

Learn the top five branding secrets of fast-growing companies:

LAVEC

Lexicon Triggers

Audio Cues

Visual Stimuli

Experience Drivers

Cultural Connections

This book takes the lessons from fast-growing companies, and puts them into a back-of-the-napkin simple system – **LAVEC** – to offer busy marketers, strategists, employees, and entrepreneurs a quick guide to branding practices that lead to resonance in a digital age: (1) lexicon triggers, (2) audio cues, (3) visual stimuli, (4) experience, and (5) cultural connections. This book is about finding and expressing your brand's true North Star, and gives practical tips on how to hack and hijack culture to win the hearts and minds of tribes.

Branding Secrets Revealed in Over 60 Case Studies

Adobe	Aldi	Ben & Jerry's
Alibaba	CrossFit	Disney
CVS/MinuteClinic	Deliveroo	Marriott
Dollar Tree	Dollar Shave Club	Mod Pizza
IKEA/TaskRabbit	In-N-Out Burger	Patagonia
League of Legends	Refinery29	Ritz-Carlton
Lululemon	SoulCycle	Snickers
Margaritaville	StitchFix	The Story
Peloton	theSkimm	TOMS
Samsung	Weight Watchers	WeWork

Kai analyzes and draws actionable conclusions from a dizzying array of data on people and behavior, to deliver a convincing, persuasive suite of principles and practices any marketer should embrace.

Jason Chebib, Vice President
Consumer Planning, Diageo

Executives



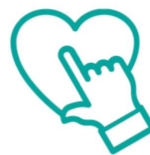
Unlock growth potential by unifying employees around one goal.

Students



Accelerate your career through the advantage of a modern go-to-guide.

Marketers



Tap into emotion using behavioral science principles to apply creativity strategically.

Entrepreneurs



Build a brand quickly with one back-of-the-napkin simple growth framework.

Follow the Feeling brings to the reader an excellent guide on the role of emotion & neuroscience in brand building, translating principles into a path to grow your brand.

Manuel Garcia-Garcia, PhD, Adjunct Professor of Consumer Neuroscience at NYU and Global Lead of Neuroscience at Ipsos

This former Forbes 30 Under 30 alum helps busy executives, founders, and celebrities grow their brand by applying secrets from fast-growing companies.