



# Unleash emotions for business growth

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**More than a feeling: emotionally appealing  
experiences can resurrect markets**

**DDB<sup>o</sup>**

# There has never been more need for marketers to unleash the emotional power of their brands. Marketing sameness, media fragmentation and confusing choices call for inspirational emotional experiences to engage consumers and create revenue growth.

**Emotional experiences are distinguishing leaders from ever more look-alike, seem-alike, feel-alike and do-alike brands. What is the difference between an Apple ipod and a Samsung Yepp if they functionally play the same amount of music with equal portability? The distinction is the emotionally inspiring elegance, hipness and simplicity ipod fans pay a premium to have.**

Experiential marketers who unleash their brands emotional appeal create a virtuous cycle of marketing engagement. Consumers return loyalty to brands that engage them in habit-forming emotionally satisfying experiences. The top 20% of Starbucks' customer base averages 16 visits a month fuelled by a passion for coffee experiences.

While emotionally appealing brand experiences can open up new categories and create growth, they also can resurrect markets once surrendered to the history books.

*Cirque de Soleil* is redefining a tired, declining entertainment category into a multi-million dollar business noted for double-digit growth, high margins and loyal customers. *Cirque de Soleil* combines a unique collection of intangible experiences provoking excitement, wonder and countless repeat bookings at hundreds of dollars a ticket. Setting the *Cirque* experience apart from *Barnum* is an elaborately transformed experience of theatrical, fashionable and sexy performance spectacles evoking an array of inspiring, unforgettable and inimitable emotions which uniquely engage the *Cirque de Soleil* customer.

Emotions play a significant part in even the most hardened business decisions. A decision to list with NYSE as opposed to the FTSE, Hong Kong or Frankfurt is never based purely on cost. The NYSE brand engages emotions associated with prestige, power, respect and credibility, carefully orchestrated to echo through all possible controllable experiences of the brand.

And, of course, emotionally engaged consumers can build incredible value. *News Limited* paid hundreds of millions for *MySpace.com* which is anchored by user enjoyment of the social experience. By aggregating strangers into communities of mutual yet diverse interests *MySpace* leverages its emotional pulling power into a fantastic new marketing aperture.

Retired baby boomers fondly relating back to icons of their youth are spending big sums recapturing those memories. In the U.S. an original 70's *Chevy Camaro* that once cost a few thousand now fetches hundreds of thousands. *Dodge, Ford* and *GM* are all re-releasing their most memorable muscle cars of the 60's and 70's and there is still plenty of opportunity for marketers to tap into these emotions and repeat the success of *Harley Davidson* or *Ford's Mustang*.



**Paul Price** is Chief Partnership Officer, DDB Worldwide. He has more than 20 years experience in marketing, advising marketers in categories including telecommunications, consumer electronics, and food and beverages.

Brands are a bundle of experiences. The experience is the brand. And the more emotionally engaging your brand experience, the more unique intangible value you grow by engaging customers in it. Ad agencies that embrace this model and position themselves to serve it will prosper. Not only will they serve their brand clients better by supporting margin and sales growth but they'll future proof their brand clients by developing enduring emotional brand experiences almost impossible to imitate in today's hypercompetitive marketplace.

Ad agencies need to start adapting now. They need to overturn many conventional assumptions running their client engagements and businesses. They might begin by expanding the use of marketing sciences to construct the business case for Creativity. Pressure on accountability, new streams of behavioural data and powerful analytic techniques are combining to bridge gaps between theory and marketplace facts. At the bleeding edge is biometrics and neural sciences translating previously hidden consumer experiences into remarkable insights for managing brand experiences. Leaders will thus combine the power of accountability with more insightful and relevant creativity or in other words, construct the business case for creativity.

More and more, science also tells us emotion, not rational thought is the gatekeeper to consumer behaviour, rendering the most emotionally engaging experiences the most effective communications and compelling us to override that knee jerk attraction toward feature driven, all too rational communications.

At the same time, we must remember the sum of all experiences is the most powerful communication. It is virtually impossible to persuade customers using one dominant medium. Rather, they are engaged through multi-dimensional, emotionally rewarding, co-created experiences in increasingly varied combinations of old, new and emerging channels. and every one of them should be considered for their consistency with the brand strategy.

As everything communicates, ad agencies must assume responsibility for planning every element in the customers' experience of the client brand as consumers move from brand discovery to point of purchase. This means assembling the collaborative talent it takes to build content for channels in the right contexts with whatever marketing services specialist it takes. Experiential creativity demands new talents and another type of teamwork altogether.

Today's agency should look more like a hub of creative talents from various sectors of the arts and other cultural influencers. Or it might assemble new coalitions of talent on-demand according to client need. What we at DDB have named the *Creative Co-Op* – an on demand team, structured to bring clients the brand experiences they need to grow their brands and business.

And above all:

**Avoid arguments about the need for specialists or generalists**

There is a need for each given that creative brand experiences springing from multiple disciplines demand constant coordination. The most important talent therefore becomes collaborative which is why DDB has adopted *Co-Creativity*, complete with a playbook for how our teams, their partners and clients can Co-Create the most creative brand experiences.

**Stop regarding P/L statements as collaborative inhibitors**

Instead, focus on adapting and evolving talent to deliver creative brand experiences to solve client needs. This is not about accounting. It is all about the people. DDB is actively evolving its existing talents to plan, create and manage emotional brand experiences to retain and win clients by helping to grow their businesses with the most creative brand experiences.

Emotions unleash unique intangible value in brands when experienced by consumers in ways that reinforce their engagement and participation with the brand. Marketers and agencies who commit resources and imagination to this way of thinking about and managing their brands will find growth once thought impossible. Go see *Cirque de Soleil* and you'll see what I mean.



**DDB Worldwide Communications Group Inc ([www.ddb.com](http://www.ddb.com)) is the fourth largest consolidated advertising and marketing services global network and the most awarded agency network in the world according to Creativity magazine 2006. With more than 200 offices in over 90 countries, DDB provides creative business solutions guided by its proprietary philosophy and process of Co-Creativity. Home to the world's largest multi-disciplinary Creative Co-Op, DDB and its marketing partners build and deliver unique, enduring, and powerful brand experiences for competitive advantage.**

DDB is excited by ideas. We invite you to visit our website to share yours and keep abreast of ours. We believe that creativity is the most powerful force in business and that ideas get sharper with more minds rubbing against them.

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