



B.R.A.I.N. CREATIVES

[braincreatives.nl](http://braincreatives.nl)



**B.R.A.I.N. Creatives®**  
**INSPIRED BY SCIENCE**

“Nadenken is voor  
mensen wat zwemmen  
is voor katten.  
Ze kunnen het wel, maar  
doen het liever niet.”

Daniel Kahneman



B.R.A.I.N. CREATIVES®



THIS IS  
THE SIGN  
YOU'VE BEEN  
LOOKING FOR

## **B.R.A.I.N. CREATIVES STAAT VOOR ...**

### **BEHAVIOR**

Creatieve activatie-ideeën die niet alleen stop-ping power hebben maar juist ook moving power. Die mensen bewegen om te proeven, kopen, liken, geven, doén. Geen rocket science, wel geïnspireerd door (gedrags)wetenschap.

### **REALLY AWESOME IDEAS**

Concepten die jouw (merk)verhaal tot leven brengen. In allerlei media, van social en mobile tot outdoor, tv, radio en direct marketing.

### **NUDGING**

Gedrag beïnvloeden met slimme details. Zodat de weg van de minste weerstand vanzelf leidt naar jouw merk.







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## AANBEVOLEN

### Sites

<http://www.behaviormodel.org/>  
<http://beworks.com/Toolkit>

### Nieuwsbrief

[www.nirandfar.com/subscribe](http://www.nirandfar.com/subscribe)

### Video

[www.ted.com/talks/rory\\_sutherland\\_](http://www.ted.com/talks/rory_sutherland_life_lessons_from_an_ad_man)  
[life\\_lessons\\_from\\_an\\_ad\\_man](http://www.ted.com/talks/rory_sutherland_life_lessons_from_an_ad_man)

### Podcasts

Brainfluence with Roger Dooley  
You Are Not So Smart



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# AANBEVOLEN

## Boeken

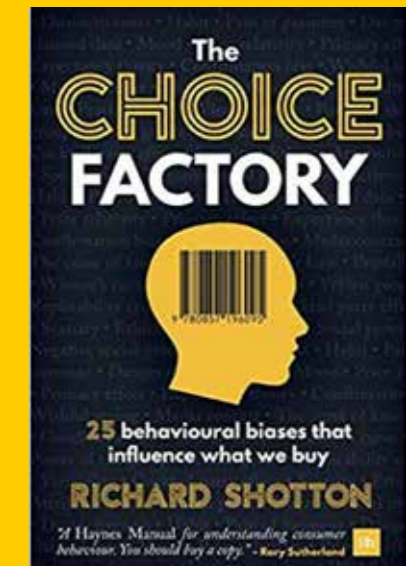
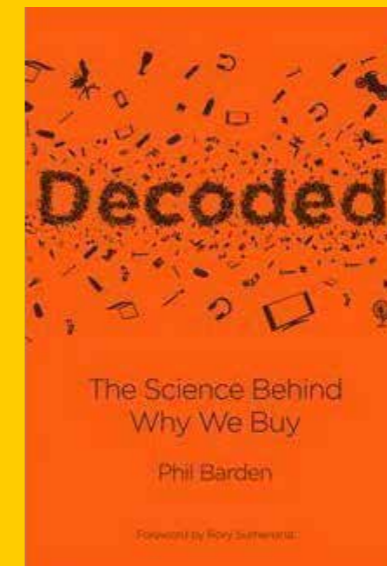
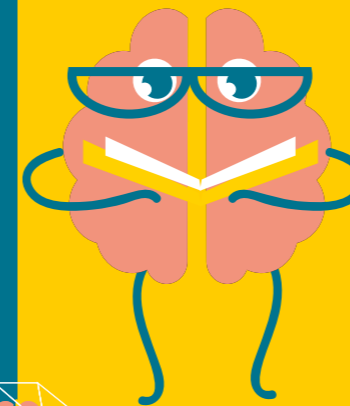
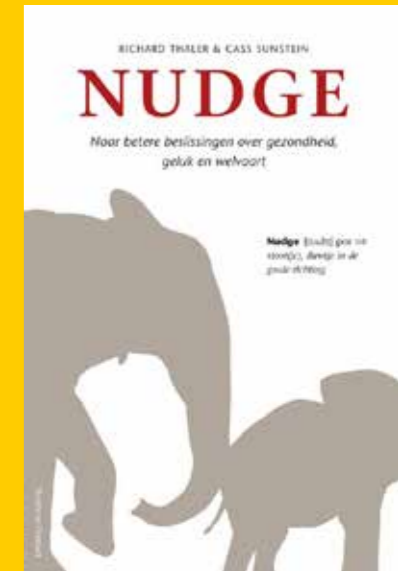
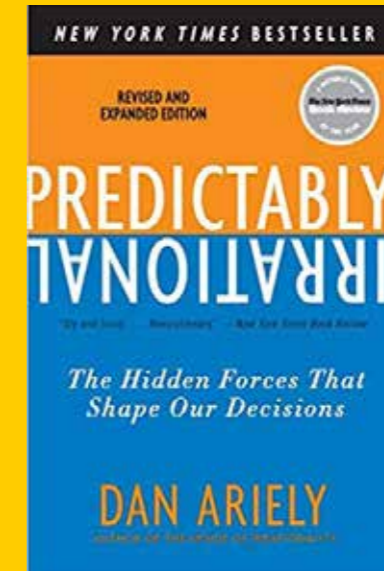
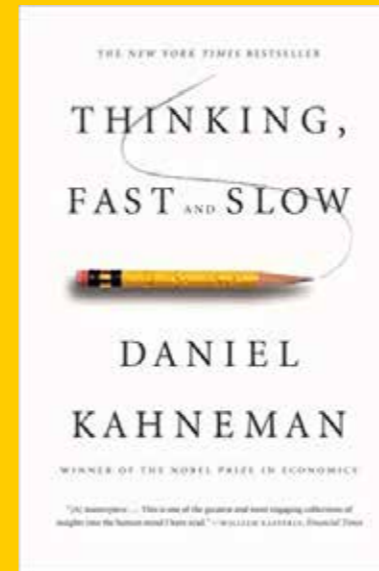
**Thinking, Fast & Slow** - Daniel Kahneman

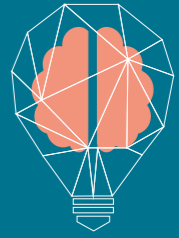
**Predictably Irrational** - Dan Ariely

**Nudge** - Richard Thaler

**Decoded** - Phil Barden

**The Choice Factory** - Richard Shotton

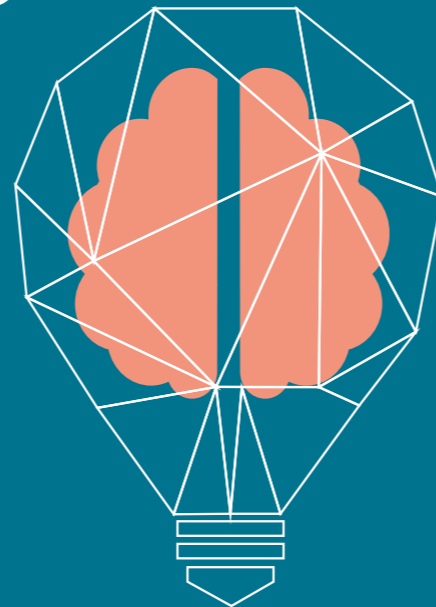




**B.R.A.I.N. CREATIVES®**

**And remember, folks ...**

**don't just do  
stuff that makes  
people think**



**think up stuff  
that makes  
people do**

**B.R.A.I.N. CREATIVES®**



# Keep in touch



@BRAIN\_Creatives



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BrainCreativesAmsterdam



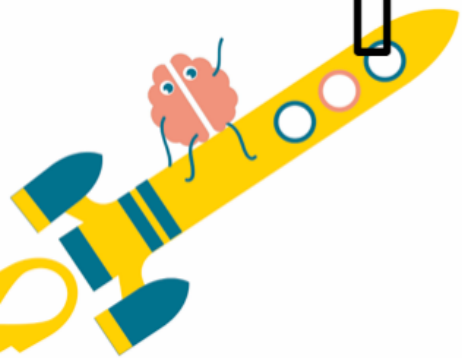
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