# Anticipation-Action White Paper

How often do you access your photos you took with your smartphone?

If you are like most, the answer is probably much less often then you initially thought. Our stored images in our smartphones are similar to memories in our brains – we systematically overvalue them and rarely access them for our future behavior. Instead, we rely on anticipation…

ANTICIPATION ALWAYS PRECEDES ACTION
Our model is grounded in the latest cognitive neuroscience of the "proactive brain". Research shows our brain is a proactive organ continuously and automatically generating predictions to anticipate the relevant future. Put simply, our brains are wired for the future.
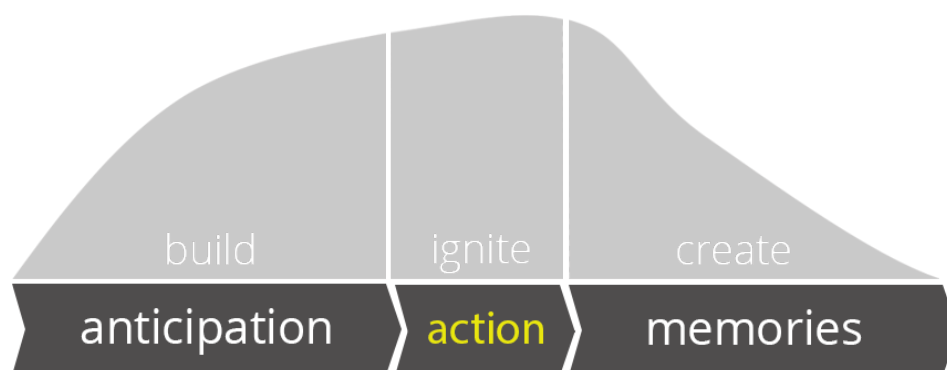
WHY OUR MODEL MATTERS?
Action-Oriented Predictive Processing was designed specifically to help businesses develop superior business solutions to stay in front of change and competition. Our model delivers 3 distinct advantages over existing models and methods:

1. **Deep & Comprehensive.** We deliver a deeper understanding of your customers by taking a holistic (multi-disciplinary) view of consumer behavior by accounting for the full range of conscious and non-conscious influences (perceptions, attitudes, anticipations, emotions, motivations, desires, and memories). This enables deeper insights into how you can engage and change customer behavior.

2. **More Actionable**. Most models of behavior are completely disconnected from a context and not bound in time. We take a 'grounded cognition' approach by measuring decision-making and behavior within specific contexts, and anchored in time. The result is highly actionable solutions that translate to business results.

3. **Save Money**. Double jeopardy is empirical law in marketing which functions by increasing market penetration/acquiring customers (single jeopardy) a brand will reap loyalty benefits (double jeopardy). Simply put, by increasing your customer base, you increase

your brand loyalty. Our Anticipation-Action model follows the double jeopardy law by reaping customer experience and memory benefits by building customer anticipation. In other words, by building customer anticipation (single jeopardy) you automatically increase your customers experience value and memories (double jeopardy).

Double Jeopardy Brand Building Matrix

Keys to Brand Growth

what	**acquisition**	**loyalty**
how	**anticipation**	**experiences** (*memories*)