

years, brands have to be able to evolve with them. Nadeau talks about the fact that brands have indeed evolved with people and technology. “Brands have evolved from being products with functional benefits into highly emotionalized personalities that represent an entire intimate lifestyle to consumers” (Nadeau, 2007). Marketing is more complicated than before and that is because now consumers are really looking for and demanding a more personal connection from emotionalized, living brands. To achieve this it is clear that the brands need a better understanding of the sensitivity to the psychology behind it all and cultural influences. In this part of the book he broke this secret into four major megatrends essential for living brands. The four megatrends Nadeau broke the concept of the “Be There” secret into are: mood and experience enhancement, humanized technology/the quest for physical and psychological perfection, everyman empowerment, self-creation and personal expression, and lastly, the luxury of ethics, such as, humanity, ecology, and righteous indignation.



Mood and Experience Enhancement: The Trend

This megatrend is the entrainment and adventure addiction to real life has driven the growing importance of having an intensified experiences, that's why technology increasing not only as ways to communicate with people faster but it's a way that people can experience new ways to touch the senses but also giving a deeper understanding of the human responses associated with the experiences that technology beings to the table. (Run on sentence and not too sure what the beginning means – needs re-wording)

Mood and Experience Enhancement: What It Means for Brands

Nadeau explains that this trend means that the line separating entertainment and brands will diminish until marketing and entertainment completely converge. Consumers are going to continue to expect a entertainment with meaning as everything evolves. Consumers are looking for more alternative realities to live vicariously through. Raymond Nadeau talks about how brands will have to stay relevant by integrating into the everyday lives of people in every way possible.

Humanized Technology: The Trend

The purpose of this trend is to give the consumers a way to live better lives. We are currently entering a new world where a new kind of “wellness empowerment” will be available through advances in technology. When Nadeau talks about humanized technology he isn't just talking about iPhones and computers that are here to improve people's lives, he is talking about technologies, for example, like Prozac. Prozac isn't as stigmatized but is used now for creating solutions and contributing to the well being of people.

Humanized Technology: What It Means for Brands

This megatrend means giving people what they want and to do that brands will have to create comforting products for them that respond to natural desire. Nadeau explains that brands need to be vigilant about keeping in touch with recent cutting edge transformational technologies that will help people to reconnect with their essential nature. Raymond Nadeau talks about how the advances in communications technology will continue to allow brands to customize their products and experiences to individual consumer needs.

Everyman Empowerment: The Trend

This megatrend is all about the desire for individual fulfillment and a growing sense of entitlement for personal expression. For example Reality T.V is a great window into the trend because it provides a means for “everyday” people to live fantastic adventures, explore, test and develop themselves.

Everyman Empowerment: What It means for Brands

The way Nadeau explains how this megatrend means for brands must practice collaborative branding where partnerships of equals where the consumer plays a active role in brand creation. He explains that brands must create mechanisms by which the consumer plays a very powerful role in brand and product creation, and messages the brand simply responds to the consumer’s desires as style and pleasure “Provider”. Explains of this megatrend are the Heat seat, which is a seat that forms to the person sitting in the seat and the Avo Phone which is a phone that forms to the hand of the person holding it.

The Luxury of Ethics: The Trend

This whole megatrend is about the increased importance of ethical ideals and how a sense of well being and moral level has become one of the most luxurious in our society. Luxury is now more valued than any achievement on a material or practical level. This megatrend is in direct relation with Maslow’s Hierarchy of Needs, basically stating that once a person’s basic maternal needs are met, he or she moves farther and farther up the pyramid turning his or her attention increasingly to higher aspirations.

The Luxury of Ethics: What It Means for Brands

Brands can step into this new emotional territory and become peoples’ partners, Nadeau explains. They can be partners with the consumers in their search for meaning as long as they are rooted in the real desires and dreams of consumers. Henry Ford said, “A company that produces nothing but profits is not a success” and I think that it fits in perfectly with this megatrend and what Nadeau is talking about. People want to star in their own dramas – their own journeys.

Secret #2

-Be Real

Dance to a collaborative rhythm.

This whole secret is about how the cultural shifts describe rhythms to lead markets. Nadeau says how as we move forward, through technology and their purchasing power, consumers will drive the creation and evolution of brands and enable breakthroughs of their own. The secret “Be Real” talks about how a brand or celebrity does not satisfy a consumer’s needs or enable the consumers chosen values and lifestyle, and how the consumer will invent new brands that *do*, and make the culturally irrelevant brands have to change or they just won’t be able to continue. Brands are going to have to make more creative approaches to marketing because now that so many college students are taking marketing classes they are aware of the “enemy” extremely well. Raymond Nadeau thinks that growing awareness and curiosity can be a real advantage to marketers if they can find interesting ways to invite consumers to actually become part of the creative process. Nadeau thinks that collaborative branding is the way to go and that’s because it doesn’t have an “us versus them” mentality. This is because a true collaborative branding strategy does not target but rather it provides satisfaction to human needs.

Secret #3

Be Intimate

Enabling realities in the images of their makers.

This whole part of the book Nadeau talks about how to create emotionally relevant brands is to focus on unearthing and responding to consumers real dreams in the most direct one on one ways at our disposal. He explains that consumers will tolerate and even figure exaggeration or a well-intended honest mistake just as long as there is “dialogue” between the brand and consumer is based on a relationship between equals and mutual understanding but most of all its about respect. Brands will need to fully reveal themselves through a campaign that legitimately encourages the world to brave enough to risk a certain amount of vulnerability, and even potential criticism. Brands have to be open to constructive criticism ultimately to change.



Secret #4

Be Inspired

Create, wonder, and provoke fascination.

Nadeau talks about how today’s consumer has very clear ideas about what he or she wants and is increasingly adamant about getting it. The brand needs to deliver on their promises because traditional media has been so codified, sanitized, monopolized and aggressive that most of us having grown up viewing it that it is now seen as a necessary evil. From reading this part of the book it is clear that now brands have to be so creative and so honest for their consumers to be able to trust what they are promoting.

Living Brands - Collaboration + innovation = customer fascination

Secret #5