

Ethan Decker, PhD

KEYNOTES & PRESENTATIONS



Applied Brand Science

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“What a great talk. You were gracious and charming. You were brilliant and inspiring. Thank you.”



We help

CMOs and other **business**
leaders

learn and **use**

the
Laws & Levers
of
Brand Science

to

grow their **business**



Unlock the power of your brand

Even today, marketers are still confused about the most basic things

- ★ How do people really choose brands?
- ★ Does brand loyalty really exist?
- ★ How do brands actually grow?
- ★ How does advertising really work?
- ★ How do I tell marketing fads from scientific fact?

It turns out there's a 'hidden' science of brand growth

It's based on 60 years of research.

It reveals the truth about how people buy, how brands grow, and how ads works.

It shows which common beliefs are right, and which are dead wrong.

But it's been hidden in research papers and unavailable to marketers.

Until now.





Meet Ethan Decker, PhD

PRESIDENT & FOUNDER

Ethan is a scientist by training and a marketer by trade.

After 20 years in advertising, he now travels the world teaching marketing leaders and their teams how to use brand science to grow their business.

He is a regular speaker and published expert on the topics of brand science, brand strategy, and marketing effectiveness.

Ethan has a PhD in ecology and studied complex systems at the Santa Fe Institute. He has worked at some of the most storied ad agencies, including Crispin Porter + Bogusky (named Agency of the Decade) and 72andSunny (2x Agency of the Year). And he has travelled the world as a market researcher (both quantitative and qualitative) and strategic consultant.

You can watch his TED talk [here](#), where he dances like a peacock spider.



What do people think?

Even way in the back.

“Winner of the best session goes to 🥁 @ehdecker. Perfect blend of humor, science, and storytelling to create an unforgettable learning experience.”

“I was truly impressed, entertained, & inspired. You have a wonderful gift for presenting, and your data-led approach speaks to my desire to be a better marketer.”

“You were absolutely fantastic. Love that stuff and know it well, but you present it with such great panache. I’d love to get you in to present to my agency.”

“The Net Promoter Score on your talk would be really impressive. I heard multiple people telling others about it — even one while I was sitting in another talk!”



The world's best brands trust Ethan

Kellogg's

Gillette™



Hotels.com™



AXE



MillerCoors®



HERSHEY
THE HERSHEY COMPANY

DURACELL®

Discovery
CHANNEL™



Altra Amana Blue Ribbon Bondadosa Bounty Brock Charmin Coors Discovery Channel Domino's
Duracell Elanco Febreze Florida International University Fruit of the Loom Gillette Hershey Hoplark
Hotels.com Izze JennAir Kashi Kellogg KitchenAid La-Z-Boy Leo Burnett Maytag Naked Juice Nike
PepsiCo Quiksilver Roxy Safeway Sounds True Tide Transamerica Vidanta Whirlpool Wilde and Zune



Le details



LOCATION

Ethan can present either virtually or in person, both in the US and internationally.

ALTERNATE TOPICS

While *The Laws & Levers of Brand Science* is his signature keynote, Ethan can also speak on other topics, including (but not limited to):

- ★ What the Heck's an Insight? Finding, creating, and using them for brands.
- ★ The Financial Value of Brand-Building, for Marketing, the CFO, and the C-Suite.
- ★ Campaign Ideas That Last.
- ★ Brand Laws for B2B.
- ★ Brand Laws for NGOs, Charities or Higher Ed.

FEE

Fees vary with event location, talk length, audience size, and other factors. Ethan provides a sliding scale for organizations doing meaningful work that are unable to afford the full rate.

WATCH

Ethan's reel can be found at appliedbrandscience.com/speaking. You can also watch his sold-out [2023 SXSW](#) talk and his [TEDx talk](#) in full.

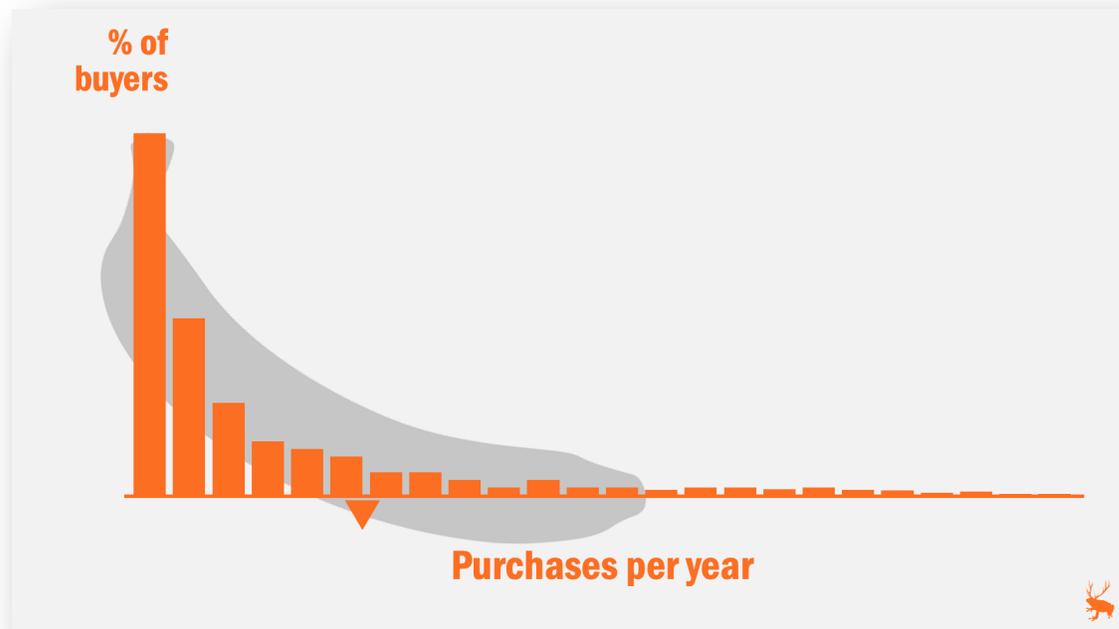
CONTACT

Reach out to Aicila at info@appliedbrandscience.com to discuss having Ethan speak to your organization or at your event.



What are these 'Laws of Brands'?

HERE'S ONE: Every brand in the world has a 'banana curve' distribution of buyers.



It's a 'negative binomial distribution.' But it's as universal as the Bell curve, so it needs a cool, easy name too.

It's a law because it's an empirical pattern found over & over around the world:

- ★ Budget and luxury.
- ★ Retail and wholesale.
- ★ B2B and B2C.
- ★ Products and services.
- ★ Canada and China.

This means no brand out there — not even Harley Davidson or Hermes — survives on a small group of loyal customers.

There are other laws related to this distribution.

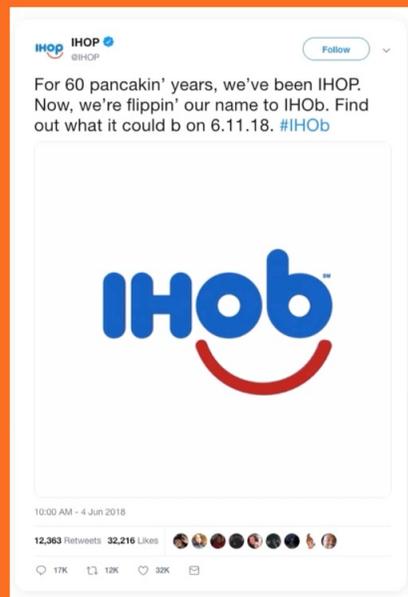
And this is just one of a dozen laws that govern how people buy, how ads work, and how brands grow.

Not knowing them — or worse, believing in the opposite — can send you 'tilting at windmills', burning time & money chasing the impossible.



What are these 'Brand Levers'?

HERE'S ONE: Creating buzz via PR activations or social media stunts.



You might've missed it when iHOP changed its name to iHOb for its 60th birthday. The titillating stunt had insane results:

- ★ Over \$100MM in earned media value
- ★ 400% sales lift of their new line of burgers
- ★ A 31% increase in their stock price

You might think, then, that every successful brand needs brilliant PR stunts.

Not so.

For instance, Restoration Hardware has *no* social media. None. Instead, they ship out over 2,000 pages of catalogues each year. And they're doing just fine, thankyouverymuch.

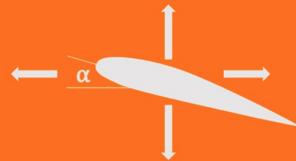
Brand Levers are things that *can* work for you, but they may not. Or they'll work last year but not this year.

It's vital to know which things are laws and which are levers. And it's just as important to learn how to explore and exploit levers for maximum advantage.



Why the 'Laws & Levers'?

Laws & Levers are both essential to brand growth. And both are misunderstood.



Laws tell you how to get off the ground, but not whether to build a biplane or a fighter jet.



Or a Vader blimp. Which you should build, of course.



With all the talk of how “Covid changed everything” and “the old rules of marketing don’t apply anymore,” it’s often surprising to even seasoned marketing leaders that there are indeed universal brand laws.

And every few years, a new trend emerges that every brand thinks they must follow: permission marketing, brand purpose, even the Unique Selling Proposition.

Having a firm grasp of the laws & levers of brand science benefits teams in many ways:

- ★ It eliminates a lot of the subjectivity in marketing.
- ★ It gives the team a playbook for brand growth.
- ★ It gets the team “rowing in unison.”
- ★ It unlocks hidden potential in your brand.
- ★ It cuts wishful thinking & wasteful spending.



APPLIED BRAND SCIENCE IS NOT FOR EVERYONE. SYMPTOMS MAY INCLUDE CLARITY OF HOW BRANDS GROW, TEAM ALIGNMENT, CONFIDENCE IN BRAND STRATEGY, SUPPORT OF THE C-SUITE AND FINANCE, A RECHARGED AND FIRED-UP TEAM, AN INFLUX OF NEW CUSTOMERS, A FLOOD OF NEW AND USEFUL IDEAS, AND DARK CHOCOLATE. SIDE EFFECTS MAY INCLUDE FEAR OF CHANGE EVEN FOR THE BETTER, SUDDEN LOSS OF SACRED COWS, REGRET FOR HAVING BELIEVED OLD MARKETING FADS, AND FRUSTRATION THAT YOU DIDN'T LEARN THIS STUFF LONG AGO. ASK YOUR DOCTOR IF BRAND SCIENCE IS RIGHT FOR YOU. IF YOU DON'T HAVE A BRAND DOCTOR, ASK ETHAN. HE'S A DOCTOR. TECHNICALLY.



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