



The Better Mousetrap: Brand Invention in a Media Democracy

Simon Pont

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Why do we love certain brands - the ones that feel like ours - and passionately or indifferently reject the rest? What do our brands say about us? And why do we feel so compelled to use digital brands to say even more?

Simon Pont, Chief Strategy Officer at Vizeum, sets out to decode brand charisma, taking readers on a provocative and insightful journey through the brand and advertising strategies behind some of the world's leading companies. Pont points out that the brand game is taking ever-new and remarkable turns in its pursuit of the smart and savvy consumer. He provides expert critique on how and why certain brands succeed in a world that is constantly redefined by digital media. *The Better Mousetrap* explores examples such as how the chocolate brand Wispa was brought back by social media, how certain logos have the power to inspire emotions (think Nike, "Just do it"), how "sub-brands" like Diet Coke and Sega's *Sonic the Hedgehog* can achieve greatness, the psychological properties behind the colors used in advertising and the changes in the digital era, including the mobile revolution.

Accompanied by by a dedicated YouTube channel and playlist partnerships with LoveFilm and Spotify, *The Better Mousetrap* offers original thinking and captivating new perspectives on brands, advertising and media in the 21st Century.

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