



Brand esSense: Using Sense, Symbol and Story to Design Brand Identity (Hardback)

By Neil Gains

Kogan Page Ltd, United Kingdom, 2015. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Branding has reached a new frontier. In the future brands will have to appeal to more than one or two of the classic five senses. Branding expert Neil Gains shows both the science and the practical applications of how this can be done, and links symbolism and storytelling to sensory experience in brand marketing. Drawing on the latest research and design thinking he shows how brands can link storytelling archetypes and symbolism to customer experience to build a multi-sense phenomenon. This groundbreaking book provides innovative branding tools for evaluating where a brand is on the sensory and storytelling scale, analyzing its potential and giving it a clear pathway to optimizing its unique sensory appeal.



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