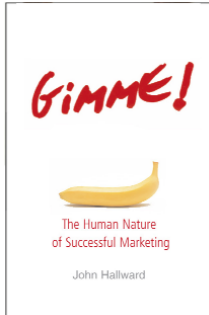


# The Frontier for Success; Our Self-Centered Genetic Traits

## Gimme! The Human Nature of Successful Marketing



**For too long, many marketers have ignored the basics of how human beings are wired and how they work emotionally. And as a result, the effectiveness of their marketing and advertising suffers.**

**Marketers who understand the emotional triggers and genetic characteristics of their consumers are better able to persuade and convince them with their marketing programs. *Gimme!* explores these evolutionary traits in ways marketers can easily understand, so they can better leverage these primary human drivers of behavior for greater marketing success.**

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***Gimme! is a fascinating book and a very interesting piece for anyone interested in any aspect of why we do what we do. The combination of real data, personal experience, and genetic evolution theory is unique in its ability to help us learn how to do better in the future.***

— Kate Sirkin, EVP Global Research  
Director, Starcom Media Group

Welcome to this first issue in a series of *Lessons Learned*, essays and excerpts from John Hallward's new book, *Gimme! The Human Nature of Successful Marketing*. Every few weeks we will provide a two page Issue dedicated to a relevant marketing topic to generate insights and new ideas. This Issue introduces the importance of understanding how humans are genetically wired for decision-making.

What is "*Gimme!*" about, and why should you be interested? In a nutshell, we can apply the insights of how humans are wired to make marketing work better.

Humans are the consequence of genetic evolution, whether through Intelligent Design, or through random gene mutations (survival of the fittest). Some manifestations of evolution found in all cultures include emotions, habits, memories, desires, moods, thinking, and motivations. We share these characteristics because these are the consequence of our genes. The better we can appreciate these characteristics, understand how we are genetically wired, and why we act the way we do, the better we can advertise and better persuade others.

Many brands today are under attack from copycat brands, from price brands, from the powerful retailers, and from globalization. At the same time, advertising is fragmenting (and possibly decaying), consumers are becoming less loyal, and market researchers struggle to find the answers. The solution for brand managers is neither to cut costs nor to rely on promotional activity. Competing on price and promotions is not a proprietary own-able characteristic, invites low-cost competition,



and trains the consumer to look for price deals. The low cost manufacturers win, with lower margins, and less attractive stock performance.

The profitable solution is to build brand equity. Many emerging studies prove the attractiveness of healthy brands in supporting shareholder value, stock performance, and reduced investment risks. Brand health can be achieved in our modern world by innovation in a tangible way, and/or to add something (emotionally) intangible above and beyond the raw functional performance of the product/service. Such emotional elements can include the creation of unique emotional associations to brands, to enrich brands across the human senses, and to create effective advertising properties. This is where we need insights about how humans are wired, and how we can better leverage the drivers of motivation.

We are born with the gimmies, and we are taught to suppress them as we grow up in society, but the gimmies do not go away. The gimmies happen when we choose a brand: “How will I be perceived by using Brand X instead of Brand Y?” or “What emotional pay-offs do I get for choosing brand X over Brand Y?” This is how we make our decisions, with the gimmies at the centre. Good selling practices recognize this self-centered focus. Selling of brands or motivating a friend is about catering to the gimmies. Advertisers and people in general can get what they want as an outcome of giving to others what others want, at an emotionally motivating level. This concept directly recognizes the genetic self-centered nature of humans. This is a foundation for the art of manipulation. It is not about the brand. It is the emotional gimmies the brand satiates.

Some of the things we will be sharing in our series of e-newsletters will include: The short-coming of USPs, the role of emotions in motivation, the importance of triggering, the role of icons and mnemonics, the role of story-telling, recognizing that ‘creative is king’, effective media plans learned from thousands of tracked campaigns, avoiding ‘over-engineering’, the value of brand-created properties, the facts of wear-out and desensitization, a stronger process for advertising development, the nature of pricing + value, quality characteristics of efficient media, and so on.

*Please join us, and share these e-newsletters with others.*

*Write us at [info@ipsos-na.com](mailto:info@ipsos-na.com) with questions and comments.*

#### About the Author



**Advertising research expert John Hallward started his career with Procter & Gamble, and Johnson & Johnson. He then co-founded the Canadian firm of Tandemar Research Inc., a leader in advertising research for top advertisers. After Tandemar was acquired by Ipsos, he went on to become Director of Global Product Development for Ipsos ASI, where he is also a member of the board. *Gimme! The Human Nature of Successful Marketing* is his first book.**

#### Ipsos ASI



**Ipsos ASI is a leading global advertising research firm, and is part of the worldwide Ipsos Group. Ipsos ASI offers a full range of advertising research solutions to help clients make the best decisions at all stages of the advertising process: advertising development, advertising pre-testing for qualifying advertising, advertising tracking, and brand equity/brand health evaluation. Ipsos ASI has also recently introduced new holistic integrated advertising assessment. The firm focuses on providing advertisers with the insights to help in the development, evaluation, and improvement of their advertising efforts to help them build stronger marketing performance for healthier brands. To learn more, visit [www.ipsosasi.com](http://www.ipsosasi.com).**