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Ads

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Emotional Branding
explores how
effective consumer
interaction needs to

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branding 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

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and push the limits of
their creativity.

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business book that
has created a
movement in
branding circles by
shifting the focus
from products to
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have become a new
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has become a coined
term by many top
industry experts to
express the new
dynamic that exists
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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

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Marc Gobe, Author,

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Marc Gobé created
the concept of
emotional branding
over 20 years ago
and detailed it in his
book *The New*

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Paradigm for
Connecting Brands to
People. His
philosophy is based
on the observation
that connections can
take place on an
emotional level in
relationships between
brands and people.

What is Emotional
Branding and How to

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According to Gobe,

"an Emotional

Branding approach is

quite simply the

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crucial defining
element that
separates success
from indifference in
the marketplace....[It]
brings a new layer of
credibility and
personality to a brand
by connecting
powerfully with
people on a personal
and holistic
level....Emotional
Branding is more

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than a process or
research technology;
it is based on the
connections between
people that transcend
charts and graphs.

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By exploring the 5
senses, Emotional

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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.

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branding first the
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the brand into the
core of consumers '
lives and create a self-
congruence by
allowing the
consumer to identify
him/herself with the
brand ought to be

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identified and third a framework on the antecedents and consequences of a successful and sustainable emotional branding strategy has to be developed, which reflects the systematization of this research.

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likes. Like “ Buying is
an activity

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wrote Emotional
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People to delve into
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the idea of

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created the concept
as part of his
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