

# Brand Like a Billion-Dollar Company: Why Entrepreneurs, Businesses, and Personal Brands Need Brand Intelligence

*The Science of Brand Intelligence – The Competitive Edge for 2025 and Beyond*

LAS VEGAS, NV, UNITED STATES, February 13, 2025 /EINPresswire.com/ -- □ As AI and digital transformation reshape consumer behavior, branding is no longer about visibility—it's about trust, connection, and strategy.

A recent study by Harvard Business Review found that 64% of consumers cite "shared values" as the primary reason they trust a brand, while Forrester reports that emotionally connected customers are 52% more valuable than satisfied ones. Yet, most small businesses still focus solely on logos and marketing tactics—missing the deeper strategy that industry leaders use.

Michael Durant, branding strategist and Founder of Creating Genius Branding, unveils Brand Intelligence, a methodology that distills the branding power of Apple, Nike, and Tesla into a scalable system for small businesses, startups, and personal brands.

"Big brands don't just sell products—they sell experiences, emotions, and beliefs," says Durant. "They have a system that makes people trust and follow



Creating Genius Branding



Michael Durant

them. My mission is to help small businesses unlock that same power without needing a billion-dollar budget."

### What Is Brand Intelligence? (And Why It's Your Missing Ingredient)

Brand Intelligence is how a business builds trust, loyalty, and influence by understanding human emotions and behaviors. It's not just about a good-looking brand—it's about creating a brand that feels real, relatable, and magnetic to its audience.

Durant challenges businesses with a simple question:

"If your business were a person walking into a room, how would it speak, move, and engage? What values and priorities would define its presence?"

The world's most iconic brands thrive because they deeply understand five emotional triggers that drive human decision-making:

- Feel – The desire for pleasure, excitement, or relief from discomfort.
- Acquire – The need for money, status, knowledge, or valuable goods.
- Bond – The need to connect, belong, and build loyalty.
- Defend – The instinct to protect values, resources, or beliefs.
- Learn – The drive to gain knowledge, improve, and grow.

Small businesses that tap into these emotional drivers see higher engagement, brand loyalty, and revenue.

But how does this play out in real life? Just look at the rise of influencers and personal brands.

- Why do people trust influencers? Because they create an emotional connection.
- Why do people follow personal brands? Because they feel relatable, aspirational, or aligned with their values.
- What's the trend among the most successful brands today? They act like people, not companies.

"People love buying from people—or at least from brands that feel human," says Durant. "This is why I call it 'Branding the Human Side of Business.' It's about giving your brand personality, depth, and an emotional connection that feels as authentic as a trusted friend."

### Igniting Brand F.U.S.E. – The System That Makes Small Brands Compete Like Giants

Durant has spent 20+ years advising CEOs, Silicon Valley startups, INC 5000 brands, and high-profile entrepreneurs. His proprietary Igniting Brand F.U.S.E. system empowers businesses with:

- Focused – Aligning brand vision with market demand.

- Unique – Standing out in an oversaturated industry.
- Specialized – Becoming the go-to authority in a niche.
- Effective – Driving measurable engagement and revenue growth.

"Brand Intelligence is not about looking big—it's about thinking big," says Durant. "When a business understands how people connect with brands, they can grow without chasing trends or burning cash on random marketing."

#### The Future of Branding in 2025 & Beyond

- 88% of consumers say authenticity is key to choosing a brand. (Stackla Research)
- 71% of consumers say they are more likely to buy from brands that align with their personal values. (Edelman Trust Barometer)
- Brands that create emotional connections outperform competitors by 26% in gross margin and 85% in sales growth. (HBR)

As AI and automation increase, businesses that humanize their brands will win.

"The businesses that thrive in 2025 and beyond won't just have marketing—they'll have Brand Intelligence," says Durant. "They'll understand how to build real trust and loyalty at every customer touchpoint."

#### Expert Commentary & Exclusive Media Availability

Michael Durant is available for expert interviews, guest appearances, and feature stories on:

- TV & Radio – The future of branding & AI's impact on business.
- Business & Tech Media – How startups can brand like industry titans.
- Podcasts & Influencer Platforms – Branding trends every entrepreneur needs to know.

#### About Creating Genius Branding

Creating Genius Branding is a leading brand strategy and marketing agency that helps startups, product brands, and small businesses develop human-centric branding strategies that drive growth. With a 5-star rating on Google, the agency has worked across multiple industries, offering [brand identity](#), video production, marketing strategy, and personal brand consulting.

#### Want to Build a Brand That Competes with Industry Leaders?

- Contact Michael Durant & Creating Genius Branding
- Website: <https://creatinggen.com>
- Press Inquiries: [mdurant@creatinggen.com](mailto:mdurant@creatinggen.com)

Diana Gibson

Creating Genius Branding

+1 702-716-7526

[mdurant@creatinggen.com](mailto:mdurant@creatinggen.com)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/785110221>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.