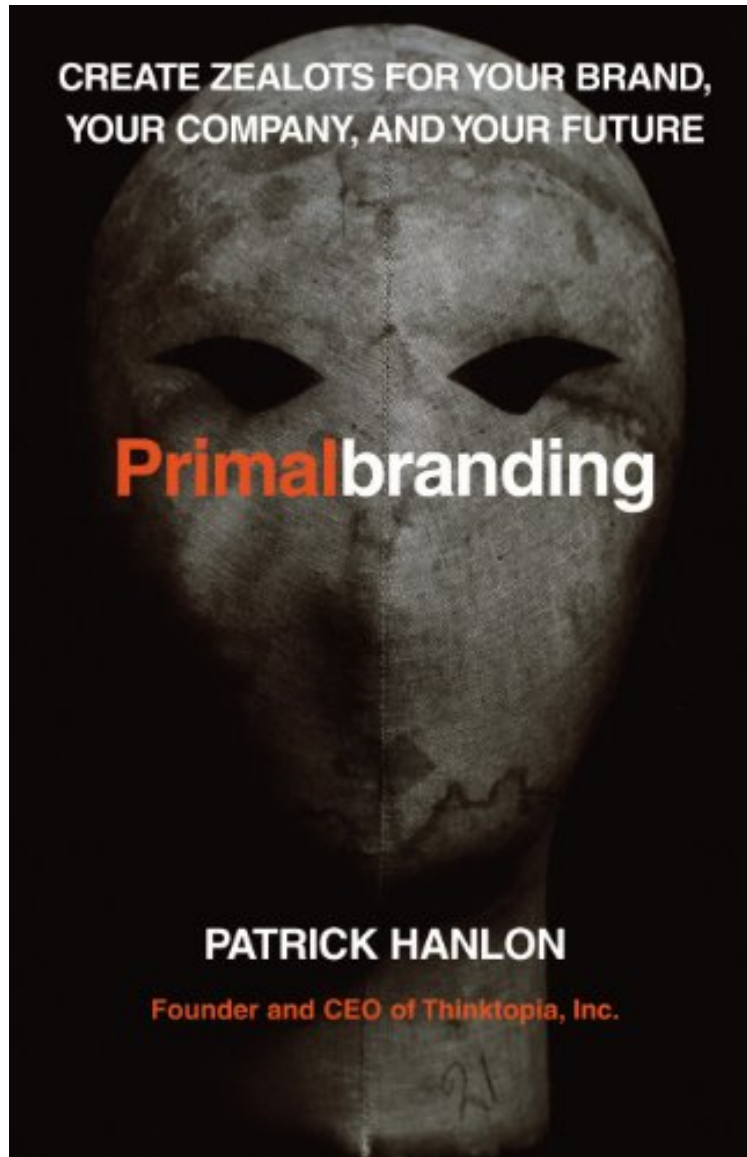


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# Primalbranding: Create Zealots for Your Brand, Your Company, and Your Future

*Patrick Hanlon*

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**Patrick Hanlon : Primalbranding: Create Zealots for Your Brand, Your Company, and Your Future** before purchasing it in order to gage whether or not it would be worth my time, and all praised Primalbranding: Create Zealots for Your Brand, Your Company, and Your Future:

0 of 0 people found the following review helpful. A must read for anyone who wants to create impact in the world!By Touseef MirzaI 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 a mess 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!

2 of 2 people found the following review helpful. Excellent book on branding  
By Scribbles  
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.

0 of 0 people found the following review helpful. Best marketing book so far  
By Timmy J.  
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.

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 imagination -- and seize a bigger slice of the pie. What is the magic glue that adheres consumers to Google, Mini Cooper, and Oprah, but not to others? Why do many brands with great product innovation, perfect locations, terrific customer experiences, even breakthrough advertising fail to get the same visceral traction in the marketplace that brands like Apple, Starbucks, or Nike have? After years of working with famous brands like Absolut, Ford Motor Company, LEGO, Disney, Montblanc, Sara Lee, and others, Patrick Hanlon, senior advertising executive and founder of Thinktopia, decided to find the answers. His search revealed seven definable assets that together construct the belief system that lies behind every successful brand, whether it's a product, service, city, personality, social cause, or movement. In *Primal Branding*, Hanlon explores those seven components, known as the primal code, and shows how to use and combine them to create a community of believers in which the consumer develops a powerful emotional attachment to the brand. These techniques work for everyone involved in creating and selling an image -- from marketing managers to social advocates to business leaders seeking to increase customer preference for new or existing products. *Primal Branding* presents a world of new possibility for everyone trying to spark public appeal -- and the opportunity to move from being just another product on the shelf to becoming a desired and necessary part of the culture.

From *Publishers Weekly* positioning 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"; "icon" with "logo"), Hanlon's energetic case for thinking differently about common practices makes for a rousing read.

Copyright © 2003; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "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

About the Author Patrick Hanlon has served as a senior executive at the world's most creative advertising agencies, working on famous brands including Absolut, UPS, Sears, and IBM. In August 2003, he founded Thinktopia and began sharing the primal branding concept with marketers from Target, LEGO, Starbucks, and elsewhere. Audie Award finalist Alan Sklar has narrated nearly two hundred audiobooks and has won several AudioFile Earphones Awards.