

FAST COMPANY

Dopamine and Brands— What's the Connection?

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Unlock insights from top industry leader Kim Kopetz on mastering brand engagement in the digital age. Learn about dopamine culture, Easter egg marketing, and more in this must-read interview with The Opus Group's CEO.



KIM KOPETZ | COHORT 11

Kim Kopetz, President and CEO of The Opus Group, who has over 20 years of global brand and event marketing experience, discusses engaging audiences in the "dopamine culture" of instant gratification. She explains how brands can create dopamine rushes using strategies like Easter eggs, quick wins, surprise and delight moments, and social proof, transforming marketing into emotionally engaging and loyalty-building experiences.

to read the full article

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