



AI Analysis

The TwoEleven Matrix(tm): Solving the Marketing Memory Problem

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Summary

The session discussed the importance of memory in marketing, emphasizing that in an attention economy, memory is the real currency. Emma Pitts highlighted the concept of the 211 Matrix, which focuses on moving information from the conscious to the subconscious mind. She explained that our conscious brains handle about two feet of information, while our subconscious brains manage around 11 acres. The goal of marketing should be to embed products and brands in the subconscious mind, thereby creating instinctive choices. This approach aims to transition marketing efforts from merely capturing attention to fostering memory and ultimately building instinctive consumer behavior.

Pitts elaborated on the six components of the 211 Matrix, starting with the creative thread, which is a personal statement that users internalize. She emphasized the importance of common emotion that all humanity shares, and how moment in time details anchor broad messages in emotion and understanding. Payoff, the emotional reward received from investing time and resources in content, was also discussed. Pitts illustrated these concepts with examples from various marketing campaigns, including 'Got Milk' and Budweiser, demonstrating how memorable moments and emotions can drive brand loyalty and consumer behavior.

The session also touched on two creative ingredients: mystery and bookends. Mystery involves creating strategic tension that pulls audiences in, while bookends use connected beginnings and endings to frame the experience and organize the audience's memory. Pitts shared her personal story of overcoming dyslexia and how her father helped redefine learning for her, drawing parallels to how marketers can redefine peak intensity moments for consumers. She concluded by stressing the power of marketers to influence what people remember and how they define things, ultimately building instinctive behaviors that benefit their brands.





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Takeaways

Memory is the Real Currency in Marketing

In an attention economy, capturing attention alone is not enough; marketers need to focus on creating memorable experiences that embed their products in the subconscious mind. This approach aims to transition marketing efforts from merely capturing attention to fostering memory and ultimately building instinctive consumer behavior.

The 211 Matrix Components

The 211 Matrix includes six components: creative thread, common emotion, moment in time, payoff, mystery, and bookends. These elements work together to create memorable marketing campaigns that resonate with consumers on a deeper level, driving brand loyalty and instinctive choices.

Redefining Peak Intensity Moments

Marketers have the power to redefine peak intensity moments for consumers, influencing what they remember and how they define things. By creating strategic tension and framing experiences with connected beginnings and endings, marketers can build instinctive behaviors that benefit their brands.

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