

Two hands, one from the left and one from the right, are positioned to form a heart shape. The hands are light-skinned and are wearing bright yellow long-sleeved shirts. The background is a solid, vibrant orange color. The hands are positioned centrally, with the fingers of each hand touching to form the top and bottom points of the heart.

THINK BLINK: DESIGNING BRANDS CONSUMERS
FEEL FIRST

The logo consists of the lowercase letters 'sld' in a white, sans-serif font, enclosed within a white square border. The square border is slightly offset from the text, creating a frame effect.

sld

WHAT WE BELIEVE

***EMOTION DRIVES PURCHASE
IN THE BLINK OF AN EYE***

Capture the heart and the mind will follow

WHAT WE DO

***WE INSPIRE THE FUTURE OF
IMMERSIVE RETAIL EXPERIENCES***

Immersion is transforming customer engagement

THINK BLINK

EMOTIONAL CONNECTION DRIVES LOYALTY

ROUGHLY DOUBLES
LOYALTY (28 POINT LIFT
IN LOYALTY)

CREATES SOLE BRAND
SHOPPERS

70%

*highly loyal to their
store*

4.6x

*13.4% of emotional
shoppers say it's the
ONLY place they shop*

EMOTIONAL SHOPPERS BECOME BRAND AMBASSADORS

EMOTIONAL CUSTOMERS HAND
OUT 5-STAR RATINGS

AT ROUGHLY 2× THE RATE.

69%

give 5 stars

4.64★

AVG Rating

40-POINT
THE WANT-VS-
HAVE GAP IS
HUGE

62%

*Want an emotional
element in their ideal
store experience*

22%

*Described their current
store as emotional*

**EMOTIONAL
EXPERIENCE
TURNS A
BRAND INTO
AN IDENTITY
CUSTOMERS
CLAIM**

90%
Shares my values

84%
Reflects my personality

93%
Helps build my community

CREATING EMOTIONAL LOYALTY: THE SEVEN THINK BLINK TENETS

1. The heart wins every time
2. Design is a strategic tool
3. Simplicity in storytelling allows brands to shine
4. Context is critical
5. Everyone wants to belong
6. Measure emotional impact
7. Anticipate the future

TENET 1: THE HEART WINS EVERY TIME

CORE PRINCIPLE

Consumers are loyal to brands that reflect their identity and make them feel something intangible.



TENET 2: DESIGN IS A STRATEGIC TOOL

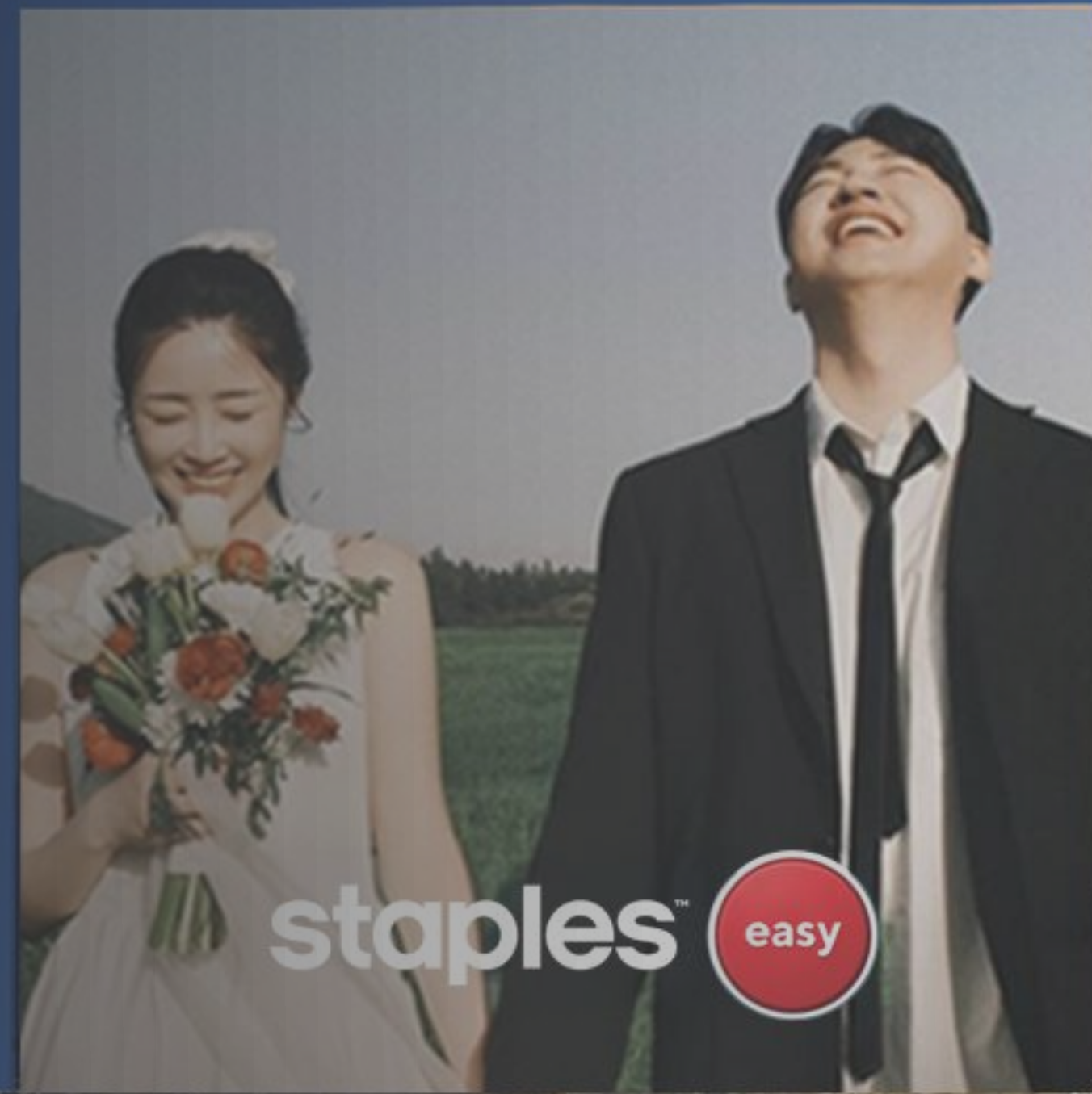
THE BLINK FACTOR ADVANTAGE

Brands that win create memorable experiences that can be instantly recognized.

TENET 3: FOCUSED STORYTELLING ALLOWS BRANDS TO BE REMEMBERED

THE SHORTCUT PRINCIPLE

Adding complexity creates indecision, confusion and anxiety. Brand stories that are simple and impactful help customers remember what you stand for.



- ✓ **Wedding invites**
- ✓ **Bridesmaid boxes**
- ✓ **Welcome signs**
- ✓ **Gift returns
(we won't tell)**

TENET 4: CONTEXT IS CRITICAL

WHO, WHAT, WHY

Identify the ideal persona and what drives their purchase decisions (emotional, cognitive, cultural and behavioural).

TENET 5: EVERYONE WANTS TO BELONG

COMMUNITY BUILDING

Allow customers to take ownership of brands, reflecting their values and aspirational needs. Shift from product mindset to experience-focused delivery.



TENET 6: MEASURE EMOTIONAL IMPACT

AUTHENTICITY IMPERATIVE

Today's consumers are suspicious of brands and their claims. Measuring emotional impact is key to understanding whether your message is getting through.



TENET 7: ANTICIPATE THE FUTURE

FUTURE-PROOFING BRANDS

The accelerated growth of technology requires brands to stay ahead of change - but brands should look past every shiny new innovation to see the bigger picture.



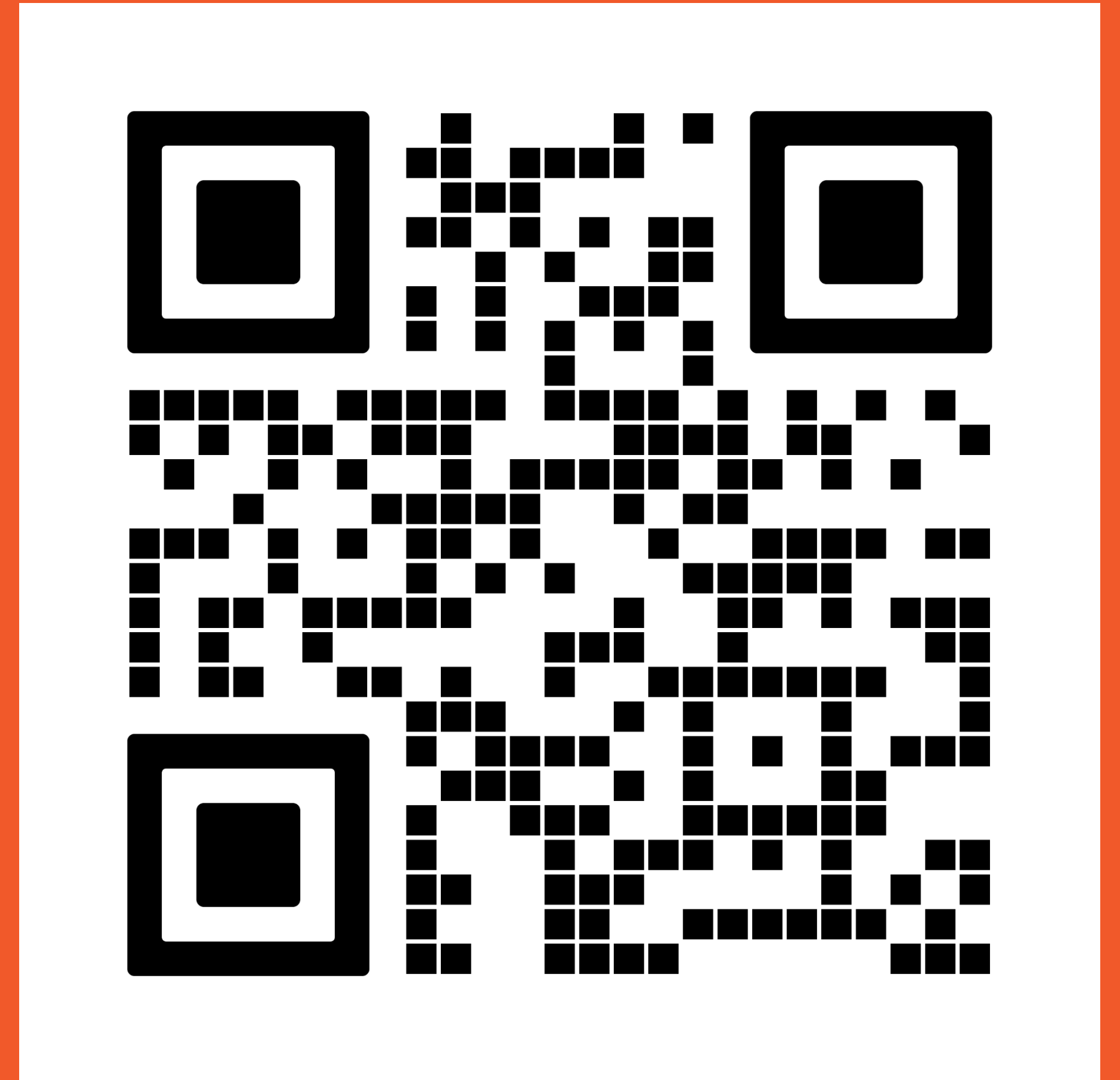
DELIVERING THE BRAND PROMISE

- 1. Read the 1st chapter of the book...or just the tenet intro and summary (<https://www.sld.com/books/think-blink-manifesto/>)***
- 2. Run the self assessment versus key competitors***
- 3. Apply the ThinkBlink philosophy to defining key emotional equities of your program***
- 4. Apply the seven tenets in your rewards program***
- 5. Always ask yourself: do our initiatives pass the Blink Factor test?***



THANK YOU

jplacroix@sld.com



DOWNLOAD THE PRESENTATION