

How Hackathons Can Help Brands Appeal to Consumers' Lizard Brain Need for a Challenge

Until recently, brand strategy centered on appealing to the lizard brain in us all, influencing our behavior to drive sales with well-known levers of manipulation: vanity, fear, pride, greed, the desire for love, safety, control and power. But brands and the consumers they court have evolved. It turns out both parties want more from this...
<https://www.adweek.com/creativity/how-hackathons-can-help-brands-appeal-to-consumers-lizard-brain-need-for-a-challenge/>