***Fear Context***

1. Read the following basic human fears and the brands that 'treat' them. Match one or two with your category.

**a. Fear of risk**

This is the root of brands that inspire action (e.g., Nike).

**b. Fear of criticism**

This is the root of brands that 'make you smart' (e.g., The Economist).

**c. Fear of illness**

This is the root of brands that offer vitality (e.g., Patagonia).

**d. Fear of social isolation**

This is the root of brands that bring people together (e.g., Facebook).

**e. Fear of ageing**

This is the root of brands that make people feel 'wild and free' (e.g., Ray Ban).

**f. Fear of death**

This is the root of brands that help people create things, and so leave a legacy (e.g., Apple).

2. Use this knowledge to increase your brand's emotional intensity during execution (e.g., The Philosopher).