

# THE POWER OF **EMOTIONAL** MARKETING

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# Marketing Power Of Emotion

**Scott Robinette, Claire Brand**



## **Marketing Power Of Emotion:**

**The Marketing Power of Emotion** John O'Shaughnessy, Nicholas J. O'Shaughnessy, 2003 How does one choose between a brand name and a generic named product Why does one choose an item with a slightly lower price than the other The answer is emotion The Marketing Power of Emotion provides a complete original and anecdote rich account of the marketing power of emotion This book is written by two of the leading practitioners in the field and is complete with thorough references and real life examples to follow Emotions whether it is realized or not is one of the central factors in our buying behavior Emotions energizes the motivation to buy and certain persuasive techniques are more effective than others are when marketers are trying to resonate emotionally with consumers This book covers all the essential topics including the scope of emotion in marketing and how in response to these emotions customers make product appraisals Finally this volume covers branding and how emotions play a role in how consumers become loyal to brands Publisher's description

**The Power of Emotional Marketing: Creating Connection and Loyalty** Mayfair Digital Agency, 2021-10-14 The Power of Emotional Marketing Creating Connection and Loyalty is a captivating eBook that delves into the profound impact of emotional marketing strategies on forging strong connections with consumers and fostering unwavering brand loyalty Authored by Author Name a marketing guru with a deep understanding of consumer psychology this book unravels the art of tapping into emotions to create memorable brand experiences Through compelling insights and real world examples readers gain valuable knowledge on how to craft authentic and relatable brand narratives that resonate with audiences on a deep emotional level From evoking empathy to instilling trust the eBook offers practical techniques for marketers to effectively harness emotions in their campaigns thereby increasing customer retention and advocacy Whether you're a seasoned marketer or a business owner aiming to elevate your brand's impact The Power of Emotional Marketing is an essential guide that will empower you to forge lasting connections with your target audience and thrive in the competitive market

*Emotional Marketing*, 2025 **Emotion Marketing: The Hallmark Way of Winning Customers for Life** Scott Robinette, Claire Brand, 2001-01-20 To its millions of loyal customers world wide the Hallmark brand stands for more than just greeting cards it embodies the elusive item every company hopes to capture the customer's heart Hallmark has found that one of the keys to attaining superior customer loyalty is through emotion Now for the first time Hallmark reveals its groundbreaking strategy Emotion Marketing This strategy can help any company create an emotional bond with customers for a competitive advantage in the marketplace Emotion Marketing will reveal How emotion works to cement customer loyalty The 3 Emotional E's Equity Experience and Energy Scott Robinette Kansas City MO is General Manager of Hallmark Business Expressions Claire Brand Kansas City MO is Customer Marketing Manager at Hallmark Vicki Lenz Atlanta GA is a writer consultant and speaker on business leadership and marketing **Emotional Marketing: Creating Ads That Connect and Convert** Ajah Excel, 2025-01-22 Great marketing isn't just about selling a product it's about creating a

connection Emotional Marketing Creating Ads That Connect and Convert reveals the secret to capturing hearts driving engagement and building brand loyalty through the power of emotion This guide dives deep into the psychology of consumer behavior teaching you how to craft compelling ads that go beyond features and benefits to resonate with your audience on a deeper level Whether you re an entrepreneur marketer or creative professional this book equips you with the tools to create campaigns that inspire action and spark genuine connections Inside you ll learn how to Understand the emotional triggers that drive consumer decisions Use storytelling to evoke empathy and strengthen your brand message Design visuals copy and calls to action that tug at heartstrings Tap into universal emotions like joy fear nostalgia and hope to boost conversions Analyze and refine your campaigns to ensure maximum emotional impact Featuring real world case studies from iconic brands and step by step strategies Emotional Marketing is your roadmap to creating ads that don t just capture attention they capture hearts If you re ready to transform your marketing from ordinary to extraordinary and convert connections into customers this book will show you how to make your brand unforgettable Start creating ads that truly matter and convert like never before

*Emoti-coms* Xavier Quattrocchi-Oubrardous, Charles Bal, 2011-04 Marketing is broken Everyday consumers are bombarded with thousands of commercial messages and they have become increasingly adept at screening out or instantly forgetting them The advertising quest for eyeballs is floundering and research and developments in technology suggest that reaching people will only get increasingly difficult with time Meanwhile exciting breakthroughs in neuroscience and psychology have given us greater insights into human emotions than ever before And important findings suggest that marketing communication and consumers can benefit from this Companies that change their promotional efforts to focus on emotional engagement with their would be customers can convey values and benefits more accurately be more persuasive gain better memorisation have their marketing go viral with greater speed and ensure they get the best possible returns from product placement and celebrity endorsement A share of heart not a split second of attention must now be the goal of all marketers *Emoti coms* is the revolutionary guide to this new approach Lucidly covering the theoretical groundwork and introducing actionable ideas hints and tips for your own emotion based campaigns it also addresses the ethical dimension of this a new and powerful way of getting your message out to the world A fascinating and provocative read for all marketing and communications professionals

The Routledge Companion to Global Popular Culture Toby Miller, 2014-12-05 Research on popular culture is a dynamic fast growing domain In scholarly terms it cuts across many areas including communication studies sociology history American studies anthropology literature journalism folklore economics and media and cultural studies The Routledge Companion to Global Popular Culture provides an authoritative up to date intellectually broad internationally aware and conceptually agile guide to the most important aspects of popular culture scholarship Specifically this Companion includes interdisciplinary models and approaches for analyzing popular culture wide ranging case studies discussions of economic and policy underpinnings analysis of textual manifestations of popular culture

examinations of political social and cultural dynamics and discussions of emerging issues such as ecological sustainability and labor. Featuring scholarly voices from across six continents, *The Routledge Companion to Global Popular Culture* presents a nuanced and wide-ranging survey of popular culture research.

**Emotional Governance** B. Richards, 2007-10-17 This lucid and original work argues for a new style of political leadership, one which pays deliberate and sophisticated attention to the emotional dynamics of the public. A case study of terrorism as a highly emotional topic and as a key political issue in many liberal democracies grounds the book's ideas in today's political landscape.

**Driving Customer Appeal Through the Use of Emotional Branding** Garg, Ruchi, Chhikara, Ritu, Panda, Tapan Kumar, Kataria, Aarti, 2017-09-13 The value of advertising has always been an effective way to increase consumerism among customers. Through the use of emotional branding, companies and organizations can now target new and old patrons while building a strong relationship with them at the same time to ensure future sales. *Driving Customer Appeal Through the Use of Emotional Branding* is a critical scholarly resource that examines the responses consumers have to differing advertising strategies and how these reactions impact sales. Featuring relevant topics such as multisensory experiences, customer experience management, brand hate, and product innovation, this publication is ideal for CEOs, business managers, academicians, students, and researchers that are interested in discovering more effective and efficient methods for driving business.

*Emotions* Monica Greco, Paul Stenner, 2013-10-31 Are emotions becoming more conspicuous in contemporary life? Are the social sciences undergoing an affective turn? This Reader gathers influential and contemporary work in the study of emotion and affective life from across the range of the social sciences. Drawing on both theoretical and empirical research, the collection offers a sense of the diversity of perspectives that have emerged over the last thirty years from a variety of intellectual traditions. Its wide span and transdisciplinary character is designed to capture the increasing significance of the study of affect and emotion for the social sciences and to give a sense of how this is played out in the context of specific areas of interest. The volume is divided into four main parts: universals and particulars of affect; embodying affect; political economies of affect; affect, power, and justice. Each main part comprises three sections dedicated to substantive themes: emotions, history, and civilization; emotions and culture; emotions, selfhood, and identity; emotions and the media; emotions and politics; emotions, space, and place, with a final section dedicated to themes of compassion, hate, and terror. Each of the twelve sections begins with an editorial introduction that contextualizes the readings and highlights points of comparison across the volume. Cross-national in content, the collection provides an introduction to the key debates, concepts, and modes of approach that have been developed by social scientists for the study of emotion and affective life.

**Product Experience** Hendrik N. J. Schifferstein, Paul Hekkert, 2011-04-28 *Product Experience* brings together research that investigates how people experience products, durable, non-durable, or virtual. In contrast to other books, the present book takes a very broad, possibly all-inclusive perspective on how people experience products. It thereby bridges gaps between several areas within psychology, e.g., perception, cognition,

emotion and links these areas to more applied areas of science such as product design human computer interaction and marketing The field of product experience research will include some of the research from four areas Arts Ergonomics Technology and Marketing Traditionally each of these four fields seems to have a natural emphasis on the human ergonomics and marketing the product technology or the experience arts However to fully understand human product experience we need to use different approaches and we need to build bridges between these various fields of expertise Most comprehensive collection of psychological research behind product design and usability Consistently addresses the 3 components of human product experience the human the product and the experience International contributions from experts in the field

**An investigation into the role of emotional branding in the cola market with particular reference to Coca-Cola** Miriam Mennen, 2010-03-12 Bachelor Thesis from the year 2005 in the subject Communications Public Relations Advertising Marketing Social Media grade 70 % A New College Durham course BA HONS Management Business and Administration language English abstract The business area of marketing has become increasingly important over the last few decades turning marketing activities into a critical success factor Emotional benefits in marketing have received more and more attention and discussion because they work beyond the awareness of the customer and influence their buying behaviour In an article from the Canadian Marketing Association Glenn Livingston 2004 says that most of the people do not want to believe that they are or can be emotionally influenced by brands They do not want to admit to using brands as a method of partially supporting their self esteem but this is what makes the emotional benefit motivation such an important technique in marketing It is the case that emotional benefits are so elusive and hidden that it makes them incredibly powerful and persuasive Companies like Coca Cola Gillette or Victoria s Secret understand the art of accessing with intelligence and sensitivity the true power behind human emotions They form their brands in a way that they become a face and a character in order to reach the overall aim the identification of customers with the brand Today s most successful brands have built relationships with consumers by engaging them in a personal dialogue that responds to their needs In fact many brands make the mistake of trying to force the emotional benefit by telling the customer directly As soon as this thought is then put into language and made conscious a person s adult mind will make rational decisions and realize that this product does not make them a different person As Coca Cola is the number one on the Interbrand s Annual Ranking of 100 of the World s Most Valuable Brands the researcher will take this brand as an example and applies the findings on how consumers are emotionally attached by this brand and how it was able to find its way into consumers psyche The basic knowledge of marketing and the nature of emotional branding as a specific marketing tool is provided in chapter two through the use of an extensive literature review which examines the key theoretical perspectives influencing this study

**Marketing Management** Philip Kotler, Kevin Keller, Mairead Brady, Malcolm Goodman, Torben Hansen, 2019-07-12 The classic Marketing Management is an undisputed global best seller an encyclopedia of marketing considered by many as the authoritative book

on the subject *Handbook of Marketing Scales* William O. Bearden, Richard G. Netemeyer, Kelly L. Haws, 2010-12-10 The Handbook of Marketing Scales Third Edition represents a clear concise and easy to use compilation of multi item self report measures developed and or frequently used in consumer behavior and marketing research Over 150 scales are included in the handbook Many of these scales were originally published in marketing and consumer related journals or conference proceedings Including them in one volume helps reduce the time it takes to locate instruments for survey research Scales included have a reasonable theoretical base are developed within the marketing or consumer behavior literature are composed of several items or questions use some scaling procedures and include estimates of reliability and or validity making these scales especially relevant and proven for marketing scholars and professionals Each scale includes the following information so that users can quickly and easily learn about the scale construct description development samples validity scores sources other evidence other sources references and scale items *The Radio Book: Sales & marketing*, 1995

**Passion Branding** Neill Duffy, Jo Hooper, 2004-11-19 In a world of switched off and disenchanted consumers the time is right for a new approach to communicating with customers Passion Branding is that approach Centred on a passionate relationship between brand and consumer and the leverage of that passion in order to create value for all involved in the relationship Passion Branding can be a great way to drive brand awareness at a fraction of the cost of traditional advertising particularly for brands that don't enjoy high emotional affinity with customers Drawing on major case studies from around the world including Shell and Ferrari Hyundai and the FIFA World Cup and Guinness and the Rugby World Cup as well as interviews with top practitioners Neill Duffy introduces Passion Branding shows why it is about much more than simple sponsorship and details the many areas in which this versatile business tool can play a role *Principles of Marketing* Harold Howard Maynard, Walter Crothers Weidler, Theodore N. Beckman, 1927 **Emotional Marketing** Ivo Stefano, 2019-01-31 You'll Learn step by step how to influence perception and behavior of your customers Use it to make more sales Use it to make more conversions Welcome to a huge resource on emotional marketing You can use emotion to achieve different goals Cultivate a perception for branding Influence behavior for purchases Maximize an experience for consumption Learn the secrets of these psychological strategies You will learn in this book among other things How emotions influence our decisions When should you use emotional appeals What are the types of emotions Which emotions you have to target How to influence your customers to make a conversion and many more about emotional marketing strategies For whom this book is nothing People who don't want to influence their customers People who don't want to make more sales with emotional marketing How can you read this book With the free Kindle app you can read this eBook even without Kindle Reader on your PC smartphone or tablet As paperback with over 60 pages color print of course 100% money back guarantee If you are dissatisfied with the book you can return it to amazon within 7 days and get back the full purchase price Your risk is zero Good marketing makes the company look smart Great marketing makes the customer feel smart Joe Chernov

**Design Issues** ,2013      Emotional Branding Daryl Travis,2000 How do you launch a product in today's ultra competitive and often saturated markets break through the clutter and develop strong and lasting customer loyalty Get in touch with your customers deepest emotions of course Emotional Branding teaches you the how's and why's of How does our product or service make our customers feel Author Daryl Travis with a little help from Harry leads you on a journey filled with colorful ideas and bottom line lessons that will teach you how to instill brand loyalty in your customers Whether you are a CEO an advertising guru or an innovative businessperson you will discover how to use a brand's mystique to create powerful and lasting emotional connections with your customers Travis also addresses Branding as a product of intuitive thinking How people develop emotional responses to brands Bringing together a company's elements to form a brand Developing successful offshoot brands from existing ones And much more Emotional Branding teaches you how to identify and empower your product's appeal and connect it to your customers experiences with your product The results unlock the secrets to emotional branding enhance the brand consumer relationship and show you and your business new prosperity all from discovering and applying these powerful new ways to use the F word F E E L I N G S Today's marketplace confusion can only be sorted out one way by brand power Daryl Travis's Emotional Branding sings a book to savor and ponder And if approached in the right spirit a book to change your worldview and renovate your bottom line Hint It's for finance and human resource folks as much as for marketers as much for three person architectural studios as for Virgin or GE execs Tom Peters coauthor of In Search of Excellence Every CEO's job is to create value and build assets and every company's most formidable asset is its brand Daryl's book is an important reminder that brands must be protected and nurtured Read it take it to heart and expect some amazing things to happen in your business James Berrien president of Forbes magazine I've been in the business of building global brands for more than 25 years and I've yet to read a better account of what it takes to make a brand Apply all the analytics you want to a great company or brand and in the end you'll find it comes down to how people feel about it This book reveals why Thomas Oliver CEO of Bass Hotels Resorts former executive VP of marketing FedEx



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