



*System1: Unlocking Profitable Growth* by John Kearon, Tom Ewing and Orlando Wood is due to be published in June 2017, priced £12.99.

**ABOUT THE AUTHOR**

**John Kearon** is Chief Executive Officer of the System1 Group. He founded and led BrainJuicer for 16 years, turning it into a global business before leading its transformation into the System1 Group. Provocative and playful, he has regularly challenged the marketing world to bring marketing into the 21st century by embracing emotion and behavioural science, and he is in constant demand as a speaker and business leader.

**Orlando Wood** is Chief Innovation Officer of the System1 Group. His role is to rewrite marketing best practice by drawing on the behavioural sciences. His work has moved forward thinking in the market research, marketing and advertising industries, winning him awards from the AMA, ARF, MRS, ISBA, Jay Chiat and ESOMAR.

**Tom Ewing** is a Senior Director in the System1 Group, working in an innovation and consultancy role as well as leading the experimental System1 Politics team. A popular conference speaker, he's won awards from ESOMAR, the MRS and the AMA, and has also written about pop music for The Guardian, the Village Voice, and others.

**NEW  
BOOK**

**We think much less than we think we think**

REVEALS HOW CONNECTING WITH CUSTOMERS' EMOTIONAL, INSTINCTIVE SYSTEM 1 BRAIN IS THE WAY TO ACHIEVE PROFITABLE GROWTH

Human beings make decisions in two ways. One is slow, deliberate and calculating. The other is fast, instinctive and emotional. Psychologists call this more impulsive process System 1 – and it controls most of the things we do.

For businesses leaders and marketers, understanding this System 1 decision making process and how it influences the way people think is invaluable. It determines the choices we make every day because they “feel right” – the brands we buy, the charities we give to and the politicians we vote for – and therefore makes and breaks campaigns, products and companies. Now a new book, *System1: Unlocking Profitable Growth*, explains how to create innovation, advertising, brands and shopper marketing that appeals to our System 1 brain and ensure it achieves profitable growth.

The book's co-authors, Kearon, Ewing and Wood are three of the key people behind *System1 Group PLC*, voted the most innovative research agency for the last six years in a row by clients and peers. The company pioneered the application of behavioural science to measure people's System 1 response to marketing, and now their book shows how to create marketing that appeals to people's

System 1 instincts and guarantees profitable growth.

As the book explains, creating Fame, Feeling and Fluency for a brand are what drives profitable growth. If something comes quickly to mind, feels right and is easily recognisable then, to our dominant System 1 decision-making mind, it must be a good choice. Our default is to trust our instincts rather than defer to effortful System 2 when making most choices.

Through a series of fascinating psychological insights and real-life case studies from Tesco to Trump, the book provides the evidence and practical advice on how marketers can most profitably grow their brands – because the more people feel, the more people buy.

*“A brilliant summary of what we now know about the fast, unconscious drivers of most customer choices and their implications for marketers”*  
**Professor Patrick Barwise, Emeritus Professor of Management and Marketing, London Business School**

*“It's the modern marketer's handbook – an inspirational read”*  
**Gemma Greaves, Chief Executive of The Marketing Society**

**EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE:**



John Kearon



Orlando Wood



Tom Ewing

The co-authors of *System1: Unlocking Profitable Growth* are all highly experienced, engaging speakers. They are available for interview, expert comment and guest articles on a broad range of marketing topics, including:

F-ing Politicians: Why Fame, Feeling and Fluency win (and lose) elections

5 big mistakes advertisers make

We think much less than we think we think: How people choose brands

80% Familiar, 20% New: The formula to commercially successful innovation

Speak to the heart, don't bother the brain: Why seduction beats persuasion every time in advertising (and everything else)

Distinctive Brand Assets: Real life examples of brands how own colours, shapes and smells

8 ways to increase sales through 'moving power' not 'stopping power'