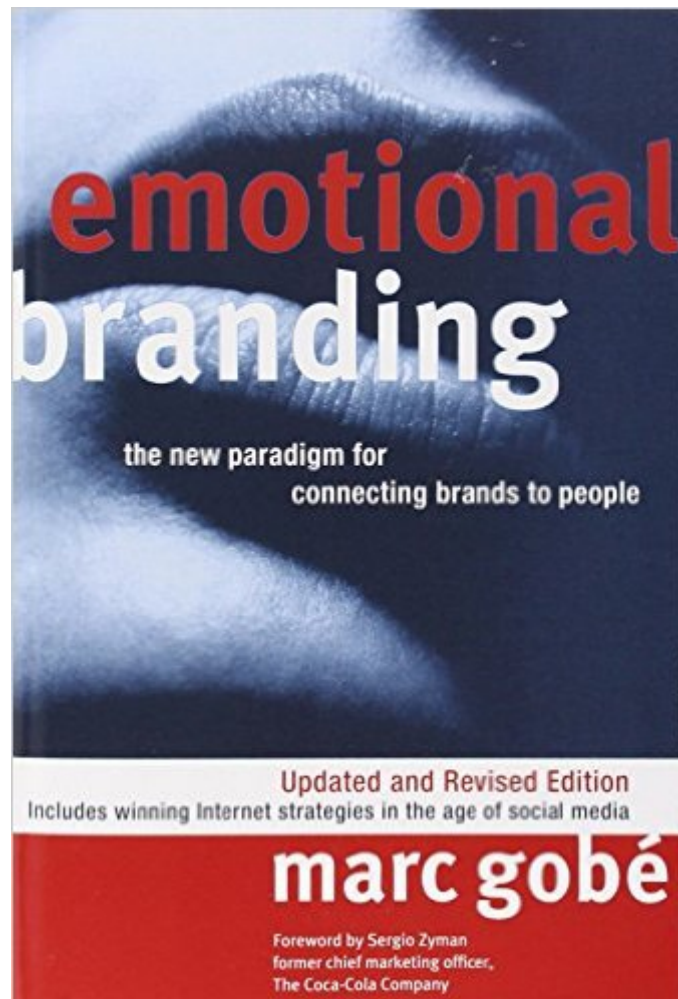


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# Emotional Branding: The New Paradigm For Connecting Brands To People



## Synopsis

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 Gobet 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.

## **Book Information**

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## **Customer Reviews**

According to Gobe, "an Emotional Branding approach is quite simply the 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 than a process or research technology; it is based on the connections between people that transcend charts and graphs. It is a culture and way of living; a fundamental belief that people are the real force in commerce and that business and the street cannot survive separately." I begin my review with this brief excerpt because, with these remarks, Gobe creates a frame of reference for his reader before providing information and insights which differentiate his book from any other on the same general subject. After an Introduction ("Emotional Branding: Fuel for Success in the Twenty-first Century"), Gobe presents his material within four Sections and then provides a Conclusion in which he acknowledges that branding is not for

everyone while asserting that branding is about cultural relevance and emotional connection, not hype. For those who are responsible for devising, launching, and then managing a successful, emotionalized brand, he suggests three "essential" ideas: 1. "Brands have life cycles. The future of a brand is defined by its relevance at any given time and by how well it can protect the values that made it great. 2. Brands are elected every day based on their emotional relevance with the public and its commitment to quality. 3. Real brands are about meaning and truth." Here are some of the questions to which Gobe responds: 1. How can a brand engage people on the level of their senses and emotions? 2. Which brands have done so most effectively? How?

This book is an example of an old concept in marketing, which can be found in Aaker's branding "bible" entitled "Managing Brand Equity" (1991). One of my friends working for an Ogilvy company recommended Aaker and I must say that he was right. So why did I purchase this book? Well, given I was called in by an agency to look at the EQ side of one of their projects; I wanted to know what others had written on the topic. After reading Aaker's book I understand I fell in a trap called "brand extension". This works as follows: if you want to launch a new product, look for an existing brand which is available and which you can extend to cover your new product. In this case, the "product" probably is Marc Gobet's brand creation firm and we all know that emotional intelligence is a label that sells well since Goleman put it on the map in 1996. The problem is that many products sold under the label "emotional intelligence" aren't much related with that, and certainly do not help to raise your EQ. For me this is the case for this book. While it contains some useful messages around making sure your product is loved, that customers like the experience of using it (it should be engaging, fulfilling the customer's desire) and that you have to build a relationship with the customer. The body of the book then shows how there is an emotional link between several marketing aspects and the customer. Unfortunately, that wasn't really "new" to me, and what's worse, there isn't much "how to" in this book. In other words, while it may help to raise the awareness of some readers that the emotional aspect is important, that's all it does: it doesn't give you the tools to deal with this.

This is possibly the most useless marketing book I have ever read. This mistitled book should have been named: "My Random Observations on Branding Combined with Statistics and My Political Beliefs." I kept reading and reading this book hoping that the next chapter would let me in on the secret of emotional branding. How do I start branding emotionally? After reading this book, I still don't know, and I'm not sure the author does either. You can skip the first third of the book. It is

nothing but statistics and opinions on every demographic group except one, white males. Evidently Mr. Gobe' does not think this group is important enough to warrant your effort. During this multi-chapter diatribe that opens the book he blames the white male establishment for seemingly every atrocity in the world (yes, this book is supposedly a book on emotional branding). This is ironic because Mr. Gobe' is of course, a white male. However, he is obviously an enlightened white male because he has the power observe all these atrocities. In any event, skip the first third of the book. In the second third of the book Mr. Gobe' let's us in on earth-shattering observations related to emotional branding. For example, we receive marketing gems like colors and shapes might affect our emotions. How they do is left up to our imagination. Needless to say, skip the second third of the book. The final third of the book identifies companies that have found the holy grail of emotional branding. Then Mr. Gobe' segues into a shameless sales pitch for his company's services. My recommendation is that you skip the final third of this book. If you happen to trudge through it try an interesting experiment. Go to the website addresses Mr.

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