The Un-Stoppable Rise of Emotion

Why Branding With *Emotion* Is the Rational Choice

A white paper on the power and metrics of Emotion

Emotive Brand

The power of emotion, that magical spark of connection, is well established. But a stubborn paradox remains. Even with all the data and logic that backs up emotion as the key to measurable impact, centering emotion can still feel like taking a leap. That's why we founded Emotive Brand in 2009. Partnering with leaders and their organizations to find the sweet spot where rational meets emotional, and human meets brand, we ignite confidence and connection, loyalty and transformation, cultural shifts—even movements.

It's more than a tad ironic that emotion gets in the way of the rational choice, which is to leverage emotion. It's also thoroughly human. Thankfully, the world continues to catch on. And Emotive will keep making the case—with the combination of head and heart that guides our work and gives us, and our clients, a joyful sense of purpose.



Tracy & Bella
Founder Partners, Emotive Brand

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Introduction

Emotion, and our response to it, is at the core of our individual and shared humanity. Like weather over a landscape, it's the force that shapes relationships, lives, and all the decisions along the way. But when it comes to making purchases, especially big ones, we're trained to lean into reason.

We gather, organize, and filter information, then make a choice based on our objective criteria for buying a car, appliance, technology, or banking product. If we find something that fits our needs at the right price, the decision becomes a no-brainer.

Or so we tell ourselves. The truth is, our humanity—our emotional selves—can not be disconnected from our rational selves.

Even with purchases as consequential as a new car, emotion takes the wheel. For example, it is widely assumed that battery electric vehicles' (BEV) rising popularity is driven by prioritization of environmental benefits. However, Escalent's 2022 EVForward study revealed that this credential ranks only ninth out of the 19 most important criteria for BEV buyers, lagging behind emotionally charged motivations.

"The BEV segment is almost becoming a status symbol for consumers who want to be viewed as fashionable, tech-forward, and pioneering," said Mark Carpenter, managing director at Escalent. "OEMs (manufacturers) need to embrace 'EV-Joyment' to celebrate the aspects of BEVs that engage the positive emotions and aspirations of car buyers to trigger the purchase decision."

Today, we talk less about products and features, and more about the experiences people have with them—and therefore, the emotional value they add to our lives.

Of course, it wasn't always this way. At the turn of the 20th century and yet to face much competition, Henry Ford posited that if he built a reliable and affordable car, it would sell itself. This held true for most companies until a series of tectonic shifts reshaped the landscape: Mass production fueled an explosion of competition and consumer culture, and radio and television opened up avenues for more evocative storytelling. Branding was needed to break through in a sea of similar options, to win hearts as well as minds.

Today, we talk less about products and features, and more about the experiences people have with them—and therefore, the emotional value they add to our lives. BMW doesn't command a premium price, they sell the "ultimate driving machine." Besides, you're not just selling to customers anymore. Instead, you're forging relationships with consumers and influencers as prospective members of your tribe or community. Connection has replaced transaction.

No matter the generation or income, industry or product category, B2B or B2C, all buyers are human. And emotion is what moves us. It's only logical.

As advancing technology fuels ever more targeted outreach by brands, personalization has skyrocketed. The story is about *you,* the person, not just the product itself. For example, Nike famously rallies everyone to find their own unique inner athlete. A Nike campaign urges us to find the courage to "Play New," supported by lines like, "Here's to giving it a shot even though your shot is garbage." The same message is tailored to Gen Z with influencer-led content that welcomes people to discover alternative ways to get into running, while recognizing all the emotional excuses we come up with to avoid running.

And it's not just consumer products that are trying to make you feel something. Instead of professing to have all the answers, IBM collaboratively invites us all to ask, "What if?" ServiceNow is focusing on transforming the "World of Work" by automating the mindless parts of people's jobs so their roles are more enjoyable and rewarding. Flipping expectation on its head—by leveraging AI to make work more human—is a compelling emotional play.

In 2022, the Cannes Lions International Festival of Creativity introduced the Creative B2B Lions to "celebrate game-changing creativity and effectiveness" in a sector not traditionally associated with it. JCDecaux won in 2024 by tugging on heartstrings to prove the power of outdoor advertising. They used unbooked ad space to display the Instagram posts of 100-year-old Marina Prieto, growing her followers by more than 321%.

Brands of all stripes can earn purchases and loyalty with help from emotional appeals. Because no matter the generation or income, industry or product category, B2B or B2C, all buyers are human. And emotion is what moves us. It's only logical.

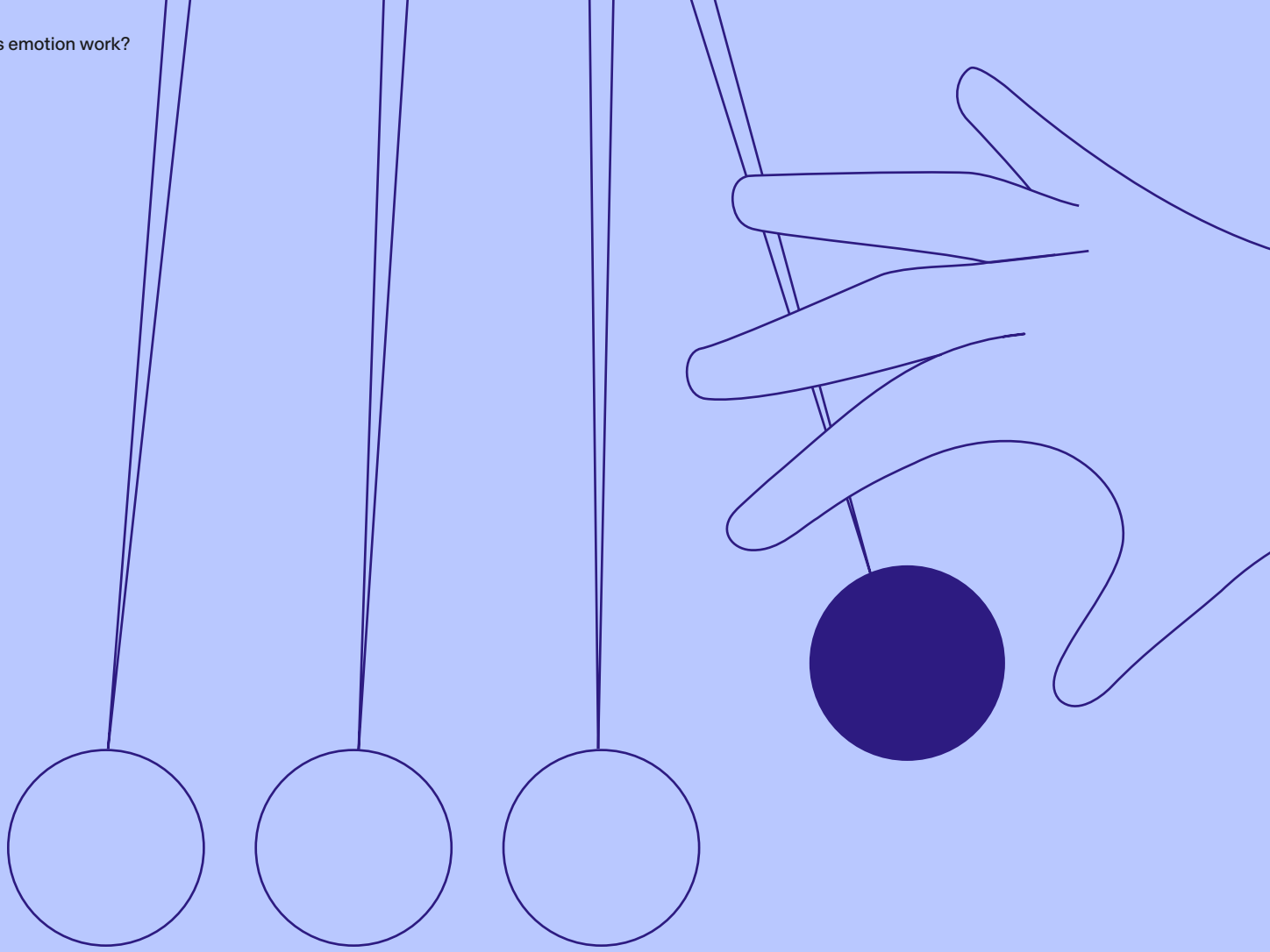
Why does emotion work?

01

When facing a decision, emotions from relevant past experiences attach values to our options. These emotions dictate our preferences, which guide decisions.

On screens and off, how many marketing messages or branded visuals does a person see in a day? Estimates range from hundreds to thousands. Most are forgotten as if they never existed. They don't make an impression because they are not properly targeted and/or simply not compelling. But the ones that resonate emotionally do register, consciously or subconsciously, setting the stage for the ultimate ripple effect: awareness leads to familiarity leads to connection leads to loyalty.

Strategic use of emotion works not only to grab attention, but to motivate action. How we feel influences how we think and make decisions, whether we're looking for a movie to watch at home (am I in the mood for a comedy?), or choosing a technology vendor at work (do they seem like a helpful, trustworthy partner?). Significant research in psychology, behavioral science, and consumer analysis illustrates just how powerful it can be.



Emotional connection is a force multiplier for business

Why did you decide to read this white paper? Probably not to absorb a set of dry facts. Did the title pique your curiosity? Were you afraid of missing out on an insight that might spark a new idea? A growing number of studies and experts have come to the same conclusion: that emotion plays a huge role in how we make all kinds of decisions.

According to a 2022 Gallup poll, 70% of decisions, including brand preference, are based on emotional factors, leaving just 30% rooted in rational factors.

Cold, hard neuroscience proves and even measures the potency of emotion in branding and marketing. As covered in Psychology Today, functional magnetic resonance imaging (fMRI) "shows that when evaluating brands, consumers primarily use emotions (personal feelings and experiences), rather than information (brand attributes, features, and facts)."

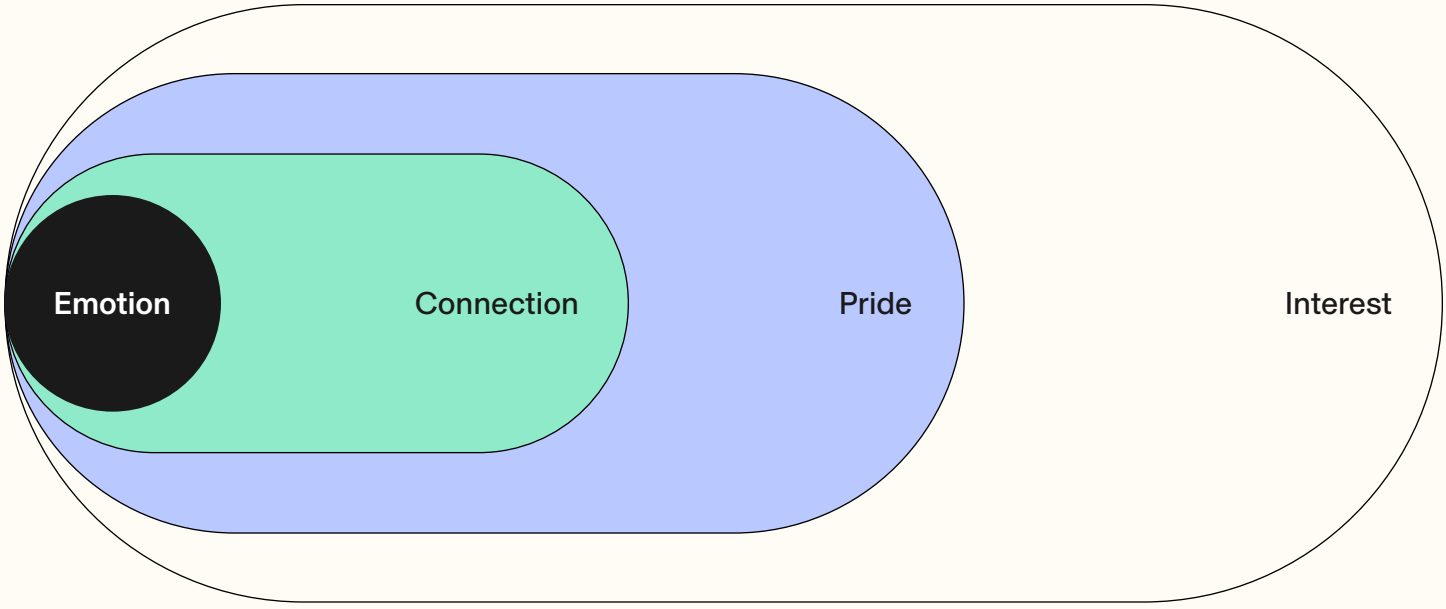
Antonio Damasio, Professor of Neurology at USC, brings clarity to this emotional evaluation process in his book Descartes' Error. When facing a decision, emotions from relevant past experiences attach values to our options. These emotions dictate our preferences, which guide decisions.

Motivations that drive consumers to choose and buy from smaller brands are particularly revealing. Without the massive brand awareness of large and iconic companies, a more thoughtful process often precedes the purchase.

NielsenIQ's global study, the *2022 Brand Balancing Act,* found that functional motivators were the top factor fueling preference for small or medium-sized brands—but several brands check the functional box for any given purchase decision.

Therefore, the next most common motivator of emotion is often the deciding factor, falling into three key categories:

Connection	→ A memorable experience, leaving an indelible impression of how a product affected a consumer emotionally, is key to igniting a bond that lasts.
Pride	→ Brands that make a difference in their community therefore enable consumers to feel that their purchase makes a difference, though pride can also stem from knowing a chosen brand is recognized and well-regarded by others.
Interest	→ 56% of global respondents enjoy knowing a brand's story, origin, and purpose, while 51% indicated a perception that smaller brands are more "authentic."



Emotion drives business outcomes

Because emotion has an outsized effect on decision-making, it is an inherent driver of business results. According to Nielsen, "Ads with the best emotional response generated a 23% lift in sales volume."

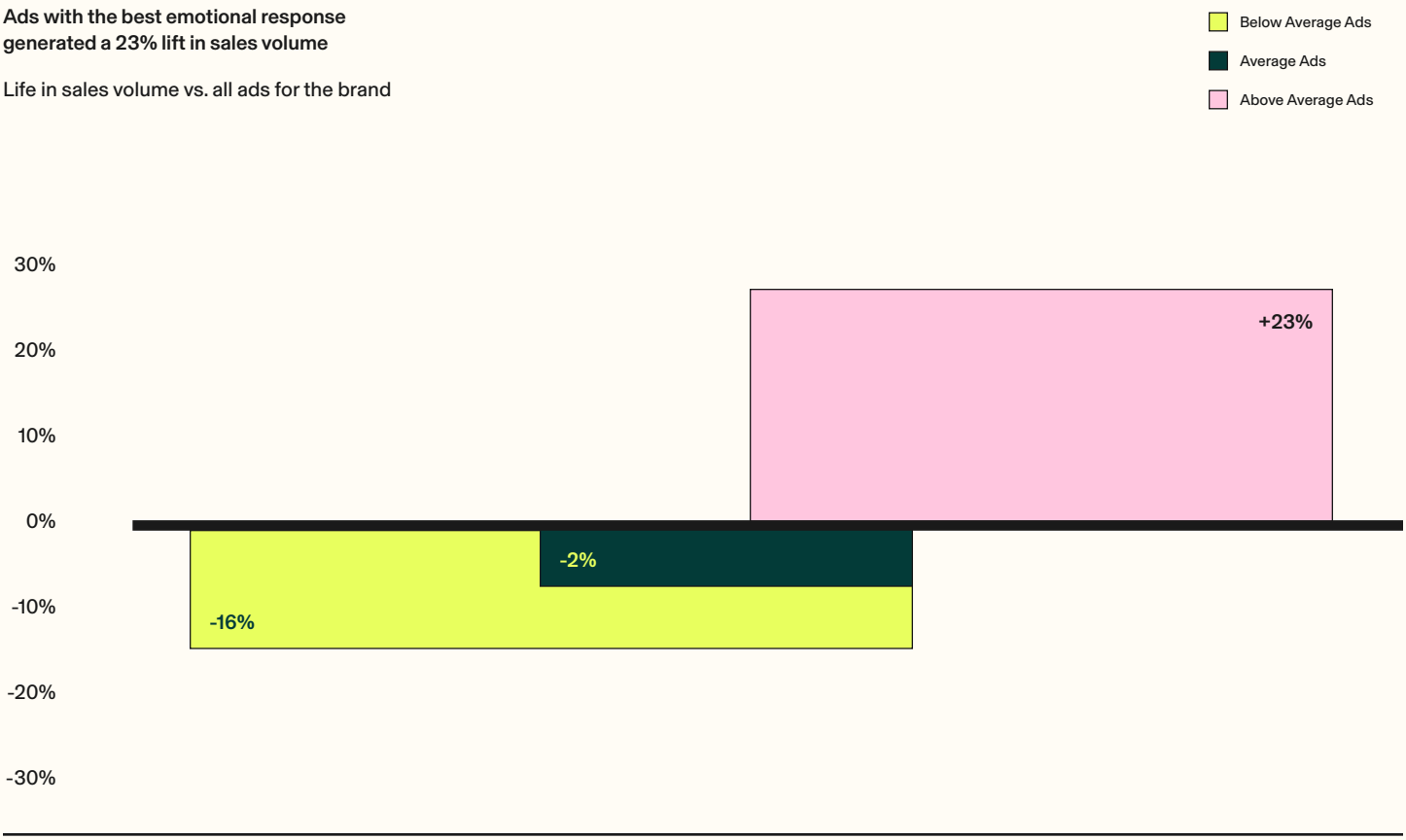
> "Feelings towards brands outlast memories of facts and figures about the brand."
>
> —Les Binet and Peter Field, *The Long and Short of It*

Les Binet and Peter Field's seminal work, *The Long and Short of It,* delivered in-depth analysis of 30 years of data from the Institute of Practitioners in Advertising (IPA) in the UK. They found that emotional campaigns are more profitable than solely rational campaigns or those balancing the rational and emotional.

They also discovered that profit effects snowball over a time frame of three or more years, with emotion-driven campaigns delivering nearly twice the profit growth as rational campaigns. As Binet and Field explain in their book, "Feelings towards brands outlast memories of facts and figures about the brand."

Ads with the best emotional response generated a 23% lift in sales volume

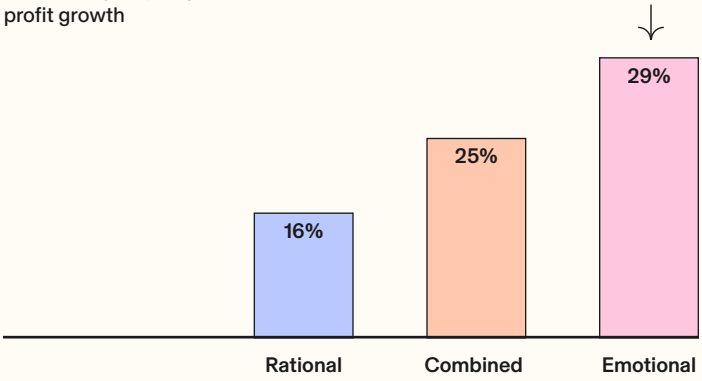
Life in sales volume vs. all ads for the brand



Beyond campaigns, emotion cultivates long-term customer value. One research study showed that emotionally connected customers have a 306% higher lifetime value, stay with a brand for 1.5 years longer, and recommend brands at a notably higher rate (71% compared to 45%).

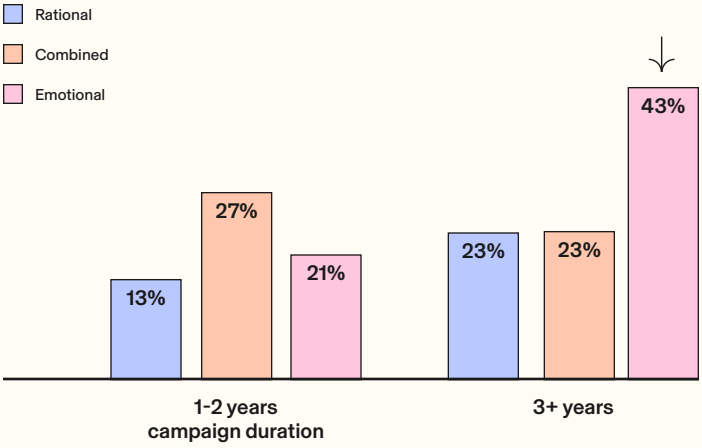
Emotional campaigns are more profitable

% reporting very large profit growth



The longer the time frame, the more emotions drive profit

% reporting very large profit growth



But emotional connection does more than endure. There is broad consensus that it also commands a premium.

- "70% of emotionally engaged consumers say they spend up to two times or more on brands they are loyal to." (Capgemini)
- "Some consumers are willing to go even further for their favorite brand: 43% indicate a willingness to pay more for the brand's product, even if the identical product were available for a lower price without the brand name. Another 29% indicate that they already pay that higher price." (Gensler)
- Emotionally connected customers "spend up to 2x or more with their preferred retailers." (Motista)

Emotion is even more powerful in B2B

B2B marketing is in the midst of a sea change, thanks to increased recognition that rational proof points simply aren't enough to stay competitive. While clarity and functionality will always be critical, buyers of professional services and products are still human. The workplace is part of the emotional landscape of people's lives, and the decisions we make there profoundly affect our sense of security and how we are viewed by our teams and leadership. Reassurance, optimism, and genuine warmth go a long way.

Research from the LinkedIn B2B Institute reveals that using emotion in B2B marketing is 7x more effective than relying on rational benefits alone.

A Forrester survey found that "84% of B2B buyers base their decisions on emotion." Another study also countered expectations, showing that a larger share of B2B customers have an emotional attachment to their chosen brands than B2C consumers.

Beyond existing emotional connections, much of the emotion in B2B decision-making is based on personal risk.

There is simply more at stake when an executive signs a multimillion-dollar contract compared to when a consumer buys a toothbrush.

A Google study, *From Promotion to Emotion: Connecting B2B Customers to Brands,* describes the personal risk in these ways:

- Loss of time and effort if a purchase decision goes poorly.
- Loss of credibility if they make a recommendation for an unsuccessful purchase.
- Loss of their job if they are responsible for a failed purchase.

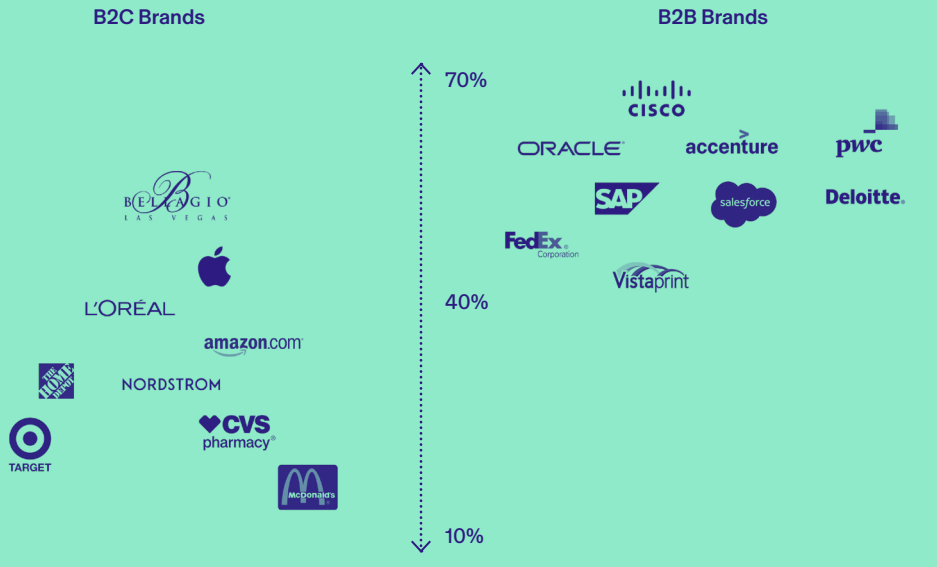
This fear-based scenario perfectly explains the well-worn maxim, *"Nobody ever got fired for buying IBM."* The phrase, coined in the 1970s, captures the idea that decision-makers would choose IBM over a better-qualified but lesser-known competitor because their bosses were more familiar (and therefore comfortable) with IBM. In today's marketplace, this premise falls short due to higher standards for differentiation and innovation. It's no longer adequate to be the safe, "rational" choice.

The Power of Emotion

Percentage of customers who feel emotionally connected

n=3,000

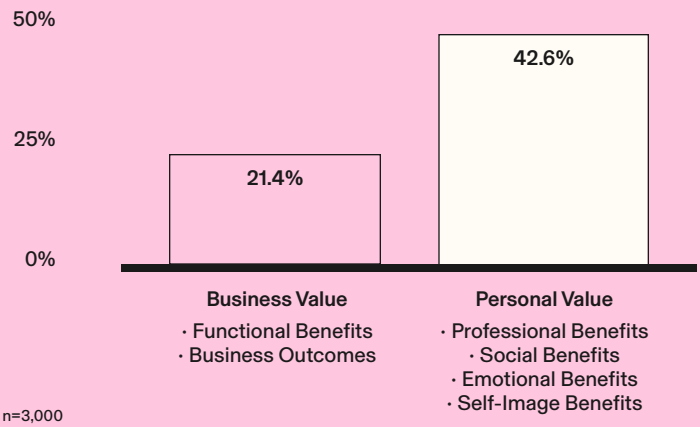
Source: CEB/Motista Survey



In effect, because everything is more personal, everything is more emotional.

In B2B sales, more personal appeals that address or counter this fear-driven approach can yield better results than rational appeals to business value alone. Google's study found that, "Personal value has twice the effect of business value across a broad range of commercial outcomes."

Impact of perceived brand benefits on commercial outcome*



n=3,000

Source: CEB/Motista Survey, CEB analysis

*Familiarity, consideration, preference, purchase, repeat purchase, premium payment, internal advocacy, and external advocacy.

The shift to emotion is only growing

The dominance of rational over emotional considerations in decision-making continues to erode. According to the *Customer Loyalty Engagement Index,* "In 1997, the ratio between rational and emotional considerations in driving brand preference was about 60%-40% in favor of the rational." In 2022, the same survey puts the ratio at "closer to 80%-20% in favor of emotional over rational appeals."

A bevy of interrelated forces have fueled this shift, from the rise of globalization and consumer culture to greater competition and easier online comparison of options. In a market flooded with choice—products and services with minimal functional differences—brands turn to emotion for differentiation and positioning.

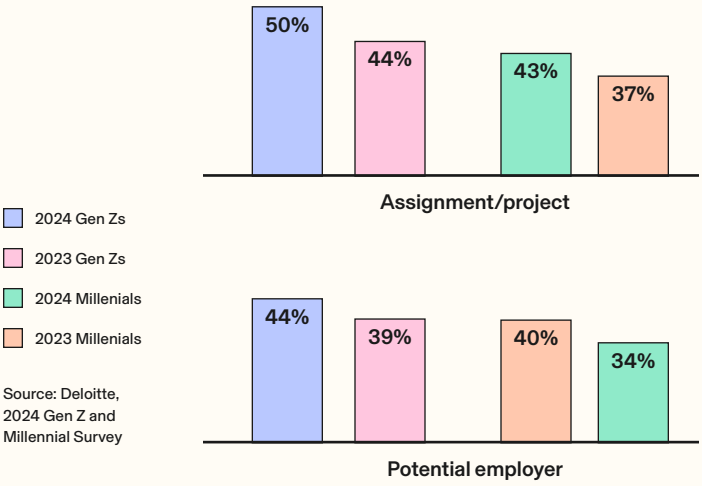
Look no further than the bottled water category. Mass-market stalwarts like Dasani and Aquafina are effectively generic in their functional positioning around purity and taste—which is fitting, as they're both purified tap water.

By contrast, Evian embraces the imagery and legacy of the French Alps to tell a story about feeling vibrant and youthful. The brand's elevation is evident in collaboration with renowned designers on limited-edition bottles. Liquid Death, a relative newcomer, goes to the extreme with heavy-metal imagery and humor to make drinking water cool to audiences typically drawn to less healthy options, like energy drinks. The brand's mission is to "murder your thirst" while vowing "death to plastic."

This emotion-based approach to branding is not only the result of more crowded and competitive categories. The other driver of this shift is generational. Relative to previous generations, Millennials and Gen Zers have a more personal view on almost everything.

According to a 2024 report by Deloitte, 50% of Gen Zers and 43% of Millennials have turned down an assignment due to lack of alignment with their personal ethics or beliefs, while 44% of Gen Zers and 40% of Millennials have rejected an employer for the same reasons.

Percentage of respondents who have rejected an assignment or a potential employer based on their personal ethics/beliefs



Source: Deloitte, 2024 Gen Z and Millennial Survey

The Deloitte survey found that 44% of Millennials and 49% of Gen Zers feel personally responsible for making a positive social and environmental impact. As these younger employees climb the B2B ladder and become responsible for key decision-making, they are driven to learn where potential partners or vendors stand on issues and efforts related to Environmental, Social, and Governance (ESG), Diversity, Equity, and Inclusion (DEI), Corporate Social Responsibility (CSR), and even the political stances of leadership. In effect, because everything is more personal, everything is more emotional.

If emotion is so powerful, why isn't it everywhere?

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The discomfort with emotion manifests as fear, uncertainty, or even disgust, inhibiting an organization's ability to deliver emotional impact or even discuss emotion in a constructive manner.

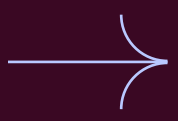
While appeals to emotion are ubiquitous in B2C advertising and other marketing communications, they are glaringly absent elsewhere. With the power to influence decision-making, loyalty, and actions, shouldn't emotion play a role any time humans are involved?

People engage with brands in countless ways—not just as consumers, but as employees. Emotion can and should play a key role in the process of recruiting, motivating teams, working with partners, managing investors, and beyond. According to HubSpot, "69% of surveyed employees think it's extremely/very important that their employer has a brand they're proud to support."

Organizations may recognize this opportunity but struggle to take advantage of it. You can't just purchase an "emotion package" and apply it everywhere. You can't simply direct a marketing department to dial up the emotion and expect meaningful results. Deploying emotion is an organization-wide endeavor requiring adoption, intention, and understanding at a foundational level.

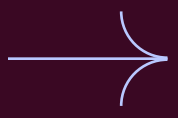
To leverage emotion effectively, organizations must face and overcome three fundamental obstacles:

OBSTACLE #1



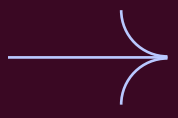
Corporate culture fears emotion.

OBSTACLE #2



There is structural bias against emotion.

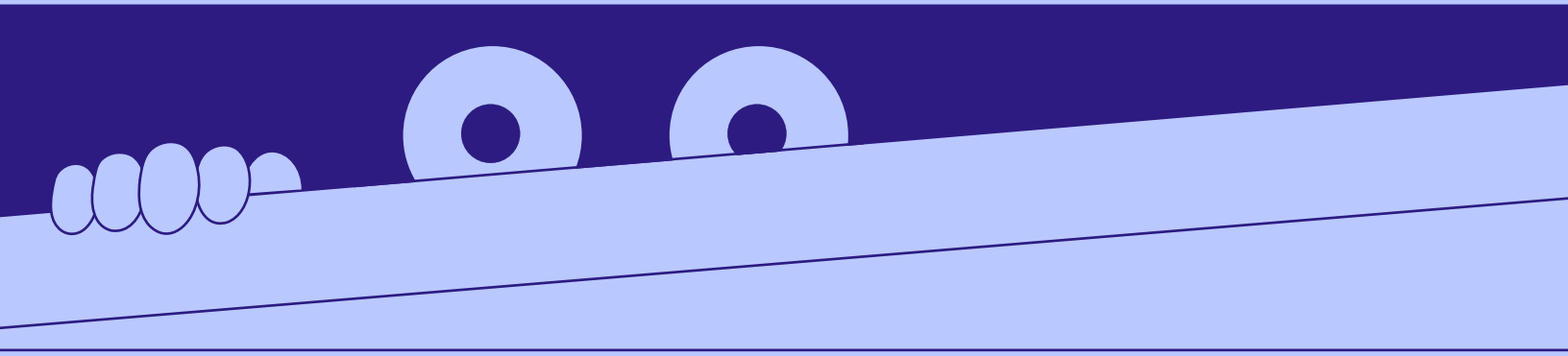
OBSTACLE #3



Emotion is not used strategically.

OBSTACLE #1

Corporate Culture Fears Emotion



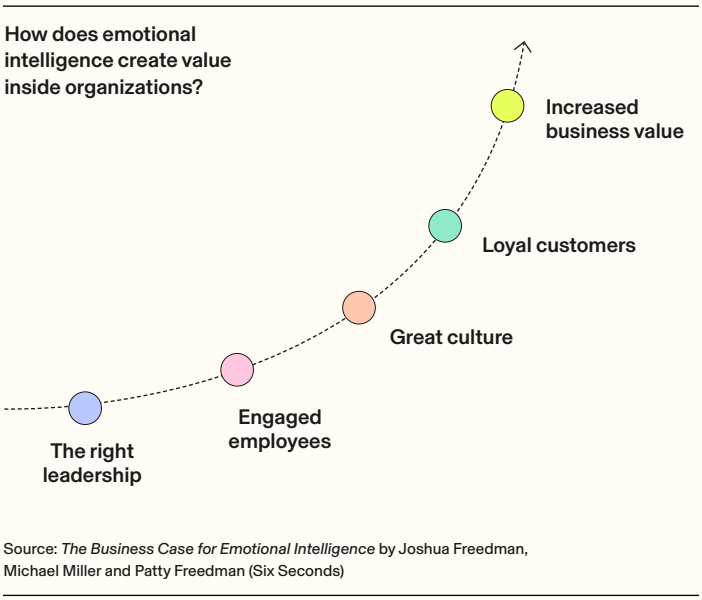
A 5% boost in customer loyalty is shown to result in 25% profit growth.

Most companies suppress emotion—and opportunity

The tradition in professional settings is to be staunchly unemotional. After all, "it's business, not personal." Reason supposedly rules, and emotion is considered frivolous or inappropriate. As Warren Buffet said, "You definitely want to be a no-emotion person when making an investment or business decision." As a result, no one—especially leadership—wants to be viewed as irrational or susceptible to emotional influence.

Ironically, this dismissive perspective is highly emotional. The discomfort with emotion manifests as fear, uncertainty, or even disgust, inhibiting an organization's ability to deliver emotional impact or even discuss emotion in a constructive manner.

Research by Wharton management professor Michael Parke revealed the advantage of openness to emotion in the workplace. Management teams with cultures that accept the expression of emotion—and the response to it—were shown to outperform teams expected to suppress emotion.



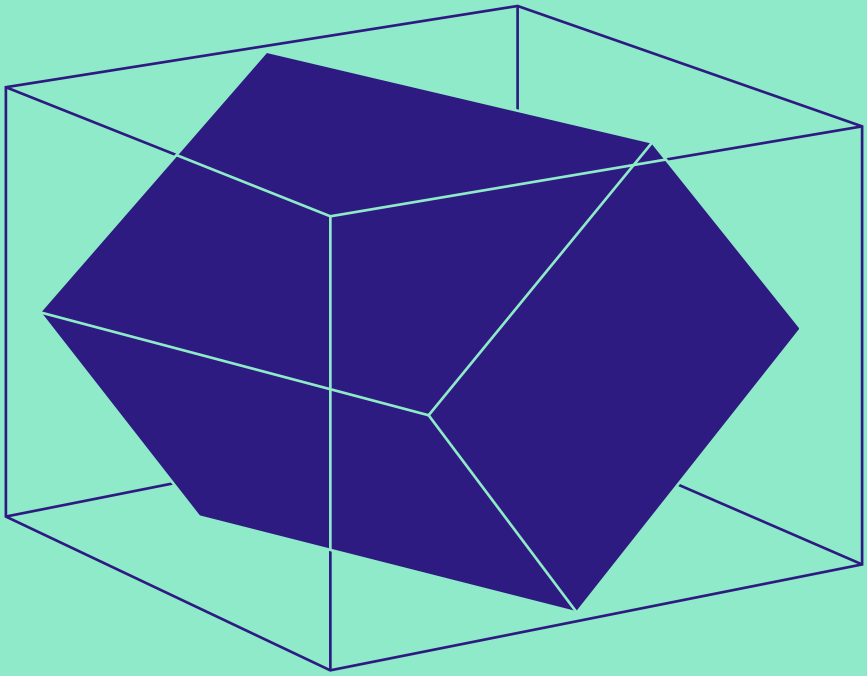
Source: *The Business Case for Emotional Intelligence* by Joshua Freedman, Michael Miller and Patty Freedman (Six Seconds)

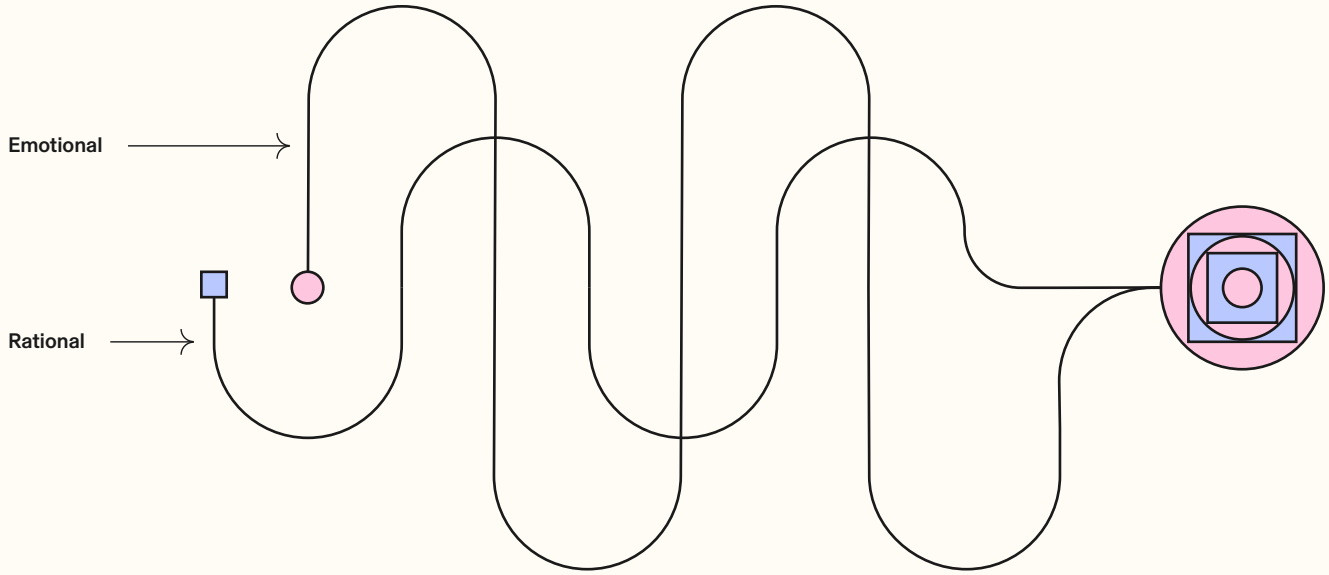
Six Seconds' 2023 global study of emotional intelligence trends reported that companies with higher emotional intelligence build better relationships with customers. The result is a strengthening of trust, which increases loyalty. A 5% boost in customer loyalty is shown to result in 25% profit growth.

Brands that want to strengthen emotional connections with customers need to start by enacting cultural change within and across the organization—and not only in marketing, sales, or communications. Otherwise, the use of emotion can be too easily undermined and too inconsistent to ring true.

OBSTACLE #2

There Is Structural Bias Against Emotion





You can't optimize what you don't measure

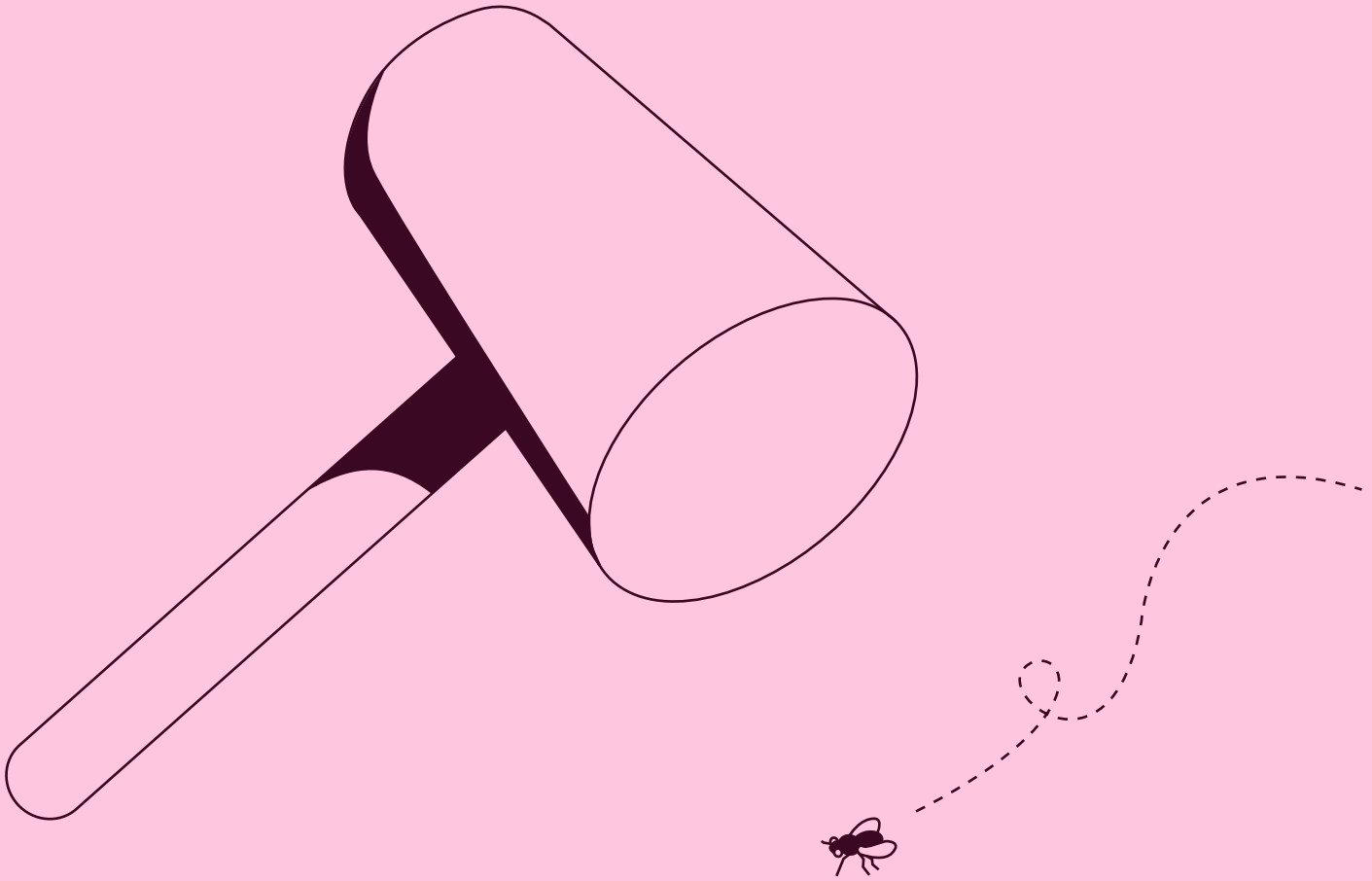
In general, economic theory is based on the premise that people are rational actors. That's why economic modeling, the way businesses make decisions, excludes emotion as a factor. This deeply rooted bias obscures potentially transformative opportunities.

For example, customer loyalty is typically measured as repeat purchases or visits over time. No doubt, this data is useful. However, isn't loyalty really a measure of how strongly connected a customer actually feels towards a brand? It's quite possible that repeat business is merely due to a convenient location or lower pricing. Wouldn't an understanding of emotional connection be useful in maintaining loyalty as new competitors, trends, and innovation arise?

> "The ability to recognize and use emotional data at scale is one of the biggest, most important opportunities for companies."
>
> —Deloitte

Of course, most metrics exclude or marginalize emotion, and emotion is impossible to utilize if you are blind to it. Organizations that adopt new metrics and processes centered on emotion can gain a competitive advantage. According to Deloitte, "The ability to recognize and use emotional data at scale is one of the biggest, most important opportunities for companies."

Emotion Is Not Used Strategically



Emotions are conduits for meaning, making ideas more memorable, resonant, and personal.

Effective use of emotion starts with empathy

Entertainment is not engagement. A marketing campaign may earn laughs and awards without connecting a single customer to your brand. That's because emotion is often used gratuitously—a flash-in-the-pan grab for attention—instead of engaging customers in a meaningful way.

Emotions are conduits for meaning, making ideas more memorable, resonant, and personal. Used in this way, organizations gain more than a chuckle or increased awareness. They gain a tool to advance strategic goals.

Emotion alone isn't a strategy. It's essential to hone in on what people need and desire to inform what and how we sell. A thoughtful approach to forging emotional connection, stemming from empathy for your target audiences, must live at the heart of how organizations operate.

Chipotle meets the moment by serving up connection



In early 2020, as pandemic lockdowns began, Chipotle responded to a decrease in sales not with a typical promotion but by meeting people where they were—physically and emotionally. They launched "digital lunch parties" that brought thousands of people together during a time of isolation. Through a unique buy-one-give-one event, Burritos4Heroes, they served up 100,000 burritos to healthcare workers, and their Round Up program helped people "make real change"—by rounding up their orders, customers raised over $3.7 million for social causes. That year, Chipotle grew its loyalty program by more than 200%. And in the third quarter alone, digital sales grew 202.5% compared to the prior year.

How can organizations leverage emotion?

03

If you can affect how people think and feel, you can affect how they act. This ability is not only the key to boosting your bottom line. It's how some brands help change the world.

Emotion can generate outsized impact, but isn't a quick fix. It's more than sponsoring a TikTok video or expanding a customer service team. It demands interrogation into how customers feel and should feel, knowing how emotion flexes with context or audience, and delivering desired emotional experiences with care and consistency. This requires a commitment to organizational change in both process and culture.

While there are different ways of implementing this change, the starting point is always the same: Organizations need to adjust their mindset and approach.

I. Rethink impact

Impact is typically framed in terms of goals like membership growth, increasing sales, or expanding market share. But business results are just one facet of impact. Arguably more pivotal—the underpinning of it all—is your impact on people. If you can affect how people think and feel, you can affect how they act. This ability is not only the key to boosting your bottom line—it's how some brands help change the world.

Connect with people to deepen impact

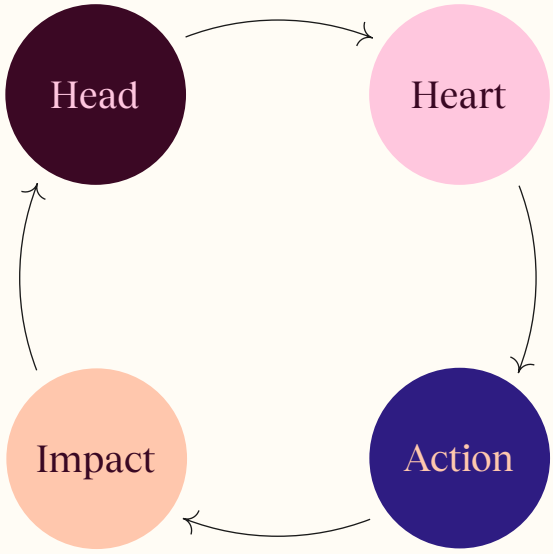
Organizations carefully craft their vision, mission, values, or purpose, only to overlook their power—beyond marketing—as tools to align priorities and behavior. It's not uncommon for executives to ignore or choose not to invest in them when pursuing goals like sales or revenue growth.

Sure, you could easily boost sales with a quick-hit promotion and achieve short-term goals. But you miss the opportunity to reap the long-term value that's only accessible by bringing your brand and customers closer together, rooted in shared beliefs or values.

In 2018, Patagonia changed their mission statement to amplify their core directive of environmental responsibility: "We're in business to save our home planet." The update reflected a shift to regenerative organic agriculture in their supply chain and commitment to fully recycled products. The move galvanized customers and employees alike while setting the stage to consistently surpass $1 billion in annual sales.

It's simple. If people are emotionally invested in your vision, they are more likely to buy your product. Tony Hsieh, late CEO of Zappos, described it best: "Chase the vision, not the money; the money will end up following you." Zappos' vision prioritizes employee happiness, which leads directly to happy customers. And that's how, beginning in 2000, Zappos grew from nearly zero sales to $1.2 billion in just 10 years.

Emotive Brand balances rational and emotional to propel business impact



Head → We help you get inside the heads of customers, employees, analysts, communities, and competitors to identify insights and opportunities for your brand to stand out.

Heart → We help you build pathways into the hearts of audiences to ensure they not only understand your value, but feel it as well.

Action → We develop strategic, creative, verbal, and narrative solutions that galvanize organizations around how to drive growth.

Impact → Brands that generate emotional impact have a greater ability to create business impact across metrics that range from revenue to reputation to talent.

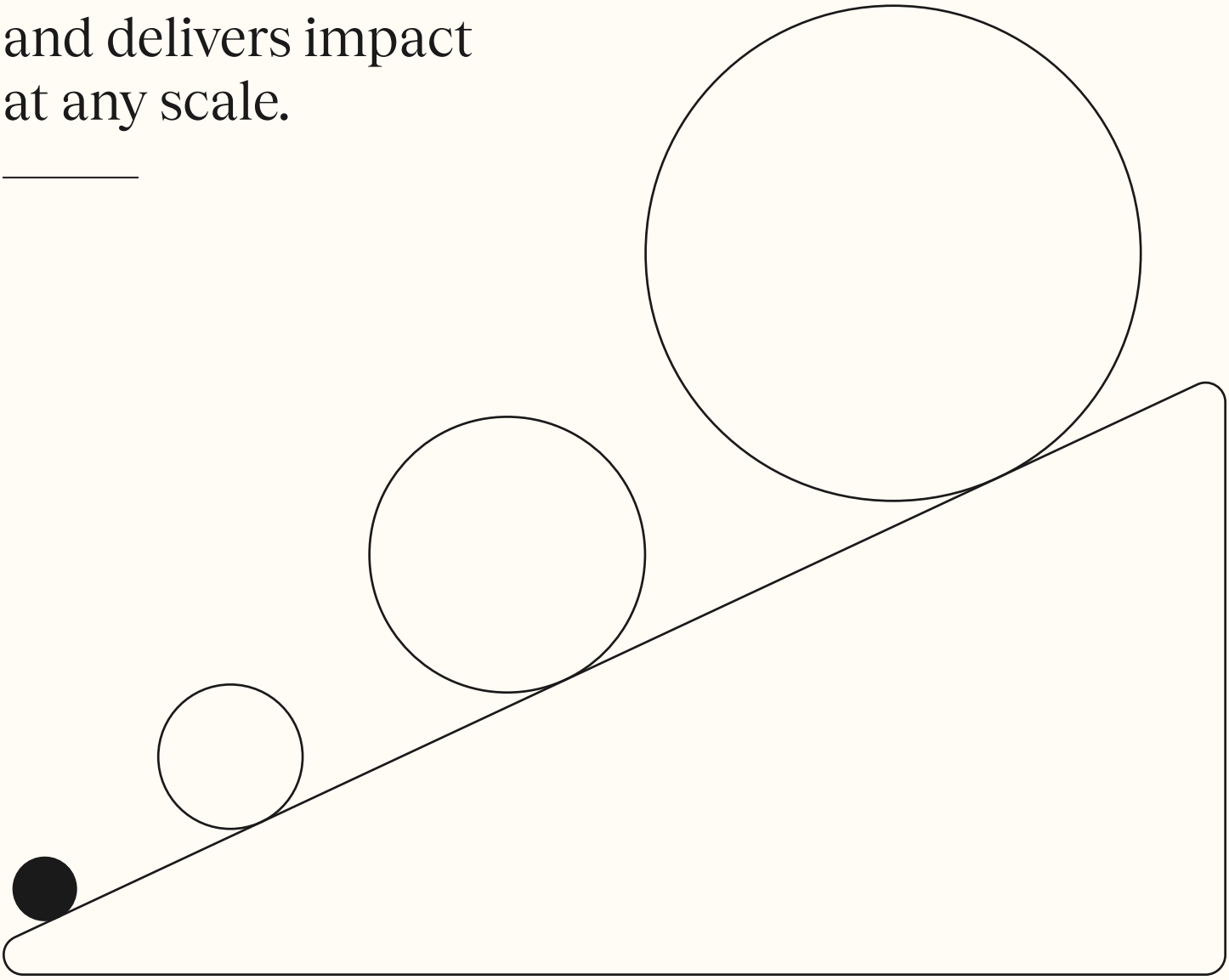
Unleash impact at scale

It could be a one-on-one interaction at a retail store that turns into a lasting impression—and a heartfelt review read by thousands. An online video that resonates enough to earn likes and shares, and go globally viral. A corporate training that uplifts and deepens loyalty by reframing the value of a team's work. A Super Bowl ad that delights and surprises a hundred million people all at once.

The power of emotion is flexible and delivers impact at any scale. But to make it work, organizations need to think of scale in terms of people first—before products or profit—and dial in their efforts to meet the moment.

Emotion is universal in defining us as human, but it's not one-size-fits-all. That's why it's vital that organizations fundamentally understand and carefully segment people on a psychographic level. The next step is to determine which tools, personalization and methods can help achieve the intended emotional impact across the different segments. As impact scales, the process is repeated and refined.

The power of emotion is flexible and delivers impact at any scale.



II. Be disciplined about emotion

Emotion isn't simply a tool or an asset. It's a mindset and a practice. Three core principles guide how organizations should think about and utilize emotion.

PRINCIPLE #1

→ Emotion is about people.

PRINCIPLE #2

→ Real emotional connection lasts.

PRINCIPLE #3

→ Emotion everywhere, all the time.

PRINCIPLE #1

Emotion Is About People



PRINCIPLE #1

Objective evaluation of emotional outcomes is essential

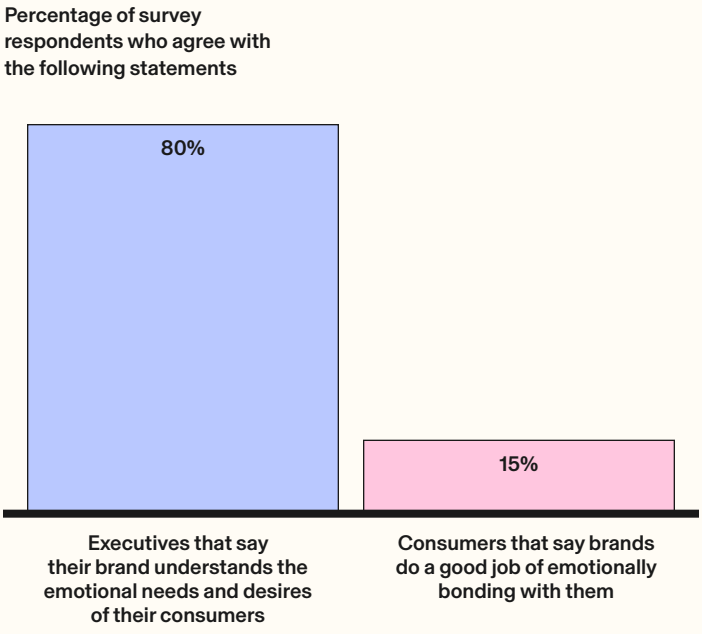
Obvious, right? Not so fast. Even organizations that sing from the mountaintops about being customer-centric, all the way down to their DNA, don't focus on people. If they did, "How do we connect more meaningfully with our customers?" would be a more common question than "How do we grow sales?"

It's a huge blind spot. After all, to customers, everything is personal. And every experience, good or bad, will produce an emotional outcome. If we don't understand these outcomes, how can we manage and improve them?

This shift in mindset is easier said than done. The very business leaders who acknowledge the value of emotion and emotional intelligence often overestimate their ability to understand people. According to a Capgemini study, "executives believe they understand consumers' emotions, but only 15% of consumers agree."

Before brands can wield the power of emotion, they need to honestly assess whether they are truly people-centered and how well they actually understand customers and their emotions.

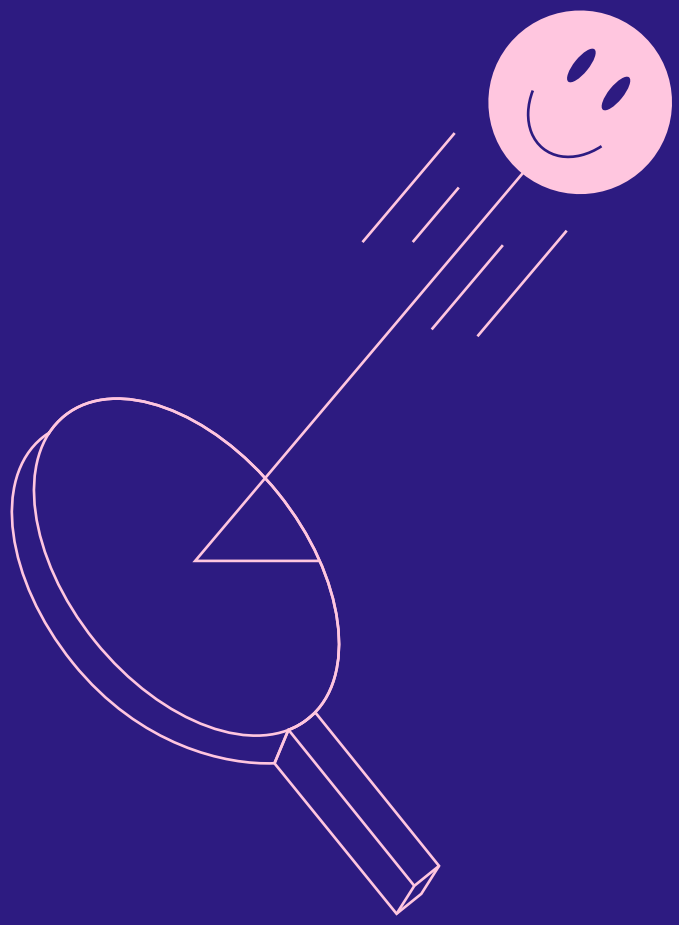
A disconnect exists between executive and consumer views on emotional engagement



Source: Capgemini Digital Transformation Institute survey, *The Key to Loyalty;* August-September 2017, N=9, 213 consumers; N=548 executives.

PRINCIPLE #2

Real Emotional Connection Lasts

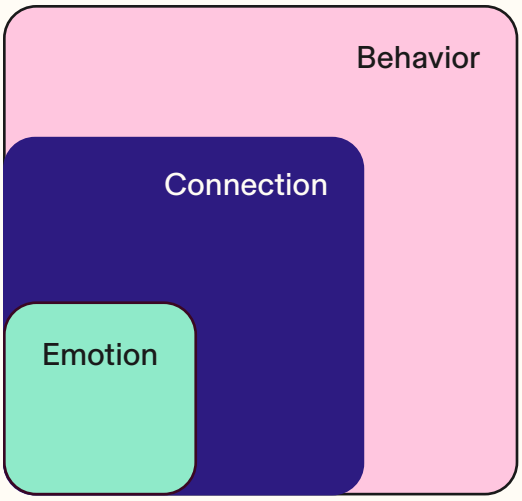


PRINCIPLE #2

Deeper relationships yield bigger returns

Brands that can evoke a desired emotional response—whether through a well-crafted "thank you" email, product design that delights, or a meaningful stance relevant to both brand and consumer—effectively create a connection to each customer. Done right, this feeling for the brand is unique, favorable, and long-lasting, serving as powerful reinforcement of the brand's differentiation and positioning.

Once established, a connection can be used to motivate behavior. Like receiving advice from someone you know, the stronger the connection, the more likely you are to heed the advice.



While a connection can motivate purchase, its value is in the relationship—building goodwill, loyalty, and advocacy—rather than the transaction.

Results from Qualtrics XM Institute's 2023 US Consumer Study bear this out. Consumers rated recent brand interactions across three dimensions of experience: success, effort, and emotion. They also shared how likely they are to engage in four loyalty activities: trusting the brand, forgiving a mistake, recommending to others, and purchasing more from the brand. The results were clear—consumers with a high emotion rating are most likely to demonstrate loyalty-based behaviors. Across all industries, high emotion scores coincided with high likelihood to purchase more. Simply put, emotion has the largest impact on brand loyalty.

Making, maintaining, and strengthening emotional connection is critical to achieving an organization's desired impact. That's why its cultivation needs to be a shared responsibility across the entire organization, and not just delegated to a single team or person.

PRINCIPLE #3

Emotion Everywhere, All the Time



PRINCIPLE #3

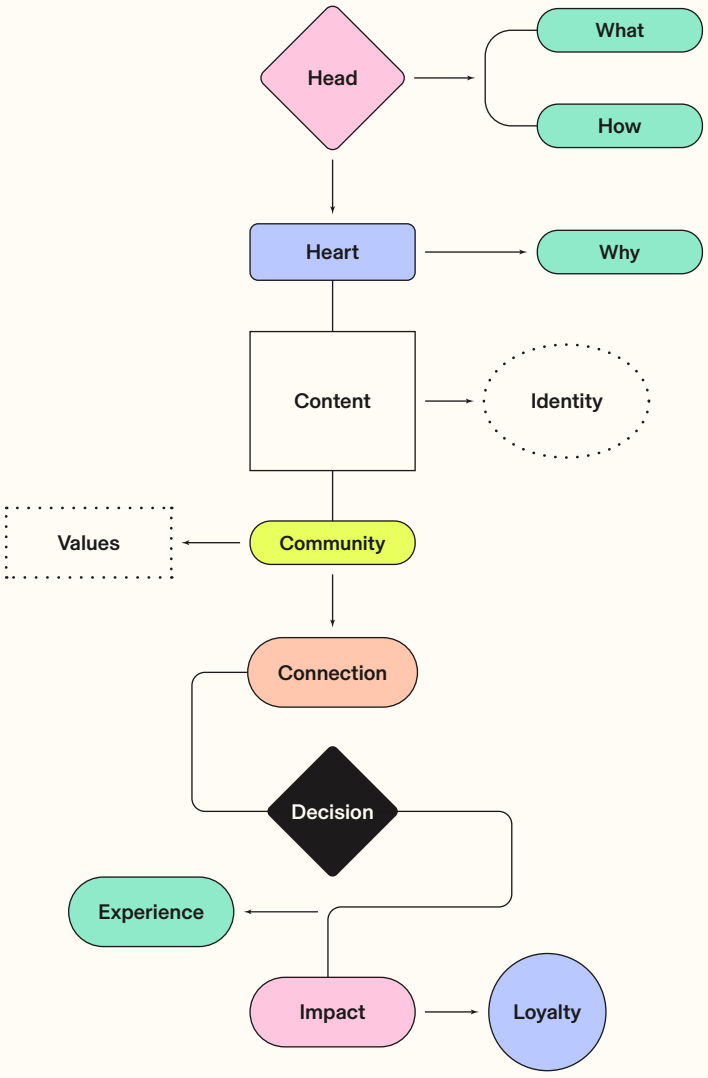
Every interaction is an opportunity

Brands have limited opportunities to connect with people—but every one of them is golden. Each fleeting interaction, communication, and touch point matters, and must deliver the desired emotional impact. How people feel about a brand is not a one-off exercise. It's shaped over time by every experience they have with the brand.

Creating a lasting feeling is key. As the poet Maya Angelou once said, "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

These interactions aren't contained to marketing campaigns or website visits. They include everything—from the brand's retail experience to an employee incentive program to the sustainability of packaging. Innovative brand partnerships can open up new worlds of possibilities and new arenas of audiences.

Brands can shape these interactions and create emotional impact through look and feel, quality and tone of content, and the power of association, in addition to functionality. In every moment where a brand and people meet, the connection is either bolstered or tarnished.



Clever ideas entertain.

Breathtaking design turns heads.

But emotion registers on a much deeper, more human level. An overwhelming body of data—from psychology, behavioral science, and consumer research—demonstrates that emotion can and should be leveraged to generate significant business impact.

With the power of emotion comes responsibility to use it thoughtfully. Full adoption and utilization of emotion begins with wholehearted buy-in throughout an organization. You need to be mindful about centering people, understand their needs, concerns and aspirations, strategically connect with them, and deliver consistently. When you do, you'll find that it's rocket fuel for results. You'll discover that emotion, after all, is the rational choice.

To learn more about how intelligent use of emotion can unlock the full potential of your business, brand, or culture, go to:

emotivebrand.com/approach

Thank you!