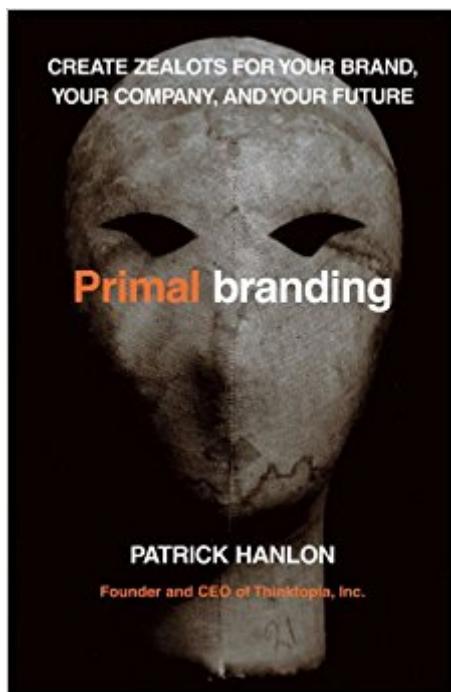


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Primalbranding: Create Zealots For Your Brand, Your Company, And Your Future



Synopsis

In one of the most original books of its kind ever written, Patrick Hanlon explains how the most powerful brands create a community of believers around the brand, revealing the seven components that will help every company and marketer capture the public

Book Information

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Customer Reviews

Positing that "a brand is a belief system," Hanlon, founder and CEO of "primal branding" company Thinktopia, throws a reverse spin on the 12-step addiction recovery program to trumpet his 7 steps (called "key factors") to inspire consumer addiction. His formula has vaguely mythic qualities: successful brands, he argues, come with a creation story, a creed, rituals, icons, sacred words, non-believers and a leader who's overcome stiff opposition. The similarities to religion (Hanlon prefers "culture of belief") will pique the thoughtful reader, but Hanlon's recounting of familiar business success stories (UPS's story, Lou Gerstner's turnaround of IBM) seems at odds with a book blurbed as "not the same old branding B.S." Though much of the book is the simple recasting of age-old branding tenets (Hanlon's "creed" is interchangeable with "slogan

"The seven factors of "Primal branding" provide a structure by which all types of entities from companies to countries to religions can create a unique identity. Everyone involved with creating and managing an image should understand these factors." -- Michael J. Houston, Interim Dean, Carlson School of Management, University of Minnesota"Primal branding is untraditional, it's

emotional, and it's depth rather than breadth." -- Dave Williams, VP Consumer Centricity, Best Buy

"A crash course in branding. It's so easy to understand, I felt myself saying 'of course.' It's exactly what many companies should be doing, but are not." -- Christian Korbes, Senior Director, LEGO Central Europe

"What do Starbucks, Apple, the Marine Corps, and Cesar Chavez have in common? They create what Hanlon calls 'a culture of belief.' "Primal branding" cracks the code of these cultures -- and offers a fascinating look at why people respond so ferociously to them.

Whether you're leading an advertising agency, a Fortune 500 company, a middle school, or a political movement, you need to read this book." -- Dan Pink, author of "A Whole New Mind: Moving from the Information Age to the Conceptual Age"

"What Jim Collins's "Built to Last" did for companies, Primal branding does for brands...a must-have for any brand that wants to spot-weld itself to the hearts of customers." -- Luke Sullivan, author of "Hey Whipple, Squeeze This: A Guide to Creating Great Ads"

"As in most good books, one idea alone is worth the price and the time. In Primal branding, it's the 'creation story.' That story is often at the heart of being different and successful." -- Jack Trout, marketing expert, author of "Positioning"

"Primal branding takes you deep into branding territory, to a place that other so-called branding experts haven't even imagined. This innovative presentation is credible, incredible, and curiously compelling. It's a deep dive into a new design culture, one that is sure to resonate with today's consumers." -- Robyn Waters, founder, author of "Trendmaster's Guide, " and former VP Trend, Design, and Product Development, Target

I love this book! Patrick Hanlon deeply understands that branding and marketing is first and foremost about truly connecting on a human level with the audience. He describes beautifully how the innate yearnings of human beings are to belong and to believe--we want to believe in something that has meaning to us. He also describes the roadmap to create a strong brand through 7 distinct primal codes. These principles are then exemplified through detailed case studies that breakdown the process in a concrete way. This really helped me in understanding how to apply the 7 codes to my own brand. It was an absolute joy to read this book. I kept underlining and taking notes in the margins. The book is now messy with all my scribbles! Obviously, this is a testament of great content and writing. Thank you Mr. Hanlon for giving us this intelligent, genuine, and practical gift!

Primal Branding goes much deeper than most books on branding. It is not just about logos and tag lines but about the seven crucial components which must be present to creating a brand that connects. The seven attributes are the creation story, the creed, icons, rituals, sacred words, pagans

(the opposite or those opposed to the brand) and leaders. Primal branding is not about "building a church, but creating a religion." "Primal Branding has broken down the elements that help people feel better about a brand." All marketers are searching for ways to stand out from the crowd, to get attention, to connect. Hanlon has given us the blueprint to do just that. But as he says, "If all we needed were a recipe, everyone would be a great chef." He gives us the blueprint, but there is still the need to create the story, to make sure it resonates with everyone, the employees, the vendors and the customers. Branding is still part science, part art and a good deal of luck. The book is well written, easy to read and filled with many examples of very successful brands - from coca-cola to lego to U2. Hanlon goes behind the scenes to uncover what made the brands successful. He gives great insight into the things we must do to make our own brands successful. While we have the essential steps to brand our products or services, we still need to bring the emotional connection into the process. That of course is where the art and luck comes in. If you are responsible for marketing your services, you really need to read this book.

As a relatively new member of the marketing profession, I've been reading a lot of books to help me grasp marketing concepts and techniques. Of those, this has been the most unique. The main concept I took away from this particular tome is that more than one factor comes into play when you're establishing a brand image. Everything--from the logo to the buzz words--associates your product and brand in a consumer's mind. I really enjoyed reading about the various ways companies came into being, the way various entrepreneurs were interviewed. One story I found particularly fascinating was that of the founders of "Fast Company." Overall, this was a worthwhile read, but don't expect to come away with an outlined set of steps to follow to cause your brand to "pop." Rather, you'll find a set of guidelines that you can use toward creating your own primal brand.

Excellent book on branding. I didn't give it 5 stars because there is some unnecessary swearing and some inappropriate examples which if left out would not take anything from the book. There's a shorter updated version called The Social Code which is worth getting for sure.

Best marketing book so far. Makes you really think about the core of who you are as a person/ or your product. It brings you to the ground level then works you up from there instead of throwing random useless facts, and ideas at you. It does a great job pointing out how all the successful companies/ personalities are applying the principles.

The author gives dozens and dozens and dozens of examples of how the seven principles work in the real world. Very interesting and very practical.

Informative, easy to understand, full of practical examples.

Primal Branding has stuck with me for years now. The book anticipated social communities and helps make sense of how and why communities build around products, companies, personality brands and even political and social movements. Through seven elements that Hanlon calls 'primal code', it's simple to understand how brands become belief systems that attract others who share your beliefs. I've heard of dozens of entrepreneurs and Fortune 100 companies who have read the book and adopted the principles. You can apply it to your own career or business, and as an author, I love the first element, finding and telling your Creation Story.

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