

Marketing to memory

How to make your brand stick

Andi Bell is able to memorize the order of several decks of cards. He does this by associating each card with a character. The Jack of Clubs becomes a bear, the Two of Spades is a pineapple and so on.

He picks a route through London, making a note of buildings and points of interest. He then places these characters along the route, which sees the bear sawing the pineapple in front of the House of Parliament.

Emotional stories

The deck goes from being a complex string of facts to a story whose “plot” occurs on the route.

Bell succeeds by tapping into the greatest of human assets: the emotional brain. That’s because the emotional brain processes sensory information in one fifth of the time the cognitive brain takes.

Bell knows that to remember the cards, he needs to use vivid, emotionally engaging stories to trick his emotional brain into digesting them.

Marketing to memory

Branding, marketing and PR all drive your target audience towards the same goal: to get people to remember your company when they are in need of the products or services that you provide.

This can be done simply by telling stories that unconsciously associate your product or service to an emotion. Good marketing uses mental hooks and rich mnemonic strategies, attaching emotive imagery to stories it wants the audience to recall.

Google hit the nail on the head with this [storytelling video](#). It knows that a company with a purpose as emotive and as memorable as this will succeed.

Memory plays an important subconscious role in decision-making and various factors make our brains determine whether information is important or disposable.

Is your brand doing everything it can to get potential clients to remember you?

If not, then we can help.