

BRAND REVOLUTION  
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RETURN ON EMOTION®

At Brand Revolution, we understand that emotions are the driving force behind unforgettable, brand-defining moments.

With 95% of purchase decisions driven by emotion, we harness this insight to build meaningful connections that inspire loyalty and engagement.

Through our proprietary Return on Emotion® (ROE) approach, we transform every activation into a powerful emotional experience that resonates deeply with consumers.



We believe that five key emotions are the driving forces behind business success.

# HOPEFUL

Inspiring a brighter future.

# ADVENTUROUS

Sparking excitement and curiosity.

# ACTIVE

Energizing consumers to engage.

# ACCEPTANCE

Fostering a sense of belonging.

Encouraging action and ambition.

# MOTIVATED

We unlock the power of Return on Emotion® through our distinctive Five Rules of Engagement. These principles not only invite audiences in and evoke powerful emotions, but also foster lasting, meaningful connections.

Driven by empathy, the cornerstone of every successful partnership, we ensure that emotional insight guides every interaction and elevates our engagement strategy.

### **Use Entertainment as a Keystone to Education**

Good sales enablement and customer engagement always includes some form of fun and excitement to reinforce content and deliver it in an interesting way.

### **Make Each Mile of the Journey Meaningful**

Capture the attention of difficult-to-reach prospects—and keep them interested—with universal human hooks that unite. It isn't about wowing them from the start—it's about continuing to delight with every piece of communication.

### **Meet Your Audience Where They Are**

Our audience (customers, salesmakers, and end users) are inundated daily with marketing and messaging. Deliver the messaging to them in a way that's convenient and unique to increase engagement.

### **Embrace Experimentation**

Don't shrink away from a great idea just because it's new or different. A lasting impression requires big, bold moves—moves that haven't been made before.

### **Forget Formulas**

Never deliver something run-of-the-mill. Create unique, custom-made experiences that match your challenges so that you're not just engaging—you're engaging in a way that makes sense for you and your customers.





## Ignite Your Creativity

In our projects, we've poured passion, empathy, and creativity into every aspect, turning ordinary tasks into extraordinary experiences. By exploring how we've woven emotion into our work, you'll see the transformative power it holds.

Let these examples spark your imagination, encouraging you to infuse your own projects with the same depth of feeling. When you embrace emotion as a driving force, your work transcends the ordinary, becoming something that truly connects, resonates, and leaves a lasting mark.

Dive into our journey and let it inspire you to elevate everything you do with the power of emotion.

EXAMPLE  
**HOPEFUL**

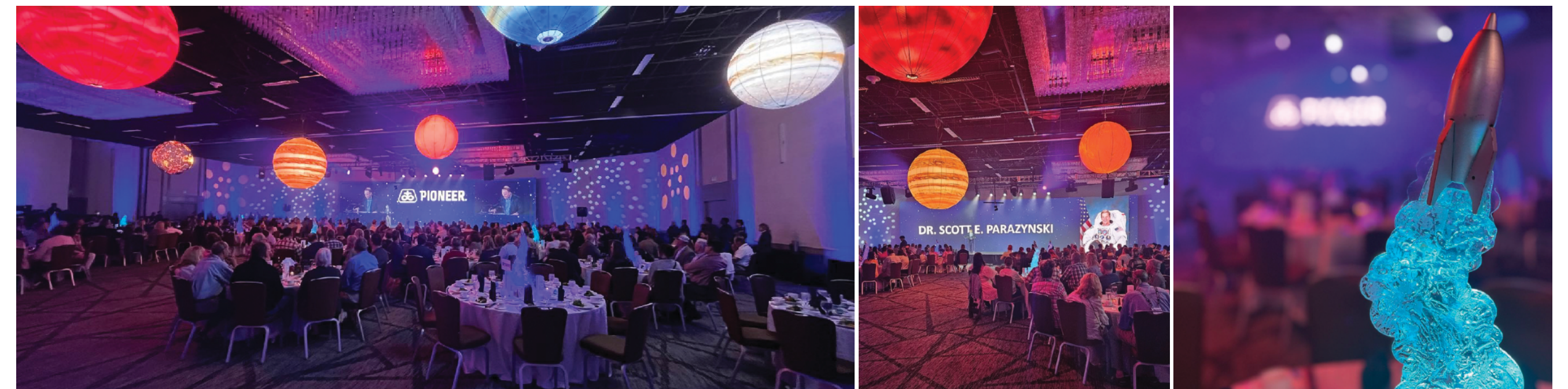


CORTEVA

## Pioneer Yield Champions Club

We reimagined the traditional invitation, designing a one-of-a-kind, custom piece that perfectly captures the excitement of an out-of-this-world celebration in Houston, famously known as Space City.

This unique invitation sets the stage for a celebration like no other, honoring America's top farmers with the attention and creativity they deserve. Providing them with purposeful pre-event merchandise sets the tone for the upcoming event and creates hope and excitement for the journey they are about to take.



FEVER

## Dopamine Land

When you add adventure to your activations, it evokes the kid inside all of us and engages attendees in a deeper, more meaningful way.

Working in tandem with Fever, we reimagined the wildly successful Dopamine Land experience for the U.S. and created eleven unique rooms, each meticulously crafted to tap into visitors' sense of adventure and trigger their dopamine in different ways.

In just ten months, Dopamine Land in Washington, DC has attracted over 80,000 visitors and generated \$2 million in revenue, demonstrating that a strong Return on Emotion (ROE) leads to a significant Return on Investment (ROI).



EXAMPLE

# ADVENTUROUS



EXAMPLE  
**ACTIVE**

DELL TECHNOLOGIES

## Tech Rally Mobile

Dell Tech Rally Mobile is a traveling showroom that actively engages users by bringing the latest Dell products and accessories for a hands-on experience directly to them no matter where they are.

Today, our designed fleet of branded trucks travels across three continents to select customer locations, delivering an active and immersive experience. Instead of having customers just sit and listen, we take them on a journey and make them active participants in the learning process. They remember much more and greatly appreciate the increased engagement.





TREND

## Escape

The goal was to craft an inaugural three-day series of immersive experiences for social media influencers, ensuring high excitement and engagement, along with stunning photo opportunities to share with their followers. From a glamorous pool party at Frank Sinatra's estate to a chic tiki reception and an exotic Moroccan-themed dinner, each activity was meticulously curated to exceed expectations.

But in spite of all the glitz, glamour, and photo ops, the overarching goal was to create community. In order to foster long-lasting connections and community, you must first level the playing field and make each attendee feel equal, welcomed, and, most importantly, accepted. That acceptance is most important on day one, but it needs to be woven into the fabric of every aspect of the event.



EXAMPLE  
**ACCEPTED**



EXAMPLE  
**MOTIVATED**

SCHWARZKOPF

## L.I.F.T

We designed LIFT to be more than just an event series; it's a transformative journey for hairdressers, where professionals embrace unique narratives and celebrate the emotional essence of hairdressing. It honors the profound impact the community has on clients and peers, emphasizing the importance of motivating and lifting one another up.

Centered on the theme “Own Your Story,” LIFT fosters connections and showcases the artistry and empathy that define the community’s work and daily lives. It is dedicated to motivating and empowering each individual to shape the future of the industry—together. Leaving your audience motivated rather than drained is crucial in building communities. Being the spark of that motivation emotionally connects you to the audience, often for life.



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