

A close-up, high-contrast photograph of a person's eyes, looking directly at the camera. The image is in grayscale, with the irises and pupils appearing as bright, glowing shapes against a dark background. The texture of the eyelids and the fine hairs of the eyelashes are visible.

# emotional branding

the new paradigm for  
connecting brands to people

**marc gobé**

Foreword by Sergio Zyman  
Former Chief Marketing Officer,  
The Coca-Cola Company

# Emotional Branding By Marc Gobe

**Marc Gobe**



## **Emotional Branding By Marc Gobe:**

**Emotional Branding** Marc Gobé,2001-01-01 Offers an approach to building brand loyalty with the use of an interactive strategy presenting case histories that demonstrate how the five human senses can be used as effective marketing tools to respond to trends

**Emotional Branding** Marc Gobe,2010-02-09 Emotional Branding is the best selling revolutionary business book that has created a movement in branding circles by shifting the focus from products to people The 10 Commandments of Emotional Branding have become a new benchmark for marketing and creative professionals emotional branding has become a coined term by many top industry experts to express the new dynamic that exists now between brands and people The emergence of social media consumer empowerment and interaction were all clearly predicted in this book 10 years ago around the new concept of a consumer democracy In this updated edition Marc Gob covers how social media helped elect Barack Obama to the White House how the idea behind Twitter is transforming our civilization and why new generations are re inventing business commerce and management as we know it by leveraging the power of the web In studying the role of women as shoppers in chief and defining the need to look at the marketplace by recognizing differences in origins cultures and choices Emotional Branding foresaw the break up of mass media to more targeted and culturally sensitive modes of communications As the first marketing book ever to study the role of the LGBTQ community as powerful influencers for many brands Emotional Branding opened the door to a renewed sensitivity toward traditional research that privilege individuality and the power of the margins to be at the center of any marketing strategy A whole segment in the book looks at the role of the senses in branding and design The opportunity that exists in understanding how we feel about a brand determines how much we want to buy By exploring the 5 senses Emotional Branding shows how some brands have built up their businesses by engaging in a sensory interaction with their consumers Emotional Branding explores how effective consumer interaction needs to be about senses and feelings emotions and sentiments Not unlike the Greek culture that used philosophy poetry music and the art of discussion and debate to stimulate the imagination the concept of emotional branding establishes the forum in which people can convene and push the limits of their creativity Through poetry the Greeks invented mathematics the basis of science sculpture and drama Unless we focus on humanizing the branding process we will lose the powerful emotional connection people have with brands Critics hailed Emotional Branding as a breakthrough and a fresh approach to building brands Design in this book is considered a new media the web a place where people will share information and communicate architecture a part of the brand building process and people as the most powerful element of any branding strategy Most importantly it emphasizes the need to transcend the traditional language of marketing from one based on statistics and data to a visually compelling new form of communication that fosters creativity and innovation Allworth Press an imprint of Skyhorse Publishing publishes a broad range of books on the visual and performing arts with emphasis on the business of art Our titles cover subjects such as graphic design theater branding fine art photography

interior design writing acting film how to start careers business and legal forms business practices and more While we don't aspire to publish a New York Times bestseller or a national bestseller we are deeply committed to quality books that help creative professionals succeed and thrive We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers

Emotional Branding Marc Gobé, 2005 *Brandjam* Marc Gobe, 2010-06-29 Brandjam the follow up to the groundbreaking best seller Emotional Branding presents a powerful new concept from renowned designer and business guru Mark Gobe The Brandjam concept is about innovation intuition and risk Gobe explains how design is the instrument companies can use for jazzing up a brand how design puts the face on the brand and creates an irresistible message that connects buyers to the product in a visceral way Using jazz as his metaphor he shows how the instinctive nature of the creative process leads to unusual solutions that make people gravitate toward a brand and make brands resonate with people by bringing more joy into their lives It explores how design represents the personality of a company and provides its window to the world Brandjam is an inspiration for brands and people as it reveals the transforming impact brands have on their audience Follow up to Emotional Branding 50 000 copies sold in nine languages Insider's look at creating powerful compelling brands and identities Exciting new ideas for using design to drive consumers to embrace brands Allworth Press an imprint of Skyhorse Publishing publishes a broad range of books on the visual and performing arts with emphasis on the business of art Our titles cover subjects such as graphic design theater branding fine art photography interior design writing acting film how to start careers business and legal forms business practices and more While we don't aspire to publish a New York Times bestseller or a national bestseller we are deeply committed to quality books that help creative professionals succeed and thrive We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers

**Joel Desgrippes and Marc Gobe on the Emotional Brand Experience** Anne Hellman, 2007-07-01 Degrippes Gobe is internationally sought after firm that is leading the industry with groundbreaking work This exciting new book shares the expertise of the world renowned Degrippes Gobe team on a design subject for which they are widely recognized emotional branding The authors provide practical information by not only reviewing their own work but other strong work in the field Using sketches notes and final pieces Degrippes Gobe reveal their design process and the intricacies that have made them so successful Speaking candidly about client expectations they explore the successes and failures of particular projects to help readers understand how they achieved the end result This unique master class will provide readers with a better understanding of how to take their own work to the next level by offering their clients designs and branding strategies that make a difference by connecting on an emotional level

**Joël Desgrippes and Marc Gobé on the Emotional Brand Experience** Anne Hellman, Marc Gobé, Joël Desgrippes, 2007 Citizen Brand Marc Gobe, 2006-09-02 Leading brand designer Marc Gob builds on his highly successful Emotional Branding strategy with Citizen Brand a powerful new concept designed to help companies earn the

trust of today's consumers. Gob argues that corporations need a new vision to survive in the present emotional economy challenging them to develop more passionate human and socially responsible brand strategies. He shows how to transform Consumers to People, Products to Experiences, Honesty to Trust, Quality to Preference, Identity to Personality, and Service to Relationship. , How Brands Become Icons Douglas B. Holt, 2004. Iconic brands like Coca-Cola, Volkswagen, and Corona have social lives and cultural significance that go well beyond product benefits and features. This book distills the strategies used to create the world's most enduring brands into a new approach called cultural branding. Brand identity is more critical than ever today as more and more products compete for attention across an ever-increasing array of channels. This book offers marketers and managers an alternative to conventional branding strategies which often backfire when companies attempt to create identity brands. **Robert's Rules of Innovation II** Robert F. Brands, 2015-12-08. Innovation thought leader Robert Brands introduces readers to the best and most recent thinking of his international network and shows how to permanently implement a culture of innovation in one's work environment. Searchial Marketing Alan Glazier, 2011. The buzz surrounding social media focuses on how business can build relationships by participating in the online conversation. When it works, social media relationship building is often labor and time-intensive with a return on investment that is often hard to measure. Not many people understand that social media campaigns can be orchestrated to build relationships and drive in new business at a much greater rate than using the relationship aspect of social media alone provides. When I discovered this relationship building became the least compelling part of the picture. Searchial is a phrase I created to describe the method of interacting within the strange new world of social media while elevating your profile in internet searches for the products and services you offer. This book teaches do-it-yourself methods of implementing a searchial media campaign. It demonstrates the added value of practicing searchial media instead of just social media. Social tools have the power to drive new business into your organization not only through communicating and relationship building but by coincidentally causing your listing in search engines to rank higher in searches for keywords and key phrases people are using to find the products and services you offer in a specific geographical area or worldwide. The term Searchial reflects the realization that my time and effort were best spent driving new patients into my medical practice using social tools to improve our position in Google, Bing, and other search engines, not just building and strengthening existing relationships. This book can be applied to and used as a guide within any industry at any stage of the new media marketing game. Appendices contain information specific to social media and search elevation in the medical profession, specifically small medical business, hospital and clinic, and pharmaceutical companies. Design Thinking Thomas Lockwood, 2010-02-16. This thought-provoking and inspirational book covers such topics as developing a solid creative process through Visual Reflection Notebooks and Bring Play to Work, understanding the artist's unique identity in relation to the larger culture, building systems of support and collaboration, explaining how an artist's needs and passions can lead to innovation and authenticity, using language to inspire visual

creativity responding to the Internet and changing concepts of what is public and private and accepting digression as a creative necessity Through the exercises and techniques outlined in *Art Without Compromise* the reader will develop new confidence to pursue individual goals and inspiration to explore new paths along with motivation to overcome creative blocks With a revised understanding of the relevance in their own work within the sphere of contemporary culture the artist will come away with a clearer perspective on his or her past and future work and a critical eye for personal authenticity **The**

**Outsourced Self** Arlie Russell Hochschild, 2012-05-08 From the famed author of the bestselling *The Second Shift* and *The Time Bind* a pathbreaking look at the transformation of private life in our for profit world The family has long been a haven in a heartless world the one place immune to market forces and economic calculations where the personal the private and the emotional hold sway Yet as Arlie Russell Hochschild shows in *The Outsourced Self* that is no longer the case everything that was once part of private life love friendship child rearing is being transformed into packaged expertise to be sold back to confused harried Americans Drawing on hundreds of interviews and original research Hochschild follows the incursions of the market into every stage of intimate life From dating services that train you to be the CEO of your love life to wedding planners who create a couple s personal narrative from nameologists who help you name your child to wantologists who help you name your goals from commercial surrogate farms in India to hired mourners who will scatter your loved one s ashes in the ocean of your choice Hochschild reveals a world in which the most intuitive and emotional of human acts have become work for hire Sharp and clear eyed Hochschild is full of sympathy for overstressed outsourcing Americans even as she warns of the market s threat to the personal realm they are striving so hard to preserve *United We Brand* Mike

Moser, 2003-02-13 Most executives know their company s values and brand message but often they fail to make sure that everyone else knows them too The result A weak brand that conveys different messages inside the company and out in the marketplace *United We Brand* offers a hands on action plan for building a cohesive brand strategy from the ground up Drawing from two decades of experience creating brand identities for companies including Dell Cisco and Kia Motors Mike Moser provides a proven template for transforming disparate fuzzy brand information into a concrete guidepost for making day to day branding decisions Called the Brand Roadmap this valuable tool enables organizations of all sizes and kinds to leverage insights and strategies once only available through big gun consulting and ad agencies Step by step it guides readers through the four key components of brand strategy identifying core values creating a focused brand message developing a distinctive brand personality and choosing a consistent set of brand icons Filled with vivid case examples and practical worksheets *United We Brand* is essential for anyone involved in charting a company s distinctive path to success Winner of five Clio Awards and two Cannes Lions

[Boost Your Career](#) Sander Flaum, Mechele Flaum, 2017-08-15 An exclusive guide to besting the competition and rising to the top in your career Many people spend years working themselves into the ground only to be passed over for the promotions recognition and pay raises they deserve Today there is a new set of

unwritten rules for getting ahead and they are all about making an impact In **Boost Your Career** Sander and Mechele Flaum expose what many people have taken years to learn Success depends on the impact dynamic Defined as projects that make a resounding difference in an organization with the added benefit of impressing key stakeholders the impact dynamic is what separates over deliverers from average workers Drawing on their many years in business in a variety of high level roles the Flaums teach readers exactly what they need to know in today s job market how to identify opportunities and successfully lead projects that will propel their careers Packed with real and exclusive stories from seasoned professionals newbies in big roles and entrepreneurs in a variety of industries this book shares the hidden hurdles aha moments and tips for getting ahead in a competitive environment Whether you ve been at the same company for twenty years you re starting a new job tomorrow or you own your own business **Boost Your Career** will make a resounding difference in how you view your professional role and frame your accomplishments

**Your Architecture Career** Gary Unger,2018-07-17 Master the business side of architecture with advice from an expert In **Your Architecture Career** Gary Unger provides tips and guidance to students interns architects and firm owners to help them understand and master the business side of architecture and interior design Students in school are not taught to manage process projects and clients the emphasis is on design However most graduates will not finish their careers as designers Rather their focus will be on marketing programming project management cost estimating rendering virtual reality drawing documentation specifications workplace strategy and construction administration Gary Unger expertly describes the creative aspects of these disciplines and the considerable value they bring to a firm In order to accurately represent how an architecture firm successfully operates Gary stresses the importance of teamwork With project teams made up of architects engineers realtors building owners contractors furniture dealers and more it is important to note that a project s success is measured by how well handoffs of information are executed both inside a firm as well as from firm to firm Spanning a wide variety of topics chapters include Completing architectural school Deciding on a career path Landing your first job Building your reputation Managing handoffs RFPs and proposals Reassessing your career Starting your own firm Whether you re a student about to graduate or a seasoned professional **Your Architecture Career** is an invaluable resource for the business side of architecture

**Reno's Big Gamble** Alicia Barber,2023-05-19 When Pittsburgh socialite Laura Corey rolled into Reno Nevada in 1905 for a six month stay her goal was a divorce from the president of U S Steel Her visit also provided a provocative glimpse into the city s future With its rugged landscape and rough edged culture Reno had little to offer early twentieth century visitors besides the gambling and prostitution that had remained unregulated since Nevada s silver mining heyday But the possibility of easy divorce attracted national media attention East Coast notables and Hollywood stars and soon the Reno Cure was all the rage Almost overnight Reno was on the map Alicia Barber traces the transformation of Reno s reputation from backward railroad town to the nationally known Sin Central as Garrison Keillor observed a place where you could see things that you wouldn t want to see

in your own hometown

Chronicling the city's changing fortunes from the days of the Comstock Lode she describes how city leaders came to embrace an identity as The Biggest Little City in the World and transform their town into a lively tourist mecca Focusing on the evolution of urban reputation Barber carefully distinguishes between the image that a city's promoters hope to manufacture and the impression that outsiders actually have Interweaving aspects of urban identity she shows how sense of place promoted image and civic reputation intermingled and influenced each other and how they in turn shaped the urban environment Quickie divorces notwithstanding Reno's primary growth engine was gambling modern casinos came to dominate the downtown landscape When mainstream America balked Reno countered by advertising tax freedom and natural splendor to attract new residents But by the mid seventies unchecked growth and competition from Las Vegas had initiated a downslide that persisted until a carefully crafted series of special events and the rise of recreational tourism began to attract new breeds of tourists Barber's engaging story portrays Reno as more than a second string Las Vegas having pioneered most of the attractions gaming and prizefighting divorces and weddings that made the larger city famous As Reno continues to remold itself to weather the shifting winds of tourism and growth Barber's book provides a cautionary tale for other cities hoping to ride the latest consumer trends

*Design Attitude* Kamil Michlewski, 2016-03-09

*Design Attitude* is a book for those who want to scratch beneath the surface and explore the impact design and designers have in organisations It offers an alternative view on the sources of success and competitive advantage of companies such as Apple where design plays a leading role It sheds light on the cultural dynamics within organisations where professional designers have a significant presence and influence At its heart the book asks a question what is the nature of designers contribution that is truly unique to them as professionals To answer this deceptively simple question the author combines a multitude of hours of ethnographic study inside the design community in depth interviews with executives and designers from Apple IDEO Wolff Olins Philips Design and Nissan Design and a follow up quantitative study Since the author comes from a management and not a design background the book offers a different perspective to most publications in the area of Design Thinking It is a mirror held up to the community rather than a voice from within *Design Attitude* makes the compelling argument that looking at the type of the culture designers produce rather than the type of processes or products they create is potentially a more fruitful way of profiling the impact of design in organisations With design being recognised as an important strategic framework by companies not for profit organisations and governments alike this book is a distinct and timely contribution to the debate

*Museum Branding* Margot A. Wallace, 2006-08-11

In today's busy world museums compete for visitors not only with other museums but also with a worthy selection of cultural institutions from performing arts to libraries Add to these magnets a slew of enticing leisure activities from theme parks to jogging trails Given a weekend afternoon with a little free time to spare a prospective visitor has a tempting selection of destinations to choose from Branding a museum helps it stand out from the crowd by giving it an image and personality with which visitors and

supporters can identify increasing their emotional attachment and encouraging them to return In Museum Branding Wallace offers clear practical advice on how to brand a museum department by department step by step By highlighting case studies from museums of every type and size she emphasizes that brains not budget create a successful branding effort **A**

**Branded World** Michael Levine, 2003-04-07 The head of a celebrity public relations firm offers expert advice on the art of PR and branding In A Branded World renowned celebrity publicist and bestselling author Michael Levine explores the fascinating and complex world of branding He explores the many facets of PR in the branding process including packaging damage control and e branding By actually creating a fictional product and using it as a branding template throughout the book this definitive work offers extraordinary advice for PR executives and marketing managers on how to build their brands and use the appropriate media to effectively promote those brands With examples of successful and unsuccessful branding campaigns and an exploration of the idea of personalities as product this is the definitive guide to branding

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