

*Andrew Brent*

# THE GROWTH DIRECTOR'S SECRET



*MoMIs*

## MOMENTS OF MAXIMUM EMOTIONAL IMPACT (MoMIs)

...This chapter takes that analysis further, to examine the crucial Moments of Maximum Emotional Impact (MoMIs) when the emotions driving category purchase behaviour are at their peak and to explain how identifying and owning these MoMIs is the most effective way to secure lasting autopilot status...

...as we have seen in previous chapters, the key to becoming the default autopilot is to connect your brand most powerfully with the emotional goals driving category purchase decisions, and to provide a differentiated performance promise relevant to achievement of those goals. If you can do this, the subconscious brain of the consumers whose purchasing choice is driven by these goals will automatically choose you over other brands.

In deciding which brand best enables it to meet the dominant emotional goals, your subconscious brain will be acutely aware of all the situations for which these emotional goals are relevant. Within this, it will also understand which of these situations is the most important – or perhaps the one in which it is most difficult to satisfy the key emotional goals.

Your subconscious System 1 brain will most value the brand that is best able to satisfy the dominant emotional goals in the situations where this is most important/most difficult to achieve. Even though those situations may not be relevant at the time that you make a purchase decision, your subconscious brain will be aware that these situations are likely to occur at some point in the future and so will make a brand choice to ensure you have the best chance of coping with those situations when they occur.

In effect, your subconscious brain is making autopilot choices based on its evaluation of the most important usage occasion you are likely to face. So – if you can identify those situations – or moments – and position your brand to ‘own’ them, then you are most likely to become the default autopilot choice. I call these the ‘Moments of Maximum Emotional Impact’ – or ‘MoMIs’.

Importantly, MoMIs also help to further explain our autopilot purchasing behaviour. Even if at the time we are making a purchase our situation is such that any one of a number of brands could ‘satisfy’ us, our subconscious brains are thinking ahead to the time when satisfaction of the dominant emotional goals is most important/most difficult, and will drive us to choose, time and time again, the brand that we have decided best enables us to meet these goals at these important moments.

Neuroscientists refer to this as ‘The Winner Takes All Effect’. Only the brand that is at the top of our subconscious ranking for satisfaction of the dominant emotional goals will be chosen – just getting your brand in the consideration set is not good enough. Once this ranking is established, as we have seen in previous chapters, the subconscious System 1 brain is a very stubborn beast and is reluctant to re-evaluate its decision.

Hence, autopilot shopping behaviour...

...lets use a couple of simple examples to illustrate this...

---

*Many thanks for downloading this excerpt. To find out more about  
The Growth Director’s Secret and purchase the book visit  
[www.growthdirectorssecret.com](http://www.growthdirectorssecret.com)*

**THE GROWTH DIRECTOR**