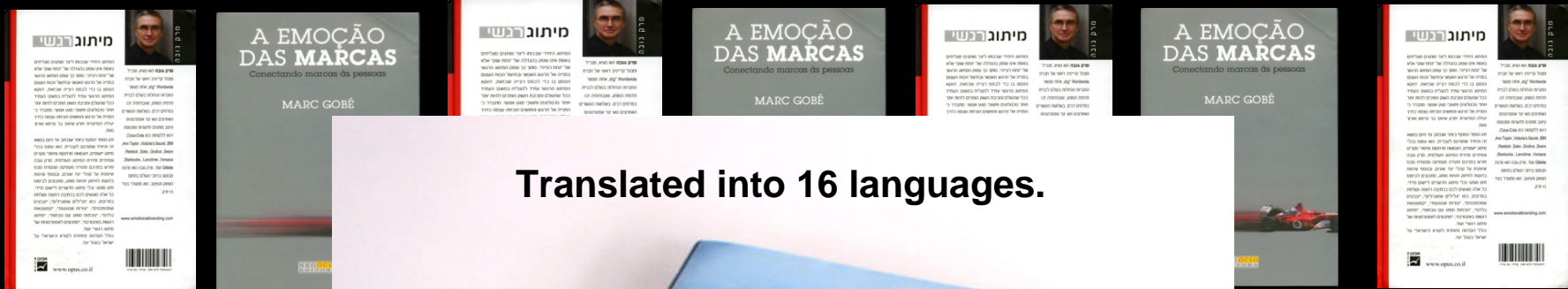


emotionalbranding.com

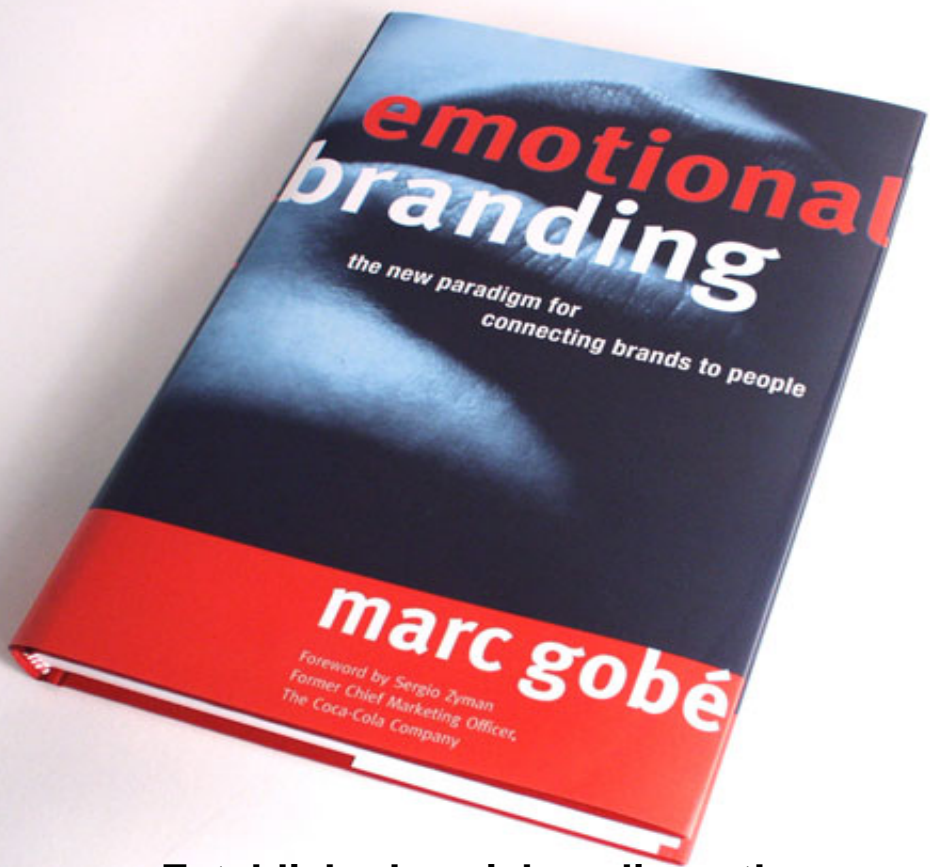
Creating emotional content that connects brands to people.

**Connecting Emotionally with Consumers
in a Time of Crisis**

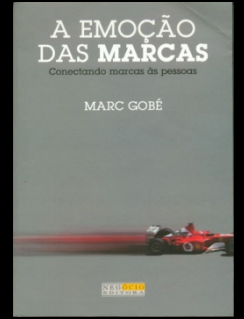
Marc Gobé



Translated into 16 languages.



Established social media as the future of branding.



Today's topics:

Our world is emotional.

Which emotions will dominate and why?

Time to connect brands with people.

**Why these emotions will be best
expressed online.**

**Two powerful emotions
are at play!**

Fear & Hope.

**How either of these emotions dominate will determine
our future and the future of our brands.**

*Fear creates panic while hope stimulates innovation.
It's time to have a dialogue with your team and
your customers.*

Our emotions express our personal freedom.



Red Bull website

Hope wins elections.



Hope or fear can bring us together as people.



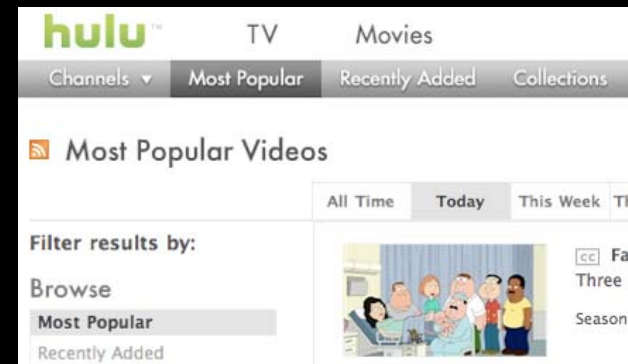
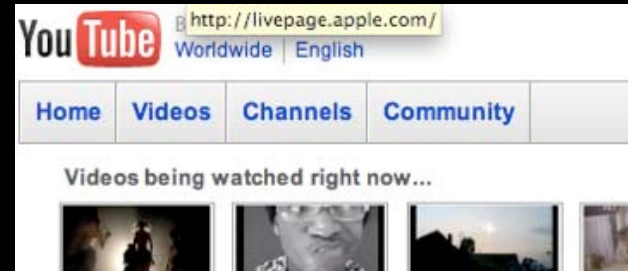
**The media increases our hopes or fears
with news from around the world.**

Job Losses Pose a Threat to Stability Worldwide



The New York Times

**Inconvenient truths are amplified
when “shared” exponentially on the web.**



Based on hope or fear,
people will return to or leave brands.



Marketers are frustrated!

- 1) Branding budgets down**
- 2) Consumers first spending is “saving”**
- 3) A generational divide**
- 4) Traditional media has not adapted to a changing new generation**

10 Commandments of Emotional Branding

**The right brand, to the right people,
with the right language in the right medium.**

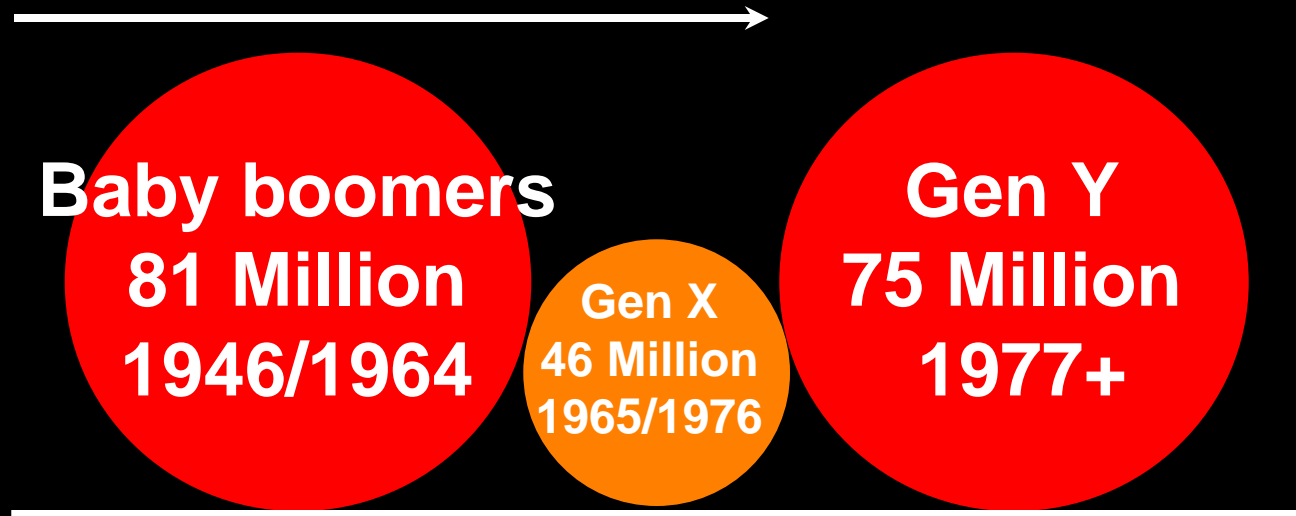
1. From consumers to people

It's the 21st Century:

**Do you know who your customers are
and how they feel?**

Baby boomers, Gen X, Gen Y

The emergence of Gen “XY”



As the result of Gen X’s smaller demographic, the baby boomer’s generation and its values spawned its influence over two generations.

“XY”

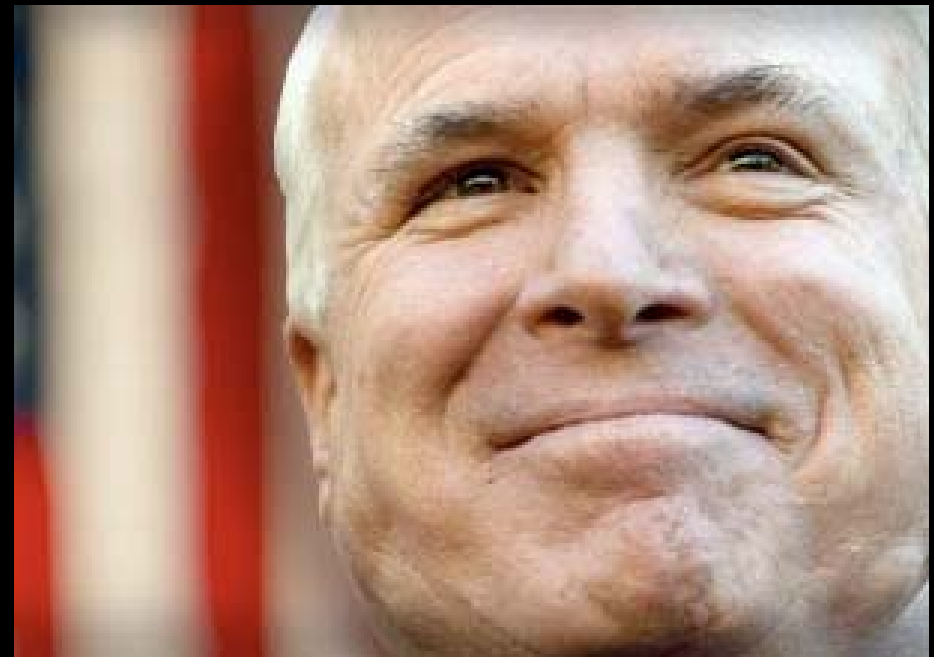
**New generation. New emotions.
New hopes.**

A campaign that was more about generational values than ideology.

Digital (Blackberry)



Analog



Baby boomers

Gen "xY"

If it ain't broken don't fix it..... New ideas
Iconic authority..... Companies as philosophy
Heroes/trailblazers..... Parents as heroes
Everything has a price..... Open source
Bigger is better..... Righter is better



Larry Page
(Google)

Thank you for the mess, baby boomers.



2. From Product to Experience

Products fulfill needs.

Experiences fulfill desires.

How do you appeal to “xY” values?

**Retail is the emotional and sensory touch point.
*Break from the expected.***



Apple store, New York City

3. From Honesty to Trust

**Honesty is expected.
Trust must be earned.**

***For “xY” your brand essence and reputation
are your most powerful assets.***

If “connected” a culture will fight to succeed.



M.A.C cosmetics

4. From Quality to Preference

Quality is a given.

Preference creates the sale.

*Shifting the brand narrative to enhance
“community engagement” is a plus for “xY”.*

Dirt is bad!



Dirt is good!



Unilever: Skip

Great ideas are better when shared.

omo
dirt is good

Home | Dirt is Good Fun | Promotions | Washing Guide
Why Dirt is Good | Dirt is Good Club | Product Range | Contact Us

DIG Research

Join the DIG Club
Click here to join the Dirt is Good Club and receive newsletters with News, Events, Promotions and Lots more.

Dirt is Good Club

Why Dirt is Good
Years of scientific study by child health experts shows that playing outdoors is an essential part of a child's learning and development.

Getting dirty through constructive play is how children learn and express their creativity. It also helps them to stay healthy by encouraging them to exercise and bolstering their immune systems.

Parenting expert Michael Grose says "Constructive play is an essential part of fostering inquisitive and strong minds and playing outdoors and getting dirty is key to normal development. Lack of exposure to this kind of experience may put some children at a disadvantage.

Instead of playing outdoors kids are spending their free time indoors. The greatest concern amongst child development experts is increased 'screen time' in the 4 to 6pm timeframe - traditionally the time when school-aged kids would once have been involved in outside play."

Parenting expert Michael Grose advocates Omo's Dirt is Good philosophy

Author of www.parentingideas.com.au Michael Grose has written and published several books on teaching and raising children. In 2004, he conducted the first parenting seminars for Federal politicians at Parliament House Canberra.

[Why Dirt is Good](#)

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5. From Notoriety to Aspiration

Being known does not mean
that you are loved.

“xY” wants brands that stand for something.



See what all the buzz is about. [LEARN MORE >>](#)

Baby boom Buick



Toyota Hybrid

America's Biggest Bedtime Story

Pizza Hut's BOOK IT! Program



GOAL

Encourage parents to take a more active role in reading with children at home

SOLUTION

Interactive online video and Flash presentation w/ John Lithgow

SUCCESS

Attracted 100,000 viewers in one night and drove more website traffic in one month than in the entire previous year

6. From Identity to Personality

Identity is recognition.

Personality is having an identity that also expresses your vision.

Speak the “xY” language of hope.

A culture of hope requires a look of hope.



Martin Luther King Day - January 16, 2006



Vincent van Gogh's Birthday - March 30, 2005



Mother's Day - May 14, 2006



Independence Day - July 4, 2005



St. Patrick's Day - March 17, 2005



100th Anniversary of Flight - December 17, 2003

Street artist Shepard Fairey's "HOPE"



7. From Function to Feel

Emotional design is sensorial.

*“xY” loves design, its purpose
and the creativity it conveys.*

Invent a design that matters for “xY”.



Deborah Adler,
Graphic Designer.

8. From Ubiquity to Presence

Ubiquity is clutter.

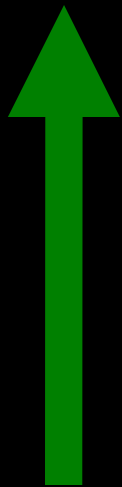
Emotional presence is felt.

“xY” favors “responsible” media and will demand it!

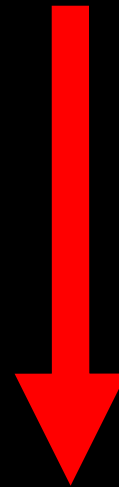
Sao Paulo bans all outdoor media.



In 2009, marketers are integrating **high-touch,** high-impact communication tools that are less costly and more measurable than traditional media.



Online video
Social media
Mobile advertising
Webcasting



TV advertising
Print advertising
Direct mail
Trade shows



Old vs New Media: Old media messages are vetted online.



Cell: My trusted friend, my instant connection, my fashion item.



Laptop: The new TV: my information center, entertainment hub and social network all in one.



Design: My experience. My emotions brought to life. The new media.

Re-thinking the medium. Where are the Soaps?



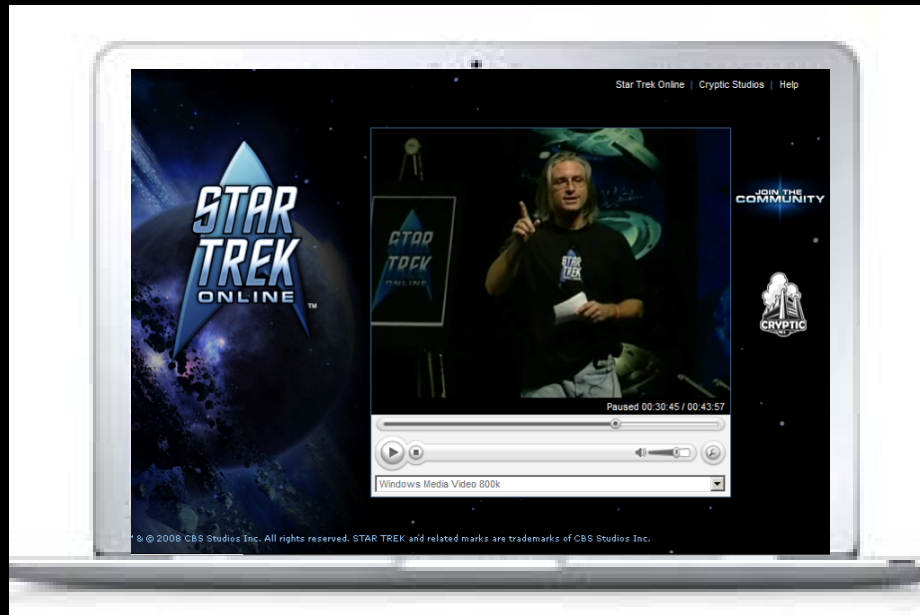
9. From Communication to Dialogue

Communication is telling.
Dialogue is sharing.

Word of click is “xY” best friend.

Product announcement

Reverb Communications



GOAL

Generate awareness and excitement around the upcoming *Star Trek Online* game

SOLUTION

Custom video webcast delivered live from the *Star Trek* convention in Las Vegas

SUCCESS

Over 15,000 viewers around the world participated in the live webcast. An additional 15,000 viewed the on-demand presentation.

Registration in the *Star Trek Online* community tripled.

In LA, one Korean taco truck tells customers where they are on Twitter.



twitter Home Profile Find

 **omgwtfkogibbq**

Follow

The truck now features a public restroom; how rad is that?!

about 8 hours ago from web

is at 9346 N. Corbin Av. peeps be lovin our new Peruvian Mellow Giblets

about 23 hours ago from web

is at 4826 S. San Pedro St. Try our new Alaskan King Mellow Quesadilla

10:00 AM Feb 17th from web

We're contemplating establishing a restaurant; not wanting to leave the wheeled motif, it'll be a mobile home first. Baby steps.

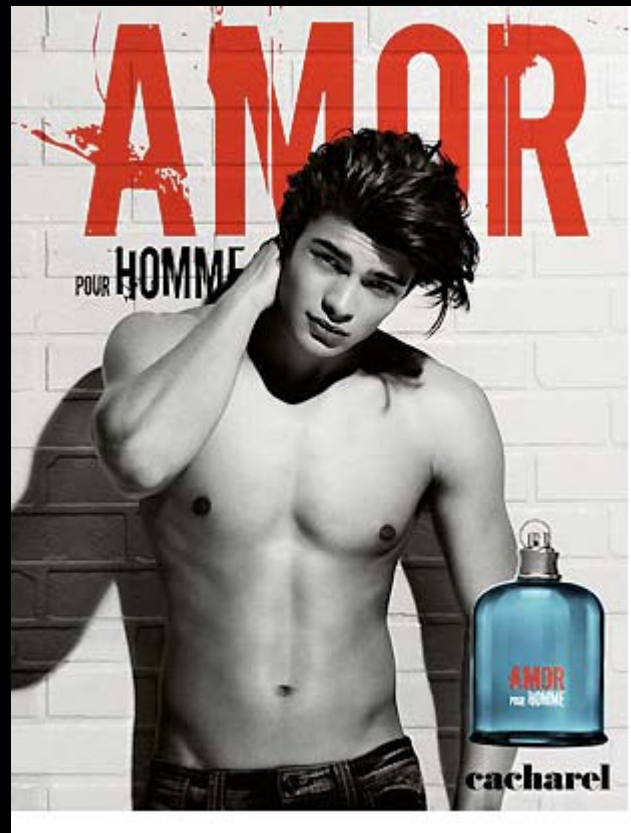
11:19 PM Feb 16th from web

Wow! Just saw Samantha Morton! She says she only eats food purchased from trucks.

L'Oreal/Amor launch online

A surprising success in the launch of a man's fragrance in France.

Used the blogosphere almost entirely to spread word of mouth about the product.





Go to Facebook Home

Facebook

Remember Me Forgot your password?

marcgobe@gmail.com

Login

Sign Up Sign up for Facebook to connect with AXE.

AXE

Browse more products

WANT MORE? BECOME A FAN

Chocolatize Yourself

THIS VALENTINE'S DAY
MAKE YOURSELF AS IRRESISTIBLE AS CHOCOLATE

Chocolatize Yourself →

Fans
6 of 62,840 fans

Samir	Anushke	Marco
Hasan	Nela	Aaron

Chocolate Better than Sex?

HOW MUCH DO WOMEN

Fact:

96% of “xY” connect to a social network at least once a week.

New generations are looking to media with a new set of values that need to be recognized.

10. From Service to Relationship

Service is selling.

Relationship is acknowledgment.

“xY” wants personal engagement!

Grassroots advocates: meetup.com

The screenshot shows the Meetup.com homepage. At the top left is the Meetup logo. Navigation links include "Find a Meetup Group" and "Start a Meetup Group". On the top right, there are links for "Sign in", "Register", and "Help", along with a language selector set to "English" and a search bar with a "Search" button.

The main content area features a header with the Meetup logo and the tagline: "Do something • Learn something Share something • Change something". Below this is a grid of four featured Meetup groups:

- Palm Beach Bellydance Meetup Group**: West Palm Beach, FL. Latest Meetup: Feb 8, 2009. Image shows a group of women in belly dance attire.
- Oceanblue Divers**: New York, NY. Latest Meetup: Jan 17, 2009. Image shows a man in a light blue shirt looking at something on a table.
- Lone Wolf SBC**: Glendale, AZ. Image shows a large group of people gathered outdoors.
- The Co-Ed Oakland Gardens, Queens Softball Meetup**: Image shows a softball with "OFFICIAL Clincher" branding.

On the right side, there is a search section titled "Find a Meetup Group Near You!". It includes a "Topic or interest" input field, a "Country" dropdown menu set to "USA", a "ZIP code" input field, and a "Search" button. Below the search fields is a link: "Or, browse all topics".

Below the search section is a "New to Meetup?" section with the text "These videos will help get you started:". It features two video thumbnails: "Why Meetup?" and "How does it work?".

At the bottom right, there is a section titled "Upcoming Meetups".

Meetup is the world's largest network of local groups. 2,000 groups get together each day in their communities.

Grassroot advocates: Organizing for America



Economic recovery house meetings.

50 states

255 in Florida

115 in Ohio

199 in New York

105 in Washington

149 in Texas

3,587 meetings in
1,579 cities and
429 congressional
districts

marc --

Americans have organized Economic Recovery House Meetings in all 50 states — including 382 in California, 255 in Florida, 115 in Ohio, 199 in New York, 105 in Washington, and 149 in Texas.

That's more than 3,587 meetings in 1,579 cities and 429 congressional districts.

This past weekend, meeting hosts and guests watched a video of Governor Tim Kaine answering your questions about the president's recovery plan. Then they shared their own stories about how the crisis has affected them.

[Watch Governor Kaine's video and share your economic crisis story.](#)



The media is filled with numbers about the economic crisis. But the numbers do not tell the full story.



Questions to be answered:

- 1) Which mediums are trusted and preferred by “xY”?
- 2) How can I leverage online video and social media to connect more emotionally with my “xY” customers and employees?
- 3) How can I migrate content across traditional and new media platforms?
- 4) Cell phones and mobile devices: If they’re the future, are you creating content for the medium now?

It is a “xY” world of new emotions. Meet them
where they are.

“ xY ”

emotionalbranding.com

Creating emotional content that connects brands to people.

**Connecting Emotionally with Consumers
in a Time of Crisis**

marcgobe@emotionalbranding.com