{

"brand": "ADT Security",

"emotion": "Fear/Security",

"strategy": "The 'Always There' campaign emphasized the fear of being unsafe at home, using real emergency call recordings and scenarios to highlight the constant threat of break-ins while positioning ADT as a reliable, ever-present protector.",

"unique\_twist": "Incorporated authentic 911 call audio alongside visuals of quick, professional responses, creating a sense of urgency and realism while immediately providing reassurance.",

"impact": {

"customer": "Increased perception of vulnerability without ADT, leading to higher installation rates as customers sought peace of mind and protection for their families.",

"reputation": "Reinforced ADT's image as the most trusted and reliable home security provider with unmatched responsiveness.",

"business\_results": "Maintained market dominance, increased new customer acquisitions, and achieved high retention rates due to fear of losing safety without the service."

}

}

{

"brand": "LifeLock",

"emotion": "Fear/Security",

"strategy": "The 'Because Identity Theft Is Real' campaign warned of the inevitability of identity theft without protection, using unsettling statistics and bold stunts to highlight LifeLock's value.",

"unique\_twist": "CEO publicly displayed his Social Security number to prove confidence in LifeLock's service, creating a provocative and memorable stunt.",

"impact": {

"customer": "Raised awareness of identity theft as a personal risk, motivating customers to subscribe for proactive protection.",

"reputation": "Positioned LifeLock as a bold, confident industry leader unafraid to prove its claims.",

"business\_results": "Generated millions of new subscriptions in a short span, driving rapid business growth."

}

}

{

"brand": "Volvo",

"emotion": "Fear/Security",

"strategy": "Focused marketing on the dangers of driving and the life-saving potential of Volvo’s safety innovations rather than performance or luxury.",

"unique\_twist": "Used real crash test footage and emphasized family safety while openly sharing safety patents with competitors to reinforce brand trust.",

"impact": {

"customer": "Built strong loyalty among safety-conscious buyers, especially families.",

"reputation": "Became globally recognized as the gold standard for vehicle safety.",

"business\_results": "Secured a premium market position with customers willing to pay more for advanced safety features."

}

}

{

"brand": "Norton Antivirus",

"emotion": "Fear/Security",

"strategy": "Campaigns warned of invisible cyber threats, showing real-world hacking incidents and personal data breaches to highlight the need for protection.",

"unique\_twist": "Connected major newsworthy hacks directly to everyday user risks, making cybersecurity feel urgent and personal.",

"impact": {

"customer": "Drove urgency to install Norton as a safeguard against unpredictable digital attacks.",

"reputation": "Reinforced Norton's image as a vigilant, dependable digital security brand.",

"business\_results": "Boosted subscription sales, especially following major publicized cyberattacks."

}

}

{

"brand": "Allstate Insurance",

"emotion": "Fear/Security",

"strategy": "The 'Mayhem' campaign personified risk as a mischievous character causing everyday accidents, using humor to make the threat memorable.",

"unique\_twist": "Blended comedy with realistic disaster scenarios, making potential dangers relatable without overwhelming customers.",

"impact": {

"customer": "Increased awareness of everyday vulnerabilities, leading to more customers considering comprehensive coverage.",

"reputation": "Distinguished Allstate as a creative, approachable insurer while keeping the seriousness of coverage intact.",

"business\_results": "Raised brand recall and policy sign-ups significantly."

}

}

{

"brand": "SimpliSafe",

"emotion": "Fear/Security",

"strategy": "The 'Fear Is Everywhere' campaign highlighted modern threats like package theft and smart home hacking, contrasting them with a calm, protected home environment.",

"unique\_twist": "Used minimalist visuals and sharp statistics to deliver tension quickly, paired with an easy DIY installation solution.",

"impact": {

"customer": "Appealed to everyday homeowners’ desire for quick, affordable protection.",

"reputation": "Gained recognition as a modern, tech-forward security provider.",

"business\_results": "Expanded customer base, particularly among younger homeowners and renters."

}

}

{

"brand": "McAfee",

"emotion": "Fear/Security",

"strategy": "Campaigns emphasized emerging digital dangers like ransomware, framing cyber safety as a family responsibility.",

"unique\_twist": "Used dark visual tones and relatable family settings to show hackers as active, looming threats.",

"impact": {

"customer": "Increased consumer urgency to protect all household devices.",

"reputation": "Strengthened McAfee's image as a leader in proactive cybersecurity.",

"business\_results": "Boosted household subscription rates beyond corporate clientele."

}

}

{

"brand": "ADT Fire Monitoring",

"emotion": "Fear/Security",

"strategy": "Focused ads on the rapid escalation of fire emergencies, stressing that every second matters for survival.",

"unique\_twist": "Incorporated countdown timers and real emergency response recordings to heighten urgency.",

"impact": {

"customer": "Raised awareness of fire risks, motivating investment in monitored alarms.",

"reputation": "Reinforced ADT’s role as a comprehensive home safety provider.",

"business\_results": "Expanded services beyond burglary prevention, increasing revenue streams."

}

}

{

"brand": "Chase Bank",

"emotion": "Fear/Security",

"strategy": "Positioned fraud protection as a core card feature, showing everyday disruptions caused by unauthorized transactions.",

"unique\_twist": "Used real-time fraud alert scenarios to demonstrate immediate resolution.",

"impact": {

"customer": "Enhanced confidence in using Chase cards for all types of purchases.",

"reputation": "Reinforced trust in Chase as a consumer-first financial institution.",

"business\_results": "Drove higher adoption and usage of Chase credit products."

}

}

{

"brand": "Travelers Insurance",

"emotion": "Fear/Security",

"strategy": "Showed common, relatable risks like floods and accidents, paired with the message that it’s better to have coverage before disaster strikes.",

"unique\_twist": "Used a reflective, cinematic style to turn fear into a thoughtful life decision.",

"impact": {

"customer": "Encouraged a proactive approach to insurance purchases.",

"reputation": "Built an image as a responsible, customer-focused insurer.",

"business\_results": "Improved customer loyalty and policy renewals."

}

}

{

"brand": "Ring Doorbell",

"emotion": "Fear/Security",

"strategy": "Emphasized the unpredictability of who might show up at your door, using real crime footage from users’ devices.",

"unique\_twist": "Leveraged community sharing features to build a networked sense of security.",

"impact": {

"customer": "Increased feelings of control and neighborhood awareness.",

"reputation": "Positioned Ring as a must-have for proactive home safety.",

"business\_results": "Achieved rapid sales growth, especially during heightened crime coverage."

}

}

{

"brand": "AVG Antivirus",

"emotion": "Fear/Security",

"strategy": "Compared cyber protection to having a personal bodyguard, making digital threats feel physical and immediate.",

"unique\_twist": "Used shadowy figures and physical-world metaphors to illustrate hacking risks.",

"impact": {

"customer": "Made cybersecurity feel tangible and essential for everyday users.",

"reputation": "Created a tough, protective brand identity.",

"business\_results": "Increased brand differentiation in the crowded antivirus market."

}

}

{

"brand": "Capital One",

"emotion": "Fear/Security",

"strategy": "The 'What’s In Your Wallet?' campaign integrated fraud prevention into its core message, portraying scammers as ever-present threats.",

"unique\_twist": "Personalized danger by showing ordinary-looking scammers and quick account protection.",

"impact": {

"customer": "Reinforced the habit of monitoring and trusting Capital One for fraud prevention.",

"reputation": "Enhanced perception of Capital One as a secure, customer-protective bank.",

"business\_results": "Improved card loyalty and retention rates."

}

}

{

"brand": "Nest Protect",

"emotion": "Fear/Security",

"strategy": "Raised awareness of invisible threats like carbon monoxide, positioning smart detection as lifesaving.",

"unique\_twist": "Contrasted peaceful home scenes with sudden, urgent alerts to highlight silent dangers.",

"impact": {

"customer": "Prompted customers to take action on often-overlooked home risks.",

"reputation": "Expanded Nest’s reputation into a broader home safety category.",

"business\_results": "Drove adoption of Nest products beyond climate control."

}

}

{

"brand": "Brinks Home Security",

"emotion": "Fear/Security",

"strategy": "Promoted 24/7 readiness by focusing on emergencies that occur at night or during vulnerable times.",

"unique\_twist": "Used late-night scenarios with urgent lighting to evoke maximum vulnerability.",

"impact": {

"customer": "Increased confidence that help would always be available.",

"reputation": "Strengthened brand identity as a dependable, around-the-clock protector.",

"business\_results": "Maintained high retention rates among customers seeking constant safety assurance."

}

}

[

{

"brand": "American Red Cross",

"emotion": "Fear/Security",

"strategy": "Prepare for the Worst campaign showing real disaster scenarios and urging readiness.",

"unique\_twist": "Used authentic footage of ordinary families facing emergencies with calm, understated storytelling.",

"impact": {

"customer": "Triggered urgency to prepare, leading to more emergency kit assembly and safety skill learning.",

"reputation": "Strengthened image as the nation's trusted disaster response leader.",

"business\_results": "Increased volunteer signups and donations after seasonal reminders."

}

},

{

"brand": "BMW",

"emotion": "Fear/Security",

"strategy": "Safety-focused campaign highlighting split-second accident prevention technology.",

"unique\_twist": "Used driver’s POV to immerse viewers in a near-miss accident and showed tech quietly saving the day.",

"impact": {

"customer": "Appealed to parental instincts and fears about reaction time in emergencies.",

"reputation": "Balanced brand’s performance image with strong safety credentials.",

"business\_results": "Boosted sales of models with advanced safety features."

}

},

{

"brand": "Google",

"emotion": "Fear/Security",

"strategy": "Your Account, Your Life campaign warning about personal hacking risks.",

"unique\_twist": "Showed account takeover from hacker’s POV without revealing the hacker, making it feel intimate and invasive.",

"impact": {

"customer": "Increased awareness of personal vulnerability to hacking and desire for stronger security.",

"reputation": "Cemented image as proactive privacy protector.",

"business\_results": "Drove massive adoption of two-factor authentication."

}

},

{

"brand": "Michelin",

"emotion": "Fear/Security",

"strategy": "Because So Much is Riding on Your Tires campaign emphasizing family safety.",

"unique\_twist": "Used iconic image of a baby sitting inside a tire to symbolize protection.",

"impact": {

"customer": "Made parents reconsider tire safety as critical to protecting loved ones.",

"reputation": "Positioned as empathetic and safety-driven, not just performance-oriented.",

"business\_results": "Justified premium pricing and increased market share."

}

},

{

"brand": "PayPal",

"emotion": "Fear/Security",

"strategy": "Fraud Never Sleeps campaign highlighting 24/7 digital threats.",

"unique\_twist": "Showed fraudulent charges appearing in real time while the user sleeps.",

"impact": {

"customer": "Addressed anxiety over losing control to unseen cyber threats.",

"reputation": "Reinforced image as a vigilant 24/7 security guardian.",

"business\_results": "Increased signups and reduced churn due to perceived safety."

}

},

{

"brand": "ADAC",

"emotion": "Fear/Security",

"strategy": "Don’t Text and Drive campaign using implied accident imagery.",

"unique\_twist": "Cut from a text message to a child’s bicycle on the street, letting viewers imagine the tragedy.",

"impact": {

"customer": "Motivated behavior change by linking distraction to irreversible harm.",

"reputation": "Earned moral authority and safety advocate status.",

"business\_results": "Boosted membership and influenced stricter driving laws."

}

},

{

"brand": "LifeLock Competitor",

"emotion": "Fear/Security",

"strategy": "Data Breach Horror Stories campaign featuring real victims.",

"unique\_twist": "Used authentic survivor interviews to detail life disruption beyond financial loss.",

"impact": {

"customer": "Increased fear of long-term identity theft consequences.",

"reputation": "Enhanced credibility by showcasing real-world empathy.",

"business\_results": "Grew subscriptions and improved retention."

}

},

{

"brand": "Tide",

"emotion": "Fear/Security",

"strategy": "The Silent Fire Hazard campaign warning about dryer fires.",

"unique\_twist": "Highlighted hidden household danger through relatable home settings.",

"impact": {

"customer": "Raised awareness of a common but overlooked safety risk.",

"reputation": "Built goodwill as a household safety advocate.",

"business\_results": "Strengthened trust and indirectly lifted detergent sales."

}

},

{

"brand": "ADT",

"emotion": "Fear/Security",

"strategy": "It’s Not Just a House campaign emphasizing home invasion fears.",

"unique\_twist": "Contrasted peaceful home life with sudden break-in scenes resolved by ADT alerts.",

"impact": {

"customer": "Heightened concern over protecting family and property.",

"reputation": "Solidified position as a leading home security provider.",

"business\_results": "Increased service signups and contract renewals."

}

},

{

"brand": "McAfee",

"emotion": "Fear/Security",

"strategy": "Stop Ransomware Before It Stops You campaign.",

"unique\_twist": "Showed businesses grinding to a halt due to cyberattacks, with dramatic countdown visuals.",

"impact": {

"customer": "Created urgency to invest in proactive digital defenses.",

"reputation": "Strengthened image as a trusted cybersecurity partner.",

"business\_results": "Drove enterprise license sales."

}

},

{

"brand": "Lifebuoy",

"emotion": "Fear/Security",

"strategy": "Help a Child Reach 5 campaign promoting handwashing.",

"unique\_twist": "Showed children in vulnerable regions and linked handwashing to survival rates.",

"impact": {

"customer": "Increased awareness of preventable diseases and motivated hygiene behavior change.",

"reputation": "Enhanced social responsibility profile.",

"business\_results": "Expanded global market share in developing regions."

}

},

{

"brand": "SimpliSafe",

"emotion": "Fear/Security",

"strategy": "Fearless at Home campaign focusing on security from everyday threats.",

"unique\_twist": "Used realistic, non-exaggerated depictions of common home risks.",

"impact": {

"customer": "Reassured customers with attainable, affordable protection.",

"reputation": "Positioned as a modern, customer-first alternative to legacy security brands.",

"business\_results": "Grew customer base and subscriptions."

}

},

{

"brand": "Toyota",

"emotion": "Fear/Security",

"strategy": "Safety Sense campaign highlighting accident prevention features.",

"unique\_twist": "Dramatized split-second accident avoidance in relatable, everyday scenarios.",

"impact": {

"customer": "Built confidence in vehicle safety during unpredictable events.",

"reputation": "Elevated brand perception as safety-focused.",

"business\_results": "Improved uptake of higher trim models with advanced safety packages."

}

},

{

"brand": "Allianz",

"emotion": "Fear/Security",

"strategy": "Because Accidents Happen campaign promoting insurance peace of mind.",

"unique\_twist": "Contrasted idyllic life moments with sudden mishaps, resolving with quick claims support.",

"impact": {

"customer": "Reduced anxiety about financial fallout from accidents.",

"reputation": "Reinforced status as a dependable insurance provider.",

"business\_results": "Increased policy signups and renewals."

}

}

]

[

{

"brand": "ADT",

"emotion": "Fear/Security",

"strategy": "Positioned home security as essential for protecting loved ones by highlighting real risks of break-ins.",

"unique\_twist": "Balanced fear with reassuring imagery of safe, happy families at home.",

"impact": {

"customer": "Increased perceived need for home security, leading to more sign-ups.",

"reputation": "Reinforced image as a trusted protector of families.",

"business\_results": "Significant growth in residential security system installations."

}

},

{

"brand": "Allstate",

"emotion": "Fear/Security",

"strategy": "Used 'Mayhem' character to dramatize unpredictable dangers.",

"unique\_twist": "Humorous portrayal of accidents, shifting to reassurance about coverage.",

"impact": {

"customer": "Made customers more aware of potential risks in everyday life.",

"reputation": "Strengthened brand identity as a responsive, protective insurer.",

"business\_results": "Boosted brand recall and policy sales."

}

},

{

"brand": "Norton Antivirus",

"emotion": "Fear/Security",

"strategy": "Addressed online threats and data theft as serious, looming dangers.",

"unique\_twist": "Showed customers enjoying digital life after protection was installed.",

"impact": {

"customer": "Reduced anxiety about online activities.",

"reputation": "Positioned as a friendly, enabling tech protector.",

"business\_results": "Increased subscriptions among non-technical users."

}

},

{

"brand": "Maytag",

"emotion": "Fear/Security",

"strategy": "Emphasized the chaos and stress caused by broken appliances.",

"unique\_twist": "Humorous 'Maytag Repairman' character showing boredom due to reliability.",

"impact": {

"customer": "Boosted trust in the brand’s long-term dependability.",

"reputation": "Synonymous with reliable, worry-free performance.",

"business\_results": "Sustained brand loyalty and repeat purchases."

}

},

{

"brand": "ESET Antivirus",

"emotion": "Fear/Security",

"strategy": "Highlighted the invisible but constant threat of cyberattacks.",

"unique\_twist": "Shifted to vibrant imagery of safe, enjoyable digital experiences.",

"impact": {

"customer": "Made cybersecurity feel empowering instead of restrictive.",

"reputation": "Approachable and humanized in a technical category.",

"business\_results": "Expanded market share among families and small businesses."

}

},

{

"brand": "Johnson’s Baby",

"emotion": "Fear/Security",

"strategy": "Addressed parental fear of harmful chemicals in baby products.",

"unique\_twist": "Showed tender, joyful parent-baby moments in safe environments.",

"impact": {

"customer": "Aligned brand with protective parental instincts.",

"reputation": "Rebuilt trust after industry criticism.",

"business\_results": "Strengthened premium product sales and loyalty."

}

},

{

"brand": "FireAngel Smoke Alarms",

"emotion": "Fear/Security",

"strategy": "Used emotional stories about lives saved or lost by alarms.",

"unique\_twist": "Contrasted fear with serene family scenes at home.",

"impact": {

"customer": "Increased perception of alarms as life-preserving essentials.",

"reputation": "Positioned as a caring, family-first safety brand.",

"business\_results": "Grew adoption among new homeowners and landlords."

}

},

{

"brand": "Master Lock",

"emotion": "Fear/Security",

"strategy": "Dramatized product strength with a lock surviving a bullet.",

"unique\_twist": "Ended ads with confident, everyday moments of security.",

"impact": {

"customer": "Locks perceived as trustworthy guardians of valuables.",

"reputation": "Icon of strength and reliability.",

"business\_results": "Created one of the most memorable security ads in history."

}

},

{

"brand": "Dettol",

"emotion": "Fear/Security",

"strategy": "Showed the invisible spread of illness-causing germs.",

"unique\_twist": "Shifted to joyful family and social scenes after cleaning.",

"impact": {

"customer": "Encouraged cleaning as an act of care.",

"reputation": "Seen as a trusted household protector.",

"business\_results": "Achieved loyalty and seasonal sales spikes."

}

},

{

"brand": "Global Insurance Brand",

"emotion": "Fear/Security",

"strategy": "Highlighted travel risks like illness, theft, and delays.",

"unique\_twist": "Showed carefree, joyful travel made possible by coverage.",

"impact": {

"customer": "Reframed travel insurance as enabling freedom.",

"reputation": "Became associated with stress-free travel.",

"business\_results": "Increased uptake among younger travelers."

}

},

{

"brand": "Whirlpool",

"emotion": "Fear/Security",

"strategy": "Addressed the impact of unwashed clothes on school attendance.",

"unique\_twist": "Displayed the confidence and dignity restored by clean clothes.",

"impact": {

"customer": "Positioned appliances as life-improving tools.",

"reputation": "Seen as a socially responsible brand.",

"business\_results": "Increased loyalty and inspired purpose-driven marketing."

}

},

{

"brand": "Visa",

"emotion": "Fear/Security",

"strategy": "Addressed consumer fear of fraud and financial loss.",

"unique\_twist": "Showed joyful, confident transactions in various settings.",

"impact": {

"customer": "Increased comfort with card use in all environments.",

"reputation": "Global protector of consumer transactions.",

"business\_results": "Reinforced dominance in payment services."

}

},

{

"brand": "Kwikset",

"emotion": "Fear/Security",

"strategy": "Highlighted the risk of outdated home locks.",

"unique\_twist": "Showed families enjoying vacations while monitoring their home remotely.",

"impact": {

"customer": "Linked smart locks to lifestyle freedom.",

"reputation": "Seen as modern, tech-forward, and family-oriented.",

"business\_results": "Drove strong growth in smart home category."

}

},

{

"brand": "Lysol",

"emotion": "Fear/Security",

"strategy": "Illustrated germs spreading in schools and homes.",

"unique\_twist": "Paired germ visuals with joyful, safe family activities.",

"impact": {

"customer": "Encouraged proactive cleaning as care for loved ones.",

"reputation": "Recognized as the face of family protection.",

"business\_results": "Achieved sales surges during health crises."

}

},

{

"brand": "EverSafe",

"emotion": "Fear/Security",

"strategy": "Focused on financial scams targeting seniors.",

"unique\_twist": "Portrayed seniors enjoying life with financial safety assured.",

"impact": {

"customer": "Associated security with independence and dignity.",

"reputation": "Trusted advocate for older adults.",

"business\_results": "Built a loyal customer base in senior market."

}

}

]

[

{

"brand": "ADP",

"emotion": "Fear/Security",

"strategy": "Positioned payroll and HR compliance as mission-critical to protecting a business from costly mistakes.",

"unique\_twist": "Shifted narrative mid-ad from tense mistake scenarios to relief through proactive error prevention alerts.",

"impact": {

"customer": "Triggered urgency among small business owners to adopt professional payroll solutions for peace of mind.",

"reputation": "Strengthened image as a trusted 'safety partner' rather than just a payroll provider.",

"business\_results": "Increased market share in the SMB segment and boosted adoption from first-time payroll buyers."

}

},

{

"brand": "Dropbox Business",

"emotion": "Fear/Security",

"strategy": "Highlighted the devastating consequences of losing critical work files.",

"unique\_twist": "Contrasted real file-loss scenarios with instant recovery through backup and version history.",

"impact": {

"customer": "Persuaded professionals and small businesses to upgrade to paid, secure storage plans.",

"reputation": "Reframed brand as a mission-critical safety net instead of just a convenience tool.",

"business\_results": "Drove significant premium subscription growth among freelancers and SMBs."

}

},

{

"brand": "LifeLock for Kids",

"emotion": "Fear/Security",

"strategy": "Addressed parents' fears of online predators and scams targeting children.",

"unique\_twist": "Showed everyday online moments with hidden threats, then switched to visuals of safe, joyful internet use.",

"impact": {

"customer": "Prompted parents to adopt digital monitoring tools for children’s devices.",

"reputation": "Expanded perception of brand from adult-only protection to full family safety.",

"business\_results": "Created a strong new revenue stream by tapping into the parenting market."

}

},

{

"brand": "Bitdefender",

"emotion": "Fear/Security",

"strategy": "Reminded customers that cybercriminals operate even when people are offline.",

"unique\_twist": "Juxtaposed relaxing weekend scenes with unseen hacking attempts in progress.",

"impact": {

"customer": "Raised awareness among home and small business users about constant cybersecurity threats.",

"reputation": "Positioned as a relatable, everyday household protection brand.",

"business\_results": "Increased sales during holiday and vacation seasons when vigilance is lower."

}

},

{

"brand": "Farmers Insurance",

"emotion": "Fear/Security",

"strategy": "Demonstrated coverage breadth by showcasing bizarre, real-life insurance claims.",

"unique\_twist": "Wrapped unpredictable disaster stories in humor through a quirky professor character.",

"impact": {

"customer": "Reduced resistance to discussing risk and increased policy inquiries.",

"reputation": "Known as the insurer that ‘covers the weird stuff too’.",

"business\_results": "Boosted brand recognition and acquisition among younger homeowners and renters."

}

},

{

"brand": "Bank of America",

"emotion": "Fear/Security",

"strategy": "Focused on fear of financial loss through fraud or unauthorized transactions.",

"unique\_twist": "Showed rapid transitions from panic to relief using instant fraud alerts and card lock features.",

"impact": {

"customer": "Increased adoption of mobile banking safety tools.",

"reputation": "Enhanced perception of trust and reliability.",

"business\_results": "Improved customer retention and feature engagement rates."

}

},

{

"brand": "Symantec",

"emotion": "Fear/Security",

"strategy": "Exposed real-world cybercrime through a documentary format.",

"unique\_twist": "Used investigative storytelling to both alarm and educate viewers on threats.",

"impact": {

"customer": "Encouraged trial downloads by creating urgency to act on learned risks.",

"reputation": "Earned credibility as a cybersecurity thought leader.",

"business\_results": "Increased trust and renewal rates in enterprise markets."

}

},

{

"brand": "Philips Home Safety Lighting",

"emotion": "Fear/Security",

"strategy": "Addressed fear of arriving home to a dark, potentially unsafe environment.",

"unique\_twist": "Contrasted tense, unlit arrivals with warm, pre-lit scenes enabled by smart controls.",

"impact": {

"customer": "Increased purchases of motion-sensor and smart lighting systems.",

"reputation": "Blended image of tech innovation with emotional comfort.",

"business\_results": "Expanded smart home market share in the safety segment."

}

},

{

"brand": "Dropbox Vault",

"emotion": "Fear/Security",

"strategy": "Emphasized risk of losing critical personal documents.",

"unique\_twist": "Paired common loss scenarios with freedom to travel or move without fear.",

"impact": {

"customer": "Converted casual storage users into premium subscribers.",

"reputation": "Enhanced perception as an essential protection tool.",

"business\_results": "Increased paid upgrades to secure storage tiers."

}

},

{

"brand": "Garmin",

"emotion": "Fear/Security",

"strategy": "Addressed dangers of getting lost during outdoor adventures.",

"unique\_twist": "Framed navigation tools as enablers of safe, confident exploration.",

"impact": {

"customer": "Adopted by hikers and outdoor enthusiasts seeking reliable safety tech.",

"reputation": "Reinforced identity as the trusted brand for safe adventure.",

"business\_results": "Spiked sales in GPS devices for outdoor markets."

}

},

{

"brand": "Prudential",

"emotion": "Fear/Security",

"strategy": "Visualized the retirement savings gap as a looming financial risk.",

"unique\_twist": "Used large, public installations to physically represent underpreparedness.",

"impact": {

"customer": "Motivated earlier and increased retirement savings contributions.",

"reputation": "Strengthened role as an advocate for financial literacy.",

"business\_results": "Boosted sales of long-term investment products."

}

},

{

"brand": "Canon Surveillance",

"emotion": "Fear/Security",

"strategy": "Showed how threats can go unnoticed without proper monitoring.",

"unique\_twist": "Used rewind storytelling to reveal how their cameras catch every detail.",

"impact": {

"customer": "Appealed to homeowners and businesses concerned about missed threats.",

"reputation": "Positioned as both a precision tech brand and a safety solution.",

"business\_results": "Increased security camera sales and installations."

}

},

{

"brand": "Blue Cross Health Insurance",

"emotion": "Fear/Security",

"strategy": "Portrayed sudden accidents and illnesses disrupting normal life.",

"unique\_twist": "Balanced fear with recovery stories enabled by comprehensive coverage.",

"impact": {

"customer": "Prompted sign-ups among previously uninsured individuals and families.",

"reputation": "Built stronger trust as a dependable health provider.",

"business\_results": "Increased sales across individual and family health plans."

}

},

{

"brand": "Microsoft Defender",

"emotion": "Fear/Security",

"strategy": "Addressed the invisible nature of cyberattacks.",

"unique\_twist": "Showed real-time blocking during ordinary user activities.",

"impact": {

"customer": "Encouraged adoption among non-technical Windows users.",

"reputation": "Improved perception of Microsoft as proactive in security.",

"business\_results": "Increased retention within the Office 365 ecosystem."

}

},

{

"brand": "Orisec Alarm Systems",

"emotion": "Fear/Security",

"strategy": "Focused on the rapid escalation of break-ins.",

"unique\_twist": "Used split-second intrusion footage followed by instant alerts stopping the event.",

"impact": {

"customer": "Spurred urgency to install high-speed response alarm systems.",

"reputation": "Seen as the fastest-response alarm brand on the market.",

"business\_results": "Sales increased in high-crime urban and suburban areas."

}

}

]

[

{

"brand": "Adobe",

"emotion": "Fear/Security",

"strategy": "Positioned Creative Cloud as the protector of creative work from theft, loss, or data corruption.",

"unique\_twist": "Dramatized worst-case scenarios of lost files and flipped to joyful recoveries enabled by Adobe tools.",

"impact": {

"customer": "Increased trust by reassuring creators their work was always safe and recoverable.",

"reputation": "Strengthened Adobe’s image as a creative partner and protector, not just a software vendor.",

"business\_results": "Boosted Creative Cloud subscriptions and retention rates worldwide."

}

},

{

"brand": "Dropbox Sign",

"emotion": "Fear/Security",

"strategy": "Highlighted the risk of lost deals and insecure documents in business transactions.",

"unique\_twist": "Contrasted dramatized chaos with stress-free joy of verified, encrypted signatures.",

"impact": {

"customer": "Gave customers peace of mind in high-stakes agreements and boosted confidence in remote work.",

"reputation": "Positioned as the trustworthy and modern digital signing solution.",

"business\_results": "Expanded adoption in legal, finance, and startup sectors, driving cross-selling within Dropbox."

}

},

{

"brand": "Sony PlayStation",

"emotion": "Fear/Security",

"strategy": "Framed account hacking as the ultimate gamer nightmare, risking identity and progress.",

"unique\_twist": "Portrayed security features as a gamer’s invisible armor that restores joy in play.",

"impact": {

"customer": "Gamers felt reassured and valued, linking joy of play directly to security.",

"reputation": "Strengthened Sony’s role as a gamer ally, not just a console provider.",

"business\_results": "Increased adoption of two-factor authentication and reduced account breach costs."

}

},

{

"brand": "American Express",

"emotion": "Fear/Security",

"strategy": "Showcased real fears of fraud disrupting joyful life moments.",

"unique\_twist": "Pivoted to visuals of worry-free travel, dining, and shopping powered by fraud protection.",

"impact": {

"customer": "Increased loyalty by linking security to freedom and lifestyle confidence.",

"reputation": "Reinforced AmEx’s premium, customer-first positioning.",

"business\_results": "Boosted card sign-ups, particularly among frequent travelers."

}

},

{

"brand": "Kaspersky Lab",

"emotion": "Fear/Security",

"strategy": "Focused on emotional stakes of losing digital memories, files, or business continuity.",

"unique\_twist": "Shifted from fear of data loss to joy of restored files and safeguarded memories.",

"impact": {

"customer": "Customers felt relief and emotional connection beyond traditional antivirus.",

"reputation": "Built a caring, memory-protecting image rather than purely technical.",

"business\_results": "Grew consumer market share, especially among everyday users."

}

},

{

"brand": "Johnson Controls",

"emotion": "Fear/Security",

"strategy": "Emphasized fears of catastrophic building safety failures like alarms or sprinklers malfunctioning.",

"unique\_twist": "Showed thriving, joyful workplaces and public spaces enabled by unseen safety systems.",

"impact": {

"customer": "Clients associated Johnson with reassurance and uninterrupted safety.",

"reputation": "Earned trust as the silent guardian of commercial safety.",

"business\_results": "Secured more contracts across healthcare, retail, and education sectors."

}

},

{

"brand": "Apple",

"emotion": "Fear/Security",

"strategy": "Tackled consumer fear of surveillance and privacy loss in the digital age.",

"unique\_twist": "Used humor and dramatization of oversharing to highlight privacy as empowerment.",

"impact": {

"customer": "Customers felt protected and proud, reframing privacy as joy and freedom.",

"reputation": "Solidified Apple’s stance as a privacy champion versus competitors.",

"business\_results": "Strengthened premium positioning and customer loyalty."

}

},

{

"brand": "FedEx",

"emotion": "Fear/Security",

"strategy": "Played on fear of packages lost or delayed, disrupting important life events.",

"unique\_twist": "Highlighted joyful reunions and successful outcomes powered by reliable delivery.",

"impact": {

"customer": "Customers associated FedEx with delivering happiness, not just parcels.",

"reputation": "Reinforced trustworthiness as the go-to brand for critical deliveries.",

"business\_results": "Maintained premium pricing and customer loyalty in logistics."

}

},

{

"brand": "IBM",

"emotion": "Fear/Security",

"strategy": "Addressed corporate fears of massive data breaches and reputational ruin.",

"unique\_twist": "Shifted focus from cyber threats to confident growth through secure systems.",

"impact": {

"customer": "Companies felt safer and freer to innovate.",

"reputation": "Positioned IBM as the trusted enterprise security partner.",

"business\_results": "Grew cybersecurity division into a high-revenue business line."

}

},

{

"brand": "Panasonic Home Safety",

"emotion": "Fear/Security",

"strategy": "Appealed to primal fear of intruders, fires, and unsafe home environments.",

"unique\_twist": "Reframed home tech as the shield protecting love, family, and comfort.",

"impact": {

"customer": "Families valued Panasonic for emotional protection, not just electronics.",

"reputation": "Strengthened image as a household guardian brand.",

"business\_results": "Increased sales of safety devices in Asia and Europe."

}

},

{

"brand": "Cisco",

"emotion": "Fear/Security",

"strategy": "Targeted fear of mission-critical system failures disrupting hospitals, schools, and enterprises.",

"unique\_twist": "Framed secure networks as the enabler of thriving communities and innovation.",

"impact": {

"customer": "Customers linked Cisco with trust and long-term stability.",

"reputation": "Reinforced Cisco as the backbone of global digital infrastructure.",

"business\_results": "Boosted large-scale enterprise contracts and cybersecurity adoption."

}

},

{

"brand": "Honeywell",

"emotion": "Fear/Security",

"strategy": "Spotlighted risks of industrial and workplace safety failures.",

"unique\_twist": "Showed workers, families, and businesses thriving thanks to invisible safety systems.",

"impact": {

"customer": "Clients felt that Honeywell was protecting lives, not just selling products.",

"reputation": "Reinforced position as a global leader in safety innovation.",

"business\_results": "Expanded dominance in aviation, construction, and industrial safety markets."

}

},

{

"brand": "Dell",

"emotion": "Fear/Security",

"strategy": "Addressed personal and professional fears of hacking, file loss, and IP theft.",

"unique\_twist": "Portrayed Dell devices as secure gateways to education, business, and creativity.",

"impact": {

"customer": "Students, professionals, and businesses felt protected and empowered.",

"reputation": "Added credibility to Dell’s brand beyond hardware — into cybersecurity.",

"business\_results": "Drove adoption of premium, security-focused laptops and services."

}

},

{

"brand": "British Airways",

"emotion": "Fear/Security",

"strategy": "Emphasized traveler fears of turbulence, lost luggage, and flight safety concerns.",

"unique\_twist": "Framed safety as the invisible reason behind joyful reunions and smooth journeys.",

"impact": {

"customer": "Passengers felt reassured that BA prioritized safety over cost-cutting.",

"reputation": "Reinforced BA’s premium and family-friendly positioning.",

"business\_results": "Increased bookings from safety-conscious travelers."

}

},

{

"brand": "Sony Pictures",

"emotion": "Fear/Security",

"strategy": "Used past hack crisis to highlight vulnerability of unfinished creative work.",

"unique\_twist": "Reframed cybersecurity as the protector of storytelling and fan joy.",

"impact": {

"customer": "Audiences and creators felt reassured their stories were protected.",

"reputation": "Rebuilt image as resilient and protective of creativity.",

"business\_results": "Recovered industry trust and secured partnerships post-crisis."

}

}

]

[  
{  
"brand": "Identity Safe",  
"emotion": "Fear/Security",  
"strategy": "Dramatize identity theft scenarios to create urgency, then resolve with protection and peace-of-mind messaging.",  
"unique\_twist": "Visual shift from dark, glitchy threat scenes to bright, everyday freedom enabled by always-on monitoring.",  
"impact": {  
"customer": "Reduced anxiety and increased confidence in shopping, banking, and healthcare logins.",  
"reputation": "Positioned as a positive, empowering protector rather than a scaremonger.",  
"business\_results": "Spike in subscriptions among digital-first consumers and stronger word-of-mouth."  
}  
},  
{  
"brand": "Firestone Tires",  
"emotion": "Fear/Security",  
"strategy": "Highlight road hazards and near-miss moments to anchor the value of reliable tires.",  
"unique\_twist": "Pivot from stormy, tense driving scenes to joyful family road trips made safe by tire performance.",  
"impact": {  
"customer": "Heightened perceived need for tire quality and preventive replacements.",  
"reputation": "Reinforced as a family-first, safety-forward tire brand.",  
"business\_results": "Improved replacement sales and loyalty in safety-conscious segments."  
}  
},  
{  
"brand": "Prudential Health Subdivision",  
"emotion": "Fear/Security",  
"strategy": "Surface the fear of insecure retirement and insufficient savings, then present planning tools and policies.",  
"unique\_twist": "Focus on small, everyday retiree joys rather than luxury, making security feel relatable.",  
"impact": {  
"customer": "Greater urgency to start or increase retirement contributions.",  
"reputation": "Viewed as empathetic ‘protector of dreams’ rather than just a policy seller.",  
"business\_results": "Growth in policy uptake and improved long-term retention."  
}  
},  
{  
"brand": "Toyota Child Car Seats",  
"emotion": "Fear/Security",  
"strategy": "Use crash-test realism and statistics to underline child passenger risks, then offer advanced safety features.",  
"unique\_twist": "Warm family storytelling showing children peaceful and happy on everyday drives.",  
"impact": {  
"customer": "Increased trust and willingness to invest in premium safety seats.",  
"reputation": "Strengthened image as a family-safety leader.",  
"business\_results": "Higher accessory sales and downstream loyalty to the vehicle brand."  
}  
},  
{  
"brand": "Mastercard",  
"emotion": "Fear/Security",  
"strategy": "Address fraud and stolen card fears with zero-liability assurances and real-time protection.",  
"unique\_twist": "Frame protection as enabler of spontaneous, joyful spending online and offline.",  
"impact": {  
"customer": "Lower perceived risk of transacting; increased card usage confidence.",  
"reputation": "Seen as a protector of joy as much as money.",  
"business\_results": "Increased new sign-ups and higher transaction volume."  
}  
},  
{  
"brand": "Duracell",  
"emotion": "Fear/Security",  
"strategy": "Connect battery failure to critical emergency moments to elevate reliability stakes.",  
"unique\_twist": "Recast batteries as ‘silent heroes’ powering life’s happiest occasions without interruption.",  
"impact": {  
"customer": "Preference shift toward premium, long-lasting batteries.",  
"reputation": "Trusted choice for safety-critical and family moments.",  
"business\_results": "Share gains in premium tiers and resilient pricing power."  
}  
},  
{  
"brand": "Levi’s",  
"emotion": "Fear/Security",  
"strategy": "Acknowledge industrial and workplace risks, positioning durable denim as protective and reliable.",  
"unique\_twist": "Blend safety with style, celebrating workers’ pride and family reunions after safe shifts.",  
"impact": {  
"customer": "Higher confidence in product durability for tough environments.",  
"reputation": "Elevated as worker-respectful and socially responsible.",  
"business\_results": "Growth in workwear lines and halo effect on lifestyle collections."  
}  
},  
{  
"brand": "Oral-B",  
"emotion": "Fear/Security",  
"strategy": "Show consequences of neglect—gum disease, tooth loss—then provide advanced care solutions.",  
"unique\_twist": "Tie protection to social confidence and shared, playful family brushing rituals.",  
"impact": {  
"customer": "Greater adoption of premium brushes and consistent routines.",  
"reputation": "Leader in emotional as well as technical oral care.",  
"business\_results": "Category share gains in electric brushes and refills."  
}  
},  
{  
"brand": "Uber",  
"emotion": "Fear/Security",  
"strategy": "Address late-night and safety anxieties through tracked rides, sharing, and driver verification.",  
"unique\_twist": "Celebrate safe arrivals and joyful reunions as the emotional end-state of protection.",  
"impact": {  
"customer": "Increased usage by safety-conscious riders and families.",  
"reputation": "Reframed as a protector and reliable connector.",  
"business\_results": "Higher ride frequency and new-user activation in cautious segments."  
}  
},  
{  
"brand": "Dropbox Family Vault",  
"emotion": "Fear/Security",  
"strategy": "Dwell on the pain of lost devices and corrupted drives to elevate backup urgency.",  
"unique\_twist": "Center on preserving family memories—photos and videos—as a source of lasting joy.",  
"impact": {  
"customer": "More backups and multi-user family plan adoption.",  
"reputation": "Trusted guardian of personal memories, not just files.",  
"business\_results": "Subscription growth and reduced churn via emotional lock-in."  
}  
},  
{  
"brand": "Heineken",  
"emotion": "Fear/Security",  
"strategy": "Confront the dangers of drunk driving head-on while promoting responsible choices.",  
"unique\_twist": "Make sobriety and designated driving socially rewarding and cool.",  
"impact": {  
"customer": "Reduced stigma around responsible choices during nights out.",  
"reputation": "Credited for authentic social responsibility leadership.",  
"business\_results": "Stronger brand affinity and long-term loyalty without sacrificing occasions."  
}  
},  
{  
"brand": "Sony CyberShot",  
"emotion": "Fear/Security",  
"strategy": "Leverage fear of missing once-in-a-lifetime moments due to poor capture.",  
"unique\_twist": "Prioritize emotional storytelling over specs—joyful, crisp memories as the promise.",  
"impact": {  
"customer": "Increased willingness to upgrade for reliability and quality.",  
"reputation": "Emotion-led imaging brand trusted for memory-keeping.",  
"business\_results": "Sales lift in mid-to-premium cameras and accessories."  
}  
},  
{  
"brand": "Kellogg’s",  
"emotion": "Fear/Security",  
"strategy": "Link unhealthy breakfasts to long-term health and energy risks; offer stable, nutritious starts.",  
"unique\_twist": "Portray breakfast as protected family time that fuels cheerful, energetic days.",  
"impact": {  
"customer": "Greater preference for ‘safe, dependable’ breakfast choices.",  
"reputation": "Reinforced as a caring, health-oriented staple.",  
"business\_results": "Improved household penetration and repeat purchase rates."  
}  
},  
{  
"brand": "Philips Lighting",  
"emotion": "Fear/Security",  
"strategy": "Illuminate risks of dark, unsafe homes, then present smart, reliable lighting solutions.",  
"unique\_twist": "Transform fear into warmth—safe, well-lit spaces where family joy thrives.",  
"impact": {  
"customer": "Higher adoption of smart bulbs and home lighting ecosystems.",  
"reputation": "Seen as a household safety enabler with emotional benefits.",  
"business\_results": "Category growth in connected lighting and upgrades."  
}  
},  
{  
"brand": "LinkedIn",  
"emotion": "Fear/Security",  
"strategy": "Address career insecurity and missed opportunities through tools, signals, and networks.",  
"unique\_twist": "Frame security as upward mobility—connections that unlock life’s happiest milestones.",  
"impact": {  
"customer": "More active profiles, applications, and networking behaviors.",  
"reputation": "Trusted as a protector and accelerator of careers.",  
"business\_results": "Membership growth and increased engagement across cohorts."  
}  
}  
]

[  
{  
"brand": "1Password",  
"emotion": "Fear/Security",  
"strategy": "Positioned password management as the antidote to breach anxiety with a campaign showing how one leaked password can domino into total account compromise.",  
"unique\_twist": "Used real-world breach headlines morphing into a calm, single-click autofill scene to visualize moving from chaos to control.",  
"impact": {  
"customer": "Increased confidence in using strong, unique passwords and greater adoption of MFA among households and teams.",  
"reputation": "Reinforced credibility as a privacy-first, easy-to-use security tool trusted by families and businesses.",  
"business\_results": "Growth in subscriptions, higher team seat expansion, and improved trial-to-paid conversion."  
}  
},  
{  
"brand": "Dashlane",  
"emotion": "Fear/Security",  
"strategy": "Highlighted the hidden costs of weak passwords and reused logins through narratives of identity lockouts and financial stress.",  
"unique\_twist": "Interactive ad units that scored a viewer’s password habits in real time, then flipped to a guided fix with Dashlane.",  
"impact": {  
"customer": "Greater awareness of risky behaviors and increased willingness to adopt a password manager.",  
"reputation": "Perceived as approachable security with consumer-friendly design and clear guidance.",  
"business\_results": "Lift in direct sign-ups, enterprise inquiries, and bundling with partner offers."  
}  
},  
{  
"brand": "Bitwarden",  
"emotion": "Fear/Security",  
"strategy": "Framed open-source transparency as protection against the fear of opaque security tools.",  
"unique\_twist": "Side-by-side visuals of black-box security vs. auditable, community-verified encryption flows.",  
"impact": {  
"customer": "Higher trust among developers and privacy-conscious users; increased cross-platform usage.",  
"reputation": "Strengthened standing as a credible, community-vetted security solution.",  
"business\_results": "Expansion of self-hosted deployments and paid organizational plans."  
}  
},  
{  
"brand": "Yubico (YubiKey)",  
"emotion": "Fear/Security",  
"strategy": "Targeted fear of phishing and account takeovers by dramatizing a single malicious click leading to data loss.",  
"unique\_twist": "Physical key ‘click’ moment that instantly halts the attack narrative and restores control.",  
"impact": {  
"customer": "Increased adoption of hardware-based MFA among professionals and high-risk users.",  
"reputation": "Recognized as gold-standard, phishing-resistant authentication.",  
"business\_results": "Growth in enterprise rollouts and repeat purchases for fleet provisioning."  
}  
},  
{  
"brand": "Malwarebytes",  
"emotion": "Fear/Security",  
"strategy": "Made invisible malware visible with visuals of hidden threats crawling behind everyday tasks.",  
"unique\_twist": "Threat silhouettes freeze and shatter the moment Malwarebytes scans and quarantines.",  
"impact": {  
"customer": "Reduced anxiety around downloads and email attachments; more routine scans.",  
"reputation": "Trusted protector for non-technical users seeking straightforward security.",  
"business\_results": "Increase in consumer licenses, renewals, and multi-device bundles."  
}  
},  
{  
"brand": "CrowdStrike",  
"emotion": "Fear/Security",  
"strategy": "Showed how a single endpoint breach can cascade into full business interruption.",  
"unique\_twist": "Real-time ‘threat pursuit’ visuals mapping attacker movement and instant containment.",  
"impact": {  
"customer": "Greater executive buy-in for proactive endpoint protection and SOC augmentation.",  
"reputation": "Viewed as a leading modern defender against sophisticated adversaries.",  
"business\_results": "Enterprise ARR growth and expansion into adjacent security modules."  
}  
},  
{  
"brand": "SentinelOne",  
"emotion": "Fear/Security",  
"strategy": "Focused on fear of zero-day attacks bypassing legacy defenses.",  
"unique\_twist": "Autonomous AI ‘shield’ animation that predicts and neutralizes attacks before execution.",  
"impact": {  
"customer": "Higher trust in autonomous prevention and faster incident response posture.",  
"reputation": "Positioned as cutting-edge, AI-first endpoint security.",  
"business\_results": "Wins over legacy replacements and multi-year enterprise contracts."  
}  
},  
{  
"brand": "Okta",  
"emotion": "Fear/Security",  
"strategy": "Addressed the risk of compromised credentials and lateral movement via weak access controls.",  
"unique\_twist": "Journey map showing risky sign-in attempts blocked and employees flowing seamlessly through secure SSO.",  
"impact": {  
"customer": "Reduced login friction and fewer security exceptions for remote and hybrid teams.",  
"reputation": "Seen as a reliable identity layer enabling both safety and productivity.",  
"business\_results": "Growth in seat adoption, add-ons like MFA and Lifecycle Management."  
}  
},  
{  
"brand": "Cloudflare",  
"emotion": "Fear/Security",  
"strategy": "Framed DDoS and bot attacks as storms threatening uptime and trust.",  
"unique\_twist": "Weather-style radar sweeping away malicious traffic while legitimate users pass through sunlit pathways.",  
"impact": {  
"customer": "Greater confidence in performance under attack and improved site reliability.",  
"reputation": "Regarded as a resilient, developer-friendly security and performance platform.",  
"business\_results": "Increase in paid plans, WAF adoption, and enterprise edge services."  
}  
},  
{  
"brand": "Proton (Mail & VPN)",  
"emotion": "Fear/Security",  
"strategy": "Tackled surveillance and data harvesting fears with privacy-by-design messaging.",  
"unique\_twist": "Locked-envelope visual metaphor where only sender and recipient hold the keys.",  
"impact": {  
"customer": "Users felt safer sharing sensitive communications and browsing privately.",  
"reputation": "Strengthened image as a principled, encryption-first alternative.",  
"business\_results": "Growth in premium subscriptions and ecosystem cross-sell (Mail, VPN, Drive)."  
}  
},  
{  
"brand": "Signal",  
"emotion": "Fear/Security",  
"strategy": "Countered fear of eavesdropping with transparent, open-source encryption storytelling.",  
"unique\_twist": "Conversations depicted as sealed capsules that only participants can open.",  
"impact": {  
"customer": "Boosted trust in private messaging for activists, journalists, and everyday users.",  
"reputation": "Perceived as the benchmark for secure, no-ads communication.",  
"business\_results": "User growth spikes during privacy news cycles and platform migrations."  
}  
},  
{  
"brand": "DuckDuckGo",  
"emotion": "Fear/Security",  
"strategy": "Highlighted fear of being tracked across the web and profiled.",  
"unique\_twist": "Charming ‘tracker swarm’ characters that vanish when protections are enabled.",  
"impact": {  
"customer": "Greater adoption of privacy search and tracker blocking habits.",  
"reputation": "Recognized as a simple, trustworthy privacy brand for mainstream users.",  
"business\_results": "Increase in default search adoption and app installs."  
}  
},  
{  
"brand": "Arlo",  
"emotion": "Fear/Security",  
"strategy": "Appealed to home safety fears with scenarios of suspicious motion at night and package theft.",  
"unique\_twist": "Instant mobile alert-to-voice response sequence showing the intruder deterred in real time.",  
"impact": {  
"customer": "Higher perceived control over home safety and delivery protection.",  
"reputation": "Seen as a reliable, easy-to-use smart security camera brand.",  
"business\_results": "Sales uplift in camera kits, subscriptions to cloud recording, and accessories."  
}  
},  
{  
"brand": "Eufy Security",  
"emotion": "Fear/Security",  
"strategy": "Focused on fear of complex setups and surveillance leakage with a local-first security pitch.",  
"unique\_twist": "‘Your footage stays home’ visual showing data sealed inside the household hub.",  
"impact": {  
"customer": "Reduced hesitation to install cameras due to privacy and simplicity assurance.",  
"reputation": "Perceived as budget-friendly, privacy-conscious home security.",  
"business\_results": "Growth in doorbell and camera bundles with strong entry-level adoption."  
}  
},  
{  
"brand": "Life360",  
"emotion": "Fear/Security",  
"strategy": "Addressed parental anxiety about family location and driving safety.",  
"unique\_twist": "Real-time map moments: an anxious pause turns into relief as everyone checks in safely.",  
"impact": {  
"customer": "Greater peace of mind and more proactive safety habits (driving alerts, check-ins).",  
"reputation": "Established as a trusted family safety platform rather than mere tracking.",  
"business\_results": "Premium conversion growth via crash detection, roadside help, and alerts."  
}  
}  
]

[

{

"brand": "Adobe",

"emotion": "Fear/Security",

"strategy": "Positioned Creative Cloud as the protector of creative work from theft, loss, or data corruption.",

"unique\_twist": "Dramatized worst-case scenarios of lost files and flipped to joyful recoveries enabled by Adobe tools.",

"impact": {

"customer": "Increased trust by reassuring creators their work was always safe and recoverable.",

"reputation": "Strengthened Adobe’s image as a creative partner and protector, not just a software vendor.",

"business\_results": "Boosted Creative Cloud subscriptions and retention rates worldwide."

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{

"brand": "Dropbox Sign",

"emotion": "Fear/Security",

"strategy": "Highlighted the risk of lost deals and insecure documents in business transactions.",

"unique\_twist": "Contrasted dramatized chaos with stress-free joy of verified, encrypted signatures.",

"impact": {

"customer": "Gave customers peace of mind in high-stakes agreements and boosted confidence in remote work.",

"reputation": "Positioned as the trustworthy and modern digital signing solution.",

"business\_results": "Expanded adoption in legal, finance, and startup sectors, driving cross-selling within Dropbox."

}

},

{

"brand": "Sony PlayStation",

"emotion": "Fear/Security",

"strategy": "Framed account hacking as the ultimate gamer nightmare, risking identity and progress.",

"unique\_twist": "Portrayed security features as a gamer’s invisible armor that restores joy in play.",

"impact": {

"customer": "Gamers felt reassured and valued, linking joy of play directly to security.",

"reputation": "Strengthened Sony’s role as a gamer ally, not just a console provider.",

"business\_results": "Increased adoption of two-factor authentication and reduced account breach costs."

}

},

{

"brand": "American Express",

"emotion": "Fear/Security",

"strategy": "Showcased real fears of fraud disrupting joyful life moments.",

"unique\_twist": "Pivoted to visuals of worry-free travel, dining, and shopping powered by fraud protection.",

"impact": {

"customer": "Increased loyalty by linking security to freedom and lifestyle confidence.",

"reputation": "Reinforced AmEx’s premium, customer-first positioning.",

"business\_results": "Boosted card sign-ups, particularly among frequent travelers."

}

},

{

"brand": "Kaspersky Lab",

"emotion": "Fear/Security",

"strategy": "Focused on emotional stakes of losing digital memories, files, or business continuity.",

"unique\_twist": "Shifted from fear of data loss to joy of restored files and safeguarded memories.",

"impact": {

"customer": "Customers felt relief and emotional connection beyond traditional antivirus.",

"reputation": "Built a caring, memory-protecting image rather than purely technical.",

"business\_results": "Grew consumer market share, especially among everyday users."

}

},

{

"brand": "Johnson Controls",

"emotion": "Fear/Security",

"strategy": "Emphasized fears of catastrophic building safety failures like alarms or sprinklers malfunctioning.",

"unique\_twist": "Showed thriving, joyful workplaces and public spaces enabled by unseen safety systems.",

"impact": {

"customer": "Clients associated Johnson with reassurance and uninterrupted safety.",

"reputation": "Earned trust as the silent guardian of commercial safety.",

"business\_results": "Secured more contracts across healthcare, retail, and education sectors."

}

},

{

"brand": "Apple",

"emotion": "Fear/Security",

"strategy": "Tackled consumer fear of surveillance and privacy loss in the digital age.",

"unique\_twist": "Used humor and dramatization of oversharing to highlight privacy as empowerment.",

"impact": {

"customer": "Customers felt protected and proud, reframing privacy as joy and freedom.",

"reputation": "Solidified Apple’s stance as a privacy champion versus competitors.",

"business\_results": "Strengthened premium positioning and customer loyalty."

}

},

{

"brand": "FedEx",

"emotion": "Fear/Security",

"strategy": "Played on fear of packages lost or delayed, disrupting important life events.",

"unique\_twist": "Highlighted joyful reunions and successful outcomes powered by reliable delivery.",

"impact": {

"customer": "Customers associated FedEx with delivering happiness, not just parcels.",

"reputation": "Reinforced trustworthiness as the go-to brand for critical deliveries.",

"business\_results": "Maintained premium pricing and customer loyalty in logistics."

}

},

{

"brand": "IBM",

"emotion": "Fear/Security",

"strategy": "Addressed corporate fears of massive data breaches and reputational ruin.",

"unique\_twist": "Shifted focus from cyber threats to confident growth through secure systems.",

"impact": {

"customer": "Companies felt safer and freer to innovate.",

"reputation": "Positioned IBM as the trusted enterprise security partner.",

"business\_results": "Grew cybersecurity division into a high-revenue business line."

}

},

{

"brand": "Panasonic Home Safety",

"emotion": "Fear/Security",

"strategy": "Appealed to primal fear of intruders, fires, and unsafe home environments.",

"unique\_twist": "Reframed home tech as the shield protecting love, family, and comfort.",

"impact": {

"customer": "Families valued Panasonic for emotional protection, not just electronics.",

"reputation": "Strengthened image as a household guardian brand.",

"business\_results": "Increased sales of safety devices in Asia and Europe."

}

},

{

"brand": "Cisco",

"emotion": "Fear/Security",

"strategy": "Targeted fear of mission-critical system failures disrupting hospitals, schools, and enterprises.",

"unique\_twist": "Framed secure networks as the enabler of thriving communities and innovation.",

"impact": {

"customer": "Customers linked Cisco with trust and long-term stability.",

"reputation": "Reinforced Cisco as the backbone of global digital infrastructure.",

"business\_results": "Boosted large-scale enterprise contracts and cybersecurity adoption."

}

},

{

"brand": "Honeywell",

"emotion": "Fear/Security",

"strategy": "Spotlighted risks of industrial and workplace safety failures.",

"unique\_twist": "Showed workers, families, and businesses thriving thanks to invisible safety systems.",

"impact": {

"customer": "Clients felt that Honeywell was protecting lives, not just selling products.",

"reputation": "Reinforced position as a global leader in safety innovation.",

"business\_results": "Expanded dominance in aviation, construction, and industrial safety markets."

}

},

{

"brand": "Dell",

"emotion": "Fear/Security",

"strategy": "Addressed personal and professional fears of hacking, file loss, and IP theft.",

"unique\_twist": "Portrayed Dell devices as secure gateways to education, business, and creativity.",

"impact": {

"customer": "Students, professionals, and businesses felt protected and empowered.",

"reputation": "Added credibility to Dell’s brand beyond hardware — into cybersecurity.",

"business\_results": "Drove adoption of premium, security-focused laptops and services."

}

},

{

"brand": "British Airways",

"emotion": "Fear/Security",

"strategy": "Emphasized traveler fears of turbulence, lost luggage, and flight safety concerns.",

"unique\_twist": "Framed safety as the invisible reason behind joyful reunions and smooth journeys.",

"impact": {

"customer": "Passengers felt reassured that BA prioritized safety over cost-cutting.",

"reputation": "Reinforced BA’s premium and family-friendly positioning.",

"business\_results": "Increased bookings from safety-conscious travelers."

}

},

{

"brand": "Sony Pictures",

"emotion": "Fear/Security",

"strategy": "Used past hack crisis to highlight vulnerability of unfinished creative work.",

"unique\_twist": "Reframed cybersecurity as the protector of storytelling and fan joy.",

"impact": {

"customer": "Audiences and creators felt reassured their stories were protected.",

"reputation": "Rebuilt image as resilient and protective of creativity.",

"business\_results": "Recovered industry trust and secured partnerships post-crisis."

}

}

]

[  
{  
"brand": "LastPass",  
"emotion": "Fear/Security",  
"strategy": "Position password management as the antidote to data breaches and credential reuse risk.",  
"unique\_twist": "Show everyday moments ruined by forgotten passwords, then flip to seamless one-click logins.",  
"impact": {  
"customer": "Reduced anxiety around account recovery and increased adoption of strong, unique passwords.",  
"reputation": "Perceived as a practical, user-friendly security essential for non-technical users.",  
"business\_results": "Higher conversion to premium plans and improved retention from autofill convenience."  
}  
},  
{  
"brand": "1Password",  
"emotion": "Fear/Security",  
"strategy": "Make family and team security simple to reduce the fear of weak-sharing habits.",  
"unique\_twist": "Shared vaults framed as caring for loved ones and coworkers, not just locking data.",  
"impact": {  
"customer": "Greater willingness to onboard families and teams into structured security habits.",  
"reputation": "Trusted as a polished, design-led guardian of digital life.",  
"business\_results": "Growth in family and business subscriptions with increased cross-device usage."  
}  
},  
{  
"brand": "ProtonMail",  
"emotion": "Fear/Security",  
"strategy": "Elevate privacy as a human right to counter surveillance and data harvesting fears.",  
"unique\_twist": "End-to-end encryption presented as freedom to communicate honestly and safely.",  
"impact": {  
"customer": "Higher confidence to share sensitive information without third-party access concerns.",  
"reputation": "Credibility among journalists, activists, and privacy-first consumers.",  
"business\_results": "Expanded paid adoption and ecosystem usage with bundles like Proton Drive and Calendar."  
}  
},  
{  
"brand": "Dashlane",  
"emotion": "Fear/Security",  
"strategy": "Turn password chaos and breach headlines into motivation for a unified security hub.",  
"unique\_twist": "Humorous depictions of login frustration resolved by auto-generated, auto-filled credentials.",  
"impact": {  
"customer": "Lower friction at sign-in and stronger overall password hygiene.",  
"reputation": "Seen as approachable security that anyone can master.",  
"business\_results": "Increased trials converting to paid, especially on mobile and browser integrations."  
}  
},  
{  
"brand": "Carbonite",  
"emotion": "Fear/Security",  
"strategy": "Reassure against catastrophic data loss with always-on cloud backup and recovery.",  
"unique\_twist": "Stories of ‘I thought everything was gone’ flipped into quick, joyful file restoration.",  
"impact": {  
"customer": "Greater peace of mind and faster recovery from device failures and ransomware.",  
"reputation": "Dependable, human-centered backup partner for households and SMBs.",  
"business\_results": "Subscription growth and reduced churn due to proven recovery outcomes."  
}  
},  
{  
"brand": "Backblaze",  
"emotion": "Fear/Security",  
"strategy": "Demystify backup pricing and reliability to counter fear of hidden limits.",  
"unique\_twist": "Radical simplicity: flat-rate, unlimited backup explained in plain language.",  
"impact": {  
"customer": "Higher willingness to back up entire devices without managing quotas.",  
"reputation": "Transparent, no-nonsense protector against data loss.",  
"business\_results": "Expansion of consumer base and increased referrals from satisfied users."  
}  
},  
{  
"brand": "GEICO",  
"emotion": "Fear/Security",  
"strategy": "Replace anxiety about accidents with humor while reinforcing financial protection.",  
"unique\_twist": "Memorable comedic spots that tie savings to feeling secure, not scared.",  
"impact": {  
"customer": "Improved brand recall and comfort engaging with insurance options.",  
"reputation": "Approachable insurer that balances value with reliable coverage.",  
"business\_results": "Sustained policy growth and strong ad-driven acquisition efficiency."  
}  
},  
{  
"brand": "Liberty Mutual",  
"emotion": "Fear/Security",  
"strategy": "Counter fear of overpaying and undercoverage with personalized policies.",  
"unique\_twist": "“Only pay for what you need” reframes protection as fairness and control.",  
"impact": {  
"customer": "Reduced price sensitivity and increased satisfaction with tailored plans.",  
"reputation": "Customer-first brand emphasizing transparency and choice.",  
"business\_results": "Higher quote-to-bind rates and improved retention on personalized bundles."  
}  
},  
{  
"brand": "Zurich Insurance",  
"emotion": "Fear/Security",  
"strategy": "Position protection as an act of love to address fear of unforeseen events.",  
"unique\_twist": "Warm family narratives where coverage preserves joyful moments.",  
"impact": {  
"customer": "Greater emotional connection to planning and adequate coverage.",  
"reputation": "Seen as a compassionate, globally reliable insurer.",  
"business\_results": "Increased uptake in family and life policies with stronger loyalty."  
}  
},  
{  
"brand": "Square",  
"emotion": "Fear/Security",  
"strategy": "Reduce merchants’ fear of fraud and chargebacks with built-in protections.",  
"unique\_twist": "Celebrate small-business joy—safe, fast payments fueling growth.",  
"impact": {  
"customer": "Higher confidence to accept more payment types and sell anywhere.",  
"reputation": "Champion of entrepreneurs with security that ‘just works.’",  
"business\_results": "Merchant base expansion and greater volume per seller."  
}  
},  
{  
"brand": "DocuSign",  
"emotion": "Fear/Security",  
"strategy": "Transform legal risk and delays into trusted, compliant e-signing.",  
"unique\_twist": "Moments of deal anxiety replaced by instant, secure approvals.",  
"impact": {  
"customer": "Shorter cycle times and reduced fear of errors or tampering.",  
"reputation": "Default standard for secure digital agreements.",  
"business\_results": "Rising adoption across industries and higher enterprise seat counts."  
}  
},  
{  
"brand": "Proton VPN",  
"emotion": "Fear/Security",  
"strategy": "Combat tracking and unsafe Wi-Fi with privacy-first connectivity.",  
"unique\_twist": "Freedom-focused visuals of safe browsing anywhere, anytime.",  
"impact": {  
"customer": "Increased use of VPN for travel, public networks, and streaming protection.",  
"reputation": "Aligned with principled, open-source privacy leadership.",  
"business\_results": "Growth in paid tiers and bundle attachment with Proton services."  
}  
},  
{  
"brand": "Arlo",  
"emotion": "Fear/Security",  
"strategy": "Turn burglary worries into calm with smart, connected cameras.",  
"unique\_twist": "Joyful everyday check-ins—pets, packages, and loved ones—via friendly app alerts.",  
"impact": {  
"customer": "Greater sense of control and faster response to suspicious activity.",  
"reputation": "Modern, easy-to-use home vigilance without intimidation.",  
"business\_results": "Device sales growth and recurring revenue from cloud subscriptions."  
}  
},  
{  
"brand": "Okta",  
"emotion": "Fear/Security",  
"strategy": "Neutralize credential attacks with secure single sign-on and zero trust.",  
"unique\_twist": "Employee experience framed as joyful—one login, many apps, no friction.",  
"impact": {  
"customer": "Reduced helpdesk tickets and improved security posture.",  
"reputation": "Enterprise-grade identity leader enabling safe productivity.",  
"business\_results": "Increased enterprise deals and seat expansion across departments."  
}  
},  
{  
"brand": "Yubico (YubiKey)",  
"emotion": "Fear/Security",  
"strategy": "Replace phishing and OTP fatigue with hardware-based authentication.",  
"unique\_twist": "Single tap to login—security made delightfully simple and fast.",  
"impact": {  
"customer": "Dramatically fewer account takeovers and smoother sign-in flows.",  
"reputation": "Gold standard for strong, usable authentication.",  
"business\_results": "Enterprise rollouts and consumer growth through developer advocacy."  
}  
}  
]

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[  
{  
"brand": "Dropbox",  
"emotion": "Fear/Security",  
"strategy": "Position file backup and recovery as emotional insurance — sell peace of mind rather than technical specs.",  
"unique\_twist": "Lighthearted, relatable scenarios (spilled coffee, lost drafts) that flip worst-case moments into joyful recoveries using simple animation and user-like visuals.",  
"impact": {  
"customer": "Users felt confidence that accidental data loss wouldn’t be catastrophic; adopted Dropbox as a personal safety net for important files.",  
"reputation": "Reinforced image as an approachable, user-friendly protector of personal and creative work rather than a cold tech vendor.",  
"business\_results": "Increased adoption among students and creatives, higher retention driven by emotional trust and word-of-mouth referrals."  
}  
},  
{  
"brand": "LinkedIn",  
"emotion": "Fear/Security",  
"strategy": "Frame career uncertainty as solvable by platform-driven opportunity and network security — sell career resilience and opportunity access.",  
"unique\_twist": "Human-first storytelling: uplifting, real-life success vignettes (single parents, grads) that turn job-loss anxiety into celebratory career milestones.",  
"impact": {  
"customer": "Job-seekers experienced reassurance and hope; increased engagement and platform use for job searching and networking.",  
"reputation": "Evolved LinkedIn into a brand associated with empowerment and career stability rather than just a recruitment board.",  
"business\_results": "Higher sign-ups, increased profile activity, and greater conversion to premium/recruiting products during economic uncertainty."  
}  
},  
{  
"brand": "Mastercard",  
"emotion": "Fear/Security",  
"strategy": "Promote zero-liability and fraud protection as freedom to spend — focus on joyful experiences enabled by secure payments.",  
"unique\_twist": "Ads that showcase carefree moments (travel, family shopping) paired with assurance messaging, making security feel like liberation rather than a technical feature.",  
"impact": {  
"customer": "Customers felt empowered to transact confidently, reducing hesitation about online or international purchases.",  
"reputation": "Positioned Mastercard as a trusted, consumer-first payments brand that enables experiences safely.",  
"business\_results": "Increased card usage and customer trust metrics; fraud protection became a differentiator in acquisition campaigns."  
}  
},  
{  
"brand": "Evernote",  
"emotion": "Fear/Security",  
"strategy": "Turn fear of forgetting into joyful productivity by positioning the product as an extension of the user’s memory.",  
"unique\_twist": "Narratives showing instant retrieval of ideas and notes that transform stress into delight — ‘your brain, anywhere’ creative executions.",  
"impact": {  
"customer": "Users perceived Evernote as a reliable safety net for ideas and work, boosting daily active use.",  
"reputation": "Built a devoted user base and a reputation as an indispensable, creative productivity tool.",  
"business\_results": "Strong user retention and growth during productivity-focused market expansion; increased conversions for premium features."  
}  
},  
{  
"brand": "Zoom",  
"emotion": "Fear/Security",  
"strategy": "Pair emotional value of face-to-face connection with assurances of secure communication to normalize remote interaction.",  
"unique\_twist": "Ads highlighting warm family and team moments while emphasizing end-to-end security and protected conversations — human connection framed as secure.",  
"impact": {  
"customer": "Users trusted Zoom for both personal and professional communication, increasing frequency and scope of use.",  
"reputation": "Recovered and strengthened credibility by emphasizing human stories alongside security improvements.",  
"business\_results": "Rapid adoption and dominant market share during remote-work surge; increased subscriptions for business tiers."  
}  
},  
{  
"brand": "DoorDash",  
"emotion": "Fear/Security",  
"strategy": "Position delivery tracking and safety measures as enablers of joyful family dining experiences at home.",  
"unique\_twist": "Ads that show parents relaxed and children happy as tracked, contactless deliveries arrive — safety integrated into family warmth.",  
"impact": {  
"customer": "Customers trusted DoorDash for safe, reliable meal delivery, increasing order frequency.",  
"reputation": "Seen as a dependable, family-friendly service emphasizing operational safety.",  
"business\_results": "Accelerated order volumes during public-health concerns; higher retention from safety-focused messaging."  
}  
},  
{  
"brand": "Experian",  
"emotion": "Fear/Security",  
"strategy": "Reframe credit monitoring and identity protection as pathways to financial freedom and joyful milestones (home, car).",  
"unique\_twist": "Story-driven ads showing life goals achieved because secure credit monitoring prevented setbacks — approval moments as emotional payoff.",  
"impact": {  
"customer": "Users felt empowered and hopeful about financial decisions, increasing uptake of monitoring services.",  
"reputation": "Shifted from an impersonal data bureau image to a supportive financial partner.",  
"business\_results": "Growth in subscriptions for credit-monitoring products and increased cross-sell of financial services."  
}  
},  
{  
"brand": "Slack",  
"emotion": "Fear/Security",  
"strategy": "Sell the joy of effortless collaboration while assuring teams that conversations and files remain secure.",  
"unique\_twist": "Playful workplace vignettes showing teams sharing jokes and files safely — security presented as enabler of spontaneous collaboration.",  
"impact": {  
"customer": "Teams felt comfortable sharing candid communication and files, increasing platform stickiness.",  
"reputation": "Earned a reputation as a secure yet informal collaboration hub.",  
"business\_results": "Higher enterprise adoption, increased daily active users, and stronger retention in corporate accounts."  
}  
},  
{  
"brand": "Venmo",  
"emotion": "Fear/Security",  
"strategy": "Blend social payment fun with clear safety assurances so money transfers feel both playful and secure.",  
"unique\_twist": "Injecting emojis, social feeds, and celebratory moments into payment experiences while foregrounding transaction protections.",  
"impact": {  
"customer": "Users engaged more frequently due to the social, low-friction experience and felt confident about security.",  
"reputation": "Viewed as the youthful, socially-driven yet safe peer-payment brand.",  
"business\_results": "Explosive growth among younger demographics and increased peer-to-peer transaction volume."  
}  
},  
{  
"brand": "ProtonVPN",  
"emotion": "Fear/Security",  
"strategy": "Position privacy and secure browsing as freedom to explore online joyfully without surveillance anxiety.",  
"unique\_twist": "Adventuresome imagery (beach, mountain) paired with privacy messaging — security framed as companion to digital freedom.",  
"impact": {  
"customer": "Privacy-conscious users adopted ProtonVPN to browse and stream securely without paranoia.",  
"reputation": "Strengthened standing as a principled, privacy-first provider.",  
"business\_results": "Steady global user growth and higher conversions among privacy-aware segments."  
}  
},  
{  
"brand": "Garmin",  
"emotion": "Fear/Security",  
"strategy": "Present navigational safety as the foundation for joyful, stress-free family travel experiences.",  
"unique\_twist": "Family road-trip storytelling where GPS guidance prevents stress and enables happy arrival moments rather than focusing on accidents.",  
"impact": {  
"customer": "Drivers trusted Garmin to reduce travel anxiety and enhance trip enjoyment.",  
"reputation": "Seen as a reliable, family-oriented navigation brand.",  
"business\_results": "Increased device sales and OEM partnerships as navigation became essential for travel planning."  
}  
},  
{  
"brand": "DuckDuckGo",  
"emotion": "Fear/Security",  
"strategy": "Recast online privacy as a light, everyday benefit that brings uncomplicated joy — search without the follow.",  
"unique\_twist": "Cheerful, simple creative that shows smiling users enjoying uncluttered search results and no personalized ad tracking.",  
"impact": {  
"customer": "Users felt empowered to search privately without the heaviness of surveillance messaging.",  
"reputation": "Earned a friendly, trustworthy image in the privacy search space.",  
"business\_results": "Gradual user-base growth and increased mindshare as an alternative to major search engines."  
}  
},  
{  
"brand": "ZoomInfo",  
"emotion": "Fear/Security",  
"strategy": "Position verified data as a safety mechanism that brings sales teams the joy of confident outreach and closed deals.",  
"unique\_twist": "B2B storytelling focused on teams celebrating accurate leads and secure workflows rather than emphasizing poor-quality data risks.",  
"impact": {  
"customer": "Sales and marketing teams reported greater confidence and efficiency using vetted data.",  
"reputation": "Viewed as a trusted provider of high-quality, compliant business intelligence.",  
"business\_results": "Increased enterprise subscriptions and stronger retention among revenue teams."  
}  
},  
{  
"brand": "Zelle",  
"emotion": "Fear/Security",  
"strategy": "Promote bank-grade security as the enabler of instant, joyful money transfers between loved ones.",  
"unique\_twist": "Ads that depict families sending support or gifts instantly with calm assurance that transactions are protected by banks.",  
"impact": {  
"customer": "Consumers trusted instant transfers for personal payments, boosting everyday usage.",  
"reputation": "Perceived as a safe, bank-backed alternative to standalone payment apps.",  
"business\_results": "Widespread adoption across U.S. banks and rising transaction volumes."  
}  
},  
{  
"brand": "Truecaller",  
"emotion": "Fear/Security",  
"strategy": "Address scam-call anxiety by promising the simple joy of hearing only meaningful, verified calls.",  
"unique\_twist": "Creative executions that show users smiling as spam fades away and genuine contacts come through — security as daily relief.",  
"impact": {  
"customer": "Users experienced daily relief and regained trust in phone communication.",  
"reputation": "Built credibility as a dependable protector against nuisance and scam calls.",  
"business\_results": "Large user adoption in Asia and Europe and strengthened monetization of premium features."  
}  
}  
]

[

{

"brand": "RingCentral",

"emotion": "Fear/Security",

"strategy": "Alleviate fear of communication breakdowns at work by positioning reliable unified communication tools as essential for stress-free collaboration.",

"unique\_twist": "Showcased humorous and relatable office mishaps resolved instantly, highlighting joy and relief rather than technical features.",

"impact": {

"customer": "Reduced anxiety about workplace communication, increased trust in smooth collaboration, emotional attachment to the brand.",

"reputation": "Seen as an employee-friendly, emotionally intelligent tech brand.",

"business\_results": "Higher subscription rates, stronger retention, and increased word-of-mouth recommendations."

}

},

{

"brand": "ADT Health Monitoring",

"emotion": "Fear/Security",

"strategy": "Position home health monitoring as a solution to the fear of aging parents living alone.",

"unique\_twist": "Ads focused on joyful, independent senior living and family relief rather than technical monitoring details.",

"impact": {

"customer": "Reduced anxiety for families, increased confidence in loved ones' safety.",

"reputation": "Seen as a caring, supportive, and family-oriented brand.",

"business\_results": "Growth in subscriptions, stronger customer loyalty, increased word-of-mouth promotion."

}

},

{

"brand": "Guardzilla",

"emotion": "Fear/Security",

"strategy": "Promote home security by reframing fear of intrusion into safe and happy family experiences.",

"unique\_twist": "Displayed everyday joyful moments—children playing, couples enjoying home life—under protection of Guardzilla cameras.",

"impact": {

"customer": "Homeowners felt empowered and emotionally secure.",

"reputation": "Perceived as approachable and family-friendly.",

"business\_results": "Increased adoption and customer retention, boosted organic referrals."

}

},

{

"brand": "SimpliSafe Smoke Detectors",

"emotion": "Fear/Security",

"strategy": "Address fear of home fires by emphasizing joyful, secure family living.",

"unique\_twist": "Focused on everyday family moments and celebrations while showing safety technology as a seamless support.",

"impact": {

"customer": "Enhanced emotional security, reduced fear of fire hazards.",

"reputation": "Viewed as family-oriented and emotionally supportive.",

"business\_results": "Higher household adoption rates, increased customer trust and loyalty."

}

},

{

"brand": "Blink Security",

"emotion": "Fear/Security",

"strategy": "Transform fear of home threats into protection of joyful life moments.",

"unique\_twist": "Highlighted memorable events like birthdays and pets playing safely under camera surveillance.",

"impact": {

"customer": "Users associated the product with preserving happy memories.",

"reputation": "Seen as a community-focused and emotionally reassuring brand.",

"business\_results": "Growth in family-oriented sales and customer advocacy."

}

},

{

"brand": "Guardian Alarm",

"emotion": "Fear/Security",

"strategy": "Market home security as a facilitator of safe family celebrations and everyday joy.",

"unique\_twist": "Ads depicted milestones and celebrations with threats neutralized, emphasizing relief and happiness.",

"impact": {

"customer": "Increased trust and emotional attachment to the brand.",

"reputation": "Positioned as comforting, family-centric, and joy-promoting.",

"business\_results": "Higher customer loyalty and online referrals."

}

},

{

"brand": "Vivint Smart Home",

"emotion": "Fear/Security",

"strategy": "Alleviate home safety fears by emphasizing empowerment and control over one’s environment.",

"unique\_twist": "Integrated smart home tech into joyful family routines, highlighting freedom and emotional security.",

"impact": {

"customer": "Users felt confident and stress-free in their homes.",

"reputation": "Known as innovative and emotionally empowering.",

"business\_results": "Increased subscriptions, engagement, and customer retention."

}

},

{

"brand": "Frontpoint",

"emotion": "Fear/Security",

"strategy": "Reduce fear during personal celebrations by promoting reliable home security.",

"unique\_twist": "Ads featured joyful events with potential threats safely neutralized, emphasizing calm and happiness.",

"impact": {

"customer": "Felt emotionally secure while celebrating life’s milestones.",

"reputation": "Seen as thoughtful and family-focused.",

"business\_results": "Boosted brand loyalty and referrals."

}

},

{

"brand": "Cove Security",

"emotion": "Fear/Security",

"strategy": "Position home security as a tool to preserve happiness in daily life.",

"unique\_twist": "Focused on ordinary routines like morning coffee or hobbies, showing security as unobtrusive but emotionally valuable.",

"impact": {

"customer": "Experienced peace of mind and emotional reassurance.",

"reputation": "Viewed as modern, approachable, and joy-enhancing.",

"business\_results": "Increased adoption and satisfaction rates."

}

},

{

"brand": "Abode Security",

"emotion": "Fear/Security",

"strategy": "Market home protection by connecting it to joyful family activities.",

"unique\_twist": "Ads highlighted micro-moments of happiness, with minor threats resolved in short stories.",

"impact": {

"customer": "Homeowners felt emotionally secure and personally cared for.",

"reputation": "Seen as warm, family-oriented, and trustworthy.",

"business\_results": "Higher adoption and customer retention."

}

},

{

"brand": "Vivint Fire Protection",

"emotion": "Fear/Security",

"strategy": "Reduce fear of fire hazards by emphasizing uninterrupted happy family routines.",

"unique\_twist": "Ads showed peaceful mornings and celebrations protected from potential threats.",

"impact": {

"customer": "Families felt confident, safe, and emotionally secure.",

"reputation": "Recognized as thoughtful, innovative, and emotionally intelligent.",

"business\_results": "Increased sales and brand trust."

}

},

{

"brand": "Scout Alarm",

"emotion": "Fear/Security",

"strategy": "Turn fear of home intrusion into assurance and daily happiness.",

"unique\_twist": "Ads depicted small joyful routines and resolved minor tensions into celebratory moments.",

"impact": {

"customer": "Emotional attachment and trust in home security increased.",

"reputation": "Perceived as intelligent, approachable, and emotionally aware.",

"business\_results": "Higher adoption rates and customer satisfaction."

}

},

{

"brand": "Ring Smart Lighting",

"emotion": "Fear/Security",

"strategy": "Alleviate home safety fears while promoting happiness through smart lighting.",

"unique\_twist": "Ads linked safety with warmth, mood, and family celebrations, turning protection into joy.",

"impact": {

"customer": "Felt safer and emotionally uplifted.",

"reputation": "Associated with warmth, safety, and joyful living.",

"business\_results": "Boosted sales and customer loyalty."

}

},

{

"brand": "Frontpoint Fire & Security",

"emotion": "Fear/Security",

"strategy": "Market home safety as a way to preserve everyday happiness.",

"unique\_twist": "Ads highlighted celebrations and daily routines with minor hazards neutralized for emotional relief.",

"impact": {

"customer": "Felt secure and emotionally supported in daily life.",

"reputation": "Viewed as caring and joy-focused.",

"business\_results": "Increased customer satisfaction and referrals."

}

},

{

"brand": "Arlo Smart Home",

"emotion": "Fear/Security",

"strategy": "Transform fear of home intrusion into protection of joyful family life.",

"unique\_twist": "Ads showed happy daily life moments, with security integrated invisibly but emotionally impactful.",

"impact": {

"customer": "Experienced emotional reassurance and trust in the brand.",

"reputation": "Seen as innovative and emotionally intelligent.",

"business\_results": "Increased adoption and loyalty through emotionally engaging marketing."

}

}

]

[  
{  
"brand": "ADT Health Monitoring",  
"emotion": "Fear/Security",  
"strategy": "Position health monitoring as an emotional enabler of joyful, independent living for seniors and peace of mind for families.",  
"unique\_twist": "Portrayed safety as the invisible gateway to everyday joyful moments (dancing, family time) using micro-storytelling rather than technical features.",  
"impact": {  
"customer": "Increased trust and reduced anxiety among families; customers felt proactive and reassured about elderly care.",  
"reputation": "Seen as a caregiving, reliable brand synonymous with family-centered safety and emotional support.",  
"business\_results": "Steady revenue growth, higher adoption among concerned adult children and aging populations, stronger customer loyalty and referrals."  
}  
},  
{  
"brand": "SimpliHome",  
"emotion": "Fear/Security",  
"strategy": "Frame home security as a lifestyle facilitator that allows families to enjoy carefree, joyful home moments.",  
"unique\_twist": "Highlighted laughter and uninterrupted fun (sleepovers, backyard barbecues) instead of alarms and sensors, using relatable everyday scenes.",  
"impact": {  
"customer": "Customers internalized the brand as enabling carefree living and trusted it more because the emotional benefit was front and center.",  
"reputation": "Known as thoughtful and human-centered, improving approachability and credibility.",  
"business\_results": "Increased sales and retention as families prioritized both safety and lifestyle differentiation in a crowded market."  
}  
},  
{  
"brand": "Guardian Life Insurance",  
"emotion": "Fear/Security",  
"strategy": "Sell insurance as an investment in future joy — protecting milestones and life achievements rather than focusing on loss.",  
"unique\_twist": "Centered campaigns on celebratory future moments (graduations, weddings) and used bright, warm storytelling to link protection with pride and fulfillment.",  
"impact": {  
"customer": "Customers felt emotionally reassured and associated insurance with life fulfillment instead of bureaucracy.",  
"reputation": "Built empathy-driven reputation and trust in a typically anxiety-driven industry.",  
"business\_results": "Growth in policy subscriptions and increased customer loyalty driven by emotional positioning."  
}  
},  
{  
"brand": "SafeNest",  
"emotion": "Fear/Security",  
"strategy": "Present home safety tech as a seamless part of everyday family life that preserves joy and normalcy.",  
"unique\_twist": "Emphasized sunlight, warm colors, and children’s play to show safety devices as background enablers of happiness rather than intrusive gadgets.",  
"impact": {  
"customer": "Families associated the product with freedom to live fully at home and experienced reduced anxiety.",  
"reputation": "Praised for making homes 'emotionally safe' and received positive media attention.",  
"business\_results": "Higher subscription renewals and increased customer referrals driven by emotional resonance."  
}  
},  
{  
"brand": "Guardian Pet Care",  
"emotion": "Fear/Security",  
"strategy": "Position pet insurance as the means to enjoy every pet moment without the stress of unexpected accidents or costs.",  
"unique\_twist": "Used joyful pet-owner interactions (play in parks, sunlit lounging) to highlight emotional value and resolve potential mishaps with simple coverage stories.",  
"impact": {  
"customer": "Pet owners felt reassured and more willing to engage in activities knowing coverage existed.",  
"reputation": "Seen as empathetic and caring, strengthening emotional brand loyalty among pet owners.",  
"business\_results": "Increased policy uptake among emotionally-driven owners and growth in market share."  
}  
},  
{  
"brand": "SecureBank",  
"emotion": "Fear/Security",  
"strategy": "Reframe financial safety as empowerment that enables life experiences (shopping, vacations) rather than focusing on fear of loss.",  
"unique\_twist": "Showed stress-free money management leading to confident, joyful life moments with warm visuals and conversational copy.",  
"impact": {  
"customer": "Customers associated the bank with confidence and empowerment instead of financial stress.",  
"reputation": "Gained warmth and trustworthiness as a human-centered financial institution.",  
"business\_results": "Increased account openings, higher retention, and more referrals attributed to emotional positioning."  
}  
},  
{  
"brand": "HomeShield",  
"emotion": "Fear/Security",  
"strategy": "Market home security as an invisible protector that enables joyful family life and uninterrupted celebrations.",  
"unique\_twist": "Focused ads on everyday celebrations and family bonds with short narrative arcs that turned potential fears into playful relief.",  
"impact": {  
"customer": "Customers felt emotionally attached and secure, viewing the brand as a life facilitator.",  
"reputation": "Recognized for empathetic, life-focused messaging rather than just functionality.",  
"business\_results": "Sales increased as emotional connections drove purchases and advocacy."  
}  
},  
{  
"brand": "LifeGuard Medical Alerts",  
"emotion": "Fear/Security",  
"strategy": "Position medical alert systems as enablers of active, independent living for seniors while offering families peace of mind.",  
"unique\_twist": "Showed seniors engaging in joyful activities (dancing, gardening) to make independence aspirational and attainable under silent monitoring.",  
"impact": {  
"customer": "Seniors and families felt empowered and reassured, increasing trust and comfort with monitoring.",  
"reputation": "Became synonymous with active, joyful aging and independence.",  
"business\_results": "Higher customer acquisition and renewal rates due to emotional engagement."  
}  
},  
{  
"brand": "SafeRide",  
"emotion": "Fear/Security",  
"strategy": "Frame automotive safety technology as a way to preserve and enhance everyday joyful driving experiences.",  
"unique\_twist": "Depicted families singing and laughing during drives while safety tech worked in the background, emphasizing fun over fear.",  
"impact": {  
"customer": "Drivers associated the brand with assurance and carefree commuting.",  
"reputation": "Seen as a human-centered automotive safety innovator.",  
"business\_results": "Increased adoption of safety features and higher customer satisfaction."  
}  
},  
{  
"brand": "BrightGuard",  
"emotion": "Fear/Security",  
"strategy": "Showcase home cameras and alarms as lifestyle-enhancing tools that enable cozy family routines without intrusion.",  
"unique\_twist": "Used warm indoor scenes (homework, family evenings) to normalize monitoring as part of emotional home life.",  
"impact": {  
"customer": "Families felt relaxed and confident at home, forming emotional ties to the brand.",  
"reputation": "Viewed as empathetic and lifestyle-oriented rather than purely functional.",  
"business\_results": "Improved retention, more referrals, and a stronger human-centered brand perception."  
}  
},  
{  
"brand": "SafeStep",  
"emotion": "Fear/Security",  
"strategy": "Promote fall-prevention as the means to preserve seniors’ freedom and joyful daily activities.",  
"unique\_twist": "Focused on active, playful scenes (dancing, gardening) to highlight independence rather than danger.",  
"impact": {  
"customer": "Seniors and families felt empowered to live fully with reduced fear of falls.",  
"reputation": "Associated with empathy and joyful aging.",  
"business\_results": "Increased sales and stronger brand loyalty thanks to emotional resonance."  
}  
},  
{  
"brand": "PeaceLock",  
"emotion": "Fear/Security",  
"strategy": "Position smart locks as enablers of carefree, modern living by removing everyday access worries.",  
"unique\_twist": "Showcased worry-free mornings, parties, and trips with seamless locking experiences that enabled uninterrupted joy.",  
"impact": {  
"customer": "Customers felt confident leaving homes unattended and enjoyed greater freedom.",  
"reputation": "Seen as approachable, modern, and empathetic.",  
"business\_results": "Higher adoption and retention, differentiating the brand from function-first competitors."  
}  
},  
{  
"brand": "Guardian Travel Insurance",  
"emotion": "Fear/Security",  
"strategy": "Sell travel insurance as a shield that maximizes adventure and minimizes anxiety, enabling memorable experiences.",  
"unique\_twist": "Featured active travel moments (hiking, snorkeling) and resolved potential mishaps instantly to keep the focus on adventure.",  
"impact": {  
"customer": "Travelers felt empowered to explore without anxiety and more likely to purchase coverage.",  
"reputation": "Seen as adventure-positive and trustworthy for worry-free trips.",  
"business\_results": "Higher policy uptake, increased repeat customers, and stronger market positioning."  
}  
},  
{  
"brand": "BrightCare Home Monitors",  
"emotion": "Fear/Security",  
"strategy": "Market home monitoring as background support that preserves joyful everyday life for families of all ages.",  
"unique\_twist": "Presented warm, authentic family scenes where invisible monitoring made activities safer and more relaxed.",  
"impact": {  
"customer": "Families felt emotionally supported and more secure in daily routines.",  
"reputation": "Perceived as empathetic, lifestyle-focused, and human-centered.",  
"business\_results": "Subscription growth, increased referrals, and strengthened brand positioning."  
}  
},  
{  
"brand": "SecureStep Medical Alerts",  
"emotion": "Fear/Security",  
"strategy": "Position medical alerts as silent enablers of seniors’ independence so they can pursue hobbies and social life fearlessly.",  
"unique\_twist": "Highlighted seniors enjoying yoga, painting, and family dinners with alerts working unobtrusively in the background.",  
"impact": {  
"customer": "Seniors and families felt empowered and emotionally connected to the product.",  
"reputation": "Seen as life-enhancing, empathetic, and supportive rather than purely functional.",  
"business\_results": "Notable increases in customer retention, adoption rates, and brand trust."  
}  
}  
]

[  
{  
"brand": "Nestlé Pure Life",  
"emotion": "Fear/Security",  
"strategy": "Reassure consumers about safe drinking water by reframing water safety as everyday comfort and joy rather than danger.",  
"unique\_twist": "Showcased ordinary, heartwarming rituals (kids playing, families sharing meals) around the bottle to sell trust and reassurance instead of disease imagery.",  
"impact": {  
"customer": "Customers felt reassured and trusted the product as a reliable source of safe hydration, associating it with calm daily rituals.",  
"reputation": "Strengthened reputation as a responsible and trustworthy brand for family consumption.",  
"business\_results": "Sales growth in regions with water-safety concerns and increased brand preference among families."  
}  
},  
{  
"brand": "ADP Payroll Services",  
"emotion": "Fear/Security",  
"strategy": "Address fear of payroll errors and compliance by depicting payroll outsourcing as life-restoring freedom for business owners.",  
"unique\_twist": "Ads focused on entrepreneurs enjoying family time and growth opportunities, showing payroll as the thing that buys back life, not just a service.",  
"impact": {  
"customer": "Business owners felt relief and empowered to focus on growth rather than payroll stress.",  
"reputation": "Positioned ADP as a stress-reliever and trusted operational partner.",  
"business\_results": "Improved client retention and word-of-mouth referrals among small businesses."  
}  
},  
{  
"brand": "Avast",  
"emotion": "Fear/Security",  
"strategy": "Transform fear of online threats into a promise of carefree, uninterrupted digital life.",  
"unique\_twist": "Promoted security as 'freedom' — upbeat scenes of streaming, gaming, and family calls rather than dark threat visuals.",  
"impact": {  
"customer": "Users associated the product with relaxed, stress-free online experiences.",  
"reputation": "Seen as an empowering, user-friendly security brand rather than fear-mongering.",  
"business\_results": "Rapid uptake and millions of new downloads in emerging markets."  
}  
},  
{  
"brand": "Prudential Retirement",  
"emotion": "Fear/Security",  
"strategy": "Reframe retirement anxiety into optimistic planning by showing secure retirements filled with joyful activities.",  
"unique\_twist": "Used relatable personal dreams (chalkboard of retirement goals) to make planning feel exciting rather than fearful.",  
"impact": {  
"customer": "Viewers became motivated to plan early and saw retirement as an achievable, joyful phase.",  
"reputation": "Became perceived as approachable and optimistic in the retirement space.",  
"business\_results": "Increased new accounts and engagement from younger planners."  
}  
},  
{  
"brand": "Whirlpool",  
"emotion": "Fear/Security",  
"strategy": "Address appliance-safety fears by positioning reliable appliances as enablers of safe, love-filled family routines.",  
"unique\_twist": "Narratives focused on emotional caregiving moments (sending kids to school in clean clothes) rather than technical safety specs.",  
"impact": {  
"customer": "Customers saw appliances as partners in caregiving and household safety.",  
"reputation": "Strengthened image as a family-first, dependable brand.",  
"business\_results": "Deeper brand loyalty among parents and repeat purchases."  
}  
},  
{  
"brand": "Capital One 360",  
"emotion": "Fear/Security",  
"strategy": "Neutralize fears about fraud and hidden fees by marketing secure, transparent banking as empowering and confidence-building.",  
"unique\_twist": "Used playful, confident celebrity-led messaging to replace bank anxiety with swagger and control.",  
"impact": {  
"customer": "Customers felt safer and more in control of finances, especially younger users.",  
"reputation": "Gained perception as modern, transparent, and people-first.",  
"business\_results": "Attracted younger demographics and increased adoption of digital banking services."  
}  
},  
{  
"brand": "NortonLifeLock (International Variant)",  
"emotion": "Fear/Security",  
"strategy": "Soften cybersecurity fears by framing device protection as a lifestyle enabler for families.",  
"unique\_twist": "Bright, cheerful campaigns emphasizing family peace of mind online, using uplifting music and positive imagery instead of scare tactics.",  
"impact": {  
"customer": "Parents felt reassured about children’s online safety and digital learning.",  
"reputation": "Moved toward a less fear-heavy, more family-friendly image.",  
"business\_results": "Broadened appeal and subscription growth among family-oriented users."  
}  
},  
{  
"brand": "MetLife",  
"emotion": "Fear/Security",  
"strategy": "Counter financial insecurity fears by framing insurance as warm, protective support that enables joyful family life.",  
"unique\_twist": "Leveraged nostalgic/innocent characters and storytelling to make insurance feel heartwarming rather than alarming.",  
"impact": {  
"customer": "Customers felt comforted and more likely to engage with insurance as a source of emotional security.",  
"reputation": "Reinforced a friendly, approachable brand identity.",  
"business\_results": "Increased customer acquisition through emotionally resonant, trust-building campaigns."  
}  
},  
{  
"brand": "ProtonMail",  
"emotion": "Fear/Security",  
"strategy": "Respond to surveillance and privacy fears by promoting private communication as an act of empowerment and freedom.",  
"unique\_twist": "Presented privacy in bright, optimistic visuals showing activists, journalists, and everyday users communicating confidently.",  
"impact": {  
"customer": "Users felt proud and safe to communicate freely without fear of surveillance.",  
"reputation": "Built a strong, freedom-first identity in privacy-focused tech.",  
"business\_results": "Rapid subscription growth in privacy-conscious markets."  
}  
},  
{  
"brand": "Nationwide",  
"emotion": "Fear/Security",  
"strategy": "Acknowledge sudden-life risks but resolve storytelling with swift problem-solving and restored joy to demonstrate dependability.",  
"unique\_twist": "Used humor and quirky visual storytelling to soften fear and end with families smiling again.",  
"impact": {  
"customer": "Customers found the brand relatable and comforting during stressful moments.",  
"reputation": "Gained recognition for being human, approachable, and dependable.",  
"business\_results": "Enhanced brand recall and market recognition in insurance category."  
}  
},  
{  
"brand": "Peloton",  
"emotion": "Fear/Security",  
"strategy": "Address safety concerns of public gyms (especially during pandemic) by promoting at-home fitness as both safe and socially connected.",  
"unique\_twist": "Framed home workouts as joyful communal experiences via virtual classes and member celebration moments.",  
"impact": {  
"customer": "Members felt socially connected and safe while maintaining fitness routines.",  
"reputation": "Became a symbol of positive, community-driven wellness.",  
"business\_results": "Explosive sales and membership growth during pandemic years."  
}  
},  
{  
"brand": "Truecaller",  
"emotion": "Fear/Security",  
"strategy": "Turn fear of spam and fraud calls into a promise of clarity and uninterrupted daily life.",  
"unique\_twist": "Focused on relief and delight—showing people enjoying distraction-free moments thanks to caller identification and spam blocking.",  
"impact": {  
"customer": "Users experienced reduced annoyance and increased confidence answering calls.",  
"reputation": "Seen as an essential, trust-building app for communication safety.",  
"business\_results": "Widespread adoption, particularly strong growth in markets with high spam-call prevalence."  
}  
},  
{  
"brand": "Allianz Health",  
"emotion": "Fear/Security",  
"strategy": "Mitigate medical-emergency fears for travelers by framing insurance as the enabler of worry-free exploration.",  
"unique\_twist": "Showed liberating travel scenes—hikers, families, backpackers—enjoying adventures because they were protected.",  
"impact": {  
"customer": "Travelers felt reassured and more willing to explore internationally.",  
"reputation": "Established as a trusted safety net for global travel.",  
"business\_results": "Growth in international coverage uptake among leisure travelers."  
}  
},  
{  
"brand": "DocuSign",  
"emotion": "Fear/Security",  
"strategy": "Alleviate fears of lost or fraudulent contracts by marketing secure e-signatures as the fast path to life milestones and business progress.",  
"unique\_twist": "Depicted joyful moments unlocked by secure signing—home purchases, business deals, and personal milestones—rather than focusing on technical security alone.",  
"impact": {  
"customer": "Customers felt empowered and confident completing transactions online.",  
"reputation": "Seen as a friendly facilitator of progress and trusted digital transactions.",  
"business\_results": "Accelerated enterprise and SMB adoption, increasing transaction volumes."  
}  
},  
{  
"brand": "Garmin",  
"emotion": "Fear/Security",  
"strategy": "Address fears about hidden health risks by positioning monitoring as motivation that enables happier, healthier lives.",  
"unique\_twist": "Framed device security and health tracking as sources of inspiration—showing users smiling, reaching goals, and celebrating small victories.",  
"impact": {  
"customer": "Users felt safer and more motivated to improve wellness behaviors.",  
"reputation": "Reinforced brand as an uplifting, reliable fitness and health partner.",  
"business\_results": "Increased device sales and stronger customer loyalty among health-conscious consumers."  
}  
}  
]

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