



# Brand EsSense: Using Sense, Symbol and Story to Design Brand Identity

*Neil Gains*

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## **Brand EsSense: Using Sense, Symbol and Story to Design Brand Identity** Neil Gains

In *Brand EsSense*, branding expert Neil Gains shows both the science and the practical applications of how a two-sense product can become a five-sense phenomenon. Drawing on the latest sensory branding research, the book shows how brands can link storytelling archetypes and symbolism to customer experience, to enhance a brand's overall success. It also provides tools for evaluating where a brand is on the sensory and storytelling scale, analyzing its potential and giving it a clear pathway to optimizing its unique sensory appeal.

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