



Foreword by Dr. Paul J. Zak

RADICAL VALUE

**Building Brands to be
Uncannily Memorable**

RANDE VICK

The Radical Value Manifesto

We believe value is not a transaction.

It is a transformation.

We measure success in goosebumps, not clicks.

In stories told at dinner tables, not dashboards.

We refuse to reduce people to data points.

We see them. We feel with them. We remember them.

We build tribes, not target markets.

Loyalty is earned in moments of joy, not manufactured in funnels. We give more than we take.

Generosity is our strategy. Surprise is our currency.

We don't solve pain points, we spark delight.

Because relief fades. Wonder lasts.

We design for the limbic brain.

Logic justifies. Emotion decides.

We craft sensory signatures.

A scent, a sound, a texture—memory etched in the body.

We choose legacy over quarterly wins.

A brand that lives in hearts outlives one that lives in spreadsheets.

We declare:

Radical Value is the positive emotional change we intentionally create—
and then give away.

Signed,

The Quiet Revolutionaries

Builders of brands that are felt, remembered, and loved.

Part 1: The Value We Think We Know

Chapter 1: The Conventional Wisdom of Value

Most businesses think they know what value is. They're wrong.

They talk about value as if it's a math problem, a series of bullet points on a pitch deck. They list features and benefits like they're reading off a menu, convinced that a faster processor, a lower price, or a longer warranty is enough to make customers care. They highlight their latest innovations, brag about their award-winning service, and plaster their ads with buzzwords like "cutting-edge" and "best in class." Don't forget, "authentic" (personal favorite). They assume that if they can just prove their product is better, customers will come running.

But this approach misses the mark. It reduces value to a transaction; a cold, clinical exchange of money for features. It treats customers like calculators, meticulously weighing pros and cons. It assumes people make decisions with spreadsheets instead of spines. Or oxytocin spikes.

Here's the truth: value isn't a checklist. It isn't a set of specs or a line on a balance sheet. Value is a feeling.

The Difference Between Features and Felt Experience

Think about the last time you felt real value. It probably wasn't when you bought a discount toothbrush or chose the cheapest gas station. It was when something hit you on a much deeper level. It was likely a moment when a brand connected with you on a whole other plain. When it made you feel something. When it left a mark.

It might have been the rush of unboxing a new MacBook, the satisfying snap of the magnetic hinge as you closed the lid. That tactile *click* that says, “*You made a good choice.*” It might have been the simple, sincere warmth of a Chick-fil-A employee making you feel like royalty in a drive-thru. It might have been the joy of finding a perfectly worn-in leather jacket that feels like a second skin. Or the way a lawyer looked you in the eye and said, “*You’re not broken,*” in a moment when you desperately needed to believe it.

That’s radical value. That’s the felt experience. That’s the thing that sticks long after the price is forgotten.

The Limitations of Conventional Value

Still, most brands will never get this. They think value is a thing, a widget, a list of benefits. They talk about speed, specs, and service, but forget about the moment their product creates. They focus on function, ignoring the far more powerful force of emotion.

This is a mistake. Neuroscience tells us the human brain is wired for connection, for memory, for meaning. It doesn’t just catalog facts and figures. It feels. It trusts. It recalls. It builds emotional attachments. It forms deep, lasting bonds that go far beyond mere utility. This is why people form lifelong attachments to brands like Fender, Harley-Davidson, and Apple. It’s why a Stratocaster isn’t just another guitar. It’s an identity.

In 2020, just at the official onset of COVID-19, I was laid off from my dream job. I started playing guitar in my early teens, and as soon as I got my hands on a Stratocaster, I was hooked. The tone. The feel. The smell. Yeah, even the scent. There's something about that waft of lacquer that rushed out from the case whenever I opened it. Breathe deep... That was meaningful.

So when I was laid off from Fender, it hit hard. It wasn't just a job loss, it was identity loss. And the emotional sting lasted so long that I had to start asking myself, why am I so attached to this brand? What is it that makes me a "Fender guy?" It had to be more than the logo on the headstock.

The more work I did on this, the more I saw how I had so entangled myself in brand lore. I was part of the Fender Tribe. Like Clapton, Beck, Hendrix, Vaughan, and so many others, these – I would subconsciously understand – these are my people.

That's the kind of gut-level brand romance most businesses don't even dream about. They focus on specs and features, but people don't form attachments to specifications. They do, however, bond with the idea that some brands offer more. They offer identity. Look at The Barbie Movie.

If you measured by traditional standards (product features, price comparisons, logical differentiation) Barbie should have flopped. She was outdated. Problematic. Market-saturated.

But in 2023, Barbie didn't just rebrand. She went *radical*. Not by touting new features, but by reshaping her meaning.

The Barbie movie became a global event not because of what it sold, but because of what it *said*. It turned a plastic doll into a cultural reckoning. It wrapped emotional contradiction in pink and invited the world into the identity crisis. Womanhood. Power. Belonging. Impossibility. The entire thing worked because people saw themselves in it.

It wasn't product. It was participation. Not features, *feeling*.

That's what modern value looks like.

From Transactional to Transformational

If you want to build a brand that sticks, or create products or services that stick, you have to move beyond transactional thinking. You have to stop treating value like a feature set and start treating it like an experience. You have to create moments of elation, connection, and delight. These are moments that hit your customers like cupid's arrow and make them feel alive.

This means embracing the power of sensation transference. That is, the way physical sensations, textures, and sounds can shape our emotional perceptions. It's why a new car's scent makes you feel like you've leveled up in life, why a snuggly plushie feels more comforting when it's soft and perfectly weighted, and why the satisfying *snap* of a MacBook hinge triggers a tiny hit of dopamine every time you close it.

The Radical Implications for Brands

In a world overflowing with choices, features alone are a weak differentiator. Anyone can copy a feature. But feelings? Those are yours

to own. If you can create a moment that lands, that imprints itself in your customer's memory, you're doing more than selling a product – you're building a relationship.

This book is about those moments. It's about aiming to give more value away through sheer exhilaration. It's about moving beyond features and benefits to build brands that people fall in love with. Brands that resonate. Brands that stick.

Because at the end of the day, people don't remember the pixels in your screen or the millimeters in your chassis. They remember how you made them feel.

And that, more than any feature or benefit, is the only real value you truly have to offer.