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

A campaign that was more about generational values than ideology.

Digital (Blackberry)  Analog
Baby boomers

If it ain’t broken don’t fix it.................
Iconic authority..................................
Heroes/trailblazers............................
Everything has a price..........................
Bigger is better..................................

Gen “xY”

New ideas
Companies as philosophy
Parents as heroes
Open source
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.
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.
5. From Notoriety to Aspiration

Being known does not mean that you are loved.

“xY” wants brands that stand for something.
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.
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.

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.
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.
NEW AXE DARK TEMPTATION
CHOCOLATIZE YOURSELF AT FACEBOOK.COM/AXE
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!
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.
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