



■ 0000 BRANDS 00000 BRAINS 00000 BUYING 00000 ■

# RETAIL (r)EVOLUTION

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Creative Director – Brand Experience Studio  
Little





# CUSTOMER EXPERIENCE

RELATIONSHIP, PLACE, STORY, RITUAL, AND PLAY





**Experience**



It's about  
**RELATIONSHIPS**





It's about  
**PLACES**  
not spaces





It's about

**RITUAL**



It's about  
**STORY**



It's about

**PLAY**







Customers

Context

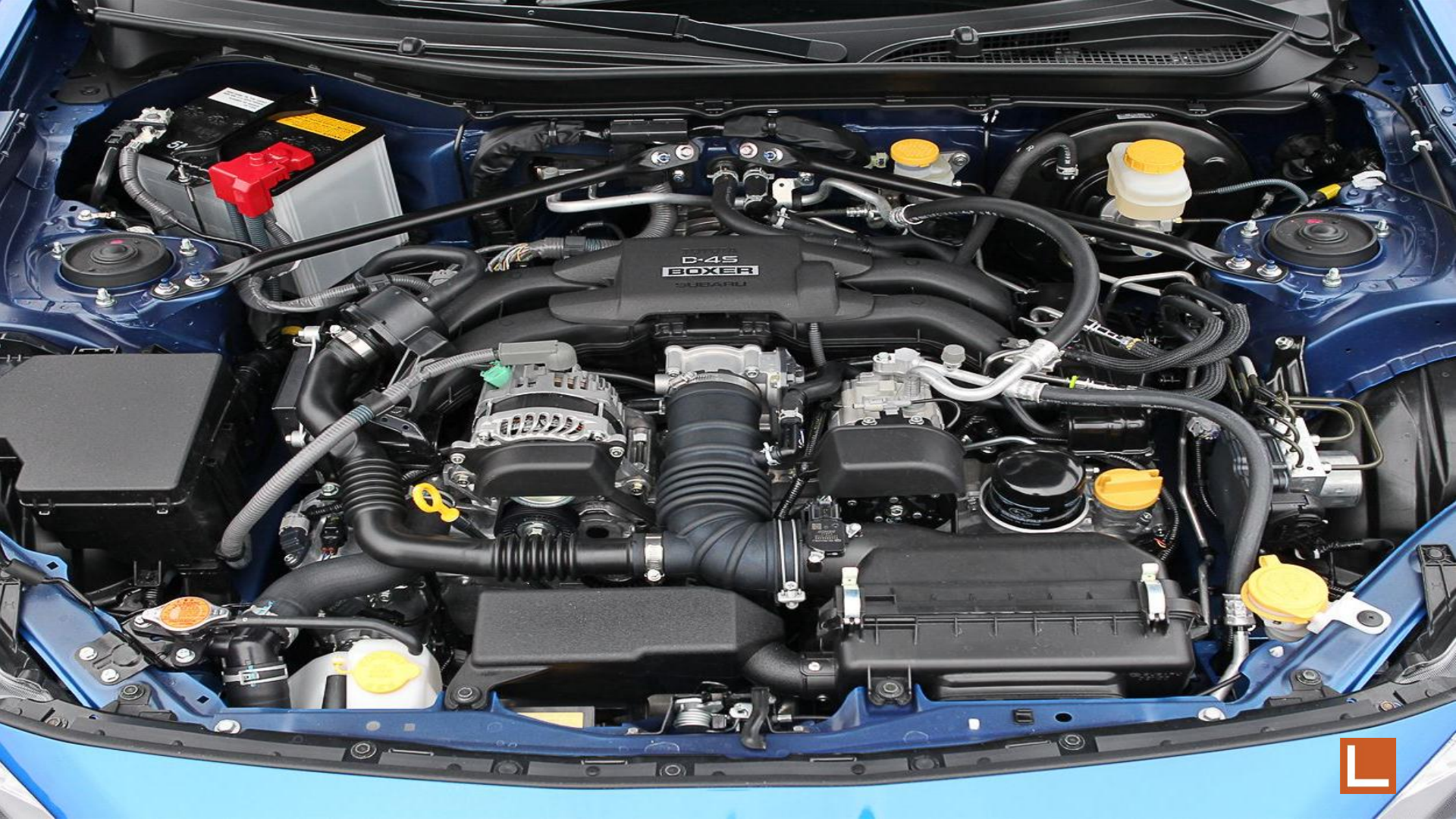




**WHERE** is customer  
experience?











# THE CUSTOMER'S BRAIN

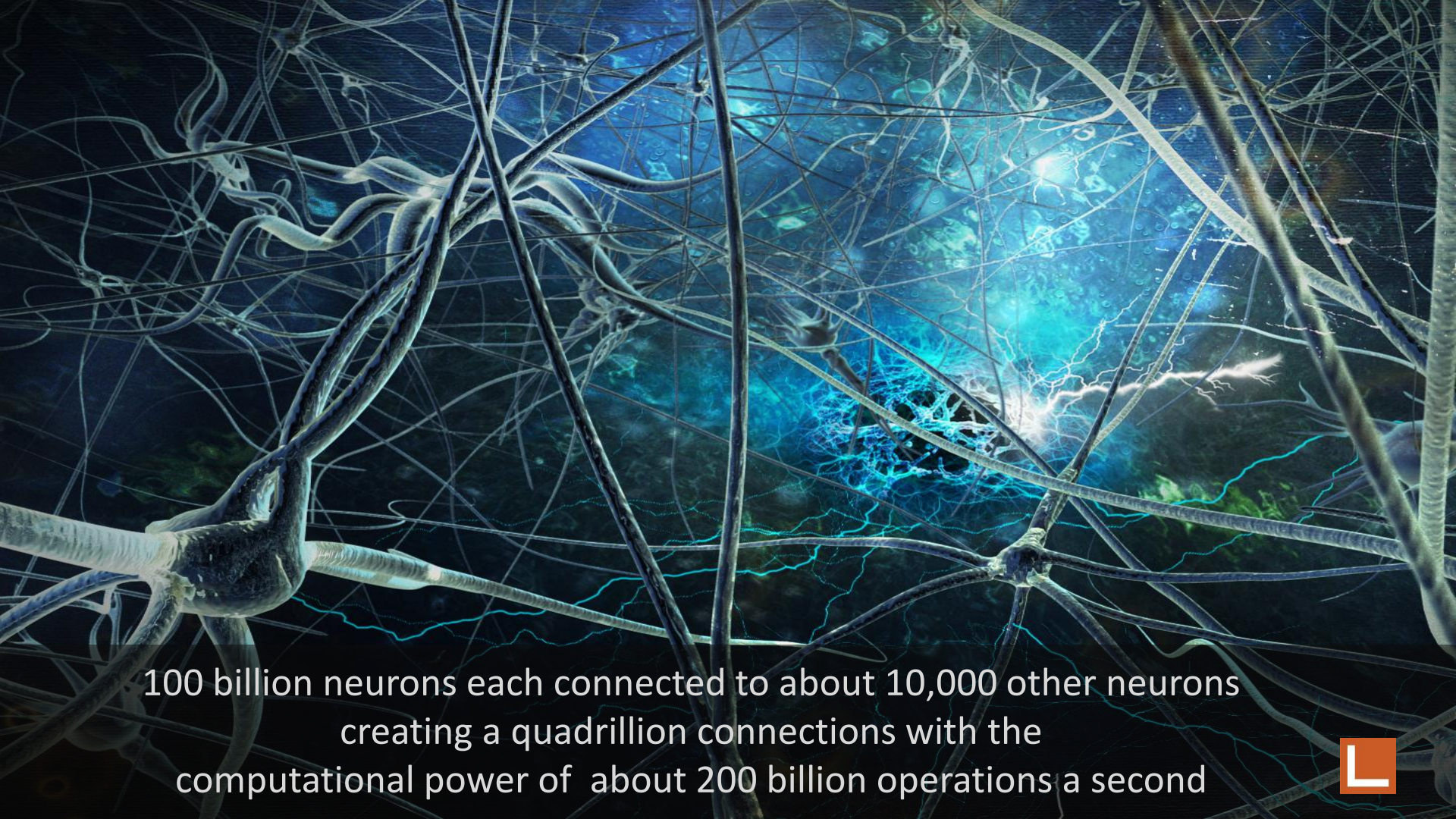
UNDERSTANDING THE DYNAMIC RELATIONSHIP BETWEEN  
THE BRAIN AND THE PLACES WHERE WE SHOP





# Brain Basics





100 billion neurons each connected to about 10,000 other neurons  
creating a quadrillion connections with the  
computational power of about 200 billion operations a second





SPECIAL ISSUE: MALE VS. FEMALE BRAINS

SCIENTIFIC AMERICAN  
**MIND**

BEHAVIOR • BRAIN SCIENCE • INSIGHTS

May/June 2010  
[www.ScientificAmerican.com/Mind](http://www.ScientificAmerican.com/Mind)

You Still Don't  
Understand  
Men and Women Talk  
page 54

SPECIAL ISSUE

HIS  
BRAIN

How we're  
different

HER  
BRAIN

**Plus:**

**Better  
Parenting**  
Give Your Girl  
a Truck

**Make Me  
Laugh**  
Humor and  
Romance

**Angry Men**  
Is It Depression?

[downmagaz.com](http://downmagaz.com)

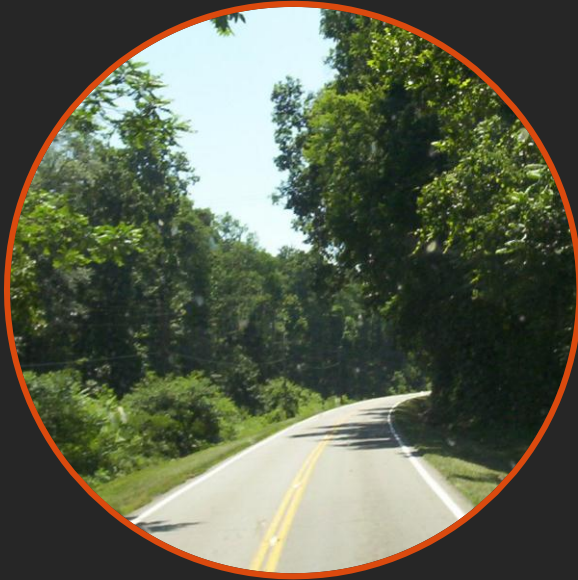


Male Brain



Female Brain







# NEURAL FIRING PATTERNS

create thoughts, feelings and  
behaviors

*(more digital than analog)*





**Fire together wire together**

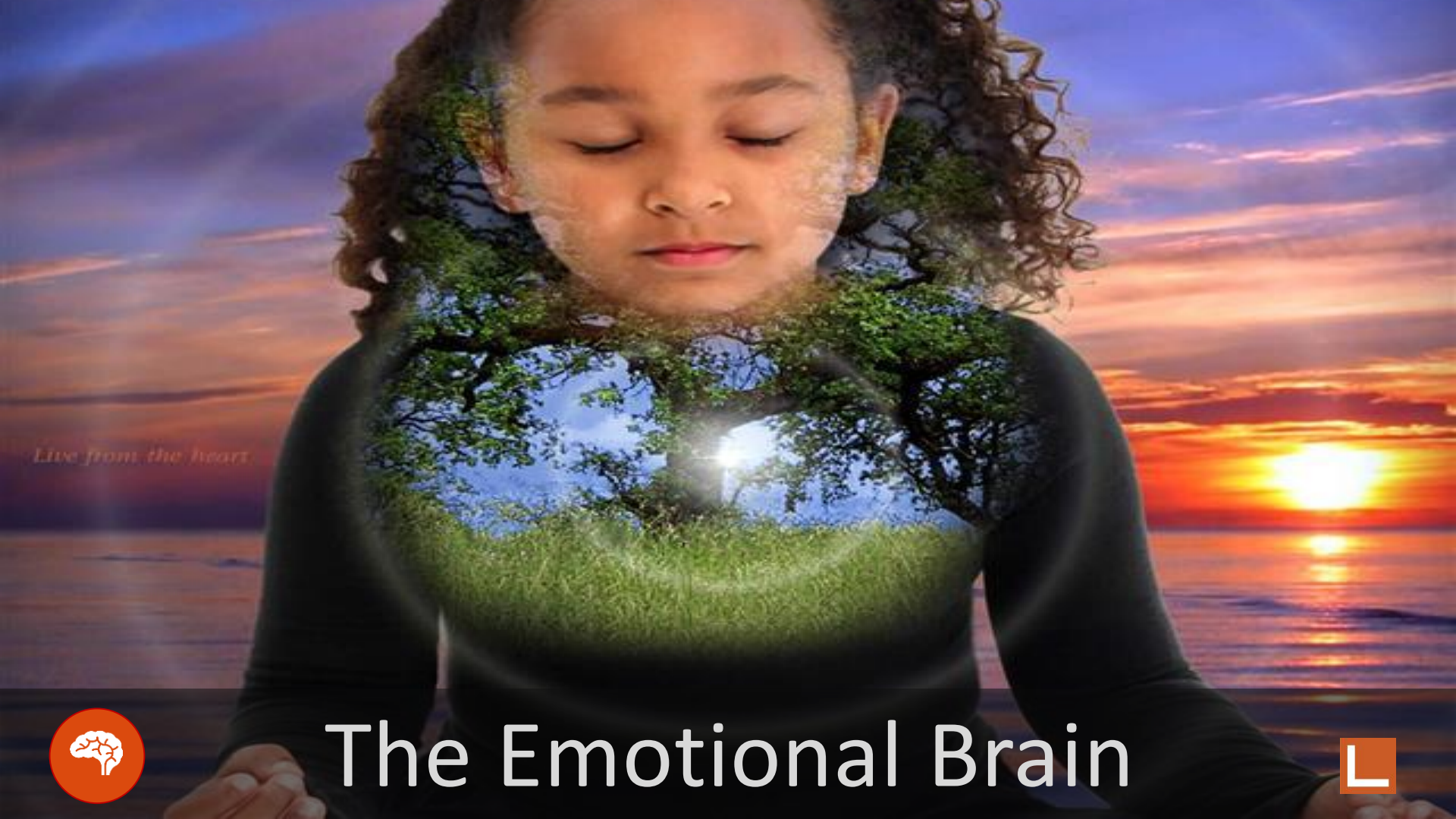




# SYNAPTIC PRUNING

Fire together, wire  
together



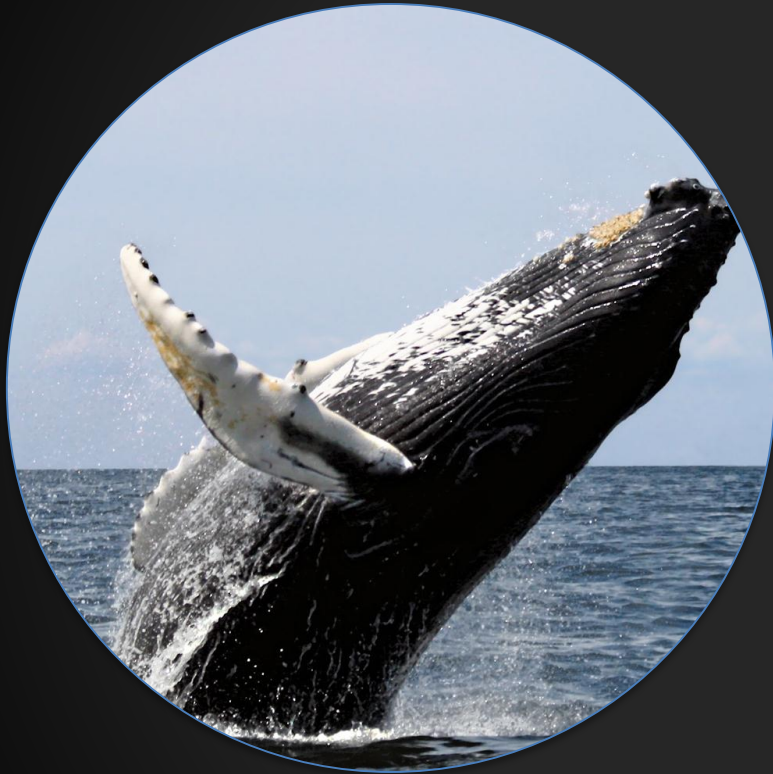


*Live from the heart.*



# The Emotional Brain









PFC = 81.2% of total brain area it contains only 19% of the brain's neurons



The Cerebellum – reptilian brain – motor control, coordination = 10.3% of total area BUT has 80.2 % of the brain's neurons



# Patterns & Predictions



# THE PLEASURE CENTER

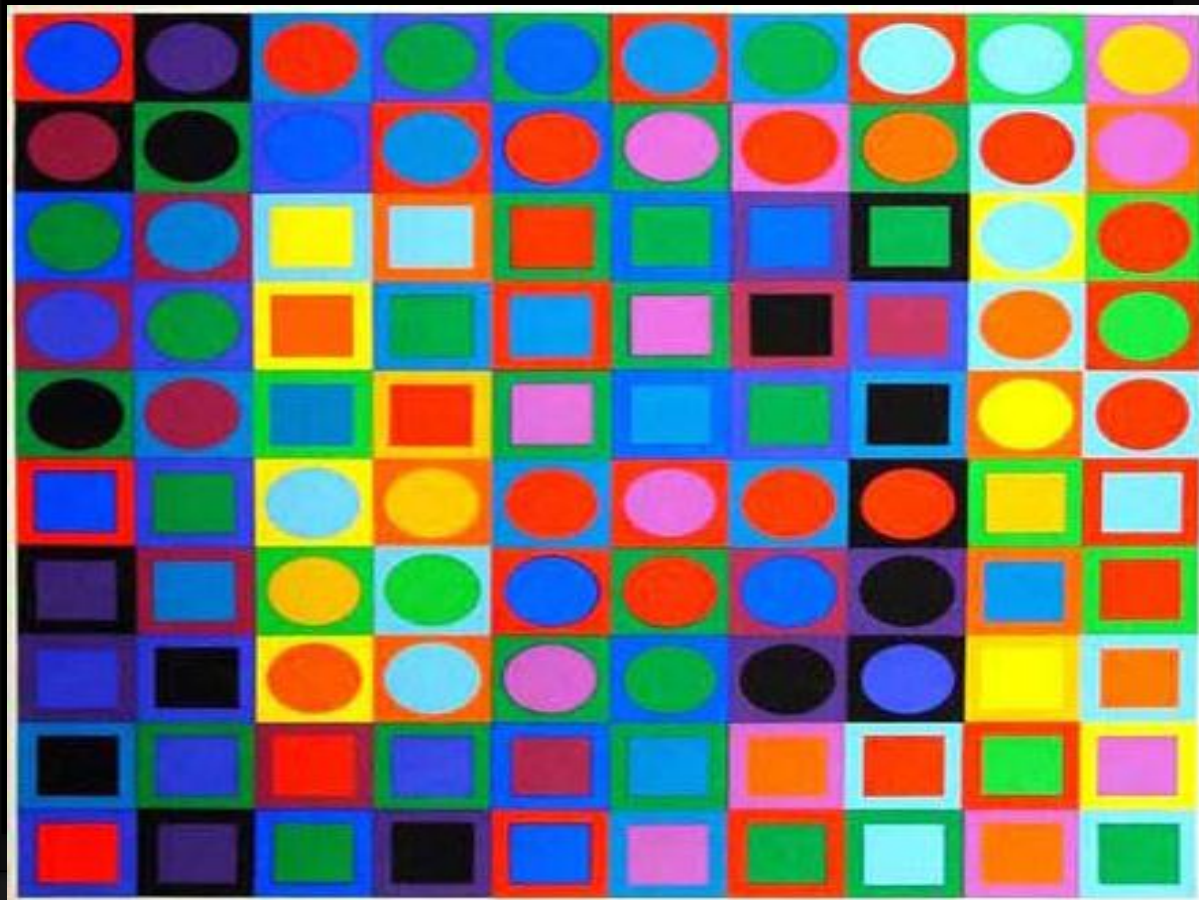
discovered in the 1950s by James Olds and Peter Milner

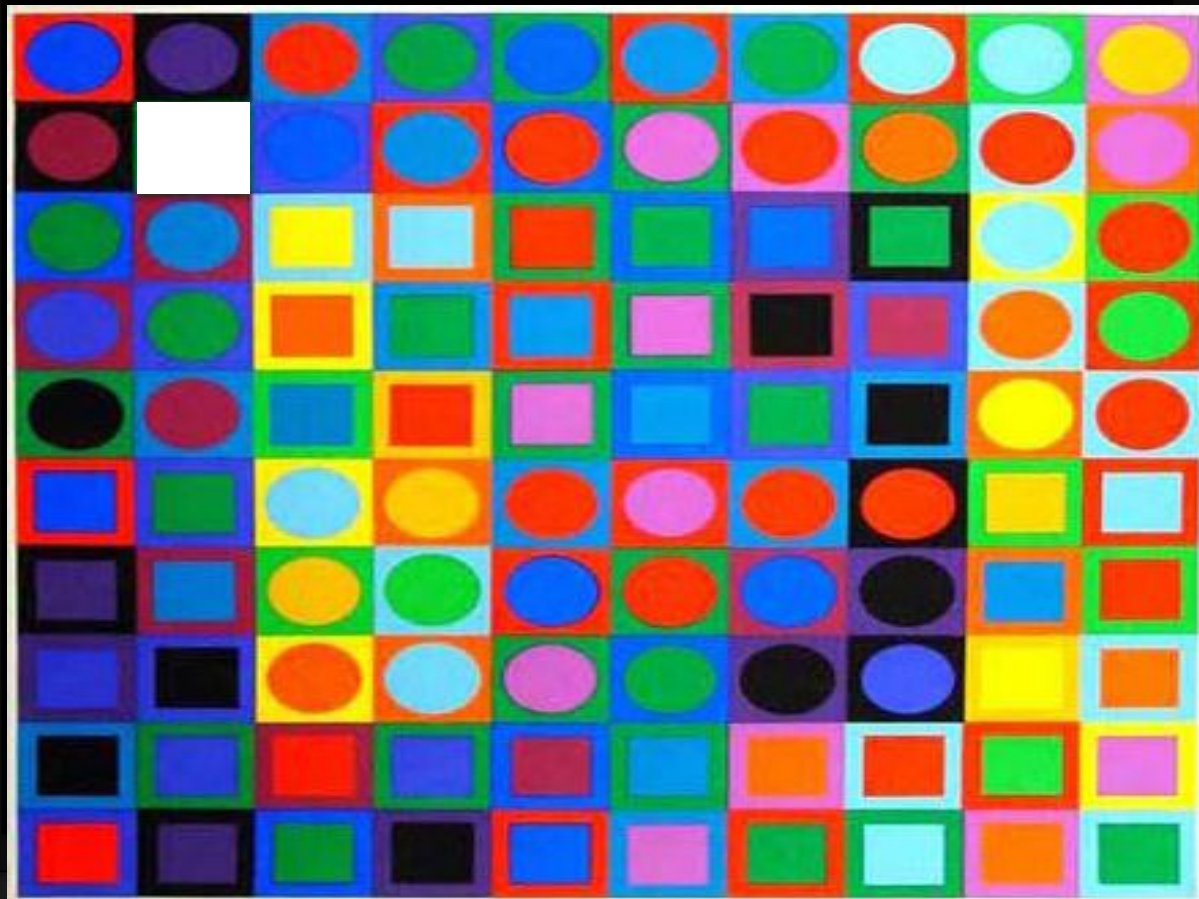


# “PREDICTION NEURONS”

discovered by Wolfram Schultz at Cambridge University in the 1970s






















# MIRROR MIRROR





monkeys see... **HOW MONKEY FEEL**





**Facial  
Action  
Coding  
System**





**Compare**  
Our Low Prices Make It Easy

**CALLBACK**  
Working hard to save you more









# THE DIGITALLY ENABLED CUSTOMER

POWERFUL, CONNECTED, KNOWLEDGABLE, PERFORMER,  
MARKETER AND CO-CREATOR





# Digital Distraction





72 hours of video posts to YouTube



347 blog posts



700,000 Facebook entries



278,000 Tweets



204,000,000 e-mails sent



**67%** of cell phone owners find themselves picking up their phone to check messages, alerts, or calls even when they are fully aware that the device is NOT ringing, pinging or vibrating

- Pew Internet and American Life Project



44% of cell owners say they sleep with their cell phones next to their bed because they want to make sure they don't miss any calls, texts, or other updates

- Pew Internet and American Life Project

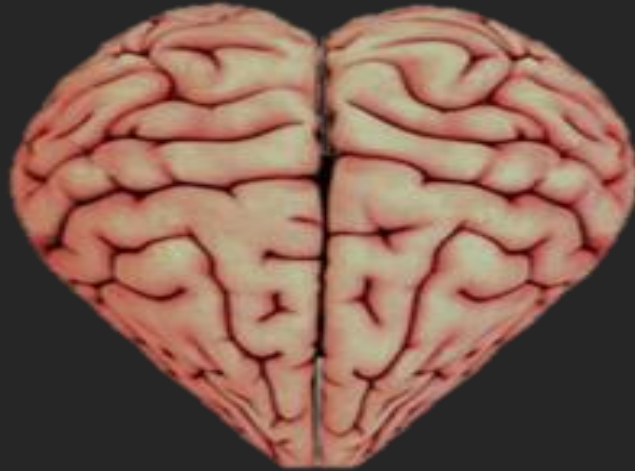




# Socially Networked Brain



We are wired for empathic  
connection.



The brain is the  
**“SOCIAL ORGAN”**









Students graduating college today are 40% less empathic than their predecessors.

Sarah Konrath – University of Michigan – Aug. 2010





# Shopper's Mind Extended





The power of digital technology is that it has the intrinsic ability to extend one shopper's mind to the world...



technology has enabled us to connect across a vast geographic and interpersonal landscape



close-knit &  
embodied social  
groups



multi-dimensional,  
digitally connected,  
cognitive network.



# Cognitive Coalition Paradox



A COGNITIVE COALITION  
of brand loyalists - a single  
shopper's mind extended to the  
global shopper network

- A global conglomerate of like-minded brand adopters
- Shares a collective energy and emotional connection



# Cognitive Coalition Paradox



**INDIVIDUALS** within the matrix of co-mingled minds

- Brand experiences uniquely crafted to individual customer preferences



The retail world is no longer a two-dimensional landscape, but a three-dimensional, interactive, multi-layered sphere of interdependencies.

– THE BUYOSPHERE





# WEARABLE TECH







**WIRED** GET IT ON JAN 2014

# HEADS UP

## WHY WEARABLE TECH WILL BE AS BIG AS THE SMARTPHONE

BY BILL WASIK

Watch and glasses concepts created for WIRED by Branch



HOW TO TEAR DOWN AN AIRCRAFT CARRIER

THE BEST BOUNTY HUNT IN THE WORLD

UBER'S NEXT BIG THING






promises of wearable tech - a reduction in time between intention and action - reducing the delta between 'wanting and having'.





# MAN THE MAKER





usage of the word  
“The word **selfie** rivals:  
increased by an incredible  
**17,000%**  
“binge-watch”  
Oxford English Dictionary  
2013 Word of the Year  
“showrooming”  
in the past year





Nothing will be more  
*relevant* than the  
things they create  
because they are  
*uniquely about them.*



me

**THE BRAND OF ME**

*THE MARKET SEGMENT OF ONE*



Customer Created Content



Customer Created Places



“COLLABORATIVE CREATIVE CONSUMERISM”











“TECHNEMPATHY”





# EXPERIENCE is not outside of us.

“Value is not intrinsic;  
it is not in things.  
*It is within us;*  
it is the way which man reacts to the  
conditions of his environment.”

- Pablo Picasso





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