



# Primalbranding: Create Zealots for Your Brand, Your Company, and Your Future

By Patrick Hanlon

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In one of the most original books of its kind ever written, Patrick Hanlon explains how the most powerful brands create a community of believers around the brand, revealing the seven components that will help every company and marketer capture the public

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*By Patrick Hanlon*

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## **Primalbranding: Create Zealots for Your Brand, Your Company, and Your Future** By Patrick Hanlon Bibliography

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### Editorial Review

From Publishers Weekly

Positing that "a brand is a belief system," Hanlon, founder and CEO of "primal branding" company Thinktopia, throws a reverse spin on the 12-step addiction recovery program to trumpet his 7 steps (called "key factors") to inspire consumer addiction. His formula has vaguely mythic qualities: successful brands, he argues, come with a creation story, a creed, rituals, icons, sacred words, non-believers and a leader who's overcome stiff opposition. The similarities to religion (Hanlon prefers "culture of belief") will pique the thoughtful reader, but Hanlon's recounting of familiar business success stories (UPS's story, Lou Gerstner's turnaround of IBM) seems at odds with a book blurbed as "not the same old branding B.S." Though much of the book is the simple recasting of age-old branding tenets (Hanlon's "creed" is interchangeable with "slogan"; "icon" with "logo"), Hanlon's energetic case for thinking differently about common practices makes for a rousing read.

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### Review

"The seven factors of "Primal branding" provide a structure by which all types of entities from companies to countries to religions can create a unique identity. Everyone involved with creating and managing an image should understand these factors."

-- Michael J. Houston, Interim Dean, Carlson School of Management, University of Minnesota

"Primal branding is untraditional, it's emotional, and it's depth rather than breadth."

-- Dave Williams, VP Consumer Centricity, Best Buy

"A crash course in branding. It's so easy to understand, I felt myself saying 'of course.' It's exactly what many companies should be doing, but are not."

-- Christian Korbes, Senior Director, LEGO Central Europe

"What do Starbucks, Apple, the Marine Corps, and Cesar Chavez have in common? They create what Hanlon calls 'a culture of belief.' "Primal branding" cracks the code of these cultures -- and offers a fascinating look at why people respond so ferociously to them. Whether you're leading an advertising agency, a Fortune 500 company, a middle school, or a political movement, you need to read this book."

-- Dan Pink, author of "A Whole New Mind: Moving from the Information Age to the Conceptual Age"

"What Jim Collins's "Built to Last" did for companies, Primal branding does for brands...a must-have for any brand that wants to spot-weld itself to the hearts of customers."

-- Luke Sullivan, author of "Hey Whipple, Squeeze This: A Guide to Creating Great Ads"

"As in most good books, one idea alone is worth the price and the time. In Primal branding, it's the 'creation story.' That story is often at the heart of being different and successful."

-- Jack Trout, marketing expert, author of "Positioning"

"Primal branding takes you deep into branding territory, to a place that other so-called branding experts haven't even imagined. This innovative presentation is credible, incredible, and curiously compelling. It's a deep dive into a new design culture, one that is sure to resonate with today's consumers."

-- Robyn Waters, founder, author of "Trendmaster's Guide, " and former VP Trend, Design, and Product Development, Target

#### About the Author

As a senior executive at the world's most creative advertising agencies, including TBWA, Ogilvy, Hal Riney & Partners, and Lowe & Partners in New York City, Patrick Hanlon has worked on such famous brands as Absolut, UPS, John Deere, H&R Block, LEG

## Users Review

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#### Daniele Chambers:

Book is written, printed, or illustrated for everything. You can recognize everything you want by a guide. Book has a different type. We all know that that book is important thing to bring us around the world. Beside that you can your reading skill was fluently. A publication Primalbranding: Create Zealots for Your Brand, Your Company, and Your Future will make you to possibly be smarter. You can feel more confidence if you can know about anything. But some of you think that open or reading any book make you bored. It is not necessarily make you fun. Why they may be thought like that? Have you searching for best book or ideal book with you?

#### Matthew Armstrong:

Reading a guide tends to be new life style with this era globalization. With reading you can get a lot of information that may give you benefit in your life. Having book everyone in this world can share their idea. Publications can also inspire a lot of people. Plenty of author can inspire their own reader with their story or perhaps their experience. Not only the storyplot that share in the ebooks. But also they write about the knowledge about something that you need case in point. How to get the good score toefl, or how to teach children, there are many kinds of book that exist now. The authors on earth always try to improve their proficiency in writing, they also doing some exploration before they write to the book. One of them is this Primalbranding: Create Zealots for Your Brand, Your Company, and Your Future.

#### Nathan Barnes:

Spent a free time for you to be fun activity to complete! A lot of people spent their leisure time with their family, or their own friends. Usually they accomplishing activity like watching television, gonna beach, or picnic within the park. They actually doing same thing every week. Do you feel it? Do you need to something different to fill your own free time/ holiday? Could possibly be reading a book may be option to fill your no cost time/ holiday. The first thing that you'll ask may be what kinds of book that you should read. If you want to attempt look for book, may be the publication untitled Primalbranding: Create Zealots for Your Brand, Your Company, and Your Future can be excellent book to read. May be it may be best activity to you.

**Edna Miller:**

In this period of time globalization it is important to someone to obtain information. The information will make anyone to understand the condition of the world. The fitness of the world makes the information much easier to share. You can find a lot of references to get information example: internet, newspaper, book, and soon. You can view that now, a lot of publisher that will print many kinds of book. Typically the book that recommended to you is Primalbranding: Create Zealots for Your Brand, Your Company, and Your Future this e-book consist a lot of the information with the condition of this world now. This book was represented how can the world has grown up. The terminology styles that writer use for explain it is easy to understand. Typically the writer made some investigation when he makes this book. This is why this book suited all of you.

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