



Emotional Branding: The New Paradigm for Connecting Brands to People

By Marc Gobe, Marc Gobé, Sergio Zyman

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A visionary approach to building powerful brand loyalty, this ground-breaking book shows marketers of any product or service how to engage today's increasingly cynical consumers on deeper emotional levels. Case histories from the author's high-profile client list analyze demographic and behavioral shifts in populations and retail distribution channels, then show how all five senses can be used as powerful marketing tools to respond to those trends. Chapters detail how to develop strong brand personalities, customize brand presence to different consumer groups, use brand strategies in packaging and display, and facilitate interactive access to products through the Internet.

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Editorial Review

From Publishers Weekly

Proclaiming that business success in the 21st century depends on "how a brand comes to life for people and forges a deeper, lasting connection," designer and branding consultant Gobé (BrandJam) presents a thorough update to his 2001 guide to engaging with consumers "on the level of the senses and emotions." Among other techniques, Gobé prescribes a divide-and-conquer approach to demographic appeal: African-Americans respond to respect and personal contact; Women, the "new Shoppers in Chief," require "products, ads, and businesses that are without comparisons to a man's world"; Generations X and Y answer appeals to individuality and authenticity, respectively. He also emphasizes simple but easy-to-overlook strategies for enticing the five senses: Apple's use of color was one of the principal reasons for the brand-rehabilitating success of its original iMac; Acoustiguides, the headsets used by museums to guide visitors through exhibits, could be the next hot megastore shopping aid. At times, Gobé's enthusiasm for shopping (he considers it an art, and looks forward to the integration of theme parks and shopping malls) seems a bit over the top, but his passion should prove highly useful to marketers looking for smart and imaginative ways to bond with consumers.

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Review

"Worth more than a whole shelf of business books." -*Design Management Journal*

From the Inside Flap

From CHOICE, March 2002:

Marc Gobé explores the qualitative elements required to connect with one's customers through emotional branding. Beginning with an examination of marketing in the new millenium, the author introduces the title concept in relation to numerous key segments in today's consumer arena, including age, subculture, and gender-based groups. The second part of his analysis illustrates the use of all five senses in branding, incorporating a range of interesting, current examples in each case. Part 3 builds on the first two parts, investigating emotion as a tool in branding, retailing, packaging, and advertising. Finally, Gobé offers recipes for the successful use of emotional branding in cyberspace and beyond, including trends for the future. The book itself is highly readable, with thought-provoking photographs as well as verbal descriptions underscoring the major points. It is well suited for upper-division undergraduate and graduate students, researchers, and faculty. It may also inject a fresh perspective for practitioners eager for a new paradigm."

Users Review

From reader reviews:

Doris Geer:

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