

Series
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Brand Studies by COG Print

**HOW THE
BEST BRANDS
HARNESS
EMOTION
TO DELIVER
POWERFUL
BUSINESS OUTCOMES**

A Guide by COG Print

COGprint[®]

Introduction

Many brands have understood the power of emotion and take full advantage of it.

Do you want to be one of them?

The truth is, not many businesses understand that 'brand' is a key component to the success of their business.

Your business can develop emotional branding that results in memorable experiences that help in forming the very fabric of your corporate identity.

The information your business has captured to date about your customers can assist in unlocking their emotions and continue in delivering powerful outcomes.

So to grab a quick snapshot, the idea is to connect your brand to your business so your customers remain loyal. Why loyalty is important shouldn't have to be explained, though simply it ensures return visitation to the business requiring little or no dollar investment.

Wouldn't that be nice - once a customer always a customer.

**That's the key to growth we know,
but how do we make it work?**

Well, relationships with an emotional dimension are more likely to resist the temptation to be persuaded to change preference to another option that has been presented using price or convenience as a point of difference.

Losing customers to a cheaper offer or a more convenient one doesn't mean you should change the business positioning, it simply means that more focus is needed on the brand, its values and how well it communicates this.

Customers define themselves through brands they use, so knowing this should make it simple to have business build in similar values to its brand based on the customers it wants to align with, right?

Well, you'd be surprised how many businesses don't do this.

Many brands COG Print have worked on, with, or along side aren't even aware that their business has a brand, and why it should be intimately connected to their business... I know right?!

COG Print is a Sydney branding agency that know there are clear distinguishable emotional characteristics that are clear in brands, though it's not so clear for small to medium sized businesses. Though it should be, and here's why.

Welcome to Harnessing Emotion to Deliver Powerful Business Outcomes via emotional branding.

A brand study by the Sydney Print agency COG Print.
Part of the COG Branding Group.



BRANDING AND YOUR CUSTOMERS EMOTIONS



Firstly, branding is where we will start, because if we are intelligent with our brand then connecting it to the business will make much more sense and validate the importance of this exercise for you and your company.

A strong brand will communicate why loyalty should exist between the business and customer - and it's right here that emotional branding comes into play.

Connections take place on an emotional level in relationships between brands and people. Consumers associate with brands they feel reflect their identity and when a close emotional link to a brand is formed emotions can run high.

emotions can run high

Branding is incredibly important for the simple fact it enables customers to become familiar with your brand and distinguish its values against its competitors.

The success of the worlds biggest brands is much more than the just their logo, it's about how they build and nurture an emotional connection with their customers, year in year out. People can feel bonded with these brands when the brands demonstrate they understand their consumers' needs and motivations.

What COG Print understand to be true after working with brands all over the world out of its Sydney agency for over 10 years, is that many businesses completely ignore the fact their business has a public facing brand.

When we get small to medium enterprise (SME's) to go through the emotions in their mind after reading the list of global super powers on the following page – tears begin to flow, light bulbs appear above heads, lips begin quivering...

Coca-Cola, IBM, Microsoft, Google,
General Electric, McDonald's,
Intel, Apple, Disney, Amazon, HP,
Toyota, Mercedes, Nokia, Samsung,
BMW, Gillette. Honda, Oracle,
IKEA, Nescafe, UPS, Kellogs,
Chanel, Philips MTV, VISA, Pizza
Hut, Armani, Hyundai, Nivea, Audi,
Ferarri, KFC, Volkswagon, Pepsi,
Nintendo, Ebay, Sony, Heinz,
Adidas, Nike, Moet & Chandon,
Nestle, Colgate, Ford, Xerox,
Tiffany, Yahoo, Cartier, Starbucks,
Heineken, Nissan...

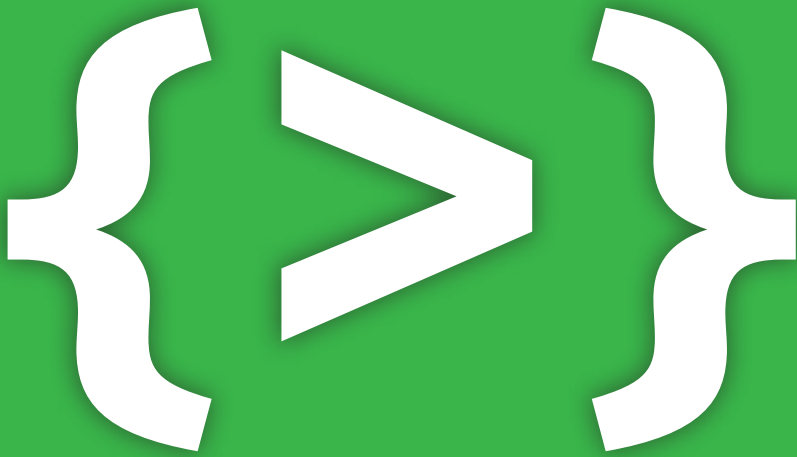
*Now,
take a breath.*

Now it's here COG Print begins the process of connecting our clients brands to their business.


**Have you heard the saying
“*people buy on emotion and
justify with logic*”?**

How many of the brands on the left have their products and services judged initially on emotion and then how many of their products and services are bought purely on emotion?

Most!



THE POWER OF EMOTIONAL BRANDING



Emotional branding and marketing is a way to connect with your customers, develop meaningful and engaging experiences, and nurture long lasting relationships.

An extension of that is the art of storytelling that can often assist in connecting products and services with an appropriate audience.

This style of marketing is meant to humanize or personalize a brand, allowing your customers to form an emotional connection with your product or service.

Through a strategic selection of mediums, agencies like COG Print can convey brand identities and visions that use emotion as leverage.

form an emotional connection

COG Print want to share the exploration of the science behind emotional branding and design and help you understand how brands use emotion to convey your company message.

There is a proven science behind Emotional Branding used in creating advertising campaigns, though it also extends to corporate identity and company branding – here is how COG Print starts the process of Delivering Powerful Business Outcomes via emotional branding for your business.


You don't have to be a Nike, an Apple or a Coca-Cola to do this.

What it takes is passion, and the desire to understand who your brand's audience is, and what emotion is required by your company for the audience to respond with it. Does a brand want to build anger or happiness, sadness or inspiration? This we need to find out.

As a Sydney branding agency we know after working on hundreds of brands that in order to achieve this we need to find passionate people that *we can collaborate together with to achieve this goal.*



BRAND PERSONALITY



Consumers want to feel emotionally connected to the brands they select - this is heavily researched and known to be true.

This is in large part because brands, well designed ones anyway, are an extension of their own personality, style, and personal identity.

The most powerful thing is that loyalty grows once a close emotional link to a brand is formed, believe it or not it's very hard for customers to let this go. For example, think about some famous business rivalries that have emotionally-charged brand advocates:

<i>McDonald's</i>	<i>vs.</i>	<i>Burger King</i>
<i>Pepsi</i>	<i>vs.</i>	<i>Coke</i>
<i>Holden</i>	<i>vs</i>	<i>Ford</i>
<i>Adidas</i>	<i>vs</i>	<i>Nike</i>
<i>VB</i>	<i>vs</i>	<i>Melbourne Bitter</i>

Most people have been at a barbecue or a bar when you hear someone tirelessly fighting for a brand. It's similar to how people fight for music and songs, who played out better.

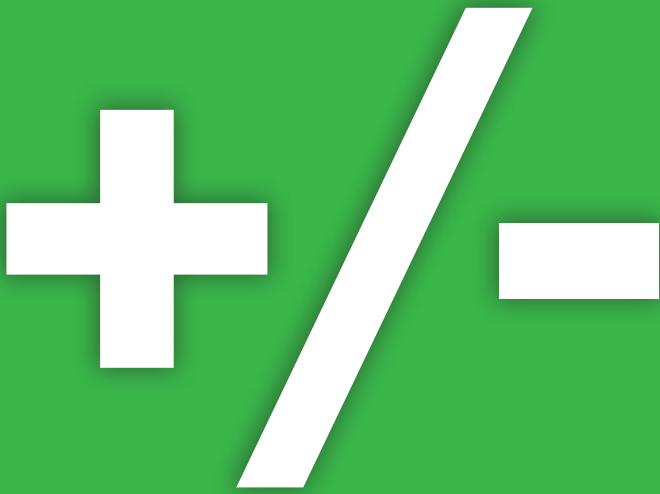
It doesn't get anymore emotionally charged than this.

Rolling Stones, AC/DC, Iron Maiden, INXS, Mariah Carey, Kanye...

Brand personalities by definition!

Awareness and relevance can make brands strong and big, but it's the emotional seduction that makes brands great. Brands that tap into their emotional make up, the things that humanise them. This is what differentiates and brand from a label. And your business does not want to be a cheap label.

The world's biggest brands are now leveraging hard science to discover the emotional branding's mystical secrets. Some are measuring eye tracking and facial coding to quantify emotional activation in humans to optimize the effectiveness of their branding.



HARNESSING THE POWERFUL RELATIONSHIP BETWEEN BRANDING AND PEOPLE



Mostly, brands are (or should be) focused on inspiring people to take action.

When you think of a corporate professional or a well known athlete, some of the first words that are likely to come to mind would be 'driven' or 'hard-working', 'dedicated' or 'devoted'. These characteristics describe successful individuals yet it's hard for most people to achieve the level of devotion - and the worlds most powerful and emotional connected brands know this.

Think sponsorship, endorsements and people that represents brands. A trusted or inspirational human face to brand is like gold for the emotional power-play. The worlds most alluring and successful brands aim to instil those qualities in anyone aspiring for success. You can see that through the focus of many global super brands and their ad campaigns which evoke inspiration.

The trick here is that your business is just like these brands.

It has a logo, an identity, a bunch of staff and employees spending 8 hours a day pushing the brand and the business from here to there.

Think about it, your team are all endorsing the company brand. They're living it every day of their working life.

Every brand's starting point is cultivating a strong internal corporate culture that resonates with the brand. COG Print can assist with this as we know where and how to begin to insert brand culture touchpoint for employees.

Employees of your company act as brand advocates, they're the interface between the internal company environment and external domain. Your employees influence the powerful perception of the brand in consumer's mind.

Their simple daily working life behaviours can reinforce the brand value, and also continue in delivering powerful business outcomes.

A clear dashboard task is to know if your brand inspires your employees. Do you even know how to start this research? If you cannot inspire your staff, you'll have little hope engaging your consumers emotionally. At the core of all businesses is the company founder's vision. Their passion and effort started something, and how to maintain this individuals culture is very difficult. The older the organisation the tougher it is.

COG Print are experts at brand and business, we're also aware the it takes a business owner or senior management to execute activities and drive change within the company.

As Sydney's premiere branding agency we know how to address the issues most businesses face, and look forward to understanding how we can help your business Harness Emotion to Deliver Powerful Business Outcomes via emotional branding.

Inspirational driven brands are effective in business because it allows the audience to share or more so connect with the message of what is presented - thus a new customer is found.

Societal Issues are the way of the future. We're all closer connected and now all our concerns are getting closer as we become more connected as a global race.

The trend that people love to feel connected to a cause has never been more evident. In fact, people feel so strongly about it, it's increasingly how millennials and Gen Z are selecting their careers. People want to be a part of something greater than themselves, and certain brands can offer that from a consumerism standpoint.

Some large brands that dedicated their existence to social or environmental causes, and push what is referred to as cause-based marketing. The bigger brands who do it right are true to their position, and have been proven over many years by remaining transparent, honest and putting their money where their mouth is pays dividends, big time.

But - you can't fake it!

Cause based Marketing is a great tool simply because this approach to branding shows that a company is willing to offer a helping hand, and customers can connect with the goodwill by associating themselves with the brand. This positioning strategy for a company needs to be considered at the start of a rebrand or when launching a new business.



If you get it right from the start, you'd be surprised **19**
how often a client of COG Print launches, and then
3 years later our clients say -

*“We’re so glad we had this discussion
back then before we started. It’s now
our point of difference and our most
successful part of our marketing
communications”.*

There are many examples in advertising campaigns
that use pure emotion to deliver a direct connection
to the brand product and services of the company.

Tapping into human emotion is one of the easiest
ways to cut-through, and the bigger global brands
do it best via TVC’s (television Commercial).

You’ll have been exposed to these brands creating
emotionally-charged TVC’s to present their
message to a new audience. They do this by using
common emotional circumstances that humans can
relate to as it’s an everyday common situations.

What COG Print can't stress enough is that the fundamentals the worlds biggest brands use to connect their brand to business are the same brand strategies that your small to medium sized business can onboard too.

The only difference is usually these global brand superpowers have massive budgets and can manipulate and influence the emotions of thousands of people across the globe simultaneously.

Remember, your businesses footprint may only be the local municipality or capital city - so you don't have to be a world beater.





**WHAT
EMOTION
IS RIGHT
FOR MY
BRAND**



The hardest thing is getting the right emotional positioning for your brand, because it needs to reflect the true intentions of the business.

Ideally the perfect execution of marketing to your audience is to evoke the appropriate emotional response. And while your business can use this in its business strategy, you just have to remain honest indoor company's intent to truly discover the best emotional solution for your brand.

COG Print Agency carefully pinpoint our clients and their brands audience personas. When we effectively catered to the targeted demographic via creating content specifically for their consumers - our clients win and their brand shines.

Pinpoint Personas

Our Sydney design company often use examples to assist our clients in starting the conversation at a workshop level.

Such as looking at obvious market place examples like companionship.

The family pet, such as dogs or cats that are often used to explore human emotions and relationships. Dog's, specifically Labrador's are used to promote certain FMCG (Fast Moving Consumer Goods) products such as toilet paper. The use of dogs also conveys loyalty and mans best friend, so as you can see there are many common associations with people and animals that are used to explore emotion and branding.

Another example our Sydney creative agency use at a brand workshop level is to investigate the fact that most people share similar milestones such as the first day of school, the day we graduated from high school or college, our first date and so on.

These milestones and achievements happen for most people at some time or another so they are easily understood and relatable.

Businesses also achieve similar milestones to celebrate such as new team member, a certain amount of time in business and the acquisition of other brands and businesses.

The feelings of “firsts” or accomplishments is hard which is precisely what makes nostalgia and celebration a powerful advertising tool.

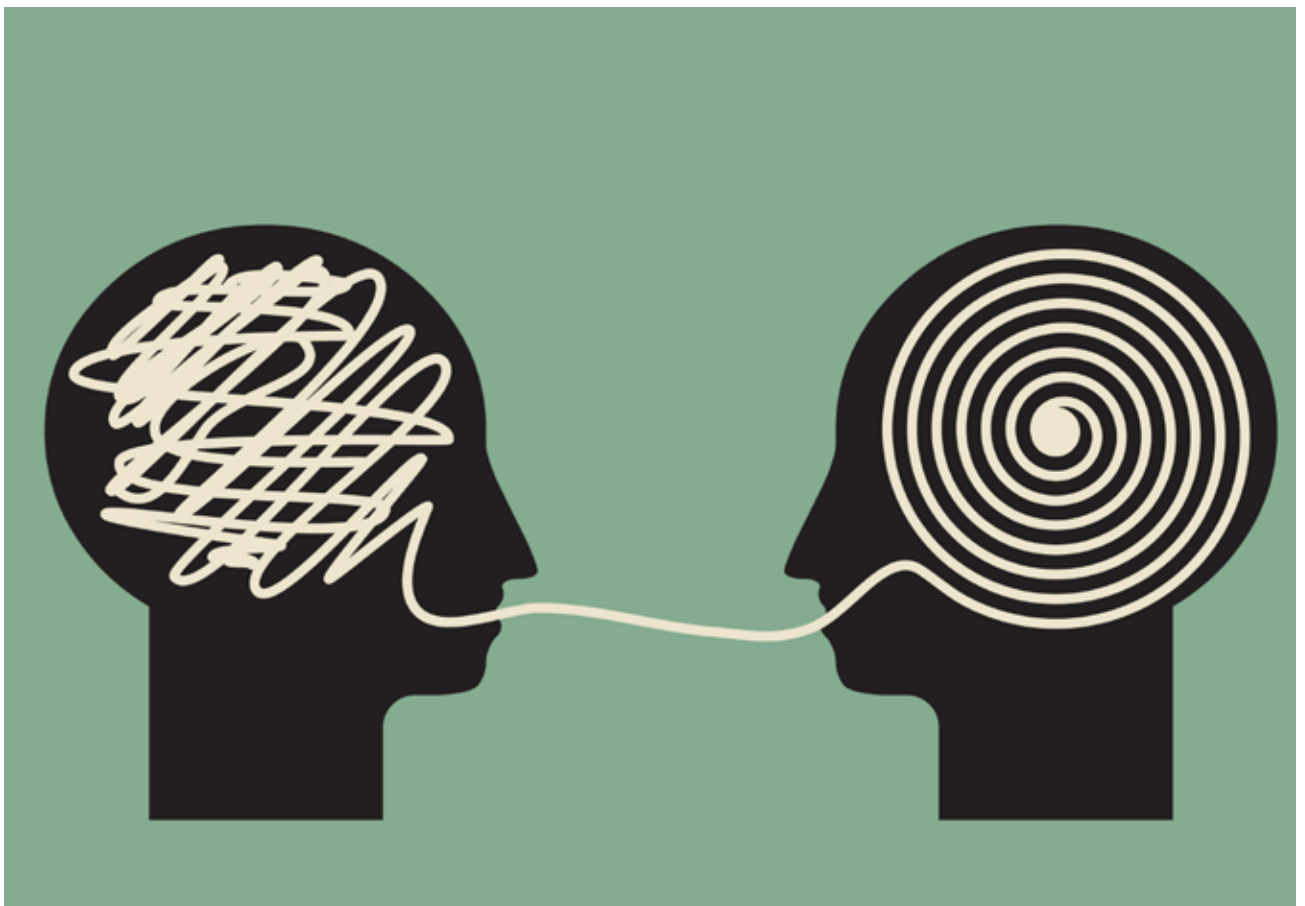
Strategically building in special moments and milestones for your business enables your message to resonate with those who also understand your experiences. It's how like-minded businesses connect to like-minded customers (and partners in B2B).

Celebrating milestones allows you to connect with your audience nostalgically. With all the trials and tribulations of life, there are still so many things to celebrate together. And, it's great that your business can remain in touch with its brand and celebrate with your customers.

Emotional branding takes a considered strategy. To evoke the emotion that connects and stimulates your audience to take action is key. For this to happen you need to have a firm grasp of who already loves your brand, know who are your business customers, and try to understand how can you categorize them.


Such as defining demographics, geography and lifestyle – then is there a particular emotion that suits your persona, connect with it!

When harnessed effectively emotional branding can push your brand and it's story to the next level and create a solid foundation for your business that continues to deliver day in day out.





**HOW DO YOU
CONNECT
BRAND
TO
BUSINESS**



**So, how do you connect brand to business,
and more so how do you Harness Emotion
To Deliver Powerful Business Outcomes?**

There needs to be a clear line to showing that your business is putting customers first. To demonstrate that you're putting your customers ahead of all other considerations is best done via the brand and how it communicates to said customers.

First up you need to decide which emotion you want to target in your audience (We highlighted this in the chapter above). This should be dictated by a couple of key things. Primarily it should be your products and services and how they are served to your customers, and secondarily it should be the culture of the business and what is the natural fit for the position it takes in the market. Understanding and defining your target audience's core emotional need is the most important aspect of emotional branding.

It is vital to communicate this insight through all your internal and external communications. It's what should underpin the brand voice and resonate through all brand touchpoints.

There needs to be a company mandate to follow through multiple business cycles in the pursuit of encouraging customers to reach the desired emotionally bonded state. That is;

“I pledge allegiance to this brand and will choose their product over any others”.

At the core of this company mandate is the undeniably important task of considering your customers' needs - what they want, need and aspire to. Once a business creates consistent communications centred on customers' emotional needs the conversation between brand and consumer flows - thus the human to brand relationship is born.

Every point of contact should reflect and reinforce the message that the brand is responding to its customers' emotional needs.

When people form an emotional attachment to a brand the strength of that bond is not dissimilar to an attachment to another person. It becomes hard for that person to separate themselves from one brand and begin a new relationship with another.

Emotional branding can only be achieved by putting what customers deem most important ahead of everything else.

If your brand can refine the skill of establishing a relationship with your customers on this emotional level, then you can build them into the forecasted future success of the business.

COG Print understand that actually achieving this task is complex, and it's why we're in business. We can't ever pretend that a white paper such as this will supply all the specific tasks in connecting brand to business via emotion branding.

Though we can inspire you to take action and attempt to influence your company into becoming a more sophisticated and aware entity that performs better than your competitors.



THE RULES OF EMOTIONAL BRANDING

Businesses often get brand awareness confused with a brands ability to connect emotionally with its customers. Brand aware is great, it means a business is halfway there. Though to really harness emotion that delivers lasting and powerful business outcomes a business needs to follow some important rules.

RULE 1

From Consumers to People

Emotional branding allows businesses to build relationships with its customers that is centred around mutual respect. This approach assists potential customers in having a positive attitude towards the businesses product or service, creating an attraction between the brand and the items being sold without being forced to purchase them.

RULE 2

From Product to Experience

Emotional branding develops an emotional memory between the customer and the service and/or product as a form of connection that extends beyond need. Need is entered around price and convenience, purchasing the service and/or product experience has an extra added value within it that money can't buy.

RULE 3

From Honesty to Trust

Emotional branding builds the pillar of trust. Trust is a key fundamental value of any brand that requires genuine effort from a business. This delivers transparent and comfort to customers enabling an advantage to the company due to the fact that the customers will put their brand as their top choice.

RULE 4

From Quality to Preference

Emotional Branding assists a brand become a customers first preference. Best quality will never go out of style and is an essential factor to ensure any business stays profitable and in business, however achieving preferential status by your customers will determine if the product and/or service made a real connection with its users.

RULE 5

From Notoriety to Aspiration

Again, emotional branding crafts a business to be aspirational as opposed to simply being popular. Brand awareness fosters familiarity with its audience but to be achieve real success, your brand must be able to act as a source of inspiration the user to be turn itself from popular into desirable.

RULE 6

From Identity to Personality

Emotional Branding educates a business to build its personality with the goal of creating long lasting impact on its audience. Brand personalities form dynamic attitudes that ideally set-off positive emotional response towards the brand.

RULE 7

From Function to Feel

Emotional Branding determines brand experience as a critical factor in building brand identity. The product could perform in line with its practical function, though emotional branding will enable the customer to have a richer emotional experience while engaging with the product.

RULE 8

From Ubiquity to Presence

Emotional branding also promotes presence of brand, creating an impact on potential customers, pursuing an ongoing connection with people.

RULE 9

From Communication to Dialogue

Emotional branding supports the potential conversations with its targeted audience. By definition there should be a dialogue from the business sent to the target customer through personalised messages that share in the actual product and/or service experience.

RULE 10

From Service to Relationship

Emotional branding assists in the creation of a unique relationship between the brand and its loyal audience. Nurturing a relationship with the customers is possibly the most critical aspect of emotional branding due to the fact that the business intends to have a deep connection with its customers and it will create an important bond within its user groups.

Obeying these 10 rules will assist any growing Australian business in establishing and developing more meaningful relationships with their target market.

Emotional branding diverts focus from quality and convenience to maintaining a strong bond over the long term basis, driving home the importance of building the strong bond with their customers.

For a business and its brand it's important to nurture positive emotional connections in both direct customer communication but also new yet-to-be customers, extending right through to the long-time audience to secure their loyalty.

Mostly in our internet age where competition is brutal, the criteria customers use to make their buying decisions is often based on price and quality consideration. When your business can't afford to join this battle to the bottom, the next best step for a business is to enable its customers to make their choices based primarily on emotional instinct. Often in busy and stressful times customers rely on their emotions as the foundation of their decisions they make.

By knowing this and having a grasp of the rules of emotional branding, investing time in integrating this approach to your brand would seem like a valuable task to undertake to ensure your business achieves longevity, one of the most powerful outcomes in business.



TECHNIQUES IN HARNESSING EMOTIONAL BRANDING



**Strong branding is like great music,
you feel the rhythm, the beat and
get lost in the sound...**

COG Print integrate some dynamic Techniques into our clients brands that enable them to Harness Emotion And Deliver Powerful Business Outcomes.

We're hired to do this.

Emotional branding uses your customers ability to process your businesses marketing communications and promote a stand out feeling that is directly connected with these messages.

There are 2 primary ways in which people process and translate marketing communications, and branding.

The first is Active Processing, which is learning that happens when deep, attentive processing is being applied, the second is Implicit processing, which is when meaning can be processed without awareness.

Emotional branding is very complex and by way of this white paper it is more so geared to prove the benefits to a business that when the brand is connected with your customers emotion there are tons of benefits from it - so we won't travel too far down this rabbit hole here.

People interpret brand images through attentive processing, though once emotions are stimulated the definition that is take away from the brand image can be subconsciously developed. Your businesses audience is more vulnerable when they are vaguely aware that their emotions are being influenced.

They are also most vulnerable when your customers have no clue at all that their emotions are being influenced.

The many varied techniques for achieving emotional responses to your brand are not all the right fit for your business. This is here COG Print comes in – *we find the shoe the fits!*

The more complex yet powerful technique is attaching the brand to an identified set of ideological values. This requires an intimate knowledge and true insights of your targeted audience as the action required is this audience having a trigger pulled to an emotional response and making a connection to your brand.

A strong brand will embed these emotive values through its images, icons, colours and language for instance. Creative techniques your brand can use to harness emotion and deliver powerful business outcomes is to create a series of iconography and your own graphic language unique to your business that speaks directly to your customers - linking in your products and/or services.

A strong graphic theme and common storyline threaded throughout your marketing communications offers an easily understood presence that when presented throughout all brand communications will ensure the business is consistently delivering the same feeling for your audience.

Graphic Themes and branding storylines must be appealing to human motivations in order to be successful. Symbols and iconography are great

representations of brand themes and can often do a great job in relaying **40** promise – and consumers buy the promise.

For a business to really Harness Emotion And Deliver Powerful Business Outcomes it needs to evolve the thinking to know they selling the best most appealing and motivating outcome of the product, not the product itself.

Motivation exists in your customers subconscious - your brand needs to tap this to be successful and achieve these powerful outcomes it desires. Your audience motivations are drive by some key factors based on ideological values and their personal experiences.

Emotional branding uses symbolism to its fullest potential by continuously connecting strong symbols with your brand message and business position. What this does is hold substance and promote a specific idea about your business. The company symbol can be a logo or the owners face (it'd work better if it had the respect, impact and recognition of a Mercedes Benz hood ornament for example), and it needs to be adaptable to a changing society while remaining firm as the identifiable set of company values. Symbols and Icons provide a great leverage point to build promises around that offer a sense of fulfilment associated with your company's brand.

There are eight customer needs that brand storylines and themes can attempt to sell.

Emotional security

Reassurance of worth

Ego-gratification

Creative outlets

Love objects

Sense of power

Sense of roots

Immortality

This list above is subconsciously emotion-based, and provide a foundation for emotional branding. Your customers want to fulfil these needs, and your business has the ability to promote the need to fulfil these needs.

Another method of emotional branding is delivering statements about products and /or services and the direct association to emotion. This method creates brand association and a particular emotion in the most simple way possible.

The key element to Harnessing Emotion And Deliver Powerful Business Outcomes is to understand its a marathon and not sprint.

You can't fake it because peoples emotions are real.

And we all know what happens when humans toy with other humans' emotions right? Well brands are no different. 42

A great synergy between brand and business can and should be built over time, threaded within numerous business cycles it is refined and nurtured to become a critical part of the businesses underlying success.

Consistency and strategic brand management of the themes and symbolism created by your business can reach a brand euphoria where meaning no longer needs to be created – enough well executed emotional branding will solidify your brands image.





BASIC STEPS IN HARNESSING THE POWER OF EMOTIONAL BRANDING

To Harness Emotion And Deliver Powerful Business Outcomes via 44
emotional branding a business can follow these steps.

STEP 1

Capture attention Nurture interest in your brand and your target audience.

STEP 2

Encourage purchases Engage with your audience and encourage them to consider your business and its value set. Understand their emotions to assist in driving their everyday decisions.

STEP 3

Develop Relationships Reassure your customers that by choosing you they made the best decision on the day.

STEP 4

Develop customer loyalty Turning a one-off purchase into a regular purchase helps build brand loyalty and increases the lifetime value of that customer to your business. This stage is about adding customer incentives or loyalty offers, and up-selling/cross-selling your products to existing customers.

STEP 5

Integrate Your brand Into Your Customers Life Develop a more meaningful long term relationship with your customers.

STEP 6

Harness Word of Mouth Referrals Celebrate loyal customers who provide free leads and new audiences. Invest in this and this loyalty, it's a primary powerful business outcomes. Loyal customers have positive memories of your brand experiences, and want to share them with their friends and family.

This is hard fought and won.



Conclusion

Emotional connections happen because we're human, and we're built for these connections, wired for them, and rely on them to live a rich, meaningful life.

Despite our significant advances in science and technology, human emotion (mainly our subconscious) will always be core to our DNA. Brands that craft an experience that sets them apart from their competition are awesome to watch.

When you are part of celebrating the success of a brand that has its customers drive an extra 10 why for the coffee, pay a premium for the jacket or stand in line for an hour for the ticket – it's a thrill.

Marketing by appealing to raw and genuine human emotion is essential, smart, and pays off.

If you believe in the passion you have for branding is a beautiful thing and desperately want your business to have the ability to created a force of attraction, an energy that influences people and their daily actions – then COG Print wants to work with you.

Claim your free 30-minute briefing session

Getting the stuff in this report right is the only way to start Harnessing Emotion to Deliver Powerful Business Outcomes.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must address the elements within report.

We've given you what you need to get started. But if you have any questions, or would like our help on implementing any of the theory within, get in touch today. Even better, for a limited time we're offering you a 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced brand experts, not a salesman.

But if you are ready to connect your brand to your business and push your company performance call now. (02) 9523 6007

By the way we recommend you book quickly. COG Print Strategists only have a limited number of slots available for free sessions each month and they're filling up fast.



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