

Martin Lindstrom

Quotes

Brands, Data, Emotional, World, Communication, Thinking, Brain, Marketing, Ideas, Religious, Powerful, Reality, Focus, Smartphones, Bigs, Logos, Simple, Valuable, Two, Want

What do Harley-Davidson, LEGO, and Apple have in common? They're all based on communities.

~Martin Lindstrom

Imagine Pepsi without Coke. Impossible, right?

~Martin Lindstrom

When we brand things, our brains perceive them as more special and valuable than they actually are.

~Martin Lindstrom

Products are produced in the factory; brands are produced in our minds.

~Martin Lindstrom

Branding is not about what something says or what it means, but how it makes us feel.

~Martin Lindstrom

Where big data is all about seeking correlations - and thus to make incremental changes - small data is all about causations - seeking to understand the reasons why.

~Martin Lindstrom

We're no longer bored - in fact we're petrified of being alone with ourselves getting bored. Yet boredom is the foundation for creativity - an asset slowly disappearing from our world.

~Martin Lindstrom

Brand handling synergy means developing and communicating your company's values and identity consistently.

~Martin Lindstrom

A global brand building strategy is, in reality, a local plan for every

market.

~Martin Lindstrom

Brands must make use of the inclination of consumers to be persuaded by friends.

~Martin Lindstrom

Small Data is not about testing concepts - it is more to create the foundation for innovative brand thinking.

~Martin Lindstrom

Thus ideas like subliminal advertising today rarely works and or even exists.

~Martin Lindstrom

Roughly 21,000 new brands are introduced worldwide per year, yet history tells us that more than 90% of them are gone from the shelf a year later.

~Martin Lindstrom

Powerful brands in the future will instead carefully choose who'd they'd love to be friends with - and who they'd be comfortable upsetting.

~Martin Lindstrom

Remember, that the logo is really the dot on top of the i.

~Martin Lindstrom

A competitor is a valuable foil that unites a company from within and pushes the brand's boundaries.

~Martin Lindstrom

A brand is an emotional construct. It helps you to project an image to the world which you'd like to own.

~Martin Lindstrom

Word-of-mouth is powerful, trusted, and cheap.

~Martin Lindstrom

Today's evangelism is just as likely to take place via chat rooms and viral videos as it is in a personal conversation or a sermon.

~Martin Lindstrom

Big data is great when you want to verify and quantify small data - as big data is all about seeking a correlation - small data about seeking the causation.

~Martin Lindstrom

Rituals build brands.

~Martin Lindstrom

Online marketing rarely is able to appeal to more than two senses - yet offline often (if utilized the right way) represents the option of multi sensory appeals.

~Martin Lindstrom

We're all obsessed with our smartphones and thus really don't see anything around us.

~Martin Lindstrom

If we define value as emotions - and emotional engagement...i.e. love!

~Martin Lindstrom

The enemy shapes the brand.

~Martin Lindstrom

Visit your local supermarket or retail chain. You'll experience a lot of visual stimulus, but it's unlikely that your other senses will encounter any compelling messages.

~Martin Lindstrom

[Logo] is an encapsulation of an emotion.

~Martin Lindstrom

Small Data defines this space, identifies the imbalances we all have and thus the gap these imbalances represents for your new innovation.

~Martin Lindstrom

Fear can come across in absence of sharp corners, locked windows in hotel rooms, locks, passwords, security...fairytale (the type of storylines)...in fact everywhere.

~Martin Lindstrom

The world's holy texts are built on ancient oral traditions.

~Martin Lindstrom

Sex doesn't sell anything other than itself

~Martin Lindstrom

I did however realize that only 4% of the world's population turns creative when in contact with water and thus we dialed this dimension down and changed direction.

~Martin Lindstrom

Opinion free brands simply will struggle to survive in the future - of that simple reason that we increasingly want to associate ourselves with opinionated and authentic brands.

~Martin Lindstrom

The reality is that a brand can no longer afford to be "friends with everyone."

~Martin Lindstrom

I think it is fair to say that the end goal might be a demand yet your focus when building brands should rarely focus on this objective.

~Martin Lindstrom

Once such emotional engagement has been created - demand will always follow - yet one could say the "side product of your effort is demand" the primary purpose is to create love.

~Martin Lindstrom

New techniques - often spinning out of technology and lack of privacy has resulted in new manipulative communication formats.

~Martin Lindstrom

Consider Brazilian cosmetics brand Natura, which deploys a direct-sales force of more than 718,000. By knocking on doors, it has established a vibrant network of brand supporters.

~Martin Lindstrom

We're also more affected by aspirational signals in an offline world where it is more difficult to "hide" and thus indirectly increases the influence from others.

~Martin Lindstrom

The U.S. has dominated and continues to dominate the society and thus products and brands activating fear - and subsequently removing fear are selling substantially better than in other countries.

~Martin Lindstrom

The cornerstone of religion, a clear vision can inspire great action and firm conviction.

~Martin Lindstrom

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