

Neurochemical Branding Reference

Neurotransmitter / Hormone	Old Brain Effect	New Brain Role	Branding Implications
Dopamine	Drives reward-seeking and impulsive behaviours; fuels anticipation and desire	Can be overridden with conscious delay or reasoning	Used in scarcity, novelty, and reward-based messaging
Serotonin	Calms emotional reactivity; tempers impulsive behaviour	Supports rational restraint and contentment	Fuels customer satisfaction, retention, and brand trust
Oxytocin	Promotes bonding, trust, and social affiliation	Encourages cooperation and trust-based reasoning	Builds emotional connections and brand loyalty
Endorphins	Masks pain; generates pleasure during stress or exertion	Allows post-stress reflection and mood stability	Enhances joy, belonging, or thrill in experiential brands
Testosterone	Triggers competitive, dominant, and goal-oriented drives	Can channel ambition into strategy or discipline	Effective in aspirational, status-driven marketing
Adrenaline	Activates fight-or-flight; heightens attention to immediate threat	Can assess real vs perceived threat when engaged	Useful for urgency, FOMO, and crisis messaging
Cortisol	Sustains stress response; promotes vigilance and avoidance	When active too long, impairs reasoning and memory	Should be balanced; overuse causes brand fatigue or mistrust