Tapping into the Unconscious to Inspire Better Creative
Problem #1: Nonconscious findings rarely get through to creatives
Problem #2: Communication strategies still focus on the conscious message.
But brands are much more than their conscious elements.
Brand:
A collection of associations in consumers’ minds.
So it’s less about what message needs to be communicated.
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It’s more about what feeling needs to be conveyed.
So it’s less about what message needs to be communicated.

It’s more about what feeling needs to be conveyed.
Metacommunication:
The conversation happening beneath the surface.
How you say it, may matter more than what you say.
HENDRICK'S
Somewhere between 'OH' and 'MY'
he realized that he'd NEVER DRINK ANY OTHER GIN AGAIN

A MOST UNUSUAL GIN

Life is simply too glorious not to experience the odd delights of HENDRICK'S GIN, featuring curious yet marvelous infusions of cucumber and rose petal.

HENDRICKSGIN.COM
The strategy must include what associations we want to build.
The strategy must include what associations we want to build.

...What feeling we want to imbue our brand with.
Much like an artist, the creatives’ job is to share this feeling with the world.
The Issue:
“A cozy sweater in the back of the drawer”
The Brief:
Get the love back
The Idea: “A minute and a half of joy”
How do we communicate the idea that to the Nike athlete:

Sport is war minus the killing.

- George Orwell
Andy Warhol,
33 Union Square,
W.N.Y.10003,
NEW YORK

Dear Andy,

I'm really pleased you can do the art-work for our new hits album. Here are 2 boxes of material which you can use, and the record.

In my short sweet experience, the more complicated the format of the album, e.g. more complex than just pages or fold-out, the more fucked-up the reproduction and agonising the delays. But, having said that, I leave it in your capable hands to do what ever you want...........and please write back saying how much money you would like.

Doubtless a Mr. Al Steckler will contact you in New York, with any further information. He will probably look nervous and say "Hurry up" but take little notice.

Love,

MICK JAGGER
We are not getting through to creatives.
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We are not getting through to creatives. Creative strategies rarely consider the unconscious. We can inspire creatives to convey the feeling of a brand. Metacommunication is more important than you think.
Thank You

Daryl-Weber.com
@BrandedCortex