methodology in conjunction with the neuropsychological institute MassineScheffer which decodes the pathways used in subconscious decision making, thus opening up a whole new dimension of awareness.

BRAND16® brings together the knowledge and effectiveness of brands and communication with the latest findings of neuroscience. Therewith a new, valid and resilient basis for holistic business consulting, coherent brand management and communication development has been built.

BRAND16®

The visual measurement method is the most efficient entrance to the reward systems and the decision filters of human beings.

The base of the **BRAND16®** method is a scientific survey procedure – the Neuro®IPS Visual Questionnaire (ViQ). The Neuro®IPS ViQ determines a person's basic psychological profile, the Implicit Personality System (Neuro®IPS), by judging preferences of shapes, colours and figures. This process was developed at the universities of Osna-brück and Hamburg (Helmut-Schmidt) and readied for commercial use by our partner, MassineScheffer. The perception and evaluation of the visual (test) questions happen automatically, therefore these questions are free of conscious interpretations.

Based on the globally established personality model of C.G. Jung, the Neuro®IPS delivers substantial findings on the central features of personality, behaviour and motivation structures. The Neuro®IPS therefore allows a unique in-depth psychological understanding of the person's personality.

BRAND16® can be used in various sectors of strategic brand management.

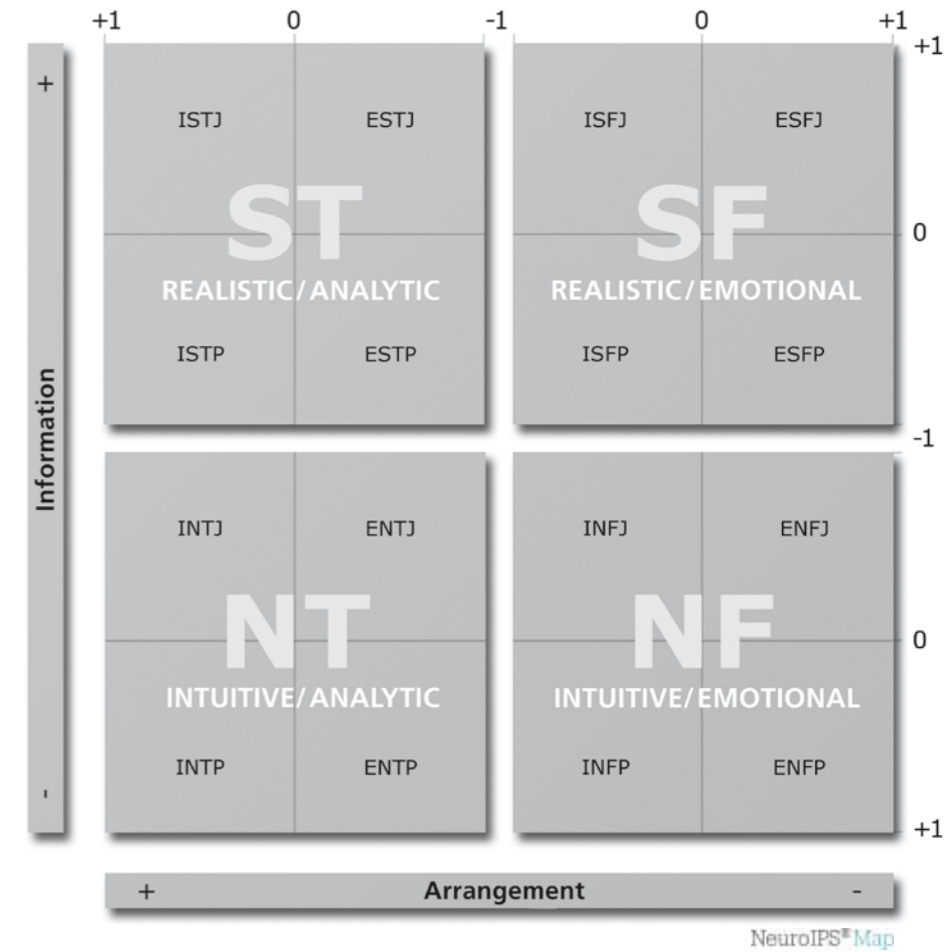
BRAND16® does not only deliver a coherent and strategically substantiated base, but also optimises all operational activities: from communication and

media to service, product development, internal communication and organisational development.

Today, **BRAND16®** increases the efficiency of various measures of German and international companies from different branches and thus delivers a significant contribution to their success.

The base of human behaviour: The Implicit Personality System (Neuro®IPS) and its 16 types.

The measurement of 4 dimensions of personality and their individual characteristics results in the type code of four letters.



The three BRAND16® performance levels:



- Analysis of the psychographics of brand users based on the Implicit Personality System (Neuro®IPS)
- Illustration of the relevant attributes of differentiation
- Identification of core and potential target groups
- Development of target group profiles based on in-depth psychology
- Derivation of individual creative preferences

- Analysis of the forms of expression of companies and brands (communication, products, services, staff, processes and further internal and external touchpoints)
- Development of strategic and conceptual recommendations
- Development of a criteria checklist for the modulation of actions according to specific types

- Adjustment of existing activities (i.e. communication) based on the profiles identified
- Activity development
- Coaching and supervision of the strategic communication and company development