
Index

- adjudicators 111–12,
115–16
- advertising
- agencies 114–15, 118
 - brand encounters 34,
36, 98
 - building brands 81, 86
 - celebrity products 16–17
 - communications 81,
94–6
 - consumer knowledge
128
 - copywriters 49–50
 - established brands
15–16
 - mental processes 94–6
- agencies 114–15, 118
- Aitchison, Jean 87, 90
- ambiguous language 146
- Ambler, Tim 63, 67, 105
- analogies 147–8
- applications, jobs 112–13
- architecture 40
- aristocracy 70–1
- assumptions, brands 85
- authenticity 131–7
- author biography ix–x
- baby boomers 57
- banking incident 118–20
- Beckham, Victoria (Posh
Spice) 63, 69–70, 72,
74
- behaviour, brands 100–2

Index

- biography, author ix-x
- bisociation 147
- blindness, mental processes
89
- BMW 72-3
- body language 98-103
- bold hypotheses 143-6
- bonuses 85-6
- Boyle, David 51, 68
- brands 33-48, 54-110
see also advertising;
products;
reputation; value
assumptions 85
behaviour 100-2
body language 98-103
British Brands Group 1,
63
building brands 77-110
celebrities 16-17, 70-2
CEOs 64-7, 105-9
chance encounters 42-6,
144-5
choices 54-62, 96, 136
competitors 92-3
contagion 45, 104-5
control 36-9, 42, 86-7,
98
encounters 33-48, 98-9,
144-5
facts list 64-6
fame 70-4
free-standing brands 103
generic brands 14
global brands 65
image 64, 79, 82-3,
129-31
information 96
intangibles 67-9, 87-91
knowledge 93
loyalty 99
organic nature 93
other people's minds
87-91, 102
ownership 74, 76
pack design 14-15

Index

- parent brands 103–4
- perception 93–4
- service brands 45–7, 105–6
- transitive action 100–3
- value 54–5, 57–61, 66
- bribes 85–6
- British Brands Group 1, 63
- building brands 77–110
- BunnyBags 101–2
- business aspects 23–4, 58–60, 139
- buying 3–6
- celebrity brands 16–17, 70–2
- CEOs *see* chief executive officers
- challenges, marketing 125–6
- Chambers, Robert 51–2, 68
- chance brand encounters 42–6, 144–5
- change, business 23–4
- chief executive officers (CEOs) 64–7, 105–9, 135
- choices
 - brands 54–62, 96, 136
 - consumers 126, 134–7
- The Cluetrain Manifesto* 104–5
- communications
 - advertising 81, 94–6
 - brands 36–7, 39, 61–2, 66, 78
 - companies 17–18, 27–8
 - employees 9–10
 - insights 147
 - integration 36, 120–1
 - marketing 117
 - techniques 127–8
- competitors 7, 65, 92–3
- conflict resolution 21

Index

- Connaught Hotel incident 101
- conscious persuasion 94–5
- consumers
- buying 3–6
 - choices 126, 134–7
 - communications
 - companies 17–18
 - delegation 135–7
 - marketing knowledge 128
 - prices 83
 - sophistication 126–8
 - WPP 6–7
- contagion, brands 45, 104–5
- control issues 36–9, 42, 86–7, 98
- copywriters 49–50
- corporate identity 15
- corrective actions 46–7
- cost minimisation 8
- Country Soups, Unilever 130
- creativity 20–1, 23–8, 30–2
- bold hypotheses 143
 - Enron 109
 - high-potency insights 148
- credit card offers 85
- culture, business 24
- decision-making *see* choices
- delegation 135–7
- direct marketing 11–12, 34, 36
- disorder 20
- see also* creativity
- Dyson 107
- efficiency 22, 49–50, 110
- Ehrenberg, Professor 99
- eliminating negatives 117–18

Index

- emotional appeal 61
- empathy 8
- employees 9–10, 106–7
- encounters, brands 33–48,
98–9, 144–5
- Enron 109–10
- entrepreneurship 20, 23–8,
30–2
see also creativity
- envy 73
- evocative power 143, 147
see also high-potency
insights
- expenditure 5, 9
- expressiveness 150
- fame 70–4
- farm shops 131–3
- financial services companies
40–1
- FitzGerald, Niall 79, 108,
130
- Florence, Italy 111
- focus groups 90–1
- Fortune* magazine 109
- Foster, Norman 111
- Franklin, Benjamin 122
- free-standing brands 44–5,
103–4
- generic brands 14
- global brands 65
- Handy, Charles 25–7
- Harvard Business School
139
- Hawking, Stephen 72
- Heath, Robert 95, 99
*The Hidden Power of
Advertising* (Heath)
95
- high-potency insights
141–2, 146–50
- horseshoe nail adage 122
The Hungry Spirit (Handy)
25–6

Index

- hypotheses, bold
 - hypotheses 143–6
- ideas 24, 26–8, 30
- image
 - see also* reputation
 - product performance 79
 - subjectivity 64
 - value-for-money 82–3
 - Wheeler 129–31
- imagination 88–90, 148
 - see also* mental processes
- implicit learning 96–7
- information 29, 96–7
- insights 139–51
 - bisociation 147
 - communications 147
 - evocative power 143, 147
 - expression 150
 - high-potency insights 141–2, 146–50
 - language 145–9
 - low-potency insights 141–2, 147
 - numbers 149
 - value 149–50
- instruction manual design 33–4, 39
- intangibles
 - consumer buying 3–6
 - measurement 51–3, 55, 58, 60–1, 67–9
- integrated communications 36, 120–1
- intellectual capital 23
- internal marketing 10, 107
- internet 45, 47, 104–5
- jargon 65, 145, 149
- job applications 112–13
- King, Stephen 151
- Klein, Naomi 54, 56, 105

Index

- knowledge 8–9, 90–1, 93, 128
- Koestler, Arthur 146–7
- Kuala Lumpur Question
112, 114–15, 118, 123
- language 145–9
ambiguity 146
body language 98–103
insights 145–9
jargon 145, 149
Koestler insight 146
marketing 145–6
- learning 96–7
- Learning to Fly* (Beckham)
63
- Levitt, Theodore (Ted)
4–5, 129, 139–42, 148
- long-term memory 97
- low involvement processing
95–7
- low-potency insights
141–2, 147
- loyalty 99
- McEwan, Feona 1
- Madonna 70, 72
- manuals, instructions
33–4, 39
- Market Research Society 2
- marketing
brand encounters 36–9, 42
challenges 125–6
communications 117
internal marketing 10, 107
knowledge 8–9, 128
language 145–6
rationality 60–1
relationships 11, 46–8
services 4–6, 8, 11–12
strategies 106–7, 125–7

Index

- marketing companies
 building brands 77–8
 control issues 86–7, 98
 opportunities 116
- Marketing Society* lecture
 79
- Marks & Spencer 91–2
- Marlboro 56–8
- Marmite 103
- The Masterbrand Mandate*
 (Upshaw & Taylor)
 106, 108–9
- measurement 51–3, 55,
 58, 60–1, 67–9
- memory 97
- mental processes 87–91,
 94–7
 imagination 8–90, 148
 insights 139–51
 long-term memory 97
 low involvement
 processing 95–7
 mental blindness 89
 other people’s minds
 87–91, 102
 Theory of Mind 87–9,
 102
- metaphors 147–8
- morale loss 10
- Morris, Philip 56
- ‘Most Innovative US
 Company’ award
 109
- nest-building simile 78,
 143–4
- newspapers 92
- No Logo* (Klein) 54,
 105
- numbers 50–3, 56
 see also measurement;
 quantification
 business plans 59–60
 insights 149
 intangibles 67–9
 prices 82

Index

- Objective Disqualifiers
114–16, 119, 122–3
- Ogilvy, David 59, 127
- opportunities 116
- order 20
see also time and motion
- orphan brands 45, 103–4
- out-sourcing 135–7
- ownership, brands 74, 76
- Oxford Dictionary of Quotations* 148
- pack design 13–15, 34, 36, 86, 98
- The Paradox of Choice* (Schwartz) 126, 134
- parent brands 103–4
- pension plans 41
- perception 93–4
- performance 78–80
- Persil 63, 70, 73, 76, 103
- persuasion 87, 90, 94–5
- planning 28–32, 59–60
- pocket money incident 88–9
- poets 148
- Poor Richard's Almanack* (Franklin) 122
- Pope, Alexander 150
- Posh Spice (Victoria Beckham) 63, 69–70, 72, 74
- presentation, products 13
- Pret à Manger 107
- prices 55–7, 82–6, 98
- processing advertising information 96–7
- products
see also brands
functions 79–80
image 129–31
performance 54, 78–80
presentation 13
value-adding 12–13

Index

- promotions 84–6, 98
'putting a case' 7, 11
- quality aspects 53, 55
- quantification
 see also measurement;
 numbers
 advertising 95
 Boyle 51
 business processes 58
 CEOs 67
 quality 53, 55
- quarter-inch drills/holes
 dictum 139–42
- railway station design 111
- rationality
 brand choices 55–6,
 58–61, 96
 CEOs 67
 marketing 60–1
 prices 83
- Reith Lectures 87
- relationship marketing 11,
 46–8
- reputation 74–9
 see also brands; fame;
 image
 brand encounters
 34–6
 competitors 92
 integrated
 communications
 120–1
 low-involvement
 processing 97
 management 108
- research 2, 9
- risk 24
- Royal Family 71
- savings schemes 41
- Schumacher, E.F. 19–21,
 25, 27
- Schwartz, Barry 125–6,
 134–6

Index

- services
 - brands 45–7, 105–6
 - marketing 4–6, 8, 11–12
- Shakespeare, William 148, 151
- similes 78, 143–4, 147–8
- simplicity 36–8
- Small is Beautiful*
(Schumacher) 19–20
- sophistication 126–8
- speculation 29–30
- steak & kidney pie incident
132–3
- Stella Artois 84
- strategies, marketing
106–7, 125–7
- structures, businesses 24
- sub-contracting 135–7
- supermarket brands 57
- Taylor, Earl 106
- Thatcher, Margaret 75–6
- Theory of Mind 87–9, 102
- time-and-motion 19–32
- training 107, 109
- transitive action 100–3
- Trow, George W.S. 16
- truck advertisements
39–40, 98
- trust
 - authenticity 133–4,
136–7
 - brand encounters 45,
47–8
 - employee
communications 10
- The Tyranny of Numbers*
(Boyle) 51–2, 68
- Unilever 130
- Upshaw, Lynn 106
- value
 - see also* brands
 - brand 54–5, 57–61, 66
 - CEOs 108

Index

- insights 149–50
- maximisation 8
- value-adding 12–13, 79
- value-for-money 82
- voice-mail systems 41
- Warhol, Andy 71
- Wheeler, Elmer 129
- workforce 9–10, 106–7
- WPP 1, 6–7, 50–1, 59–60, 116