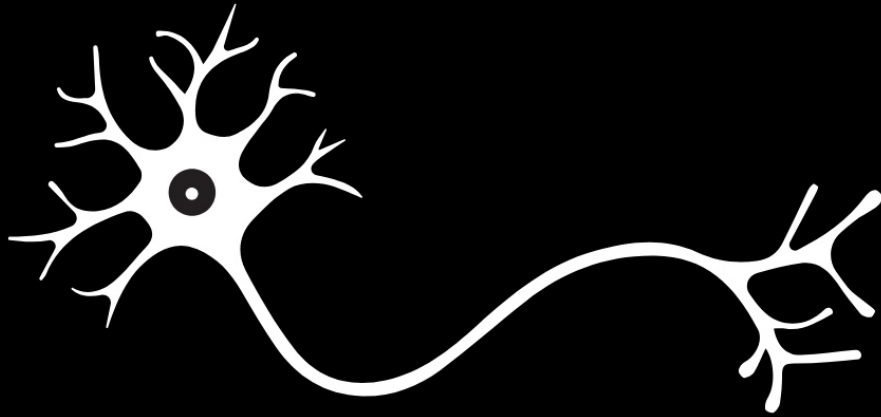


SAMPLE CHAPTER



# NEUROBRANDING

THE BRAIN BASED METHOD TO MAKE YOUR BRAND UNFORGETTABLE

RANDE VICK

# Why Do Some Brands Haunt Us?

## *Some Brands Don't Just Get Noticed - They Get Inside Your Head*

Close your eyes. Think of a brand you'll never forget. Maybe it's the swoosh. The bitten apple. The red can. The golden arches.

You don't just recognize them. You feel them.

Some brands don't just get noticed. They get inside your head.

Nike. Apple. Coca-Cola. McDonald's. You don't choose to remember them. They're just there. Etched in memory. Ready to recall.

But why? What makes some brands psychologically impossible to ignore, while others vanish into the abyss?

It's not marketing. It's not luck. The world's most unforgettable brands have cracked a hidden code: the way our brains form memories, trust signals, and emotional triggers.

This isn't about having the biggest budget. It's not about spamming the market with ads. The brands that truly stick do something different.

They hijack human psychology. They remove every barrier between impulse and access, mental and physical, so the moment you want something, you can get it.

## The Science of Sticky Brands

Great brands supersede their product catalogs or services. They create deep neural imprints in our minds. Why does hearing "I'm Lovin' It" instantly remind you of McDonald's? And for most of us, the reminder isn't conjuring unhealthy ingredients, but a memory of an experience...

Why does seeing a red can make you crave Coca-Cola, even if you weren't thinking about soda?

Why do some brands feel like they've always been there? Like they're the only choice, the only one in the category, even when there are hundreds of competitors.

The answer?

***They tap into the way our brains form memories, trust signals, and subconscious associations.***

The biggest lie in branding? People are rational thinkers who make logical decisions. They don't. Neuroscience shows that we choose based on emotion, habit, and subconscious triggers.

The brands that win get noticed, but more importantly, they get remembered. They know that making memory is more important than the battle for immediate attention.

"The past is never dead. It's not even past." ~ John Bargh, Yale psychologist

## **Why Most Brands Struggle for Attention**

Most businesses fight for visibility. They spend money on ads, tweak their messaging, post on social media, yet they still struggle to be noticed.

But attention isn't the real battle. Memory is.

Brands that aren't designed to be remembered are designed to be ignored. They don't create emotional resonance. They don't tap into cognitive biases. They don't use the science of storytelling and brand psychology.

They follow the logic of marketing instead of the reality of human behavior. And there's a vast difference between the two.

## **What You'll Learn**

This book isn't about branding theory. It's about practical, brain-based strategies that make your brand impossible to ignore.

You'll discover how to engineer a brand that people feel before they think. How to create instant trust and emotional connection. How to use neuroscience-backed strategies to stay memorable. How to make your brand feel inevitable in the marketplace.

Whether you're building a startup, rebranding an existing business, or refining your brand strategy, these tools will turn attention into obsession.

## **The Brand Memory Test**

Before you turn the page, try this:

Think of a brand that's unforgettable to you. What emotions come up? What symbols, sounds, or words do you associate with it? Why do you trust it, or why does it stay in your mind?

Now think about your own brand. Do people feel something when they see it? Do they associate it with an idea bigger than your product? Or are you just another option in the market?

If your brand disappeared tomorrow, would anyone notice? Would anyone care?

Soon, you'll know exactly how to create a brand that doesn't just get noticed. It haunts people, lives in their minds, and becomes psychologically impossible to ignore.

Ready? Let's begin.

# About the Author

Rande Vick is the founder of **Vick Agency | Neurobrand Strategy**, a consultancy that helps brands build unforgettable connections through the science of memory, story, and strategy. Drawing on a background that spans theology, music, and marketing, he developed the **NeuroBrand Method™**, a framework that blends neuroscience and storytelling to create brands that “live rent-free” in people’s minds.

Rande’s work has been featured in *BrandingMag*, podcasts such as *The Business of Story*, and across the music and professional services industries. He has guided startups, nonprofits, and established companies alike to cut through the noise with clarity, resonance, and lasting impact.

When he’s not writing or speaking about the science of branding, you’ll find him exploring mid-century guitar shops, sipping coffee in Claremont, or crafting new ways to help brands stand out in a world of forgettability.