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#WUD2016



“WHEN AN ELEVATOR FAILS, IT’S USELESS, WHEN AN ESCALATOR  
FAILS, IT BECOMES STAIR.

AS A DESIGNER WE SHOULD BUILD ESCALATORS NOT ELEVATORS.”

What is Nero marketing

# 3 Brains Theory

New Brain



Mid Brain

Old Brain

We Talk Rationally, We act Emotionally



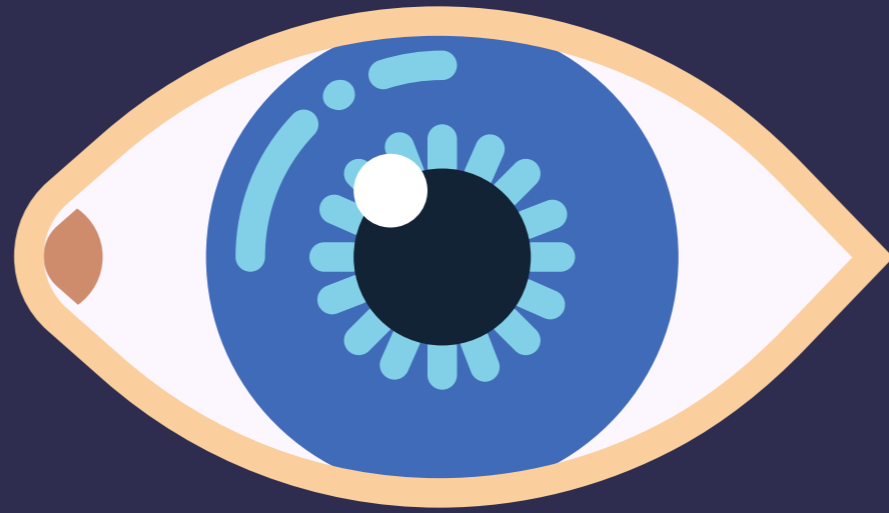
# Small Requests



# Social Validation



# Bystander Effect





# A Sense of Belonging



# Reciprocity



Less Options is more



# Focus on fast Profits



# Let's Talk about Pricing



# THANKS

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