In our fast-paced, homogenized, and digitally saturated consumer market, visual content in branding and marketing has become a key differentiator of products and services. The physical and aesthetic representations of a brand have the ability to create an emotional connection with consumers which helps shape perceptions, attitudes, and overall brand experience.

For both commercial and non-profit dance organizations, brands serve as a strategic tool to express creative initiative and communicate values, while simultaneously building trust and loyalty for target consumers. These types of organizations often lack the time, funding, or expertise to perform market research or deliver consistency in brand direction.

In order to promote sustainability and vitality within the performing arts industry, branding and marketing strategies call for creative innovation. In this study, I investigated how the application of neuroscience can be instrumental in creating branding and marketing strategies for dance organizations.

Preliminary research was conducted outlining the neurological mechanisms behind consumer behavior, information processing, attention, emotion, and design theory. Models and studies of interest were combined to create a framework synthesizing three components of MacLean's Triune Brain Theory as they relate to brand stimuli and emotional processing.

Research was utilized in a re-branding of three different dance companies (one local, one regional, and one international). For each company, a new logo was created, along with supplementary visual content exploring the application of research ideas. With this study, my goal is to create the opportunity for further discussion as to how design theory and neuroscience can aid in brand direction and thus help to create visually striking, memorable brands, capable of attracting and retaining consumers.

Emotive Branding Framework

Case Study One: Columbus Moving Company
Columbus, OH
Columbus Moving Company came in need of a new logo and marketing materials due to their growing presence in the Columbus area. For this client, I explored how the creation of a short promotional film could communicate aesthetic values of this company while providing engaging content for digital media platforms.

Case Study Two: Yin Mei Dance
NYC, New York
Yin Mei Dance came into the collaboration with an old website saturated in content. The goal for this client was to distill crucial information and use effective proportions of text and imagery to capture and retain attention of the viewer.

Case Study Three: Zero Visibility Corp.
Oslo, Norway
With Zero Visibility Corp., visual content was explored using Eye Quant’s predictive eye-tracking software. Visuals were designed and tested using this software to determine both areas of attention (areas of visual appeal) and perception (areas users gravitate towards during the first three seconds).

References