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# Primalbranding: Create Zealots For Your Brand, Your Company, And Your Future



## Synopsis

What is it that made Starbucks an overnight sensation and separated it from other great coffee house companies? Why do many products with great product innovation, perfect locations, terrific customer experiences, even breakthrough advertising fail to get the same visceral traction in the marketplace as brands like Apple and Nike? Patrick Hanlon, senior advertising executive and founder of Thinktopia, decided to find the answers. His search revealed seven definable assets that together construct the belief system that lies behind every successful brand, whether it's a product, service, city, personality, social cause, or movement. In "Primal Branding", Hanlon explores those seven components, known as the primal code, and shows how to use and combine them to create a community of believers in which the consumer develops a powerful emotional attachment to the brand. These techniques work for everyone involved in creating and selling an image - from marketing managers to social advocates to business leaders seeking to increase customer preference for new or existing products. "Primal Branding" presents a world of new possibility for all marketers - and the opportunity to move from being just another product on the shelf to becoming a desired and necessary part of the culture.

## Book Information

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## Customer Reviews

Wondering how to build your brand for your business? If you are searching for a history of successful companies, large and small, then Primal Branding delivers an insider's perspective. Author Patrick Hanlon, an avid journalist, spent years penetrating the barriers surrounding

marketing secrets of thriving businesses. I am a pre-published author seeking to establish myself in the thriller genre as a professional with both a vision and a quality product. Primal Branding provided a series of steps to guide me through this process. Here are the seven components to the Primal Code, plus one sentence I learned about each.

- Creation Story - each brand must tell the story of their beginnings. It must answer the question, "Where do you come from?" Example: the "about" section of a company)
- The Creed - this is the spine which supports the whole brand. This should project the vision of what you want the company to become. Example: the tagline for a company)
- The Icons - these are the images or sensory products that are instantly identified with your brand. They should be recognizable and distinct enough to leave an impression on the consumer. Examples: logos, themes, and products)
- The Rituals - the interactions that your consumer has with your company and products. The goal is to maximize the number of positive occurrences your customer has with your company. Example: online shopping or browsing)
- The Pagans - these are the opponents to what defines your company. It's as important to identify your "unbelievers" as it is to define who you are. Example: Pepsi Cola versus Aquafina.)
- The Sacred Words - the specialized jargon that only the insiders know. Every belief system has its own informal dictionary to distinguish itself from outsiders.

I had high hopes when I picked up this book based on some of the other glowing reviews. What a huge disappointment. The author tells us he's cracked the marketing Rosetta Stone and come down from the mountaintop with a magical treasure map for you to follow. A guide to creating the kind of zealous fans every business owner dreams of. You know, Harley Davidson, Krispy Kreme, Apple, etc. etc. That would be amazing, if it were even a little bit true. Here's the basics, so you don't have to buy, and then read through, the 244 (out of 246) useless pages. You just need:

1. A creation story - why the company exists and what makes it unique.
2. A creed - the principles that guide the business.
3. Some icons - logos mostly, but other visible things that make people think of your company like Starbuck's cups.
4. Some rituals - like making people stand in line at Starbuck's.
5. Some pagans or non believers - people who don't buy into your program that you can rally your supporters against.
6. Some sacred words - basically jargon no one understands until they are 'in' your group.
7. A leader - you know, like Steve Jobs or Thomas Edison.

The entire first section covers this in exhaustive detail by dumping a metric shit ton of disconnected and poorly edited anecdotes discussing various ways companies have implemented the 'pieces of the primal code'. The second half of the book is even more unbearable because Mr. Hanlon completely abandons even the pretense of providing meaningful insights in favor of heaping on even more poorly

edited anecdotes about the same companies we grew tired of in the first section.

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