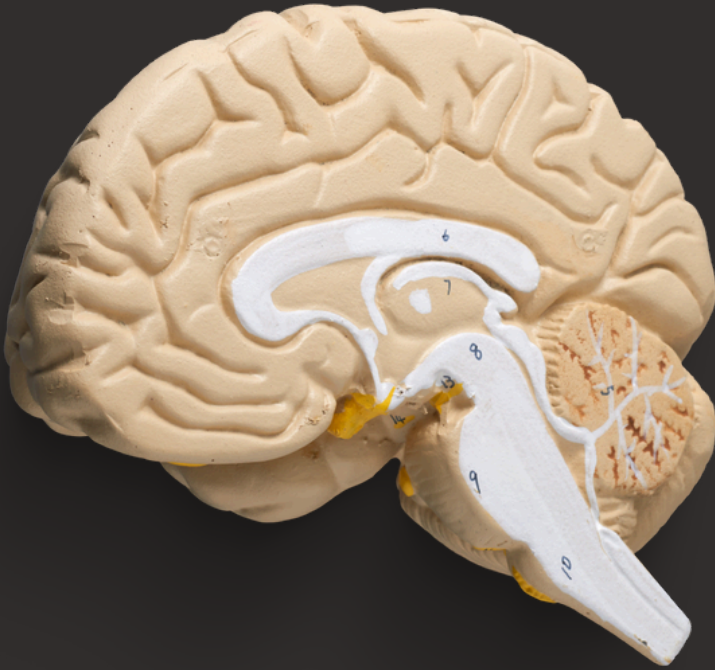


# NEUROBRANDING

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IS YOUR BRAND LIVING  
RENT-FREE IN THEIR MIND?



QUICK FIXES TO REWIRE YOUR BRAND USING THE  
SCIENCE OF MEMORY, EMOTION, AND STORY.

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PRESENTED BY:  
VICK AGENCY

## Interpreting Your Score

### **Forgettable (7–11):**

Your work might be great, but your brand isn't being remembered. Let's fix the weak links in your brand's neurological wiring.

### **Familiar (12–17):**

You're known, but not yet unforgettable. You've got the foundation, and now it's time to sharpen your edges and turn attention into salience.

### **Unforgettable (18–21):**

You're already making a strong impression. This guide will help you double down on the science and keep building your mental monopoly.



## The 7 Brand Elements: Quick Fixes

Each one is framed to be punchy, smart, and useful—but designed to make them want more.

### **1. Positioning**

Fix: Use this clarity formula:

We help [audience] who struggle with [problem] by [solution], so they can [transformation].

Even elite brands drift here. Simplify. Then sharpen.

### **2. Differentiation**

Fix: Ask yourself:

“Would a competitor feel comfortable saying this exact thing?”

If yes—rewrite it.

Memorable brands polarize. Forget safe. Go magnetic.

### **3. Messaging**

Fix: Embed rhythm or surprise in your language.

Instead of: “We help businesses grow”

Try: “Growth without guesswork.” or “Brands that haunt—in a good way.”

Make it repeatable. Make it quotable.

## 4. Audience Insight

Fix: Interview 3 ideal customers. Don't ask what they want.

Ask:

"What were you feeling right before you found us?"  
Their emotional answers are your messaging gold.

## 5. Brand Experience

Fix: Pick one sensory element and own it:

Lighting, scent, tone of voice, unboxing, first-click experience.

Great brands don't just sell. They stage a memory.

## 6. Purpose & Belief

Fix: Define your purpose not as a cause—but as an emotional why.

"Because when [customer] feels [emotion], they become [identity shift]."

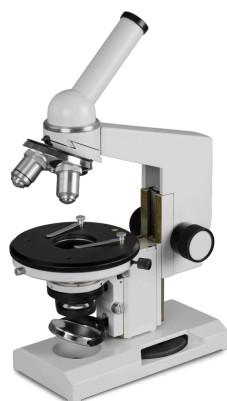
Purpose is a feeling, not a mission statement.

## 7. Memory Structure

Fix: Choose a single signature cue—a phrase, visual, sound, or metaphor. Then repeat it everywhere.

Sticky brands aren't loud.

They're familiar—by design.



## What to Do Next

*You've got the fixes. Now go deeper.*

This guide is your starting point, but building a sticky, unforgettable brand takes strategy, story, and structure.

That's where the full NeuroBranding Workbook comes in.

Or, for a custom deep-dive, book a Brand Clarity Session and we'll walk you through your unique blueprint.

### Options

Grab the Full NeuroBranding Workbook – \$9.99

Workbook

Book a Brand Clarity Session

Clarity Session