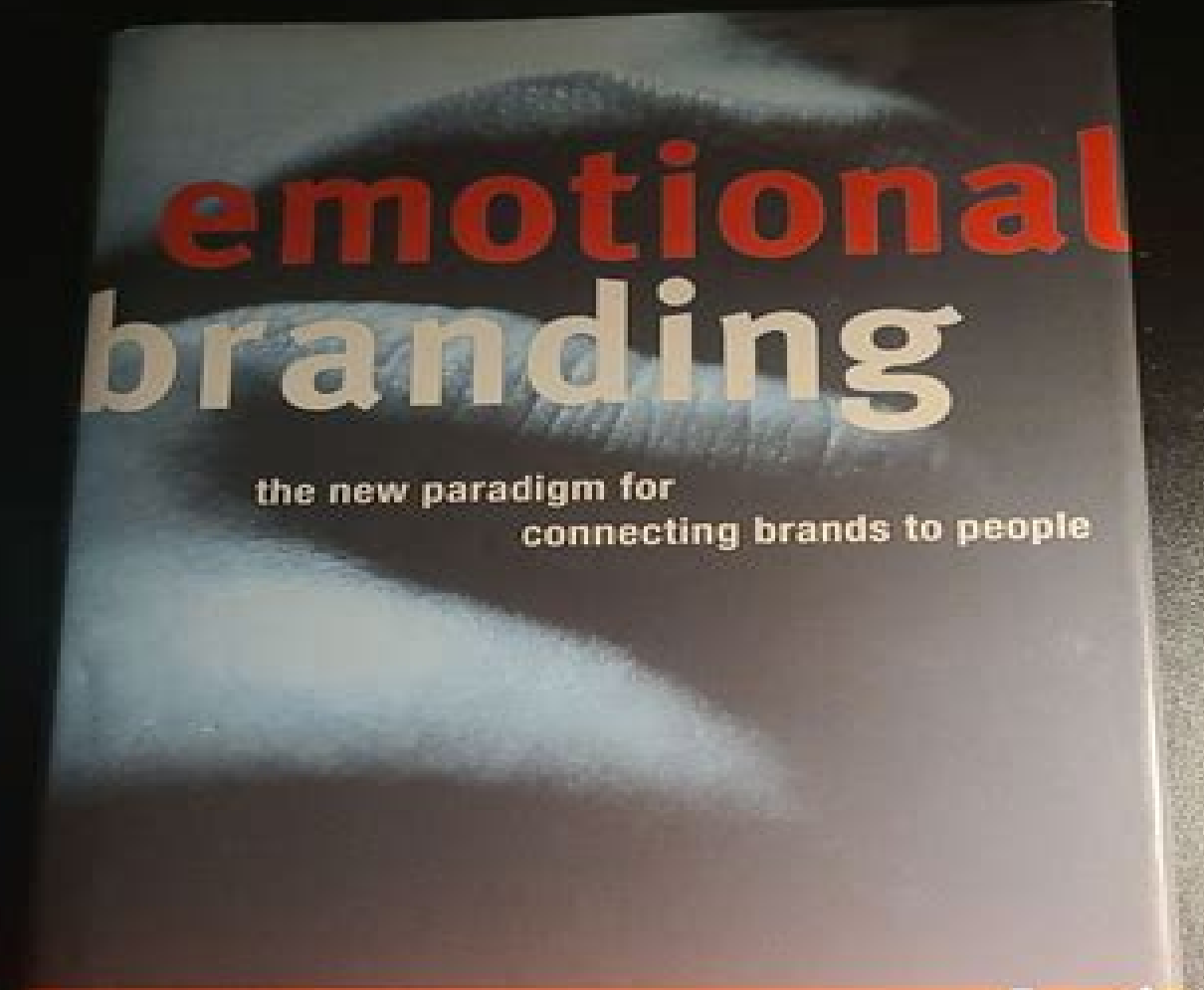


A close-up, artistic photograph of a person's lips, slightly parted, with a soft, ethereal glow around them. The image is in grayscale, with a subtle blue and white light effect emanating from the mouth area, creating a dreamlike atmosphere. The background is dark and textured.

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

Lingsheng Yao



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

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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 ie Coca Cola Volkswagon 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

Breakthrough Food Product Innovation Through Emotions Research David Lundahl, 2011-10-19 More than 95% of all consumer product launched in the packaged goods sector fail to achieve their goals for success Breakthrough Food Product Innovation Through Emotions Research gives a clear answer for innovation teams seeking to increase product success rates by breaking through the clutter in an otherwise undifferentiated commoditized marketplace Through case studies it lays out a practical approach for applying emotions research throughout the food innovation and product development process The basic premise is that emotions are the chief motivation for why consumers sense select seek and share their food product experiences With this novel framework the science of consumer behavior is made operational for innovation teams Emotions insight inspires innovation teams to create and helps guide decision making as they design sensory cues and other behavior drivers into products that make consumers want to consume This book has implications for the whole innovation team innovators such as product developers designers creative chiefs and marketers strategists such as line managers and researchers such as sensory and marketing researchers Presents a behaviour driven approach to innovation for the development of breakthrough food products Illustrates a collaborative framework to inspire creativity and guide decision making through emotions insights Explores a research framework that gets to the whys of consumer behavior by distilling the science of emotions into research insights Defines design and development methods to build sensory cues into packaging and packaged foods that deliver emotional impact Explains research methods that get to the so whats of insights through emotions research Provides case studies and examples proving the value of the behavior driven approach to food product innovation

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