



THE CURIOUS THING ABOUT CURIOSITY.



Some argue that we've finally reached the threshold where there's too much information paired with too little attention span which makes it nearly impossible to inspire a consumer to want to learn more. We respectfully call BS. Because unlike some, there's one thing in our arsenal that cuts through all aspects of life. Something that is primal, innate and deeply rooted in humanity. Something that provides us with questions that make us itch to find answers. Something called curiosity. Or as we like to say, **THE POWER OF CURIOSITY.**





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**WHAT KIND OF POWER  
DOES CURIOSITY HAVE?**

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CURIOSITY MAKES US HAPPY.



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Like sex, drugs and rock ‘n’ roll, curiosity makes us feel real good. A recent study<sup>1</sup> led by neuroscientist Charan Ranganath found that curious minds showed increased anticipation, driving the brain to ramp up activity in two regions of the brain that transmit the molecule dopamine. Yes, that dopamine. Curiosity, like a drug, makes us feel good. It naturally stimulates a positive emotional response and, like drug-seeking addicts, we will repeat these behaviors that make us feel good. Industry research<sup>2</sup> further shows that advertising campaigns that leverage positive emotions perform incredibly well on getting consumers to love that brand and seek out more about it. Which one could conclude, that curiosity is and should be the drug of choice for CMO’s.



<sup>1</sup>States of curiosity modulate hippocampus-dependent learning via the dopaminergic circuit. — Gruber, Gelman, Ranganath.

<sup>2</sup>Should My Advertising Stimulate an Emotional Response? — Millward Brown, 2009.



CURIOSITY MAKES US REMEMBER.





Memory and curiosity go hand in hand. When you're curious about something, you're not only more eager to want to learn about it, but you'll be more inclined to remember what you learned. A recent study<sup>3</sup> discovered that when curiosity motivated learning, there was increased activity in the hippocampus, which is the part of the brain that is important for forming new memories. Basically, curiosity seems to put the brain in a state in which you are more likely to retain information. Good to know when you only have 30 seconds to get people to remember your product messaging.



<sup>3</sup>States of curiosity modulate hippocampus-dependent learning via the dopaminergic circuit. — Gruber, Gelman, Ranganath.



CURIOSITY MAKES US SEARCH AND DISCOVER.



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It is perhaps one of the defining characteristics of being human — our intrinsic desire to know and understand. Behavioral economist George Loewenstein<sup>4</sup> proposed that curiosity is best understood as a response to an information gap. If you know nothing about a subject, you're less likely to be curious about it; likewise, if you know everything about it. But when you know just a little but not everything, you experience an almost physical pull to find out more; you want to close that gap. This gap has emotional consequence: it feels like a mental itch, a mosquito bite on the brain. We are compelled to discover new knowledge because that's how we scratch the itch. For brands, this craving for knowledge is valuable. It's not only a key motivation in the decision-making process, but it's also an instinctive desire.



<sup>4</sup>The Psychology of Curiosity: A Review and Reinterpretation. — George Loewenstein, 1994.



CURIOSITY MAKES A GREAT STORY.





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The greatest stories are those that draw you in and keep you guessing until the very end. It isn't a happy coincidence — it's highly scientific. Our favorite and beloved storytellers are emotional con artists. They tease us, demand our attention and systematically cycle through building anticipation and denial. They are experts at withholding. They give you just enough up front, and bestow you with information when you need it the most. With the same affect, curiosity gaps present a source of great power when influencing consumers. They allow a brand to captivate a consumer's interest, to have their audience literally sitting on the edge of their seats, desperate to know more.





CURIOSITY MAKES US CREATIVE.



At Ignited, we believe that creativity is our brain putting curiosity to work. We take notice, we observe, we ask questions and we devour new experiences. We do all of this because everything we create is grounded in curiosity. It is the one thing we look for, above everything else, when we hire, pitch and take on new business partners.





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**CURIOSITY MAKES  
US IGNITED.**

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