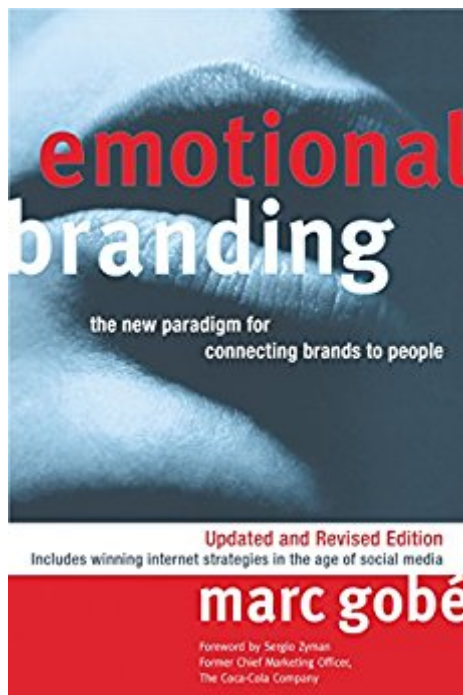




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# Emotional Branding: The New Paradigm For Connecting Brands To People



## 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 Gobbel 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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Consumer Behavior

## **Customer Reviews**

Emotional Branding by Marc Gobe is timeless in how he takes a deeper look into cultural aspects of buying habits. It's interesting to read the book in 2014 as many of the statistics and predictions were based on 2000 and before. We are actually seeing many of Gobe's insights happening now. But what remains timeless is human behavior. The main thing that Gobe brings to light is how marketers must appeal to the emotional sense of the culture they are trying to capture. They must know their beliefs, their superstitions, and what makes them connect to a "brand". The book let's us in on the

secrets behind many brands that have embraced the "emotional branding" concepts and aimed marketing efforts to capture a certain market segment. Gobe gives many examples to demonstrate the process of building a powerful and successful international brand that can sustain its magical hold on its customers. This book is a must read for all marketing managers and companies in today's online marketing environment. Successful companies use the internet to build relationships and communities. Understanding the emotional aspects of branding is a big plus in creating campaigns with a sense of purpose that gets results. Gobe shares his process of brand identities for "eCommerce", which he said should be multidimensional, multisensorial and engage consumers in an emotionally compelling brand story. He talks about the communication opportunities available on websites that traditional businesses are not able to do. Wouldn't he be surprised today to see how online marketing has taken over most "traditional" businesses? Today, most companies have an online presence and online marketing processes have become very sophisticated. However, we can still use Gobe's intelligence for creating emotional content and concepts to capture the "hearts" of consumers. I love Gobe's foresight on how branding is about cultural relevance and emotional connection... NOT HYPE. Today, brands can not get away with hype. Companies must create relationships with their customers or the customers move on somewhere they feel understood. In conclusion, Marc says... (and I quote because I couldn't say it better) "Branding is a people to people business, not a factory to people business. A brand needs to have human qualities and emotional values - it needs to have a personality, expressing corporate culture through imagery that engages people." He leaves us with 3 last thoughts: 1. Brands have lifecycles - depending on its relevance at a given time. 2. Brands are elected every day - the biggest enemy of brand is overexposure. 3. Real brands are about meaning and truth - they can have a credible connection with customers that's sincere and felt. I highly recommend this book for anyone who is serious marketing and branding. And I even recommend it for those who are just starting out, as it can give you a head start in understanding how to create marketing campaigns that connect to your "tribe"... your true customers and what really matters to them.

I struggle to find marketing books, especially ones focused on new media, that are not 90% fluff, and 10% original, realistic and practical ideas [please contact me if you have recommendations]. This book is better than most, but I think some of the reviews were a bit too positive. I would recommend it if you are interested in a more modern, progressive form of brand management, but this is not the be-all-end-all of modern branding books. Like most books in this genre, it could be half as short and not lose a single realistic idea but still, it's worth reading for those who work

in/enjoy this genre.

As a personal branding coach, I have read many books and publications watching for trends, and changes in the industry to ensure my clients are maximizing technologies. This was a great book that I could apply to my personal branding methods, because Marc refers to emotional branding which has very real connections with what you do in personal branding, by attaching the product to the person, and using emotional advertising you create loyalty, connection and a more powerful message. This was a great read, and I enjoyed his extensive knowledge of the advertising industry and package strategies which can still be applied to a person and product in a similar fashion. I would recommend this for some fantastic history of the industry and development of emotional branding, and for me I further applied it for my personal branding clients to create very successful campaigns. As the bestselling author of "31 Days to Millionaire Marketing Miracles" I used these strategies for myself, the book, and my clients. Tracy Repchuk Personal Brand Coach [...] 31 Days to Millionaire Marketing Miracles

Taught you how to be effective in introducing your new products. As I tried to apply the strategy I can see it really works

The book Emotional Branding by Marc Gobe From the little I had read before purchasing this book; it seemed like it would be of great help to me? So far it's ok. When my enthusiasm diminished upon reading the first 25 pages; I generally put the book down and will try again after reading another book that's more exciting! I will try to get back into it later or just by a book on Branding leaving the emotional out of the title.

Read it and you will fall in love with all your stakeholders and they will fall in love with your brand.

Excellent Book for Branding

So excited that this is now the revised addition- Just a solid approach to building and type of business. I loved the first addition as well.

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