

**SHOCKING  
REVEALATIONS  
INSIDE  
ON HOW  
MARKETING HAS  
NOT  
EVOLVED!**



# PAWAN KUMAR MARELLA



16 YEARS  
OF  
Awesome



I love travelling  
(25 countries & counting)

I love reading & writing!

I love teaching!





m Laman /National Geographic Creative/Naturepl.com



**Marketing: Business  
process consisting of an  
integrated effort to  
discover, create, arouse &  
satisfy consumer needs!**



**Our minds are in two parts; like a rider, sat upon an elephant. With the elephant very much in charge, most of the time.\***

*\*paraphrased from Jonathan Haidt's "The Happiness Hypothesis"*



“The mind is divided in many ways, but the division that really matters is between conscious and reasoned processes (system 2) and automatic and implicit processes (system 1).

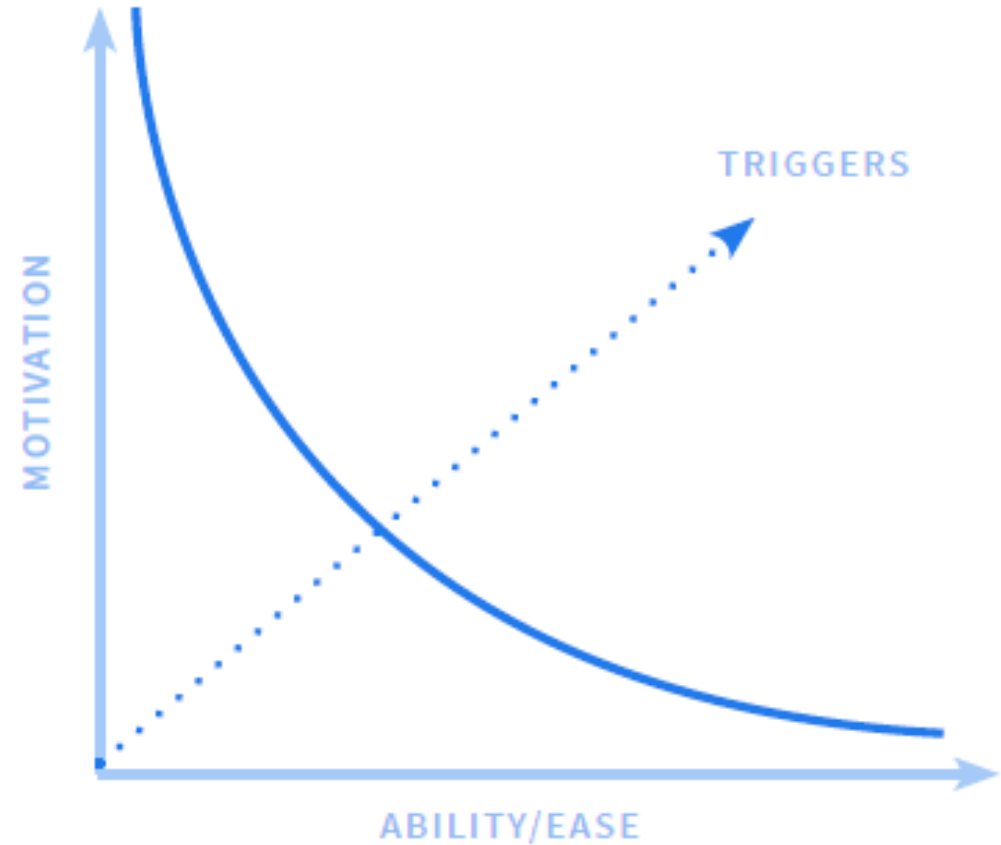
These two parts are like a rider on the back of an elephant. The rider’s inability to control the elephant by force explains many puzzles about our mental life, particularly why we have such trouble with weakness of will.”



motivation

ability

trigger



$$B = M \times A \times T$$

BEHAVIOUR = MOTIVATION x ABILITY x TRIGGER

SOURCE B.J. FOGG 2007



# motivation



**We are not thinking machines that feel; rather, we are feeling machines that think.**

**- Antonio Damasio -**

**ability**

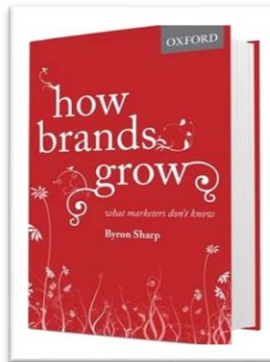
**trigger**



**MENTAL AVAILABILITY**



**PHYSICAL AVAILABILITY**



logic

makes us

think...

emotion

makes us

ACT!

# WHAT DO WE REMEMBER?

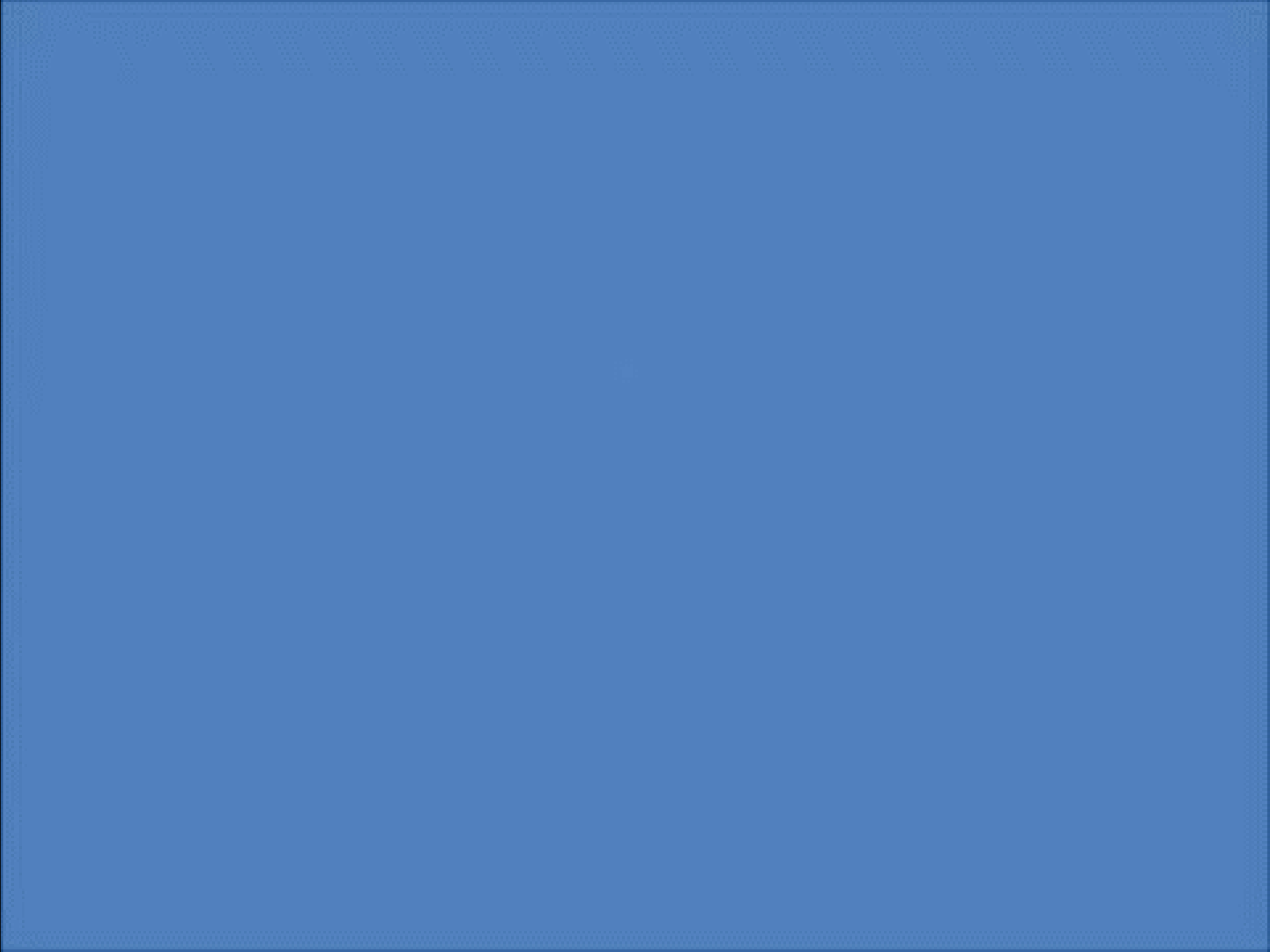
- It's all to do with how we've evolved to store information. Back in caveman days, **if a lion attacked you and you managed to escape, it would be very helpful to remember what happened.**
- However, the **brain doesn't pay much attention to boring things**. This is **because they pose no threat or opportunity** to us. We don't gain anything from remembering them.
- **Emotionally charged events stay in our memory for longer.** They are also recalled with greater accuracy than neutral memories. This is because of the release of dopamine by the amygdala (a primitive part of the brain associated with memory formation).



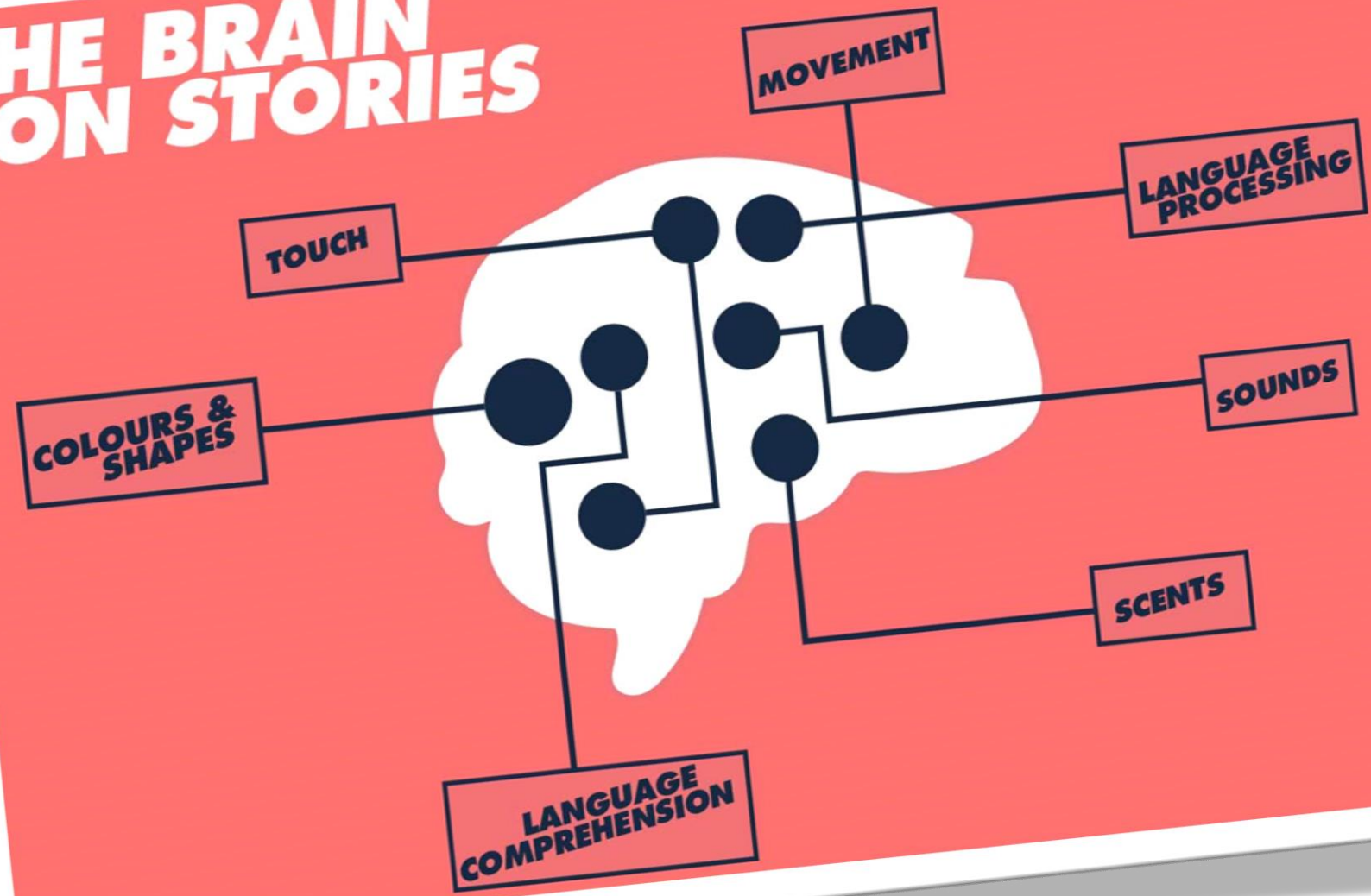
Best way to trigger  
emotions...

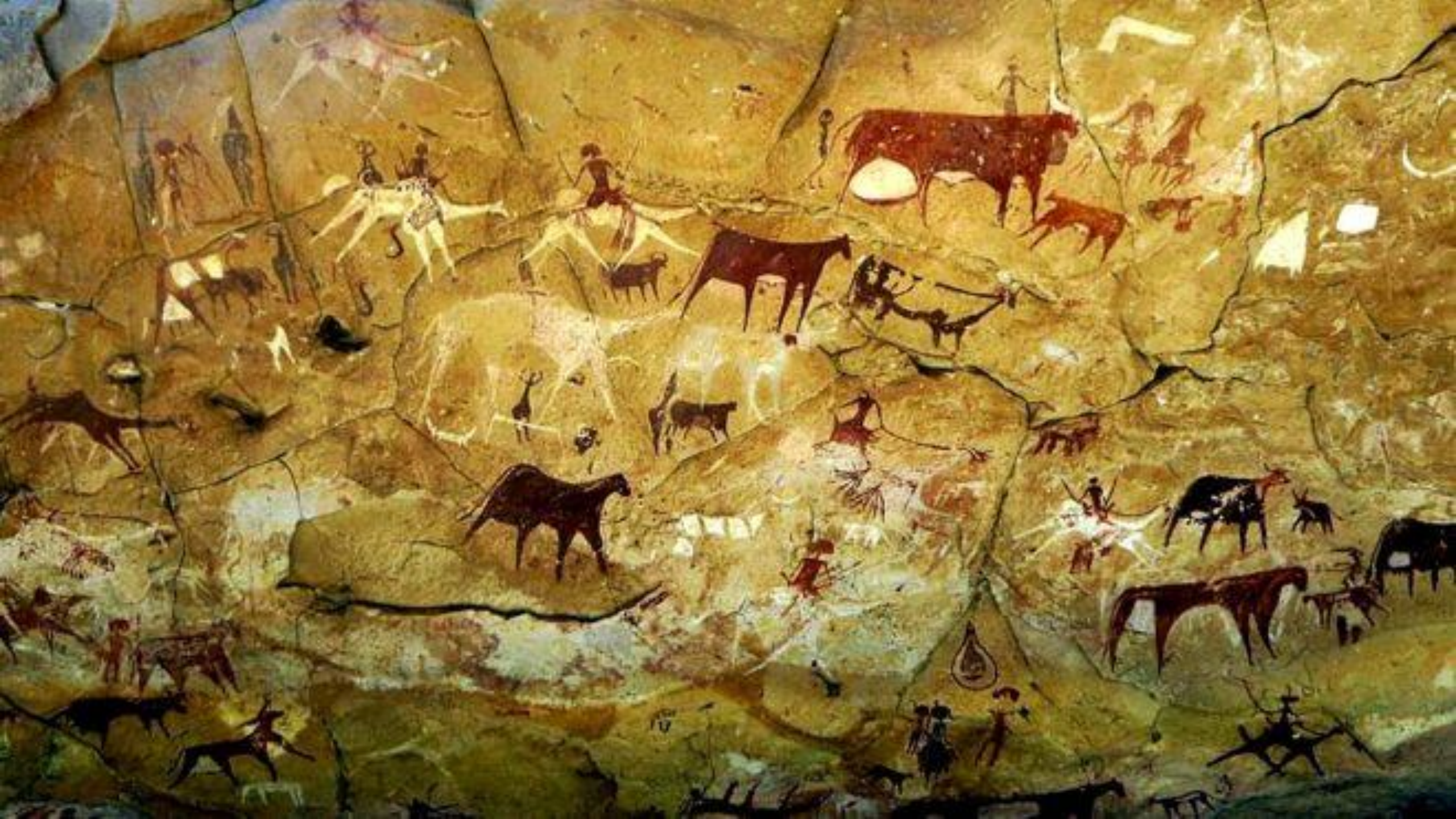
**TELL A STORY!**





# THE BRAIN ON STORIES









Vertical columns of hieroglyphs and text labels, including names like 'ANKH' and 'DJEHUTY'.



How do we tell a good...

**STORY!**



# Types of Basic Emotions



**1. Happiness**



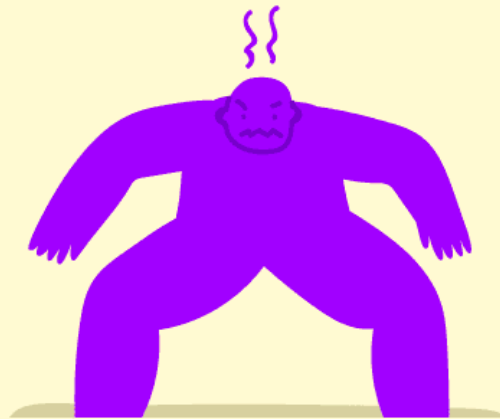
**2. Sadness**



**3. Fear**



**4. Disgust**



**5. Anger**



**6. Surprise**

**Act 1** is the beginning and 'sets up' the story. It introduces us to a character or 'hero' with a particular set of circumstances (in marketing the character is often the brand).

**Act 2** forms the middle and creates the 'conflict'. The character undergoes some kind of struggle.

**Act 3** forms the end or 'resolution'. We see our 'hero' ultimately achieving their goal.

# **STORY PLOTS THAT WORK...**

**Challenge Plot**

**Connection Plot**

**Creative Plot**

# **STORY PLOTS THAT WORK...**

**Challenge Plot**

Connection Plot

Creative Plot







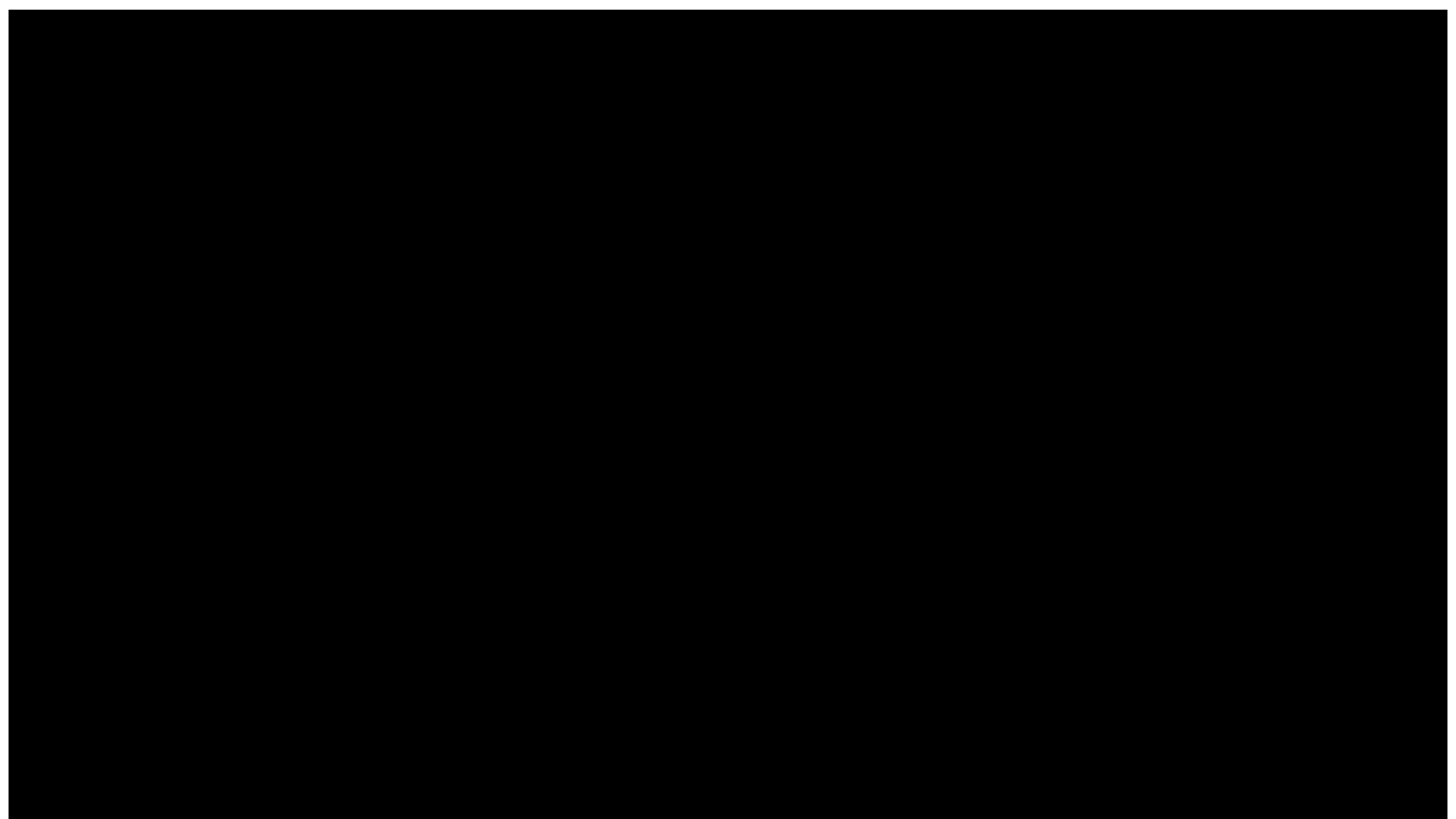
# **STORY PLOTS THAT WORK...**

Challenge Plot

**Connection Plot**

Creative Plot





# **STORY PLOTS THAT WORK...**

Challenge Plot

Connection Plot

**Creative Plot**









**motivation**

**ability**

**trigger**



logic

makes us

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emotion

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**ACT!**

Best way to trigger  
emotions...

**TELL A STORY!**



**Act 1: Introduce**  
**Act 2: Conflict**  
**Act 3: Resolution**

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**Challenger Plot**  
**Connection Plot**  
**Creative Plot**





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[\*mpk78.wordpress.com\*](#)



**SEE!**  
**YA!**