

Brain Activity

Emotional, Global Memory, Engagement

Behavior

Focusing on preparation, finding comfort, and problem solving

What resonates

- Empathetic, purpose-driven content
- Reinforce trust, highlight dependability

Brain Activity

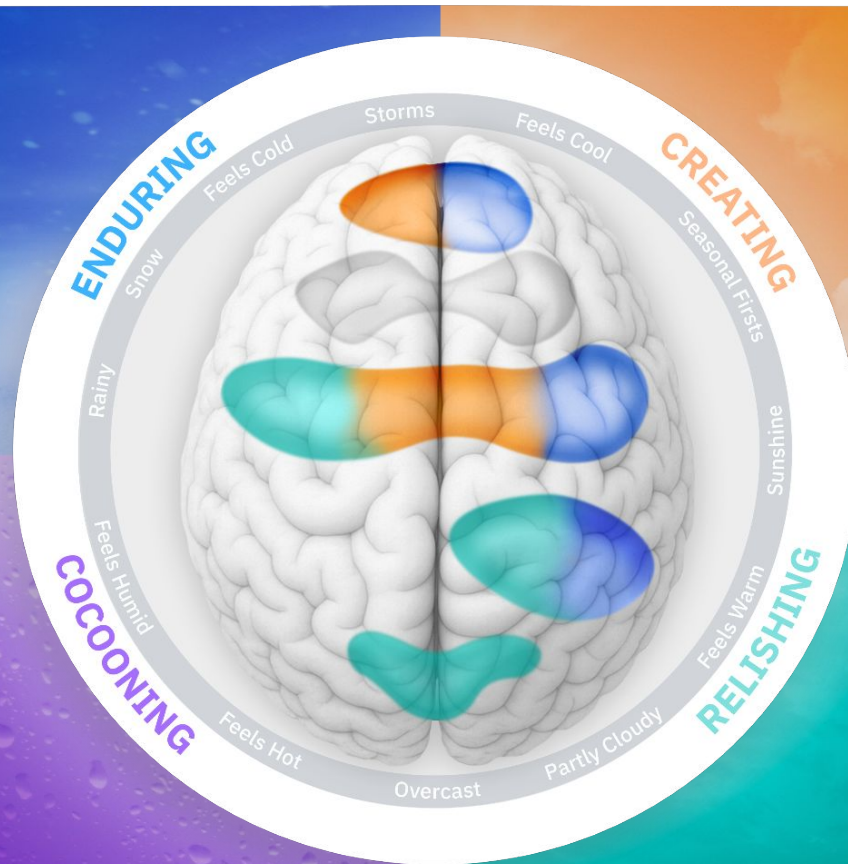
Not currently quantified

Behavior

Looking for easy solutions from lower-effort activities

What resonates

- Humor, entertaining, clear, simple messaging
- Emphasize rewards and escape from boredom



Brain Activity

Engagement, Detail Memory, Global Memory

Behavior

Initiating social interactions and “fresh starts”

What resonates

- Bright, aspirational tones & visuals
- Action oriented

Brain Activity

Detail memory

Behavior

Making the most of the moment

What resonates

- Bold, contrasting visuals
- Emotional storytelling and self-care