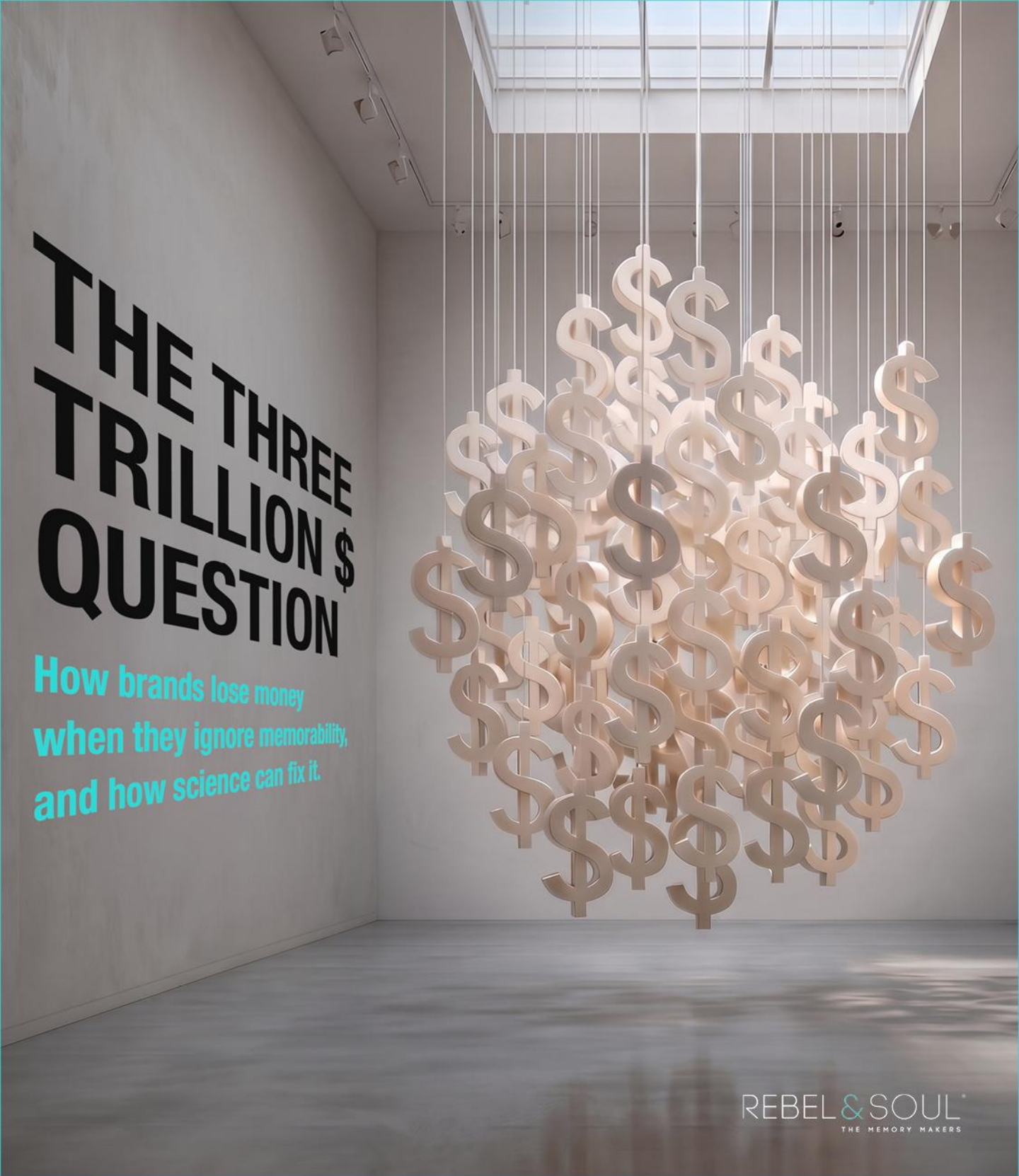

THE THREE TRILLION $ QUESTION
How brands lose money when they ignore memorability, and how science can fix it.
REBEL & SOUL
THE MEMORY MAKERS

Your brand experience probably won't be remembered tomorrow.

That is the uncomfortable truth marketing has been politely working around for decades, and the one we are going to stop being polite about. Somewhere inside last quarter's campaign report is a very expensive ghost: the audience who came, smiled, posted, left, and then forgot you.

Despite the millions invested in experiential marketing, luxury activations, and meticulously choreographed events, most brands are quietly being forgotten by the very audiences they spent the money to reach. The problem is not creative quality, budget size, or media weight. The problem is that the marketing industry has been optimising for engagement when it should have been optimising for memory. There is a difference between the two, and the difference is worth roughly three trillion dollars.

Think back to the last brand event you attended. Not the last one you saw on LinkedIn. The last one you can actually remember. What stayed? The canapé? The keynote? The gift bag? Or one strange, vivid, emotional detail that refused to leave?

Globally, brands invest approximately one trillion dollars every year in advertising. Over a typical three-year strategic horizon, that is three trillion dollars in collective brand-building investment, an extraordinary proportion of which is being forgotten by consumers within months of the campaign ending.

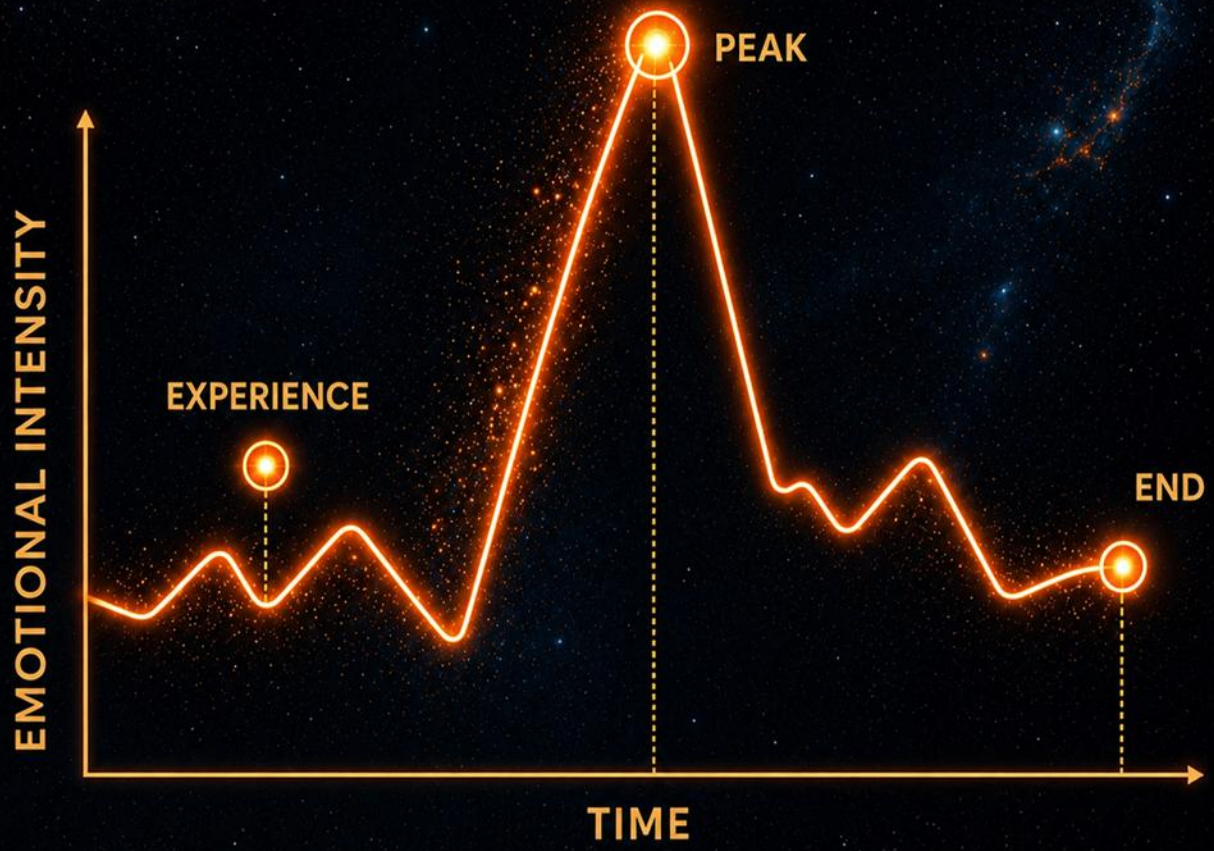
As a thought experiment, consider a global brand spending one hundred million dollars a year on marketing: if even a modest proportion of that spend is currently being used to rebuild memory that previous campaigns failed to sustain, the cumulative waste at industry scale is substantial. The customer was paid for once, the impression faded, and the brand pays again to recover what it had already won. The brand buys the same inch of brain-space twice: once to win it, then again to recover it after memory lets it go. The specific dollar figure is illustrative rather than measured, but the underlying pattern is real and observable across categories.

Dior Pop-up, Nammos Village, Mykonos

“Engagement is what happens in the moment. Memory is what happens at the moment of choice.”

Purchase decisions are shaped by implicit memory, emotion, habit, and prior brand associations long before the consumer consciously rationalises a choice. The brand that has been encoded with sufficient durability is the brand that surfaces at the moment of decision; the brand that has been forgotten is the brand the consumer does not even consider. This is not about whether people enjoyed the event. It is about whether the brand returns to them at the moment of choice. None of the metrics most marketers track (impressions, reach, dwell time, click-through, social mentions) directly measures whether a brand will surface in a consumer's mind when a future moment of choice arrives. **The industry has been counting footprints in the sand, then acting surprised when the tide comes in.**

“ The most expensive marketing in the world is the kind people enjoy, then forget.”



This is the gap that science can close, and this is the gap a six-month neuroscience study set out to measure. It started with a personal question: if a brain can rehearse illness, could it also rehearse wellness?

We will come back to that. Because the same machinery that decides what a person carries forward also decides whether a brand becomes a memory, or another expensive ghost.

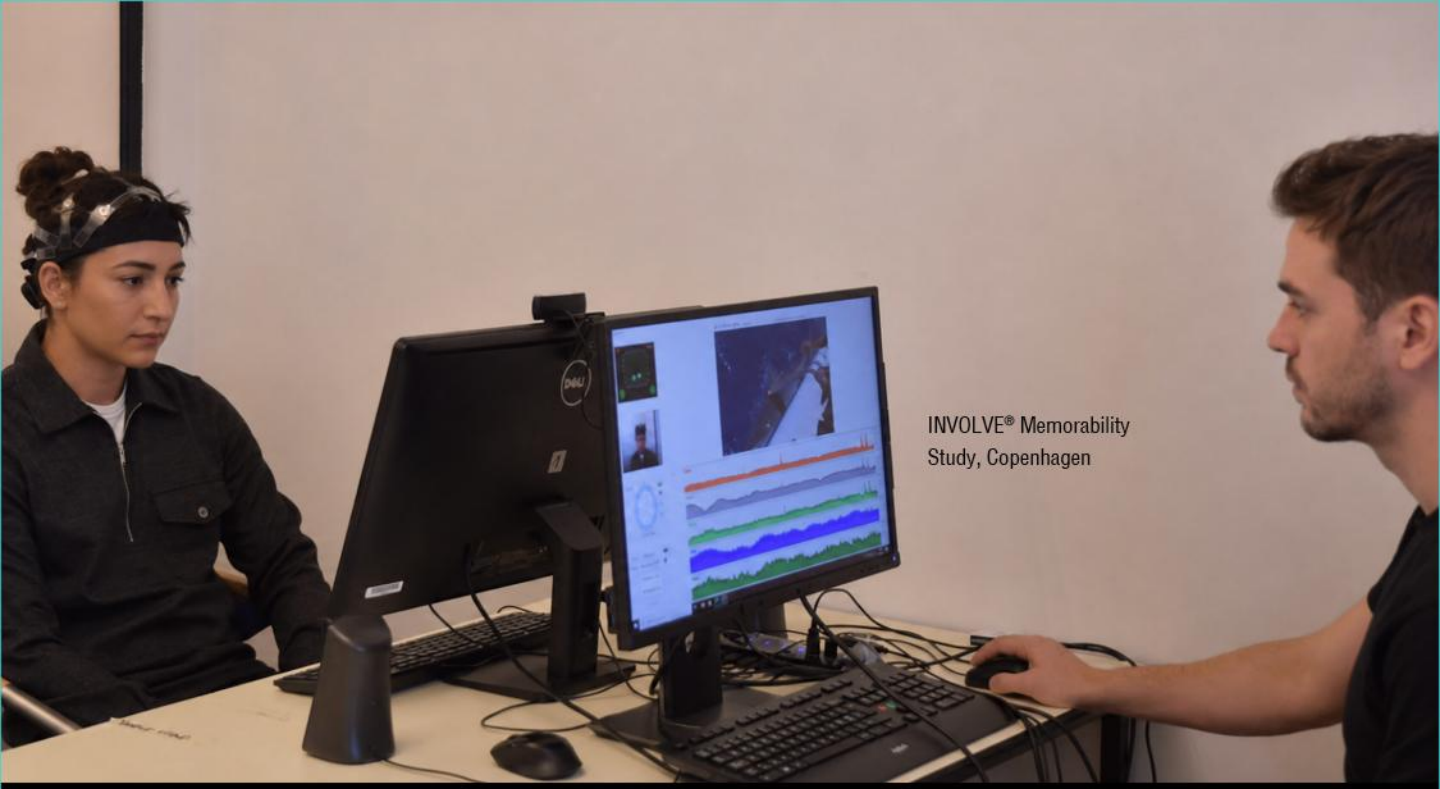
THE SCIENCE OF STICKY

Why most marketing fails at memory

The human brain is, to put it kindly, fundamentally lazy. It will do almost anything to avoid expending energy, which means that half the time you think you're creating memories, you're not. The brain prefers familiarity, patterns, and predictions that let it coast on autopilot, and a great deal of branded content slots neatly into the category of "things the brain can safely ignore." This is not a brain malfunction. It is the brain's energy-saving feature working exactly as designed, just not in your favour.

This creates a paradox for marketers. Consumers encounter thousands of brand messages daily, while research tracking human-computer interaction shows that screen-based attention has plummeted from two and a half minutes in 2004 to just forty-seven seconds in 2025, a decline of 68% that continues to deepen. Yet we keep designing brand experiences as if simply showing up guarantees being remembered. It doesn't.

The camera roll may prove people were there.
It does not prove the brand went with them.



INVOLVE® Memorability Study, Copenhagen

Memory isn't a video recording. It's a highlight reel your brain edits after the fact, and it edits brutally. Our brains do not record experiences moment-by-moment like a camera; instead, they capture fragments: the most emotionally intense peaks, the surprising moments that broke a pattern, and how things ended. The brain does not save experiences. It saves evidence that something mattered. Later, when you "remember" an experience, your brain reconstructs the story from those fragments, filling in gaps based on what should have happened. This is why people remember a brilliant launch not as a full running order, but as a handful of vivid moments: the reveal, the gasp, the unexpected detail, the final feeling. The rest may have happened perfectly. The brain simply did not need to keep it.

This insight, pioneered by Nobel laureate Daniel Kahneman, revolutionises how brand experiences should be thought about. If memories are constructed from peaks, surprises, and endings rather than from duration or completeness, then brands should stop trying to create "comprehensive" experiences and start engineering unforgettable moments instead.

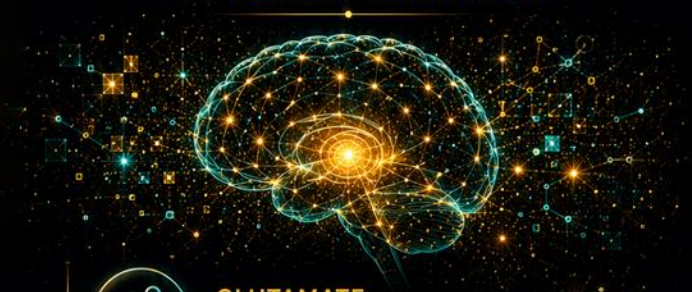
Around the age of 25, the brain shifts how it processes information: we can still learn, but now it requires either relentless repetition or something far more powerful, experiences that trigger specific neurochemicals that literally prime the brain for memory formation.

This is where most experiential marketing strategies fall short. They optimise for foot traffic, dwell time, and social shares without recognising that engagement does not automatically translate into encoding. A consumer can be deeply engaged with a brand activation in the moment and still fail to recall the brand a day later, which is the precise failure mode that durable memory design is intended to prevent.

"A forgettable experience fills time. A memorable one changes the way time is remembered."

NEUROCHEMICALS

THAT PRIME THE BRAIN FOR MEMORY FORMATION



GLUTAMATE
Helps brain cells connect and strengthen. Essential for learning.

GABA
Keeps the brain balanced and prevents overload.

ACETYLCHOLINE
Helps the brain focus and take in new information.

DOPAMINE
Makes learning feel rewarding, motivating, or worth pursuing.

NOREPINEPHRINE / NORADRENALINE
Boosts alertness and tells the brain, "pay attention, this matters."

EPINEPHRINE / ADRENALINE
Energises the body and can help emotionally charged moments stick.

SEROTONIN
Shapes mood, patience, and emotional readiness to learn.

CORTISOL
Adds urgency under pressure, but too much stress gets in the way.

BDNF
Helps brain cells grow, strengthen, and form new connections.

WHAT THE STUDY SHOWS

Six months of neuroscience, twenty-four branded adverts, one consistent answer

Rebel & Soul® working hypothesis was simple: if the brain follows patterns when it decides what to keep, then brand experiences can be designed around those patterns. That hypothesis became INVOLVE®, a seven-principle framework for designing memory. We will come to the framework itself shortly. First, the test: did higher-scoring creative actually stay in memory for longer?

A six-month study tested whether memorable design could make brand memory last longer. Twenty-four branded adverts were embedded in a documentary, scored against the INVOLVE® framework before testing began, and then tracked through five moments of recall: immediately after viewing, one week later, one month later, three months later, and six months later. Eighty-one people completed every stage, which meant we could follow what survived in memory all the way through.

Mortlach Casks of Distinction
Launch, Rebel & Soul®

The study was completed in 2020. Since then, the INVOLVE® framework has continued to be applied and refined across client work, including the development of a higher precision scoring architecture. For clarity, the original research used a 0-70 score, where 50 and above marked the high-memorability threshold. The commercial INVOLVE® Score now uses a 0-1000 scale, but the principle is the same: the more memory-making elements present, the more likely the brand is to last.

Across the people we tracked from first exposure to final recall, the pattern was clear: the more INVOLVE® principles present in the creative, the longer the brand stayed in memory.

Up to 52% more memorable, six months later

Using that 50+ high-memorability threshold, branded content was 52% more memorable at six months than content that scored below it. The advantage was not a one-time spike that faded after the campaign ended. It built across the study window, from +36% at one week to +41% at one month, +54% at three months, and +52% at six months. Lower-scoring content kept losing memory. Higher-scoring content held.

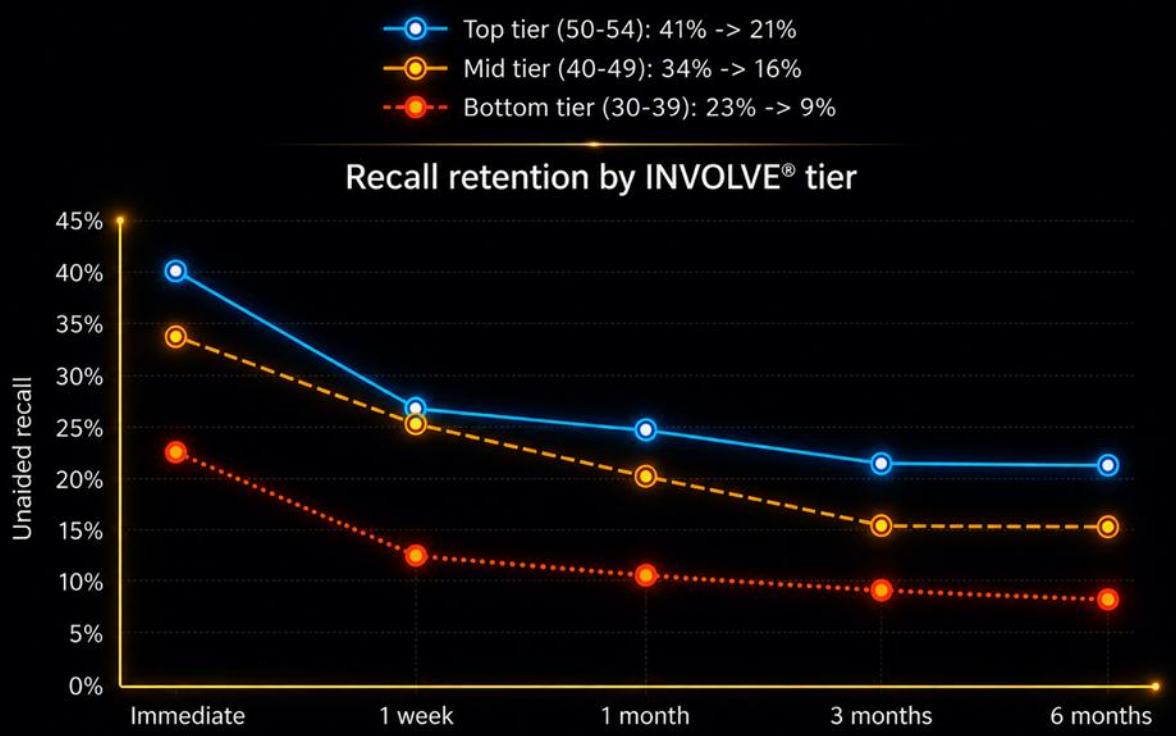
Memory has a half-life, and INVOLVE® stretches it

Every brand memory is on a clock. The only question is how fast it runs down. When the twenty-four adverts were sorted into tiers by INVOLVE® score and tracked across six months, three very different recall-retention curves appeared.

INVOLVE® tier	Immediate recall	1 month	6 months
Top (50-54)	40.6%	24.0%	21.3%
Mid (40-49)	33.5%	21.5%	16.4%
Bottom (30-39)	23.1%	11.3%	9.2%

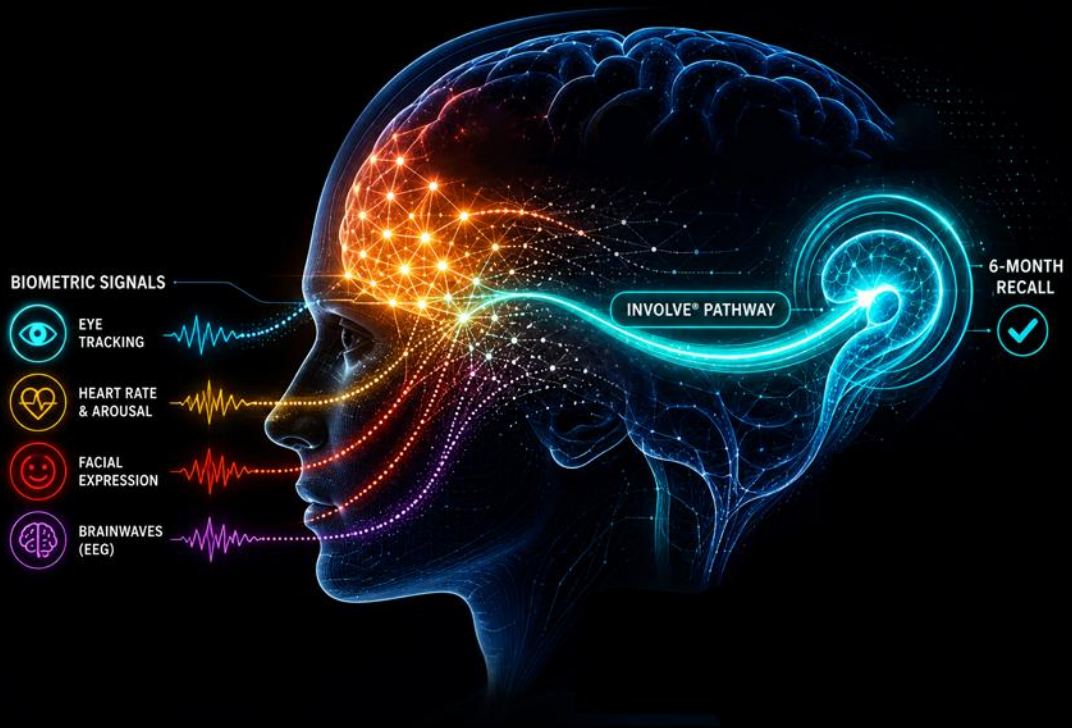
The tiers never cross. **At every interval, content that scored higher on INVOLVE® was remembered by more people.** The gap did not close over time; it widened. Immediately after viewing, top-tier content was 76% more memorable than bottom-tier content. By six months, that advantage had grown to more than 130%.

THE RECALL RETENTION CURVE



The durability difference is what should make any media planner sit up. Bottom-tier content lost half its audience to forgetting in roughly four weeks. By the time the campaign had finished, half the people who saw it had already let it go. Top-tier content never reached that halfway point at all. More than half its initial audience still recalled it unprompted at six months, the end of the study, by which point its decline had all but stopped. Put as a memory half-life, the time it takes for recall to fall by half, the bottom tier halved in about four weeks while the top tier had still not halved after six months: a durability gap of more than four to one.

The practical translation is uncomfortable for anyone relying on weight of spend. Low-scoring creative has to be rebought around four times as often simply to hold the same level of recall. Higher-scoring creative does more of the remembering for you.

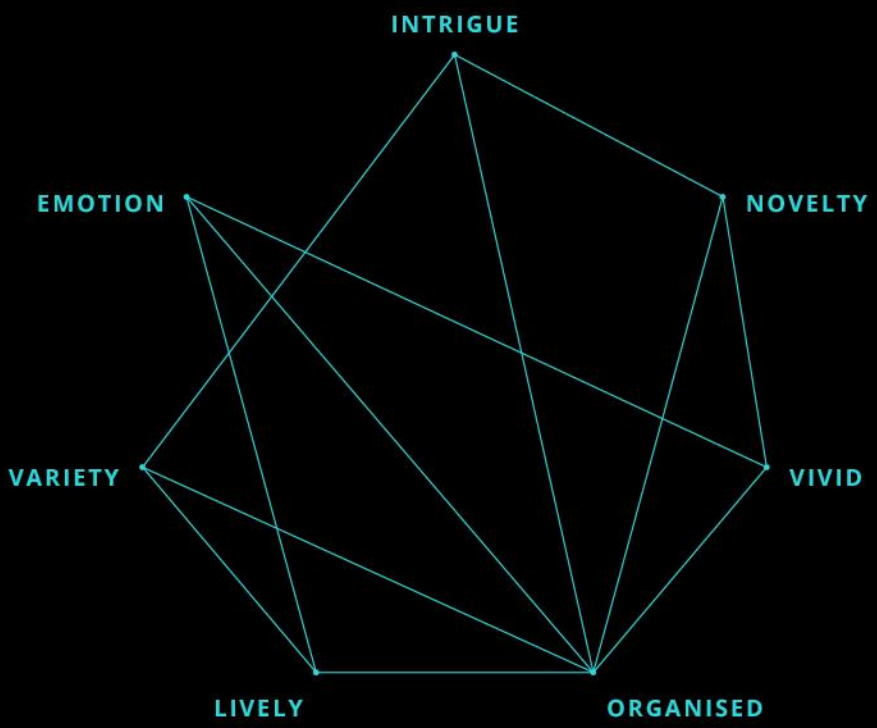


BIOMETRIC MEASUREMENT DIDN'T PREDICT RECALL. INVOLVE® DID.

During the initial lab session, participants were also measured across standard biometric signals, including brain activity, arousal, facial expression and eye-tracking attention. These are the kinds of measures often used to test whether an advert is working in the moment. But when those signals were compared with later recall, they did not positively predict which brands would still be remembered. Attention in the moment was not the same as memory over time. The INVOLVE® score, based on the design properties of the creative before any data was collected, showed a positive association with recall at every measurement point.

The reading is simple. Watching how the body responds during an advert is not the same as knowing whether the brand will return to mind six months later. INVOLVE® looks at the memory-building properties of the creative itself, and in this study that proved the stronger guide to long-term recall.

"INVOLVE® does not stop memory from fading. It slows the fade."



Enter INVOLVE®: A Neuroscience Framework for Memorable Brand Experiences

For more than a decade, Rebel & Soul® has been developing and testing a proprietary neuroscience framework designed specifically for brand experience design. This is the question we posed at the beginning: if the brain can be trained to rehearse illness, could it also be trained to rehearse wellness? INVOLVE® did not begin as a marketing model. It began as a question of survive or thrive. Faced with an incurable brain and muscle disorder, the founder had two choices: accept cognitive limitation or understand the neuroscience well enough to rewire the brain toward memories of wellness over illness. What she discovered changed everything, not just for her own health, but for how the agency would design memory for brands across Asia-Pacific and beyond.

The framework emerged from an unlikely place and grew into seven science-based principles that optimise the brain's environment for making lasting memories. Through rigorous testing, including the

six-month study above, the agency found that when all seven INVOLVE® principles are present in an experience, memorability increases dramatically. More importantly, the amount of these principles present directly correlates with how memorable the content becomes. The relationship is continuous, not binary; every increment of INVOLVE® alignment corresponds to a measurable improvement in expected recall.

When INVOLVE® guides the entire experience, with integrated design authority from concept through execution, return on investments have ranged from 3.5x for one off events to 79.5x for an event series, consistently shattering the industry average of three-to-five times return on investment. When the framework is layered onto someone else's designs or operates within predetermined creative constraints, results naturally vary; INVOLVE® does its best work when it is the design specification, not a polish applied after the fact.

THE SEVEN PRINCIPLES OF INVOLVE®

How memory is made

Each letter in INVOLVE® represents one principle for creating memories that stick. Together, the seven principles describe how the brain accepts an experience as worth keeping, rather than letting it pass through and fade.

INTRIGUE

THE BRAIN HATES AN UNFINISHED STORY.

When we're curious, we lean in, mentally and sometimes physically. We want to know more. There's desire. You've got our attention. This intrigue spikes anticipation, triggering the release of powerful neuromodulators that begin optimising the brain's environment for memory formation.

THE NEUROCHEMISTRY

Intrigue and its cousin, surprise, can increase emotional intensity by up to 400%. This super-high state of alertness triggers epinephrine (adrenaline in the brain), which is one of the neurochemicals that helps to label information as worth storing.

Hotel de Glace's Quebec built from 23,000 ice blocks, by Village Vacances Valcartier.

BRAND APPLICATION

When Johnnie Walker creates The Vault, invitation-only blending artistry experiences, they're not just offering whisky education. They're engineering intrigue through exclusivity, rare whisky blended to order, and unexpected access to master blenders. This anticipation neurochemically prepares attendees to remember everything that follows, transforming a tasting into an unforgettable experience.

Johnnie Walker Vault Launch Singapore, Rebel & Soul®

NOVELTY

THE BRAIN WAKES UP WHEN THE PATTERN BREAKS.

The brain has to pay attention to new things. In survival terms, novelty could be dangerous, so the brain evolved to treat all novelty as important, instantly allocating focused attention. Think of it like this: when our ancestors encountered something unfamiliar in their environment, ignoring it could mean death. So, the brain automatically prioritises it, immediately shifting resources to process and remember it. This ancient survival mechanism is why new experiences capture our attention so powerfully today.

HSBC Live+ Credit Card Launch Asia, Rebel & Soul®

THE NEUROCHEMISTRY

Novelty gets attention, and acetylcholine helps sharpen that attention around what matters. Intrigue adds emotional energy, involving adrenaline in the body and norepinephrine in the brain, which helps the experience feel important enough to remember. Together, they create a powerful learning state: not just learning through repetition, but learning through standout moments that feel meaningful enough to stick.

Louis Vuitton & Yayoi Kusama
Augmented Reality Activation with Snapchat.

Nike House of Innovation, Shanghai

BRAND APPLICATION

When Nike created their “House of Innovation” concept stores, they didn’t just redesign retail spaces, they introduced novel interactions customers had never experienced. Digital mannequins that respond to movement, app-integrated product trials, and customisation stations using unexpected technologies layer novelty upon novelty. Attendees haven’t seen these combinations before, so their brains have no choice but to pay full attention.

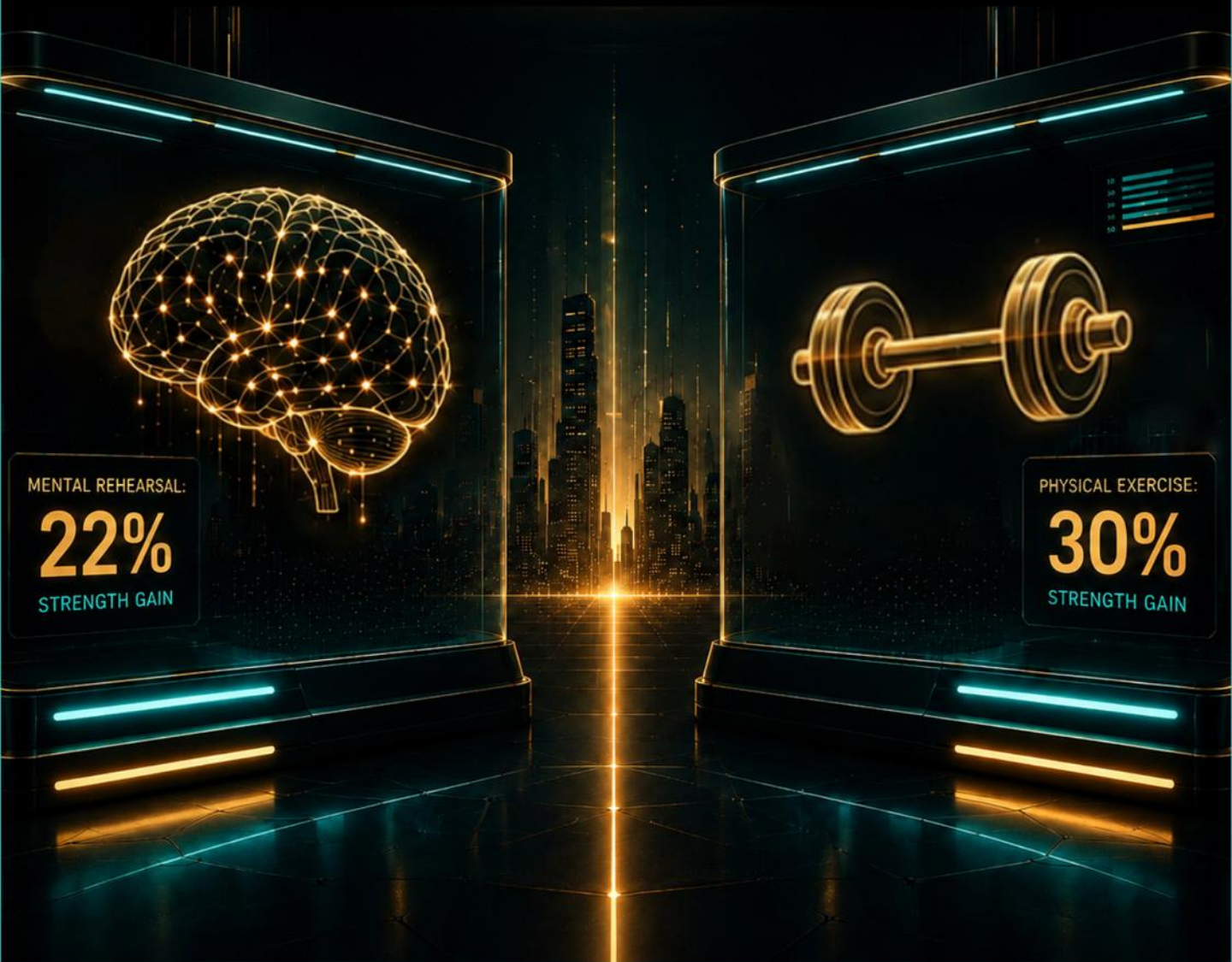
VIVID

THE BRAIN REMEMBERS WHAT IT CAN ALMOST TOUCH.

Our brains struggle to distinguish between vividly imagined experiences and real ones. This isn't a bug, it's a feature we can harness for memory creation.

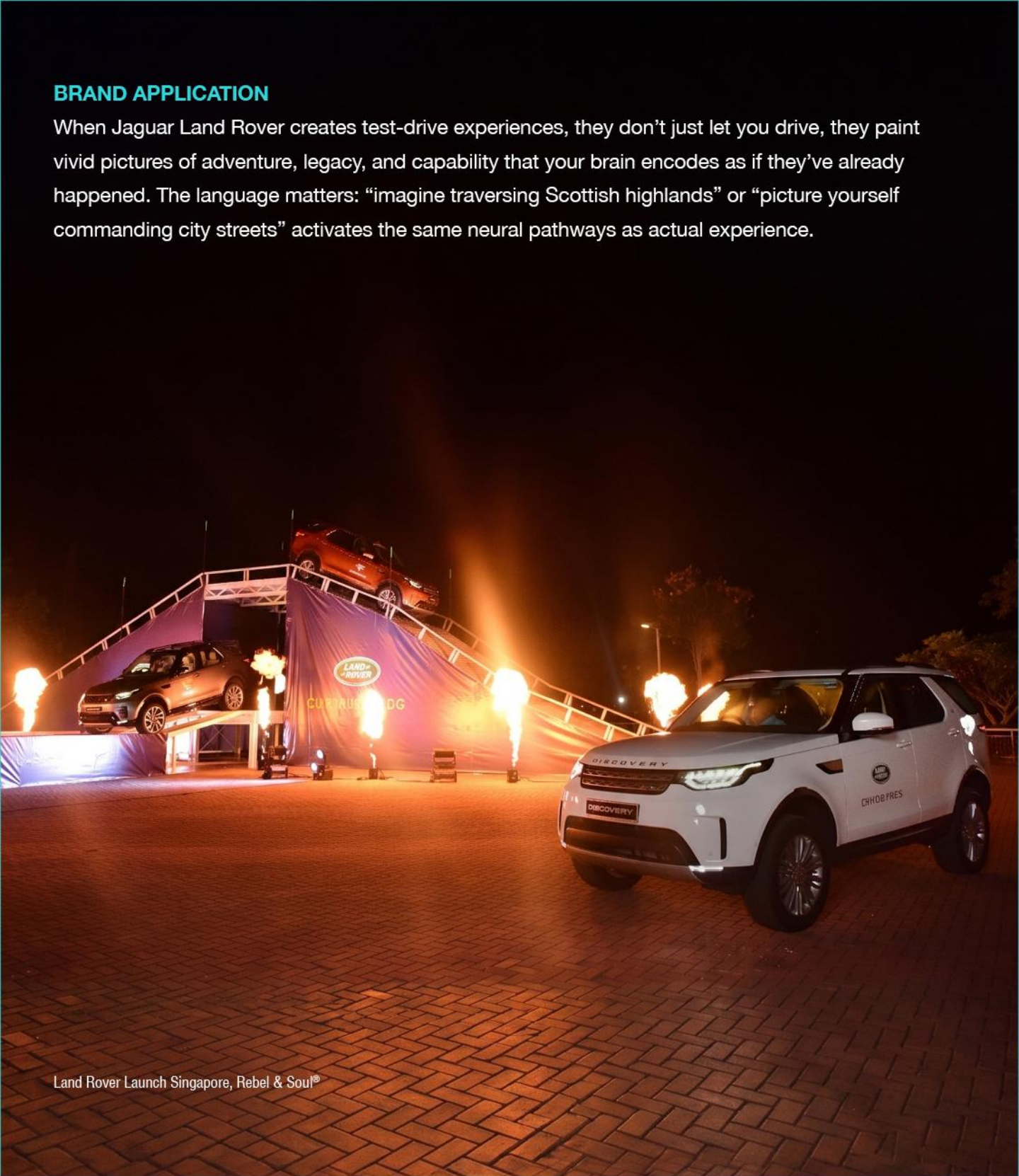
THE NEUROCHEMISTRY

Vivid imagery gives the brain something to see, feel, and rehearse. That focus can increase emotional intensity, and emotion tells the brain: “this matters.” Research on mental practice shows that imagining an action can activate some of the same systems as doing it: in Yue and Cole’s classic study, people who mentally rehearsed finger contractions for four weeks increased strength by 22%, compared with 30% for those who physically trained. It is not a substitute for real experience, but it can prime the brain and body to learn faster and remember more deeply.



BRAND APPLICATION

When Jaguar Land Rover creates test-drive experiences, they don't just let you drive, they paint vivid pictures of adventure, legacy, and capability that your brain encodes as if they've already happened. The language matters: "imagine traversing Scottish highlands" or "picture yourself commanding city streets" activates the same neural pathways as actual experience.



Land Rover Launch Singapore, Rebel & Soul®

ORGANISED

THE BRAIN CANNOT KEEP WHAT IT CANNOT STRUCTURE.

Overwhelm has a negative correlation with learning. When someone dumps their entire life story in the first 10 minutes of a date, your brain checks out. The same happens with brand experiences that cram too much into too short a time.

THE NEUROCHEMISTRY

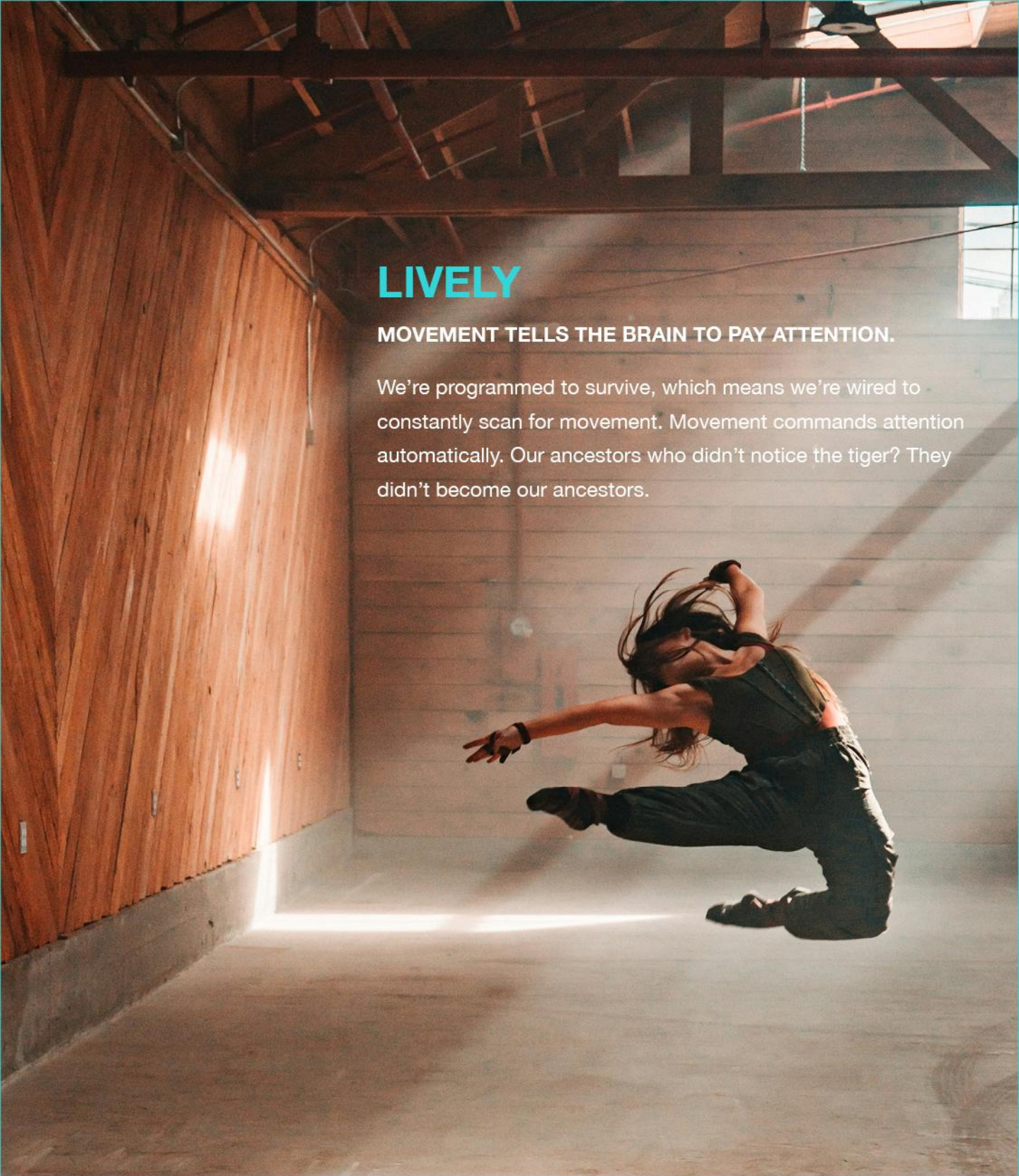
Clear beats crowded. Bite-sized information gives the brain room to focus, process, and retain. Acetylcholine helps sharpen attention, dopamine supports motivation and progress, and norepinephrine keeps people alert and engaged. But when sessions run too long without a reset, fatigue and stress can start to work against learning. Less noise, more learning.

Welcome to HSBC Live+ Credit Card Launch

HSBC Live+ Credit Card Launch,
Asia Pacific , Rebel & Soul®

BRAND APPLICATION

To launch the new HSBC x Visa Live+ Credit Card, a digital dining experience was created that demonstrated organised information delivery. Rather than overwhelming guests with every card feature, the projected story led them through a carefully sequenced journey. Each course revealed one key benefit, building to a surprise finale: a canapé tasting involving a little-known edible flower paired with the card's signature benefit. The brain stayed engaged without triggering cognitive overload because information arrived in digestible, memorable chapters.



LIVELY

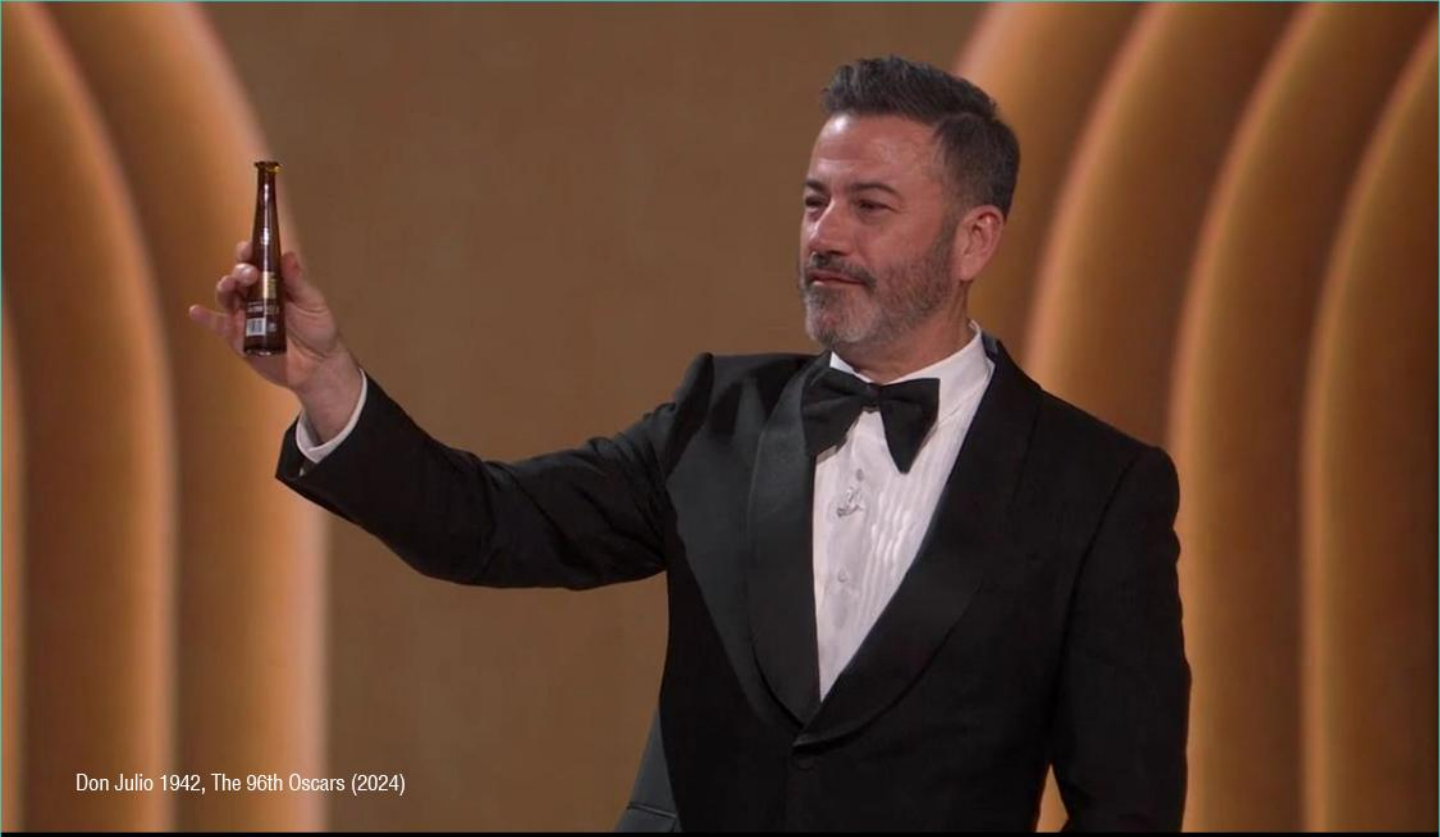
MOVEMENT TELLS THE BRAIN TO PAY ATTENTION.

We're programmed to survive, which means we're wired to constantly scan for movement. Movement commands attention automatically. Our ancestors who didn't notice the tiger? They didn't become our ancestors.

THE NEUROCHEMISTRY

Movement gets noticed. The brain pays attention to motion because motion signals change. Add physical movement, and the body helps the brain switch on: norepinephrine sharpens alertness, dopamine boosts motivation, serotonin supports mood, and BDNF; a growth protein that helps brain cells strengthen and form new connections, supports plasticity. That is why learning that moves, visually and physically, can feel more alive, more embodied, and more memorable.

McLaren x Mastercard F1 Priceless Experience, Rebel & Soul®

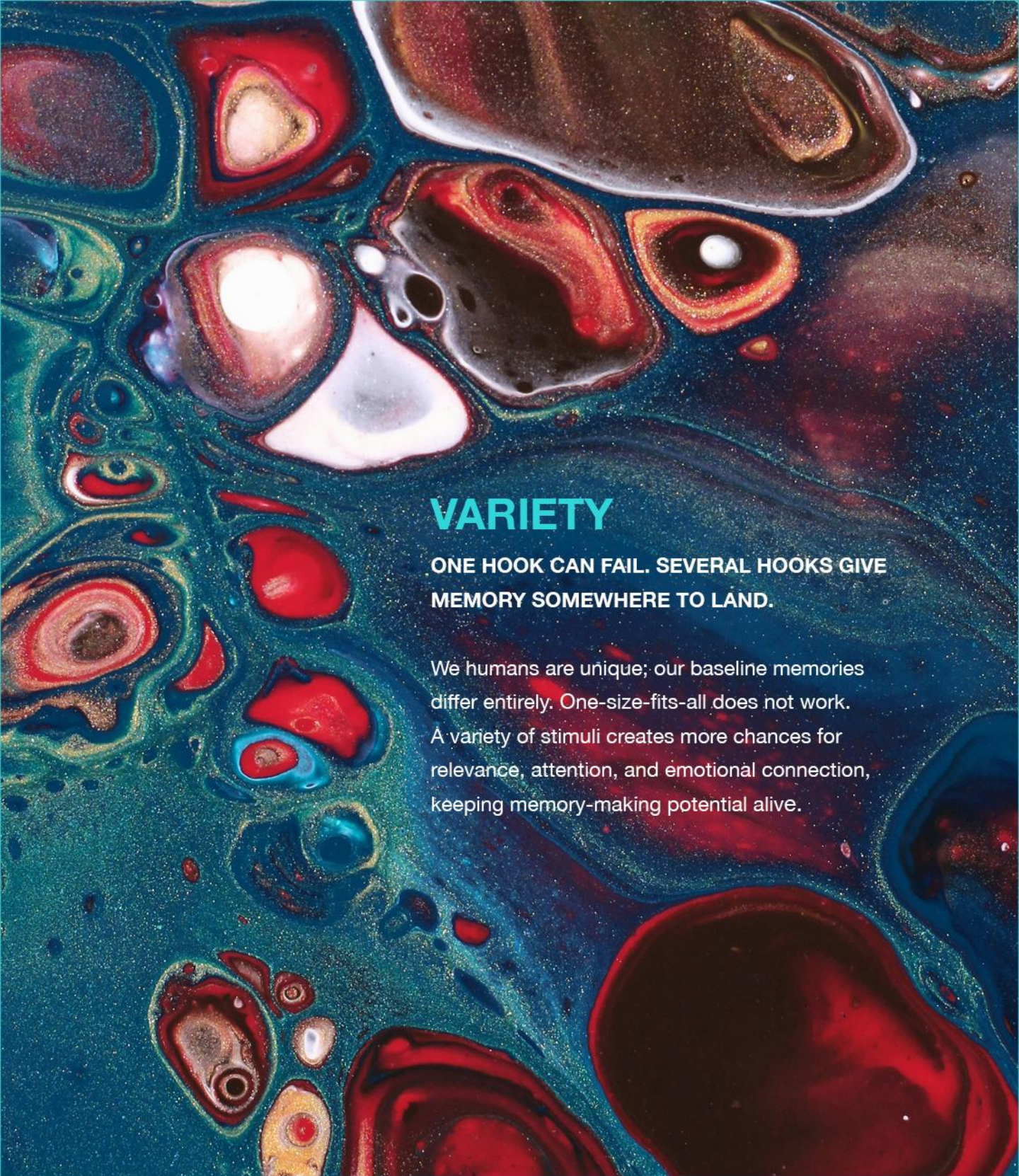


Don Julio 1942, The 96th Oscars (2024)

BRAND APPLICATION

When Don Julio launched their 1942 expression at the Oscars, they understood the power of movement. Rather than static product placement, they orchestrated a moment that literally moved audience attention from the stage to the theatre, where A-list celebrities were simultaneously being presented with 1942 mini bottles. The coordinated movement, with servers moving through rows, celebrities reacting, and cameras panning, created a lively, dynamic memory that simple product placement never could. Every viewer's brain tracked the movement, encoding the brand through embodied attention.

Guillermo distributed miniature Don Julio 1942 bottles, leading to toasts with Jimmy Kimmel, Colman Domingo, Emily Blunt, Charlize Theron, and John Krasinski



VARIETY

ONE HOOK CAN FAIL. SEVERAL HOOKS GIVE MEMORY SOMEWHERE TO LAND.

We humans are unique; our baseline memories differ entirely. One-size-fits-all does not work. A variety of stimuli creates more chances for relevance, attention, and emotional connection, keeping memory-making potential alive.

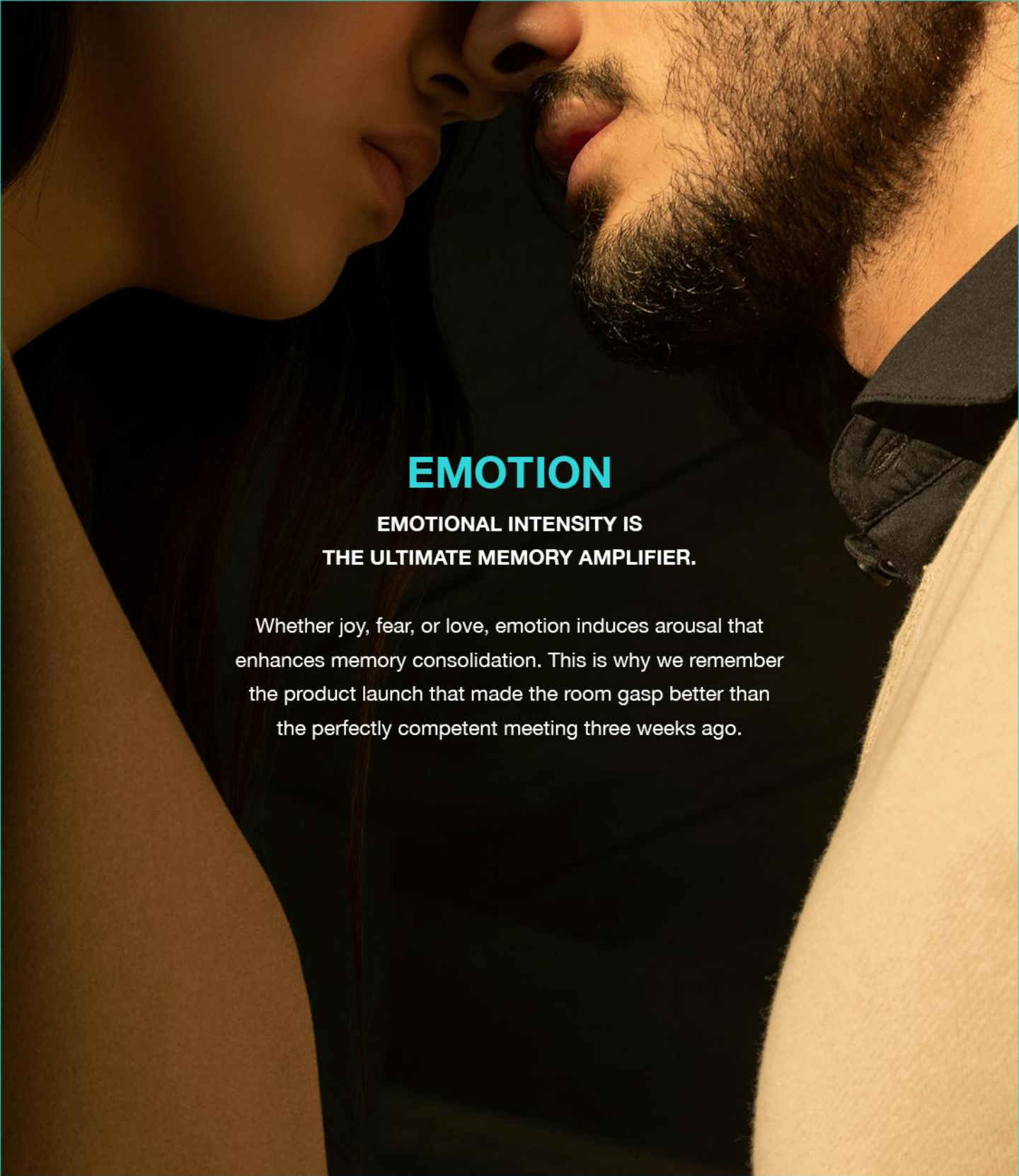
THE NEUROCHEMISTRY

Different types of stimuli; visual, auditory, tactile, and narrative, give the brain multiple ways to encode and retrieve the same experience. Acetylcholine helps focus attention on the details, dopamine marks moments that feel meaningful or rewarding, and norepinephrine helps emotionally charged moments stand out. Later, one cue, “that amazing installation” can unlock the rest: the aricher the sensory mix, the more routes the brain has back to the memory.

Mastercard Global Board Meeting,
Singapore Rebel & Soul®

BRAND APPLICATION

Mastercard's multisensory brand experiences don't rely solely on visual impact. They incorporate sonic branding (the distinctive "priceless" audio signature), tactile card experiences (the weight and texture signalling premium quality), taste through culinary partnerships, and narrative through emotional storytelling. Each sense creates a separate hook for memory retrieval. When one memory triggers, the others cascade, making the brand impossible to forget.



EMOTION

EMOTIONAL INTENSITY IS
THE ULTIMATE MEMORY AMPLIFIER.

Whether joy, fear, or love, emotion induces arousal that enhances memory consolidation. This is why we remember the product launch that made the room gasp better than the perfectly competent meeting three weeks ago.

THE NEUROCHEMISTRY

Emotion wakes the memory system up. Adrenaline energises the body, norepinephrine heightens alertness, dopamine marks meaning and reward, and cortisol can add urgency — as long as stress does not tip into overload. Together, these signals help the amygdala and hippocampus tag an experience as worth storing. Kahneman's work on the experiencing self and remembering self shows why this matters: we do not remember experiences evenly. We remember the emotional peaks, the endings, and the moments that felt significant enough to stick.

> "I AM MY REMEMBERING SELF AND THE EXPERIENCE SELF WHO DOES MY LIVING, IS LIKE A STRANGER TO ME.
>
> — DANIEL KAHNEMAN

BRAND APPLICATION

The most powerful brand experiences do not simply produce a feeling; they attach that feeling to the brand. For a financial services audience, that might mean turning an abstract product into a vivid moment of protection, legacy or possibility. For a luxury audience, it might mean engineering pride, rarity, anticipation or belonging. The point is not to force emotion into the room. It is to understand which emotion the brand has permission to own, then design the peak moment so the audience feels it before they rationalise it. That is the difference between an experience people attend and an experience their brain decides to keep.

INVOLVE® is designed for the gap between the experience and the moment of choice.

Johnnie Walker Blue Label, Depth of Blue, Rebel & Soul®

The INVOLVE® Score

Building on the neuroscience study, the INVOLVE® Score was developed to quantify the memorability potential of brand experiences and campaigns. The original research used a 0-70 score; today's commercial INVOLVE® Score uses a 0-1000 scale, with Platinum awarded at 940 and above. The purpose is not to reduce creativity to a number. It is to show where an experience is likely to sit on the recall-retention curve, weeks and months after the campaign ends.

In the six-month study, twenty-four branded adverts were scored on the framework and tracked across five recall points. The relationship was positive and consistent: higher score, more memory.

A TALE OF TWO FAMOUS BRANDS

Two of the world's most recognised brands ran in the study. Both walked in with enormous name recognition. Only one walked out meaningfully more memorable.

EXAMPLE 1

Adidas

(INVOLVE® Score 37)

A lower-tier execution that leaned on brand fame rather than engineering the principles into the creative. Brand power bought it a respectable start, but without the INVOLVE® elements to anchor the memory, recall settled at 15% unprompted at six months.

EXAMPLE 2

Pepsi

(INVOLVE® Score 51)

A top-tier advert and one of the highest-scoring in the study, strong across Intrigue, Novelty and Emotion. Recall held at 26% unprompted at six months, nearly three times the lowest-tier average and 73% ahead of Adidas.

Same fame, same category of global recognition, fourteen points of INVOLVE® between them, and eleven points of recall still separating them half a year later. The difference was not the logo. It was the build.

These figures are early evidence that memory-driven design can produce measurable differences in brand recall, the mental availability on which durable commercial results depend.

These examples are drawn from Rebel & Soul®'s proprietary INVOLVE® Neuroscience Study, in which branded adverts were scored before testing and then tracked through unaided recall over time. The brand names are shown here to illustrate how different creative executions, even from highly recognised global brands, performed against the same memory framework.

The Memory Advantage

WHY THIS MATTERS NOW, MORE THAN EVER

The global neuromarketing market is projected to reach USD 3 billion by 2027, growing at an 8.87% CAGR. This is not coincidental. Brands worldwide are realising that traditional metrics (impressions, reach, engagement) do not capture the one thing that actually matters: whether consumers remember the brand when it is time to buy.

INFORMATION OVERLOAD

Consumers process the equivalent of 74 gigabytes of information daily. In this tsunami, being noticed is hard. Being remembered is exponentially harder.

THE ATTENTION DEFICIT

With screen-based attention having collapsed from two and a half minutes to forty-seven seconds over two decades, creating lasting impressions requires neuroscience, not guesswork.

THE ROI IMPERATIVE

Ninety-five percent of event teams say demonstrating ROI is their top priority, yet 38.2% of organisers struggle to demonstrate ROI for B2B conferences. INVOLVE® solves this by focusing on the metric that predicts all others: memorability.

THE ASIA-PACIFIC OPPORTUNITY

Singapore's luxury goods market reached SGD 13.5 billion in 2024, with projections to hit SGD 20.1 billion by 2029. Across APAC, luxury brands recognise that experiential retail and memorable brand activations are not optional; they are survival strategies. The region's affluent consumers, especially high-net-worth and ultra-high-net-worth individuals, don't just buy products. They buy memories, stories, and experiences that become part of their identity. The Louis Vuitton x Murakami pop-up in Singapore's Joo Chiat, for example, married accessibility with exclusivity by situating itself in a UNESCO-recognised heritage precinct. It was also the only location in Southeast Asia to host the activation, with the setting adding cultural significance and rarity, drawing regional audiences eager to engage with the collection.

When Rebel & Soul® created HSBC's high-net-worth product launch series, it was not just introducing a financial product. Six experiences were designed applying every INVOLVE® principle, resulting in a $79.50 return for every $1 spent, sixteen times the industry average.

That's the memory advantage.

CASE STUDY

HSBC Live+ Credit Card Launch

For HSBC, a credit card launch was transformed into something unprecedented: a multi-sensory journey across six markets in three and a half weeks. Guests entered through a perspective-shifting cashback tunnel, followed “+” signs through botanical pathways guided by a “voice of god” narrator, discovered a projection-mapped table revealing edible orchids, posed in a mannequin challenge, and culminated in a theatre-style card reveal with IMAX production values.

The campaign earned an INVOLVE® Score of 940/1000 (Platinum Certification), placing it firmly in the high-memorability band identified by the six-month research. Separately, the campaign delivered the following measured outcomes:

Outcome	Result
Purchase intent	90%
Brand lift	94%
Advocacy	88%
Earned media value	**$8.49M**

Rebel & Soul® / HSBC Live+ Credit Card Launch Campaign Measurement Report. Post-campaign results.

From Principle to Practice

WHAT CHANGES WHEN YOU DESIGN FOR MEMORY

The practical shift is simple: stop asking what else can be added, and start asking what the brain will keep.

A memory-driven experience does not need more noise. It needs a sharper sensory signature, a clearer emotional peak, a better organised journey, a reason to participate, and an ending that knows it is an ending.

For marketers, this changes the brief. The objective is no longer only attendance, engagement or content capture. The objective is mental availability later: the brand that returns when no one is there to remind the customer.

Measuring What Matters

MEMORY ROI

Traditional event metrics (attendance, engagement time, social mentions) miss the point. The question isn't "Did they engage?" It's "Will they remember?"

"Attendance tells you who was in the room. Engagement tells you what they did there. Memory tells you whether the experience left the room with them."

MEMORY-DRIVEN KPIS FOR EXPERIENTIAL MARKETING:

Immediate recall (24 hours): What percentage of attendees can name your brand and describe key experience elements the next day?

Short-term recall (1 month): What details do consumers remember one month later without prompting?

Long-term recall (6 months): What brand associations persist after six months? This predicts purchase intent.

Emotional peaks: Which moments generated the strongest emotional response, and are those the moments the brand needs people to remember?

INVOLVE® Score: How did your experience rate across all seven principles? Where can you optimise?

Memory-to-action conversion: Of those who remembered your experience at 1 month and 6 months, what percentage took action (purchased, recommended, engaged again)?

Memory-specific metrics can be tracked alongside traditional KPIs, connecting memory persistence to business outcomes over time.

The real campaign result is not the applause in the room. It is the brand that resurfaces weeks or months later, when no one from the brand is there to remind them.

How Rebel & Soul® Applies It

THE PRACTICAL MODEL

Rebel & Soul® applies INVOLVE® through a simple sequence: audit the current experience, design the memory architecture, model the likely memorability, engineer the emotional peaks and endings, then measure what survives after the event is over.

The point is not to turn creativity into a spreadsheet. It is to give creativity a better brief: make the moments that matter easier for the brain to keep.

Your Next Move

THE MEMORY IMPERATIVE

At the beginning of this paper, there was a ghost: the campaign that looked successful, felt exciting, generated its report, and then disappeared from the customer's mind.

The question is not whether your next experience will be seen. It will. The question is whether it will be kept. That is the thread running from the founder's original question to the science, the study, the score and the work: what are we asking the brain to rehearse?

Continue paying for moments that vanish, or design to be remembered?
Rebel & Soul®, The Memory Makers

PARTNER WITH

Rebel & Soul®

MAKE MEMORIES THAT MAKE MONEY

Rebel & Soul® is a multi-award-winning experiential and event marketing agency based in Singapore, delivering scientifically crafted brand experiences across Asia-Pacific and beyond. The only experience agency with a complete neuroscience framework designed to make brands more memorable.

Rebel & Soul® creates emotionally charged experiences that do not just engage audiences in the room; they give the brain something worth taking out of it.

Whether launching a luxury product, activating across multiple markets or reimagining an experiential strategy, the work combines scientific rigour with creative instinct, so memorability becomes a design objective rather than a lucky outcome.

MAKE MEMORY YOUR METRIC.

www.rebelandsoul.com

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- Non-**INVOLVE®** ads: 27.9% immediate recall, 19.8% at 1 week, 17% at 1 month
- **INVOLVE®** ads: 43.5% immediate recall (56% higher), 27.6% at 1 week, 26.1% at 1 month (54% higher)
- Best-performing **INVOLVE®** ad: 75.8% immediate recall, 58% at 1 week, 49.1% at 1 month
- The 52% uplift is based on unaided six-month recall among the 81 participants who completed every recall stage, comparing the top-scoring tier with the weighted average of the mid and lower-scoring tiers.

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