
Magnetic Marketing

The Laws of Brand Attraction

By Helen Hope

@helenhopeofficial



Why Do We Believe Some Brands Are Better?

Magnetic: Stanley Cup



£45

Functional: Generic Cup



£4

Our Brains Have Been Indoctrinated...

Magnetic: Stanley Cup



£45

Functional: Generic Cup



£4

Because magnetic brands don't beg for attention...they attract it.

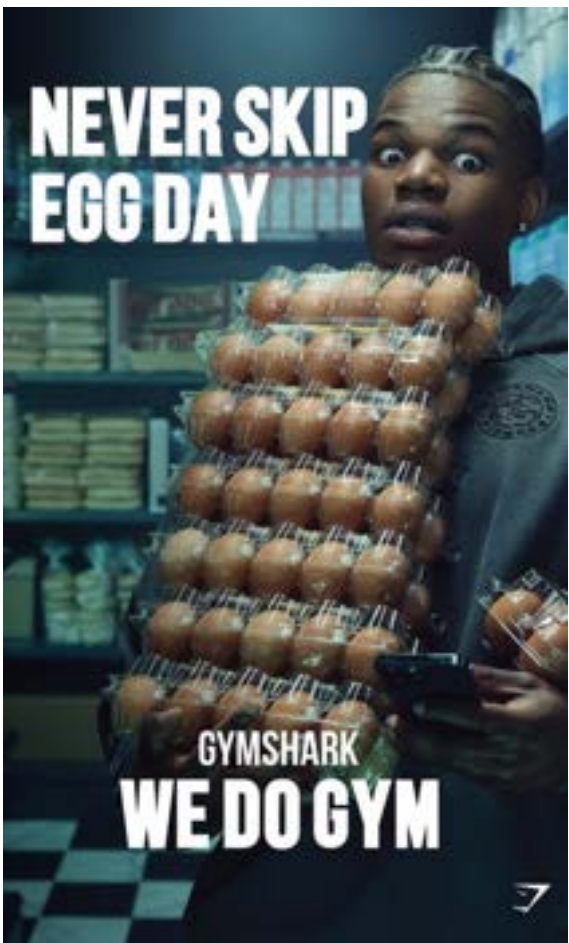
Your Brand's Energy
Matters As much As Your Strategy Does

Cult Brands Don't Just Sell Products...

SKIMS



GYMSHARK



SOL DE JANEIRO



GREGGS



ALDI



They create movements, reflecting what people care about

Status

Confidence

Lifestyle

Inclusion

Cult Brands Don't Just Sell Products...

SKIMS



GYMSHARK



SOL DE JANEIRO



GREGGS



ALDI



Brands anchored in belief create;



Trust



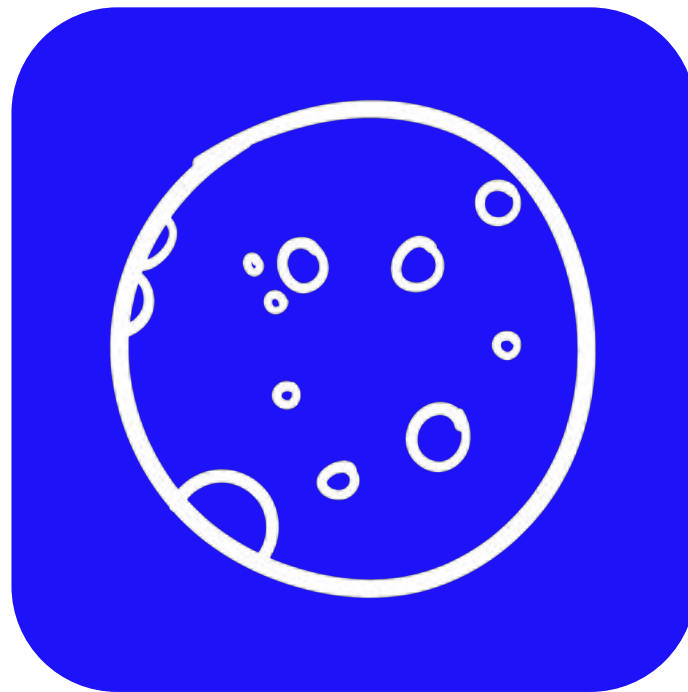
Connection



Loyalty

Why Is Belief Often Overlooked?

The Human Side Of Belief



*"Oooo It must be a
full moon"*



*Arghhh "11:11!
Make a wish!"*



*"Eeek - White feather!
The angels are here."*



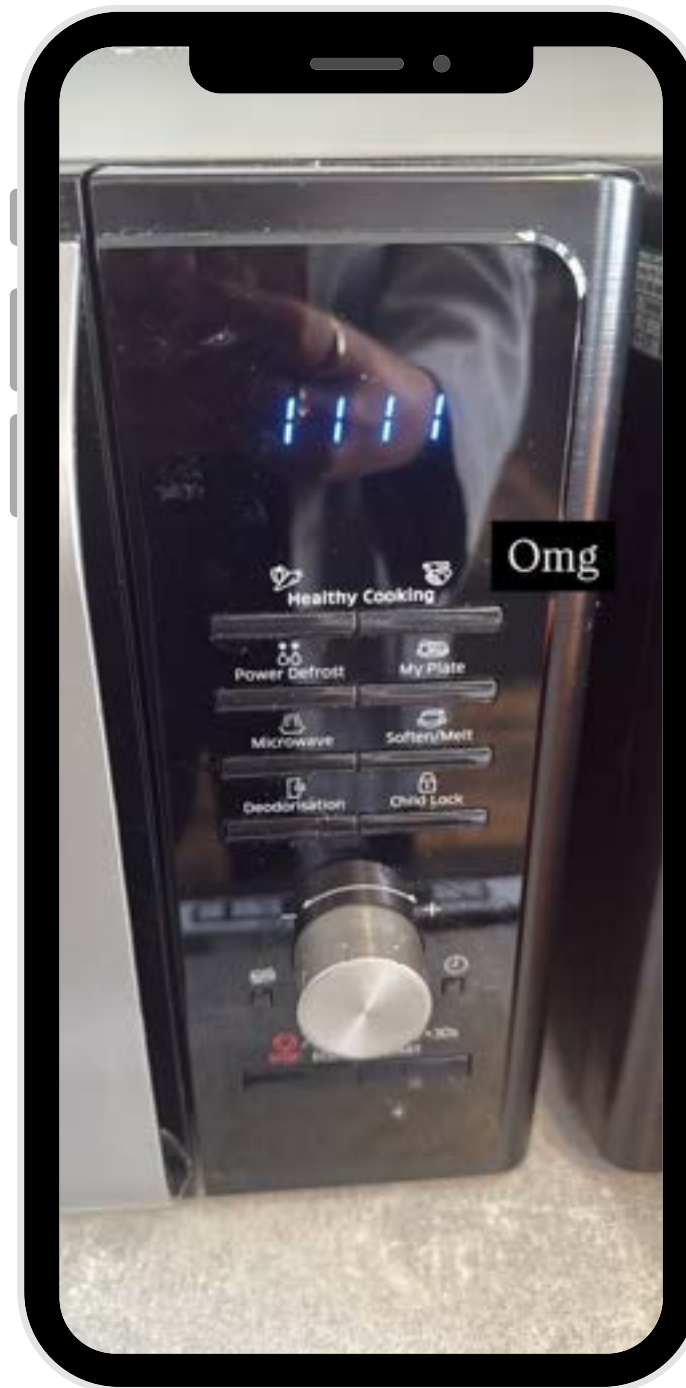
*"Wow are you kidding,
I manifested that"*

Considered a bit dilutional by others

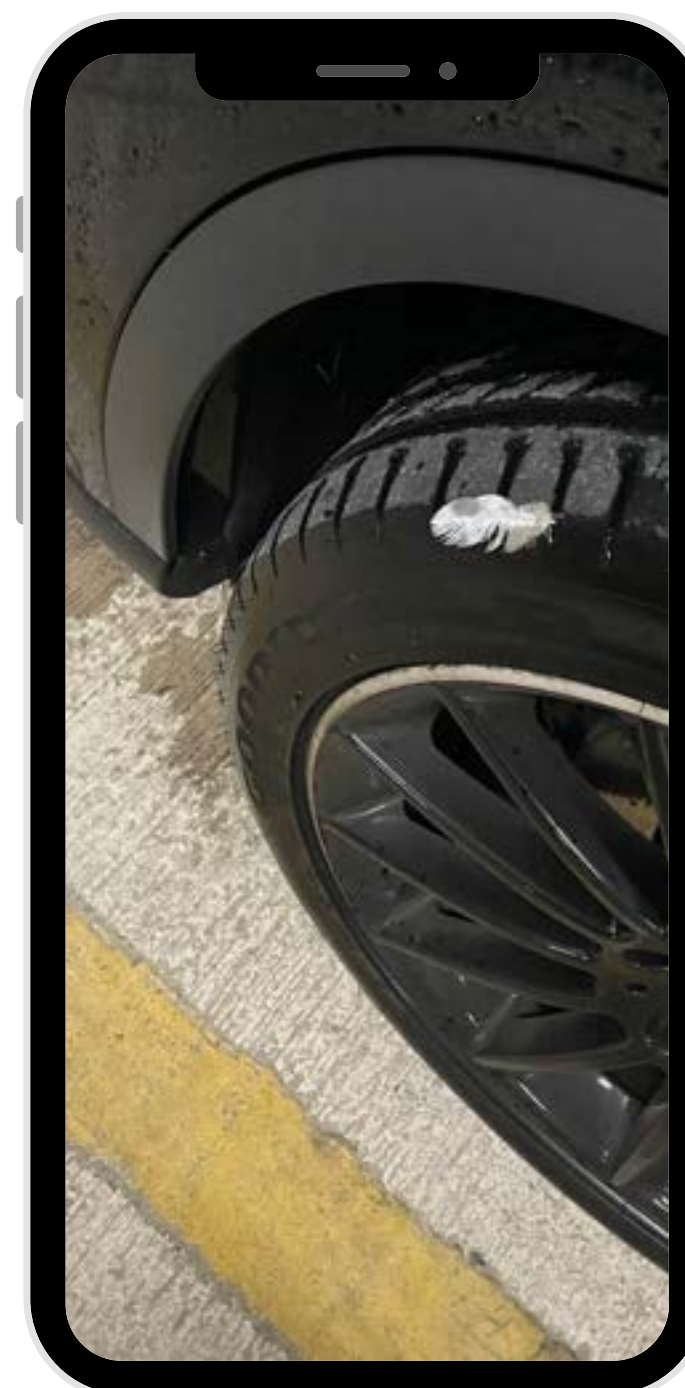
We're The Same Kind Of Weird...



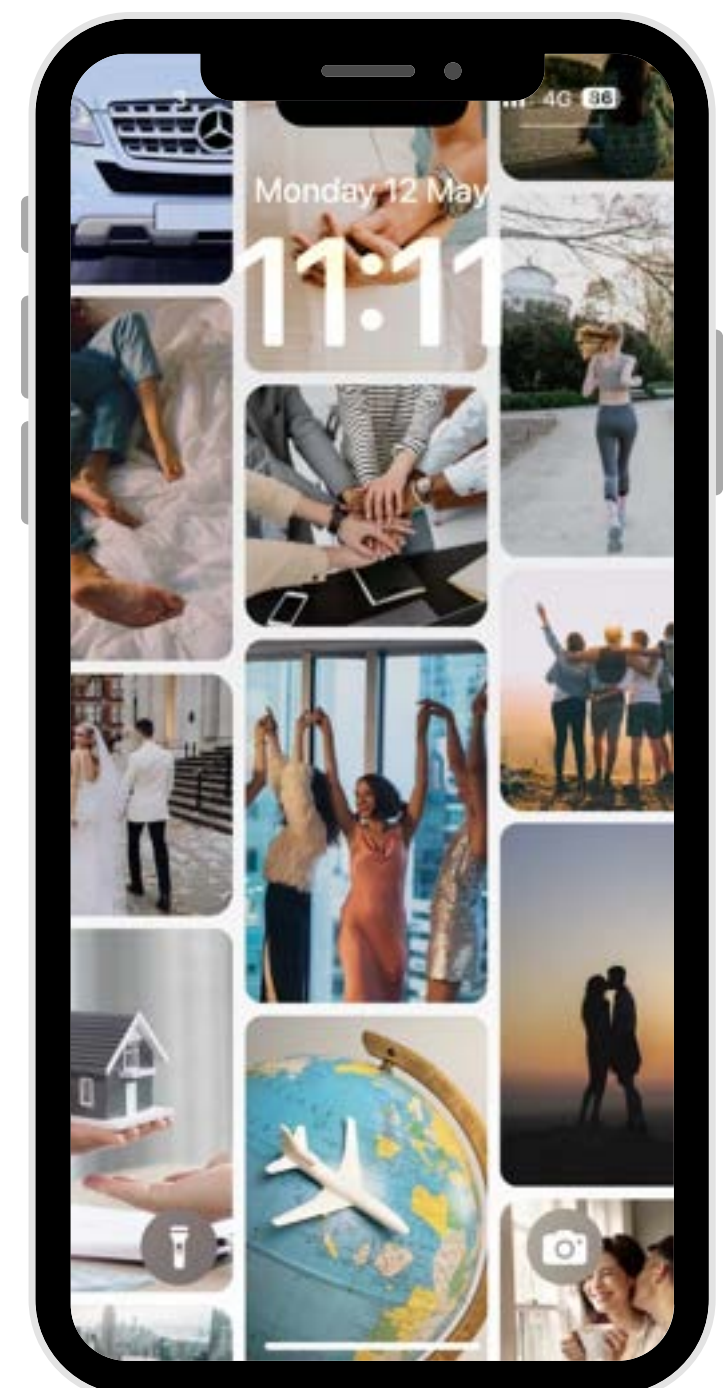
Moon Rituals



Angel Numbers



Signs & Synchronicities



Vibrational Energy

What Can Brands Learn From Being #Delulu?

Spirituality Has Become Mainstream...



*Believe in a
higher power*



*Consider themselves
'spiritual'*



*Practice manifestation
believing it helps with goals*



*The pandemic increased
Google search terms*



*#manifestation - 62b
#delulu - 5b*

Meaning there's a real appetite for belief-led, emotionally intelligent brands

@helenhopeofficial
Hope
@helenhopeofficial

=



'Hope' isn't just a word - It's an expectation



A positive outcome will happen, even if the path is uncertain!

THE DIARY OF A
DEO

BY
HELEN HOPE



THE DIARY OF A
DEO

BY
HELEN HOPE





Intention



Intention



When all 3 are present it creates momentum



ALL THAT GLITTERS

Katie McLoughlin meets a Liverpool-based jewellery designer who has taken the 'make do and mend' ethos to a whole new level...

A BRIGHT young designer from Allerton has brought new meaning to the old adage 'all that glitters is not gold' with an exciting new range of bespoke jewellery made entirely from reclaimed items.

Creator of accessories and lifestyle brand Hope & Winkle Vintage, Helen Hope, travels the country to source vintage materials which she then transforms into stunning new designs.

She explains: "Every piece is designed to tell a story, revamping heirloom vintage trinkets with forward-thinking vision. The brand is eccentric yet classic, making the designs a true delight to wear."

Inspired by all things English heritage, Helen aims to take the make do and mend philosophy to new and innovative heights, saying: "I'm inspired by 1940s austerity and the elite aristocracy, but I like to incorporate modernity in each element."

whimsical treasures I can create off-beat heritage inspired heirlooms."

As a former pupil of St Hilda's C of E High School in Sefton Park, Helen showed early creative promise but really came into her own during her final year at Liverpool John Moores University (LJMU).

Whilst studying fashion and textiles at LJMU, she gained a prestigious Textprint Design Innovation Award, enabling her to show her collections in Paris.

She recalls: "While preparing for the exhibition in Paris I developed a series of jewellery to accompany the rest of my collection."

Helen received excellent feedback on her jewellery designs and soon realised the potential that they had, saying: "When large designer labels like Custo of Barcelona actually wanted to buy the copyrights to the designs it felt like such

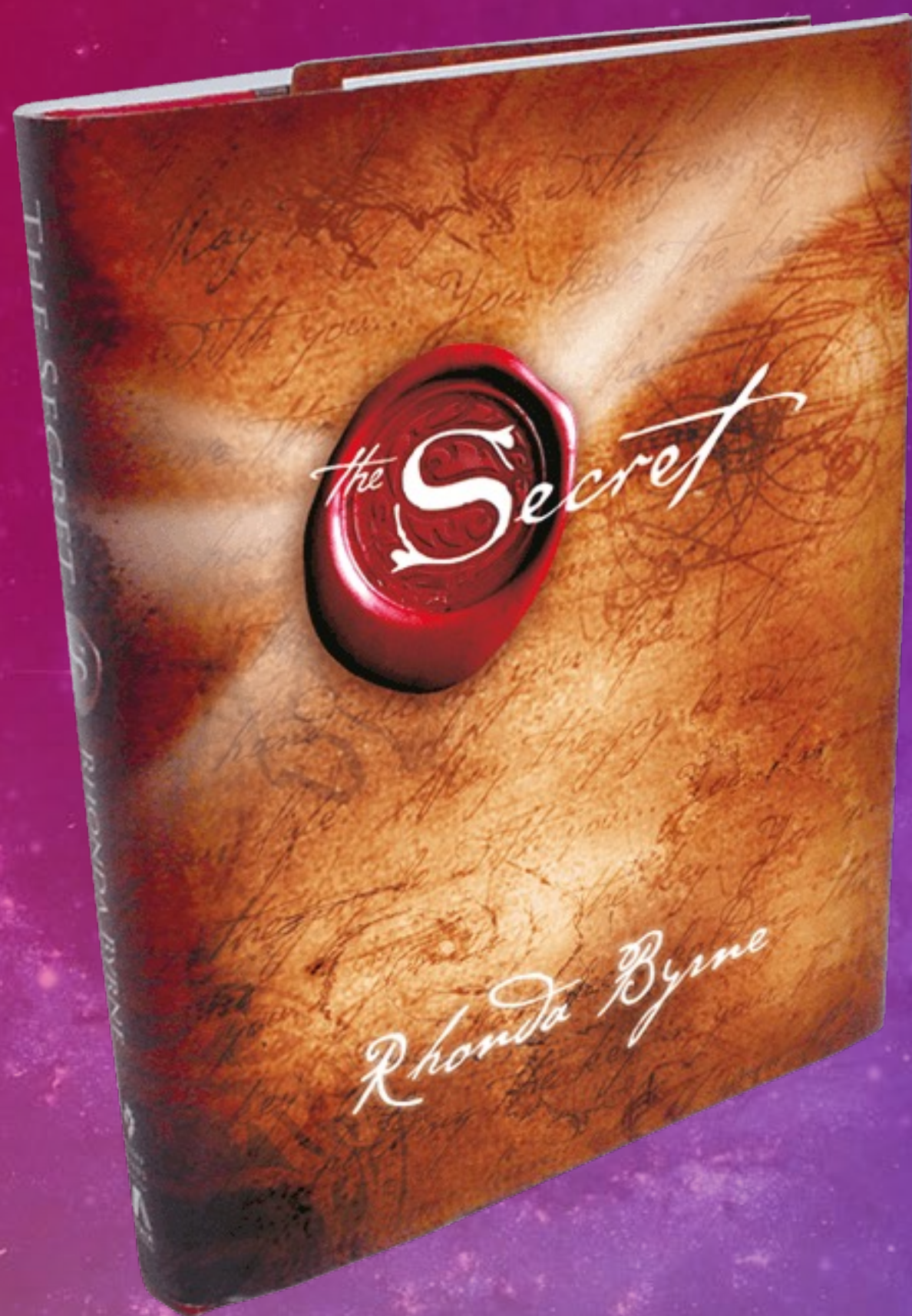
clothing for or supermarket of what I achieved in London but in more exciting to my roots."

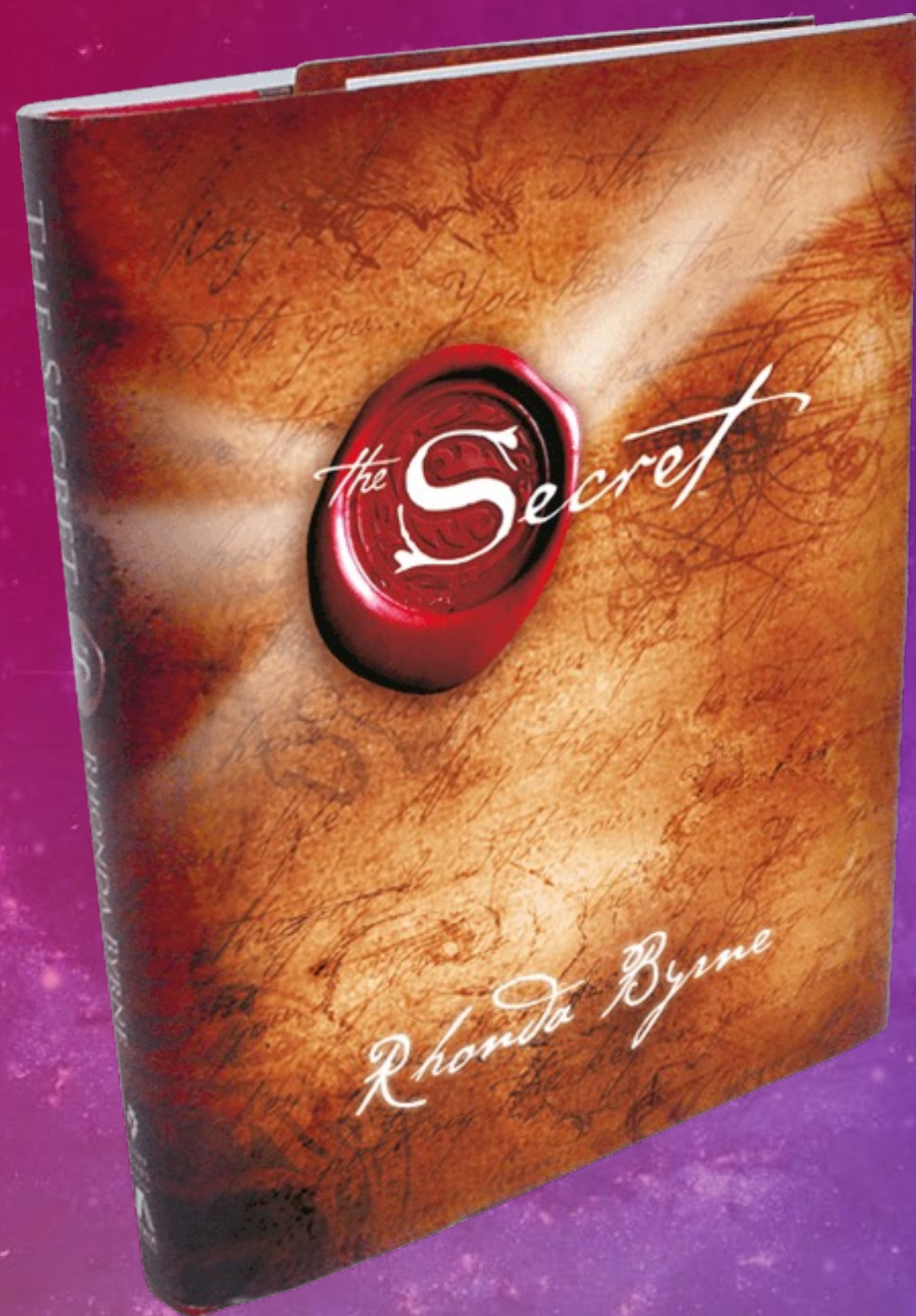
And so Hop Helen launched initially traditional. However her proven such a fashion-conscious gearing up to Liverpool high

The new store is based on Pease Street. True to reclamation or be no exception with Second World War custom-made

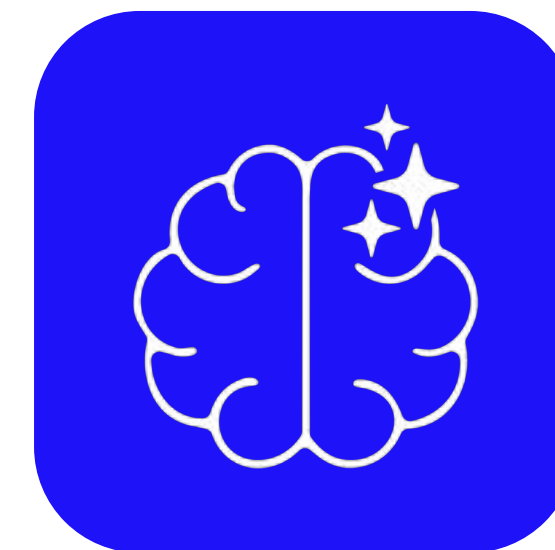
Helen added







Goal focused



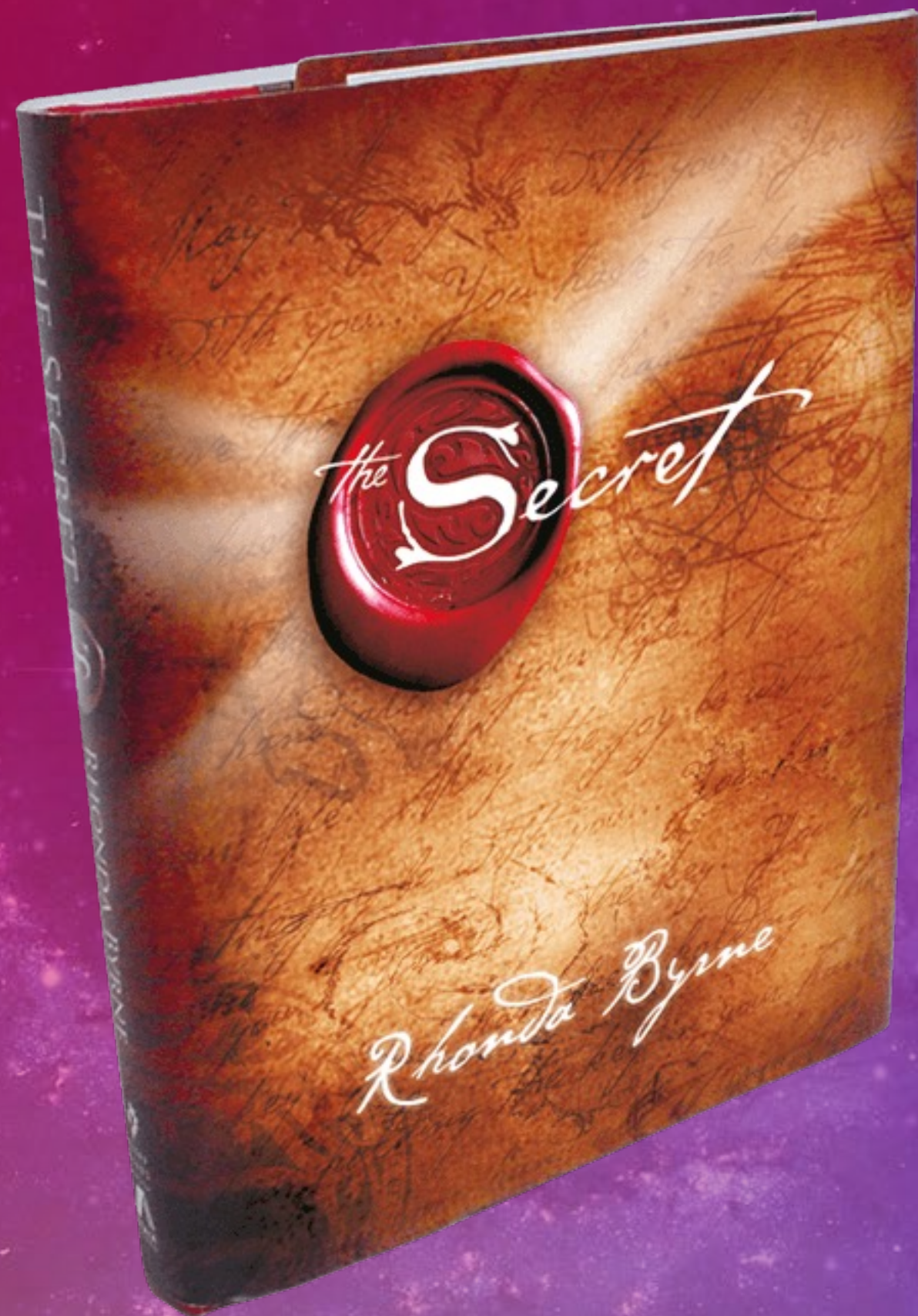
Visualise positive outcomes

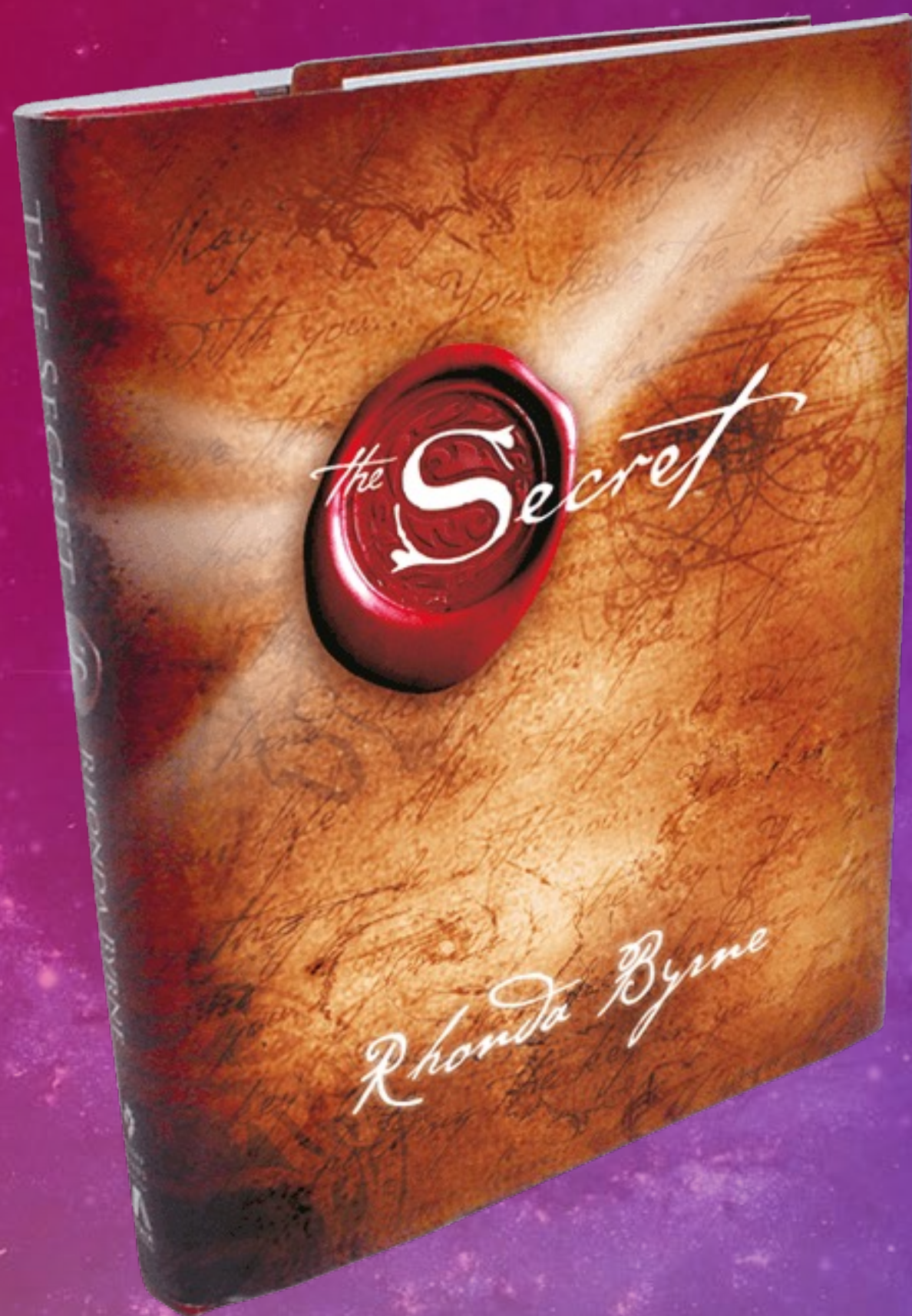


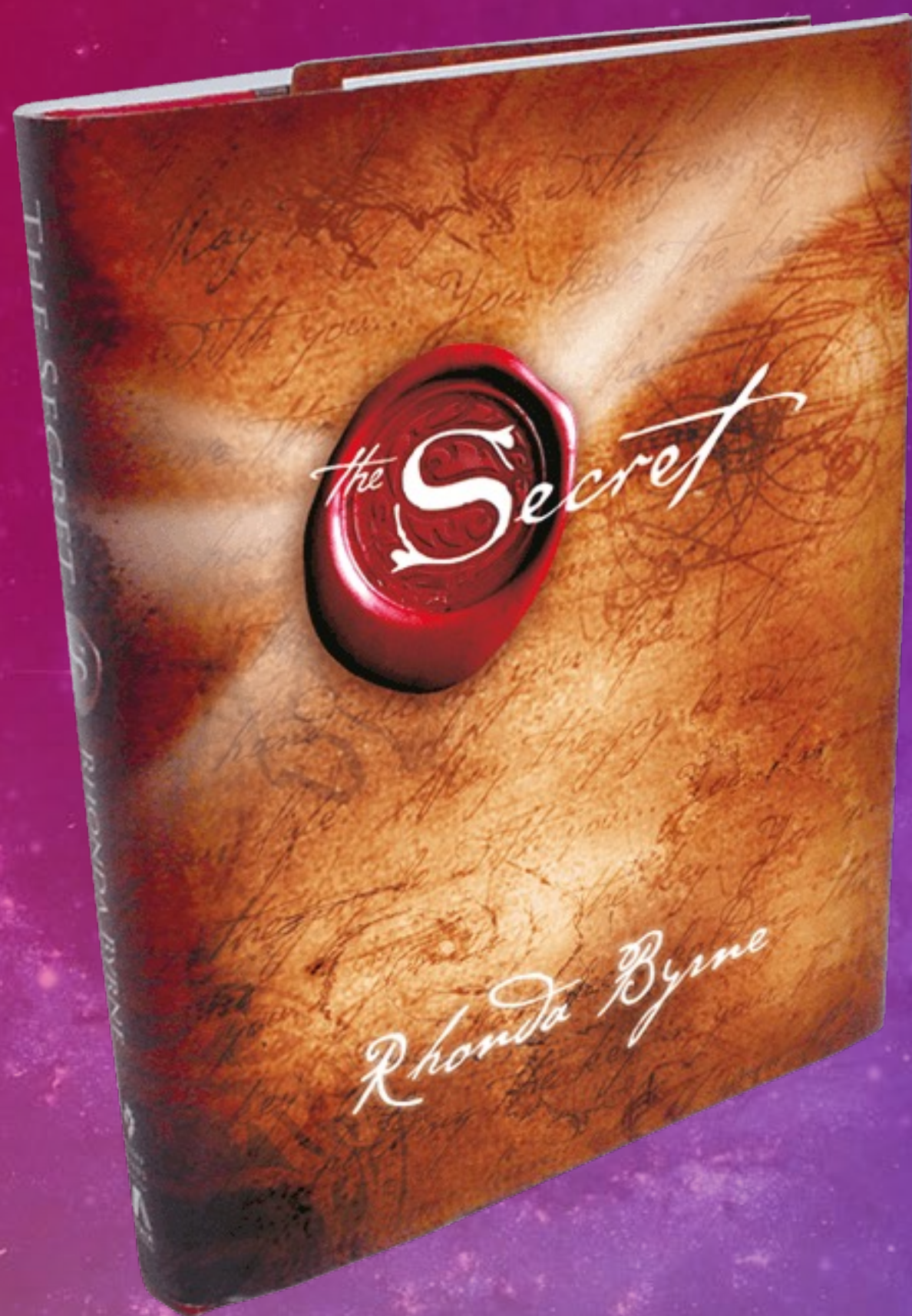
Align Inspired actions

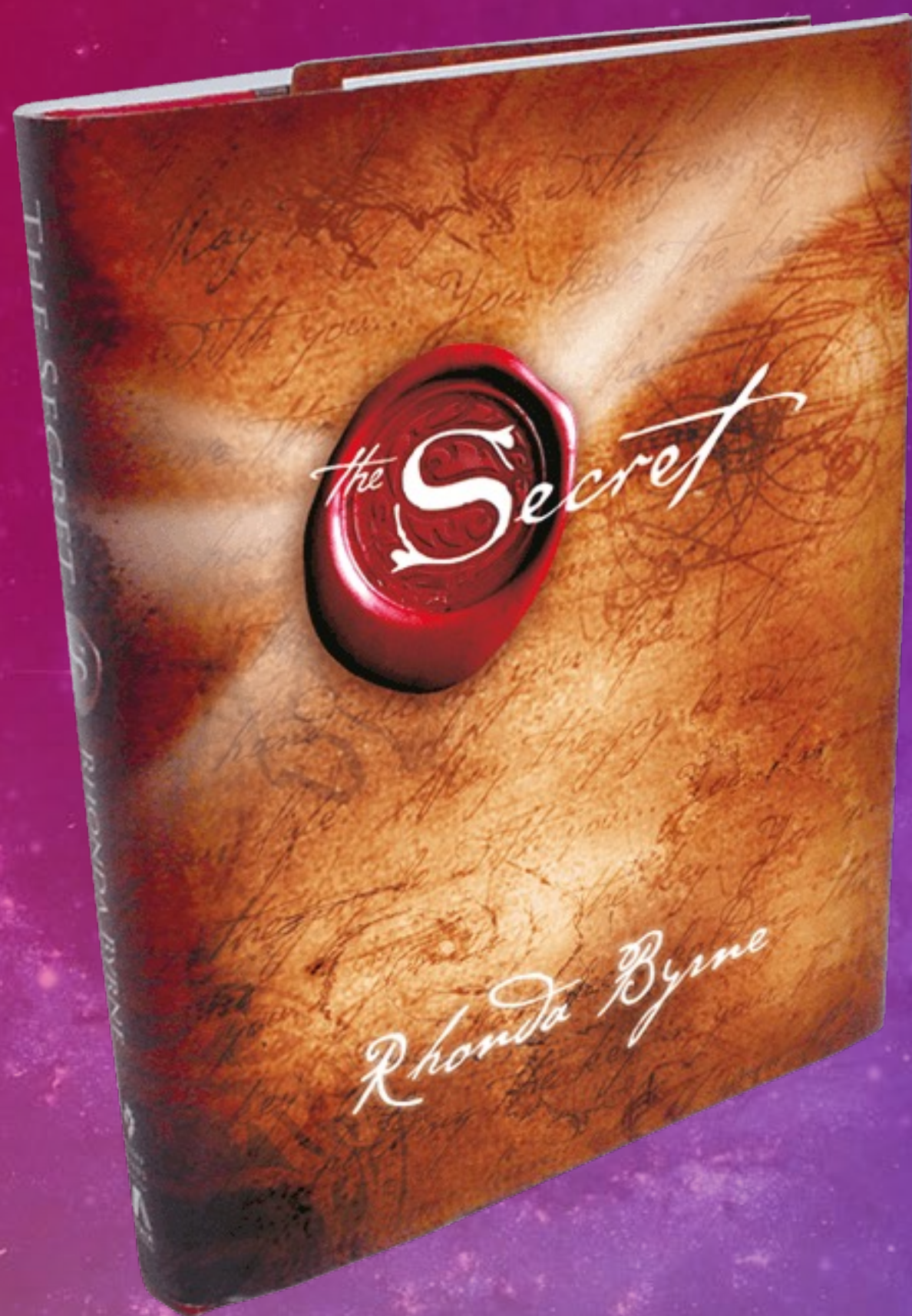


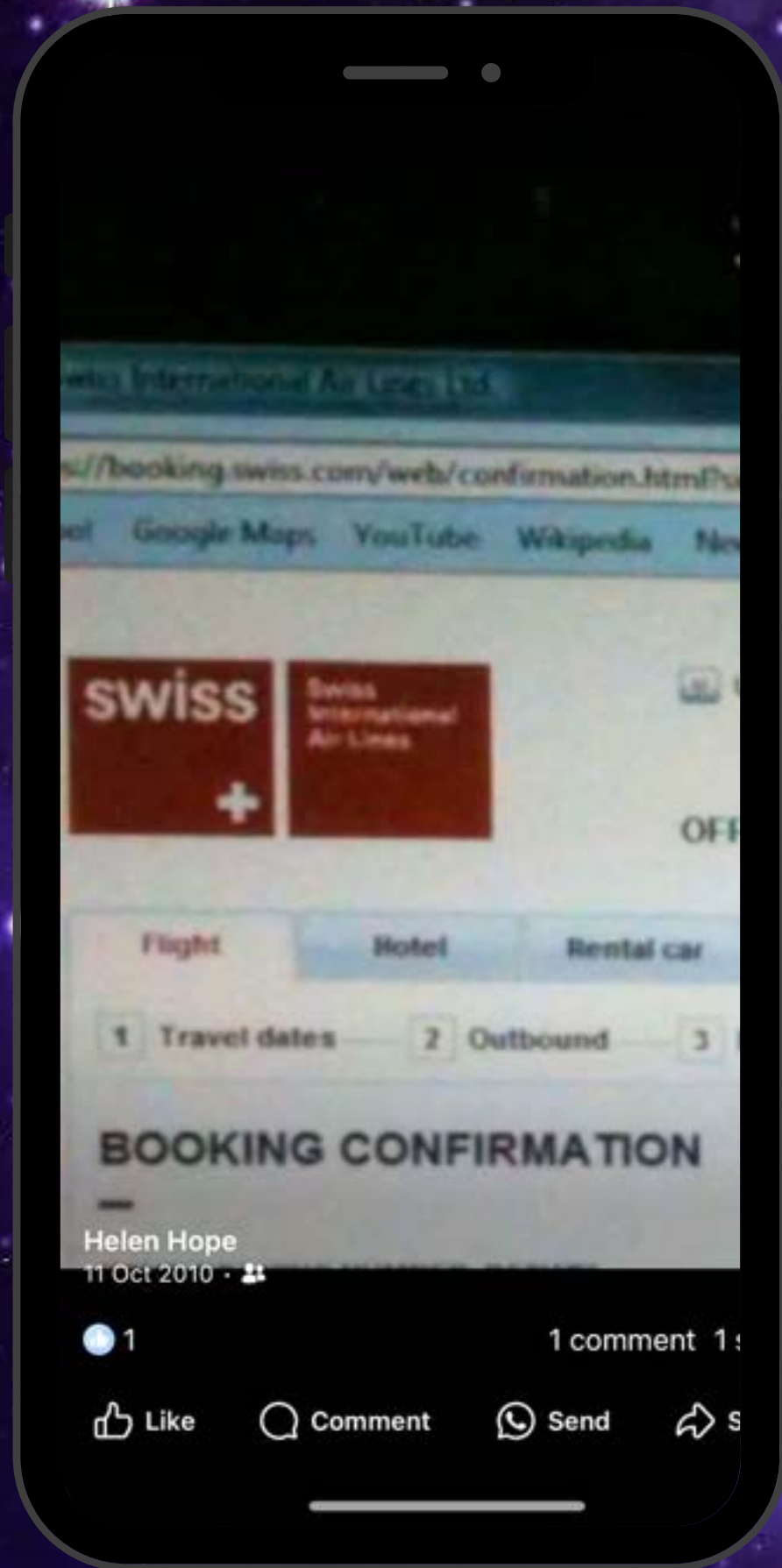
Practice daily gratitude











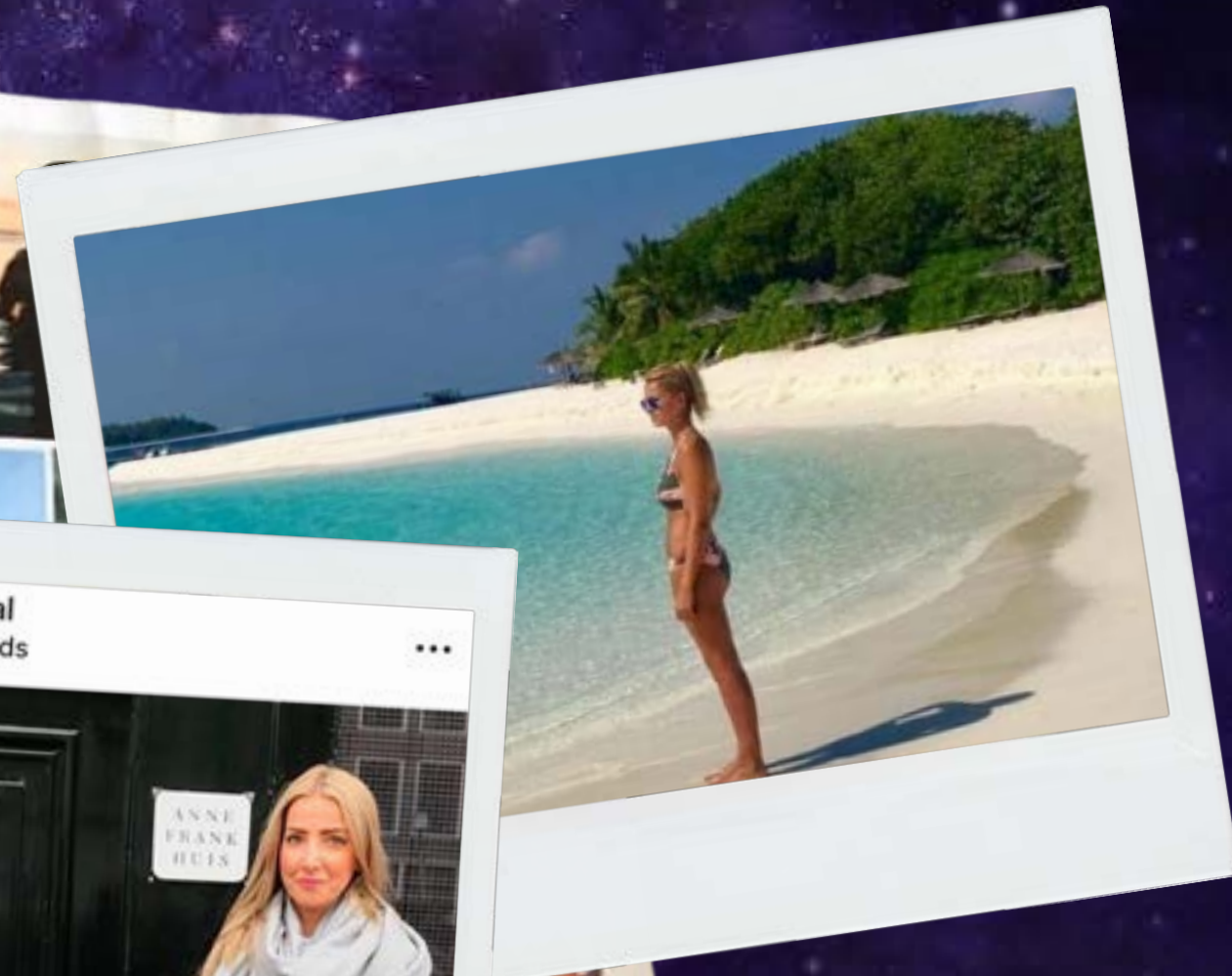
1 share



Helen Hope

It's Official..... I'M GOING TO
DUBAI!!!!!!!!!!!! ARGGGHHHHH haha

14y Like

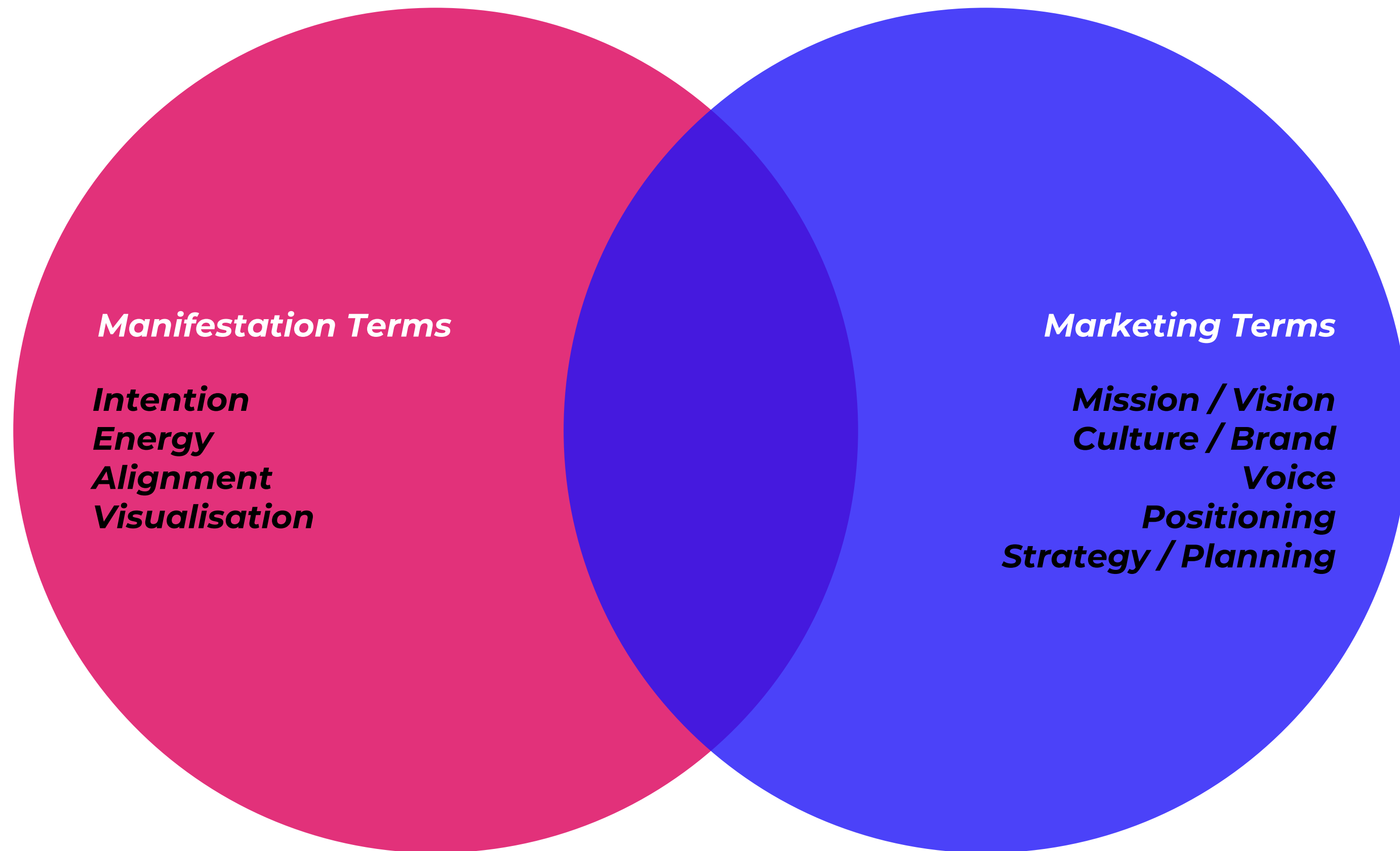




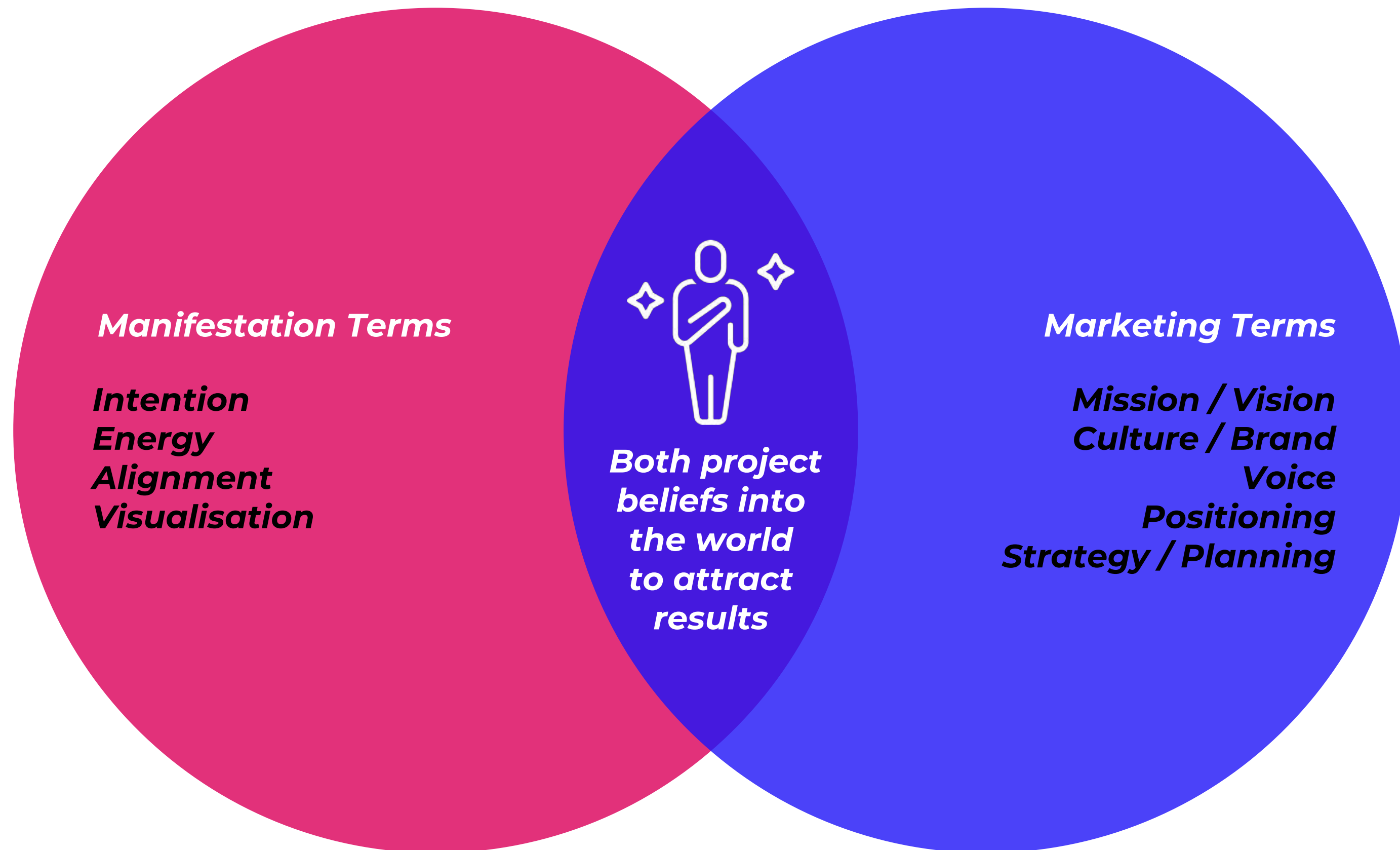
Belief + Visualisation + Small Actions
=
Leads To Powerful Momentum

When all 3 present - Magnetic brands are born

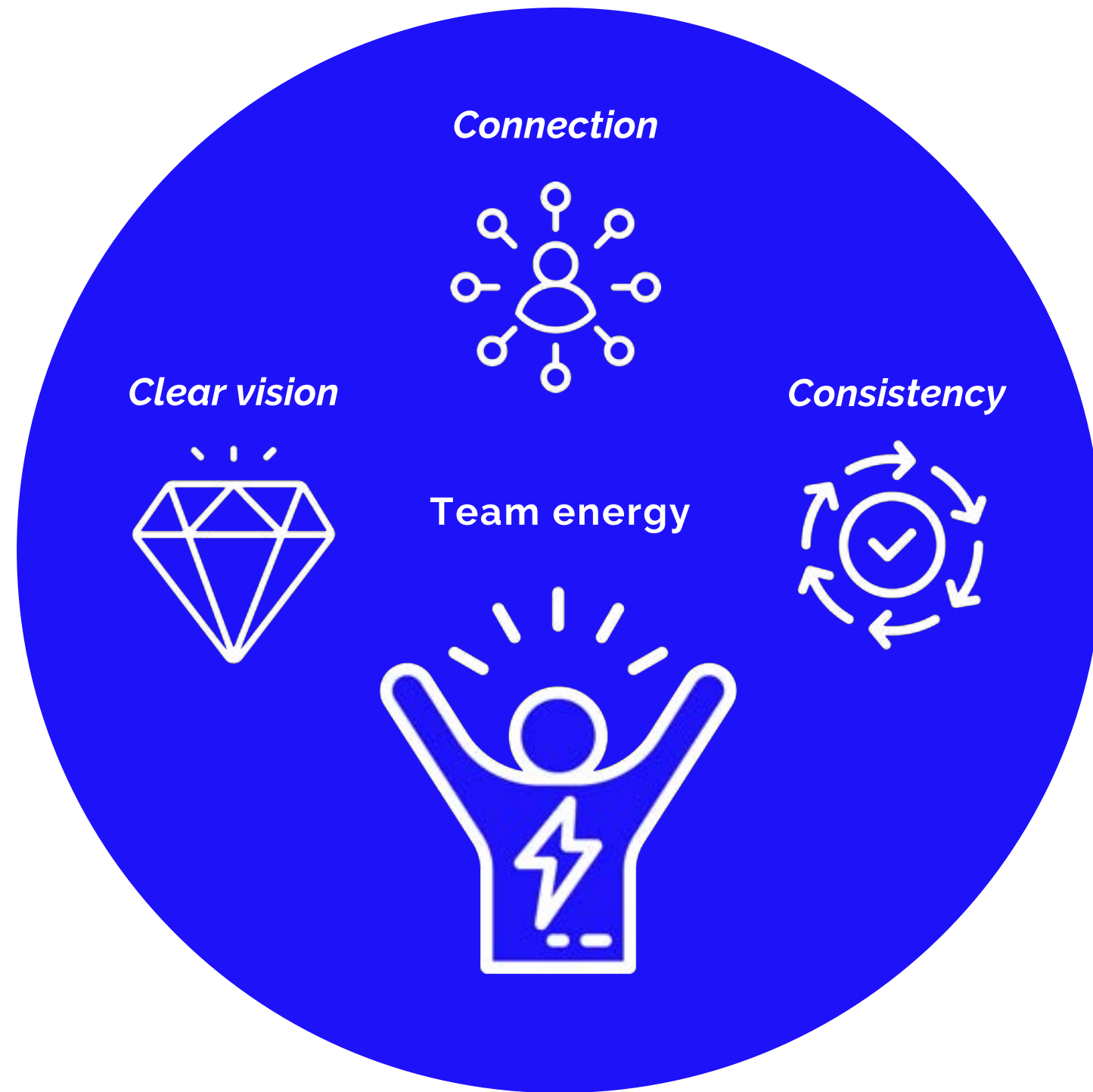
How Does This Link To Marketing? – Manifestation Vs Marketing Comparisons



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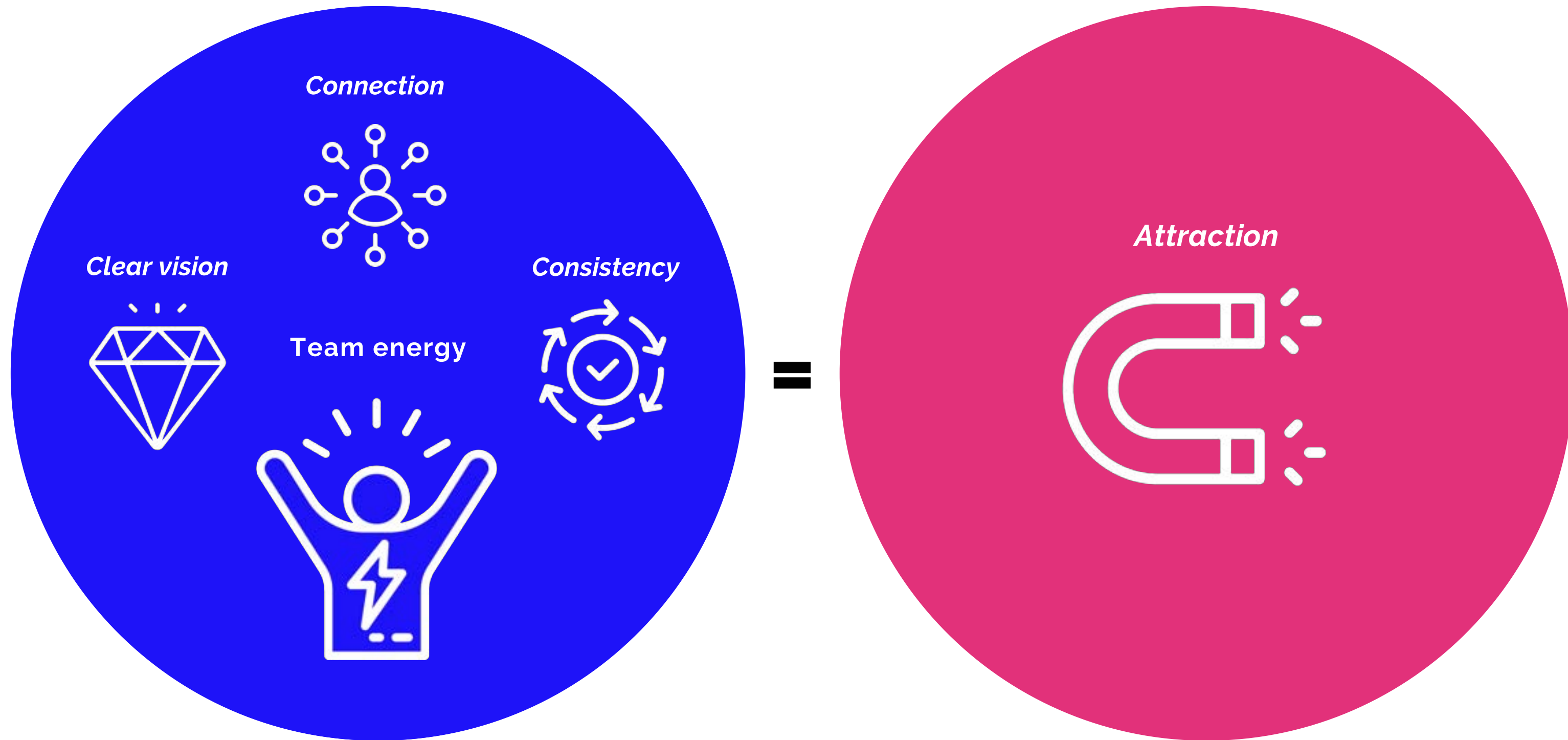


So, What Does This Mean Practically For Marketing Teams?



When teams connect to a clear vision it drives energy and results

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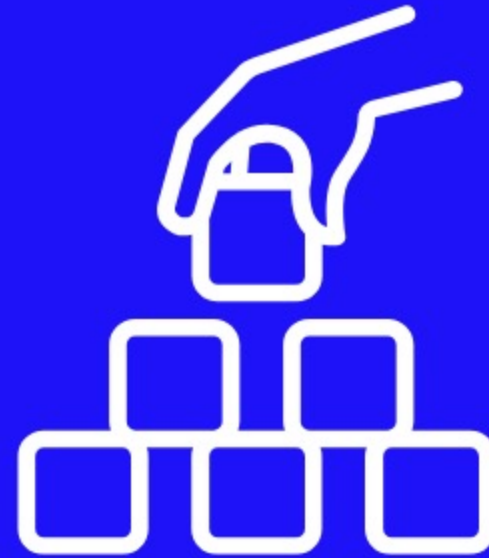
When teams connect to a clear vision it drives energy and results

When We Repeatedly Visualise, Our Brain Believes & Achieves The Things We Want.

*Repeated Buyer
Exposure*



*Building Blocks
Of Marketing*



We know, repeated buyer exposure drives the sales funnel

Repeated Visualisation Is So Powerful That Athletes Use It To Improve Performance.

23%

***of basketball players
improved performance just by
visualising a better result***

24%

***of basketball players
improved performance by
physically practicing***

Source: New York Times - Dr. Richard Suinn's study

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Your mind can't distinguish if you are physically practicing or not

Source: New York Times - Dr. Richard Suinn's study

Let's Break It Down Further...



***Only 3% of people will
achieve their goals just in mind***



***Written goals improve
success rate by 14%***



***Both written and spoken goals
improve success rate by 42%***

Repeated Visualisation Creates Neuro Plasticity

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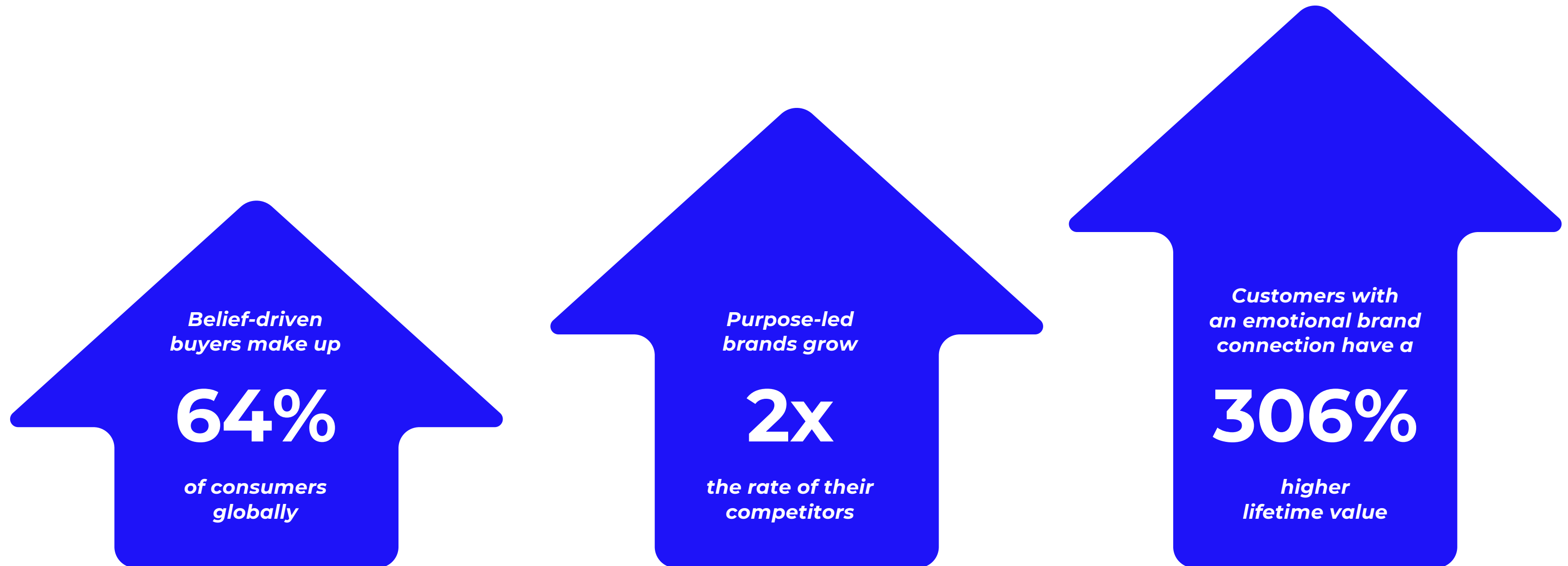


*Both written and spoken goals
improve success rate by 42%*

Repeated Visualisation Creates Neuro Plasticity

Thinking it, writing it, sharing it and repeating it - improves our chances of success!

Belief-led brands grow faster and are worth more



So How Can We Make This Work For Our Business? – Use Belief As Business Fuel



Jim Carrey

"I wrote myself a check for \$10 million for 'acting services rendered.'"



Oprah Winfrey

"The more you praise and celebrate your life, the more there is in life to celebrate."



Walt Disney

"If you can dream it, you can achieve it."



Grace Beverly

"Visualizing helped me attract a dedicated community, even as a smaller start-up."



Arnold Schwarzenegger

"I'm going to become a leading man in Hollywood"

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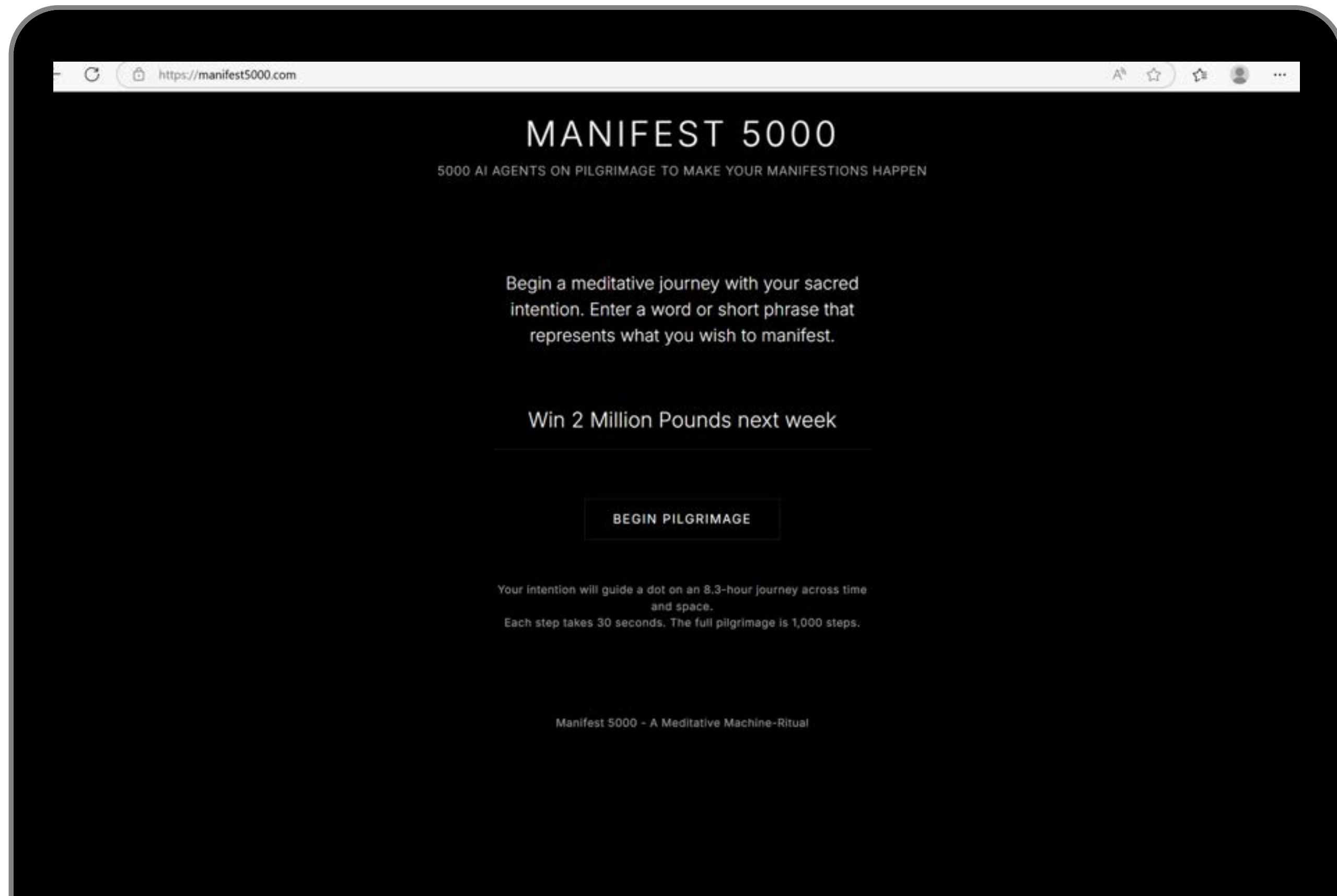


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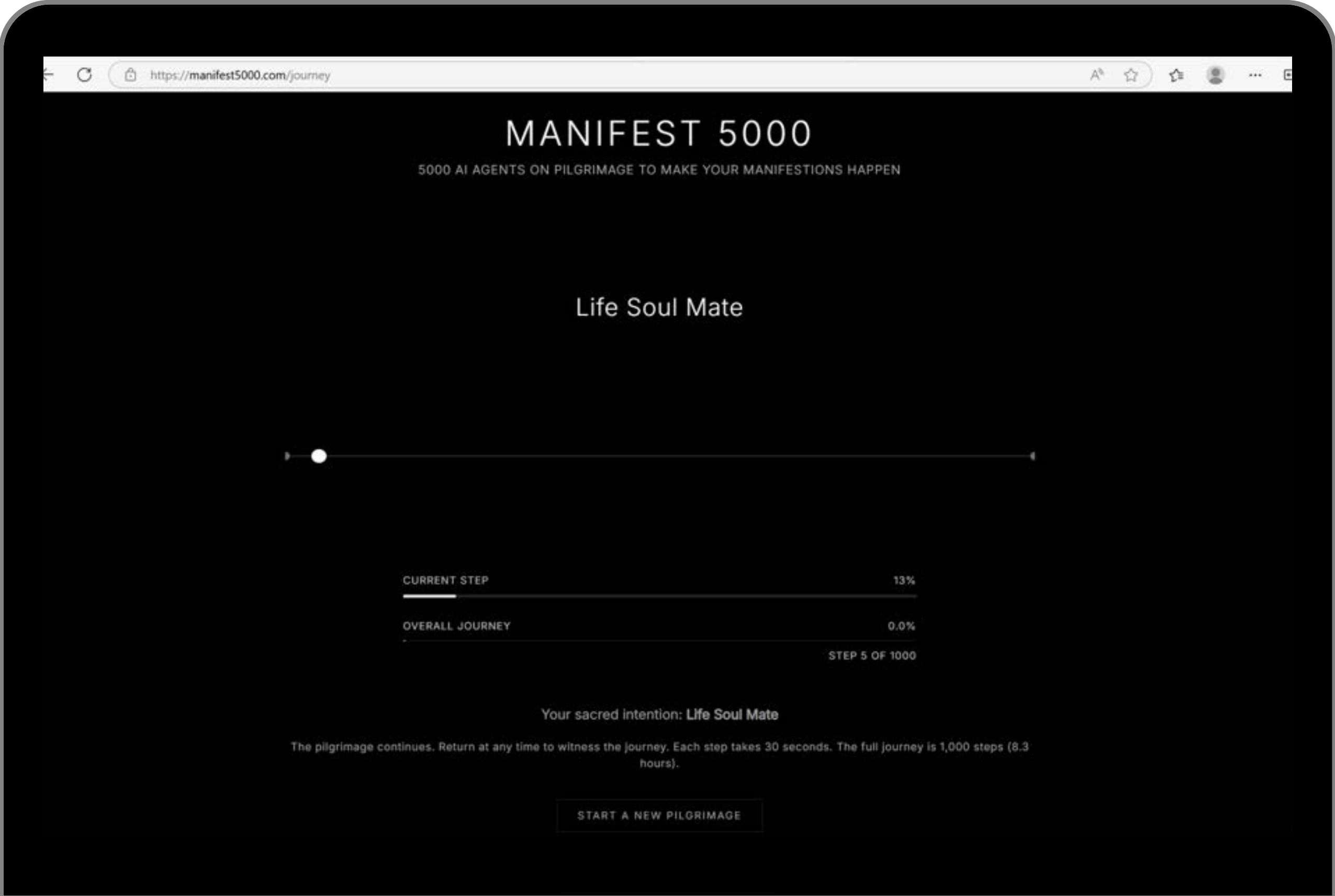
"I'm going to become a leading man in Hollywood"

"Energy is contagious: Either You Affect People Or You Infect People."
T. Harv Eker

Is All Energy Created Equal?



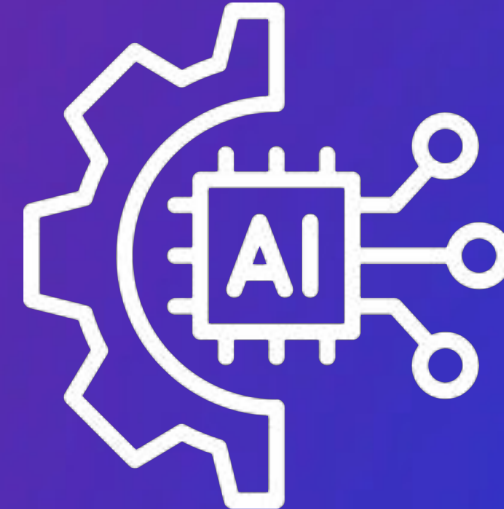
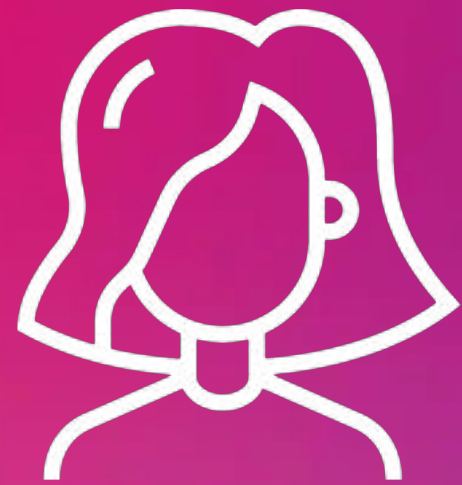
So What Does Manifestation Look Like Through A Machine?



The background of the image is a repeating pattern of trophy icons. The trophies are arranged in a grid-like fashion, with each row and column containing multiple identical icons. The color of the trophies transitions from a bright orange-red on the left side of the image to a deep blue on the right side, following a horizontal gradient. The trophies themselves are stylized, featuring a cup with two handles and a short pedestal base.

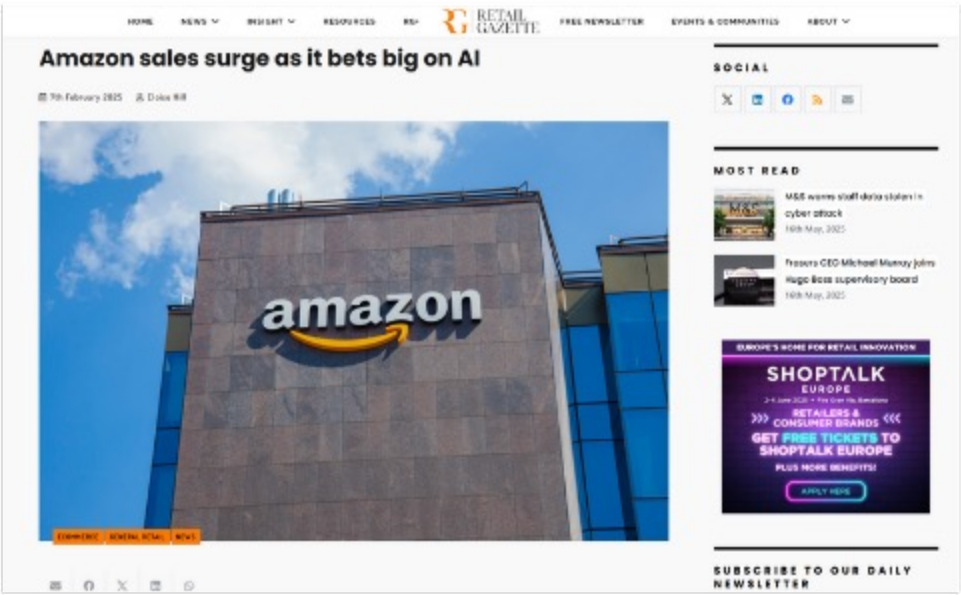
Repetition = Results

Let's Recap...



Belief In Action

Future-Backwards Thinking



Embedding Energy

CTRNE



A Culture of Belief

lululemon



Vision + Belief =

Strategy That Connects Emotionally & Culturally

The Three Laws Of Magnetic Marketing Framework



01. Clarify The Vision

- *What do we believe?*
- *What do we stand for?*
- *Do we have clear purpose?*
- *Does we resonate emotionally & strategically?*



02. Align The Energy

- *Is there a likeminded culture of believers?*
- *Do our actions match our promise?*
- *Is our story compelling enough?*
- *Are we consistent in our actions?*



03. Activate The Attraction

- *Is there brand trust?*
- *Is there cultural compatibility?*
- *Does our story magnetise the right audience?*
- *Are we speaking through them not to them?*

Create Your Magnetic Year!

Let's Summarise...



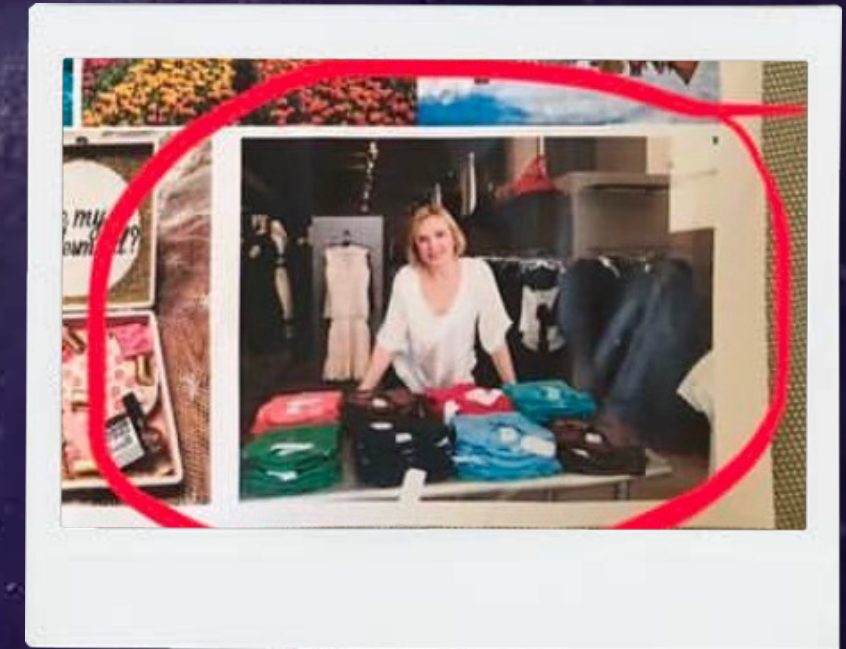
Be Creative

- *Reframing challenges unlocks opportunities*
- *Creativity is your greatest asset*
- *And....there's always hope*



Have Faith

- *Positive energy is contagious*
- *Teams must believe it before they see it.*
- *Belief fuels action.*



Take Risks

- *Your mind can't tell if you're practicing*
- *Fortune favours the brave*
- *The greatest brands are unexpected*

What Will You Put On Your Vision Board?



You still have time to make 2025 great!

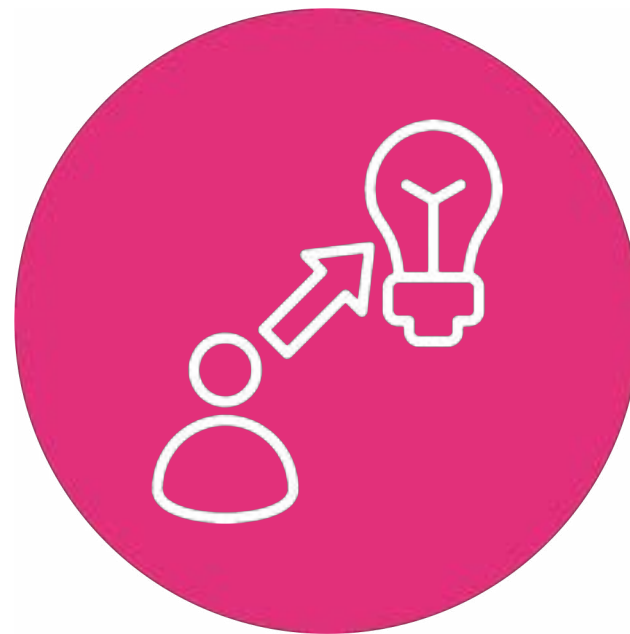
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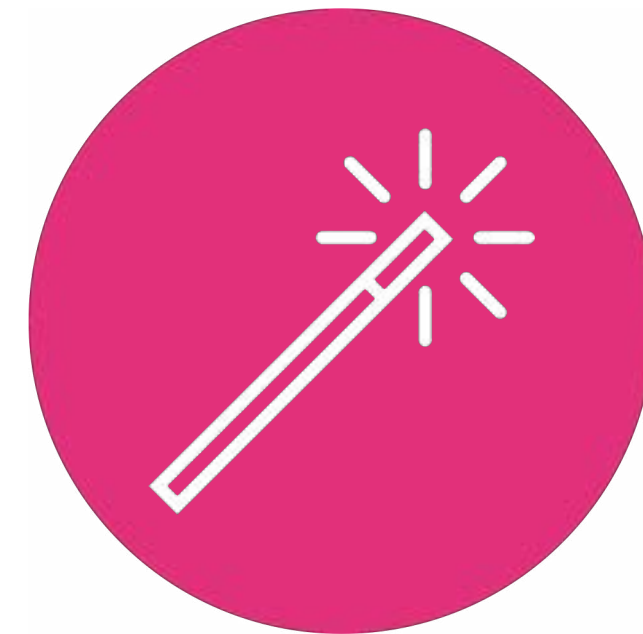
You still have time to make 2025 great!



Anchor your ideas in belief



Create with intention



Leave space for sparkle

Don't Be Afraid Of The Fluff In Marketing - Embrace it!
It Pays To Be Delulu

—
Thank You

@helenhopeofficial

Scan to follow

