

Editorial: Understanding Emotion and Connecting It to the Brand, and the Brand to Results

Friday, November 10, 2017 was a day of great celebration of considerable academic and personal achievement: 10 years after graduating from the Romanian-American University (RAU). There were beautiful moments of: celebrating a common RAU history, where the young personalities were shaped being impacted by RAU learned values and ideals (that inspired RAU Brand and the professions that it serves) from interactions and experiences; recalling four years (2003-2007) with deep emotion by those who took the opportunity to attend this memorable RAU event and honored the importance those RAU years have had in their lives till now; confirming that RAU brand and student experience are detailed and inseparably threaded together. What made us think about the remarkable transformation of RAU Brand's energy into new action.

On July 18, 2017, Dipanjan Chatterjee, Vice President, Principal Analyst at Forrester introduced Forrester's new "*Brand Energy*" framework, explaining that this concept of "Brand Energy" coined by Forrester is seen as a holistic measure of the power of a brand which translates into consumers' action (when they buy goods and services, advocate the brand, or share socially) while also getting moved into their long-term memory (where it stimulates salience at later times). Forrester identified *three contributors* (as highly connected dimensions which feed enduring brand preference) to "Brand Energy" (as shown in the figure below): "*Emotion*" (contributes to almost half of this Brand Energy); "*Salience*" (about 30% of Brand Energy - the tremendous advantage of a prominent brand); "*Fit*" (20% of Brand Energy - the relevance and the alignment to the consumer's world view. As documented by Forrester research, brand energy – powered by the fuel which is emotion – positively correlates with outcomes, this emotion-driven approach to branding being built on the interrelatedness of experience, perception, and outcome.ⁱ

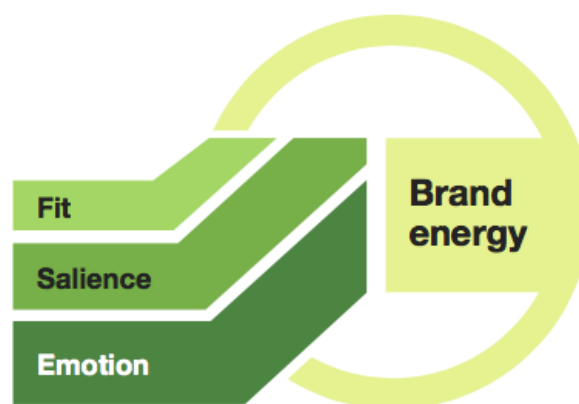


Figure 1: Forrester's new "Brand Energy" framework

Source: Chatterjee, D., Introducing Forrester's New Brand Energy Framework – Emotions Fuel Your Brand's Energy, July 18, 2017, Forrester's Blog

Two month later, on September 13, 2017, James L. McQuivey, Vice President, Principal Analyst at Forrester, invited us to a random walk through Ikea in order to discover why Ikea scores top on emotion and to better understand that emotion is the key driver of customers' outcomes, as shown the figure below:ⁱⁱ



Figure 2: Ikea scores top on emotion

Source: McQuivey, L.J., A Random Walk Through Ikea With James McQuivey, September 13, 2017, Forrester's blog

It is well-known that Forrester advanced a Customer Emotion Matrix (which allowed understanding and quantifying emotion by examining the nature of the emotion – negative through positive – and the intensity of the emotion) starting from the fact that: “*emotion is the basic human build block for decisions and the primary factor in growing or losing affinity - and gaining or losing share-of-wallet.*”ⁱⁱⁱ

On May 7, 2017, Brennan Wilkie, Senior Vice President, Customer Experience Strategy & Country Manager - Canada at InMoment, argued that consumers' first priority in every country is the personalized support, followed by the personalized purchase, and as emotion is the top driver of a positive CX and loyalty, brands must learn how to better design, measure and iterate on the CX. Next day, Michael Lowenstein (“Beyond Philosophy”) responded (among other aspects) that there is a proven direct connection with driving personalized experience value on an emotional (as well as a functional, level and bottom line profitability).^{iv}

And as an interesting coincidence, on the same day we find out “The Top 10 Emotions for Brand Connections” according to a research from CustomerThermometer (as shown in the figure below):^v

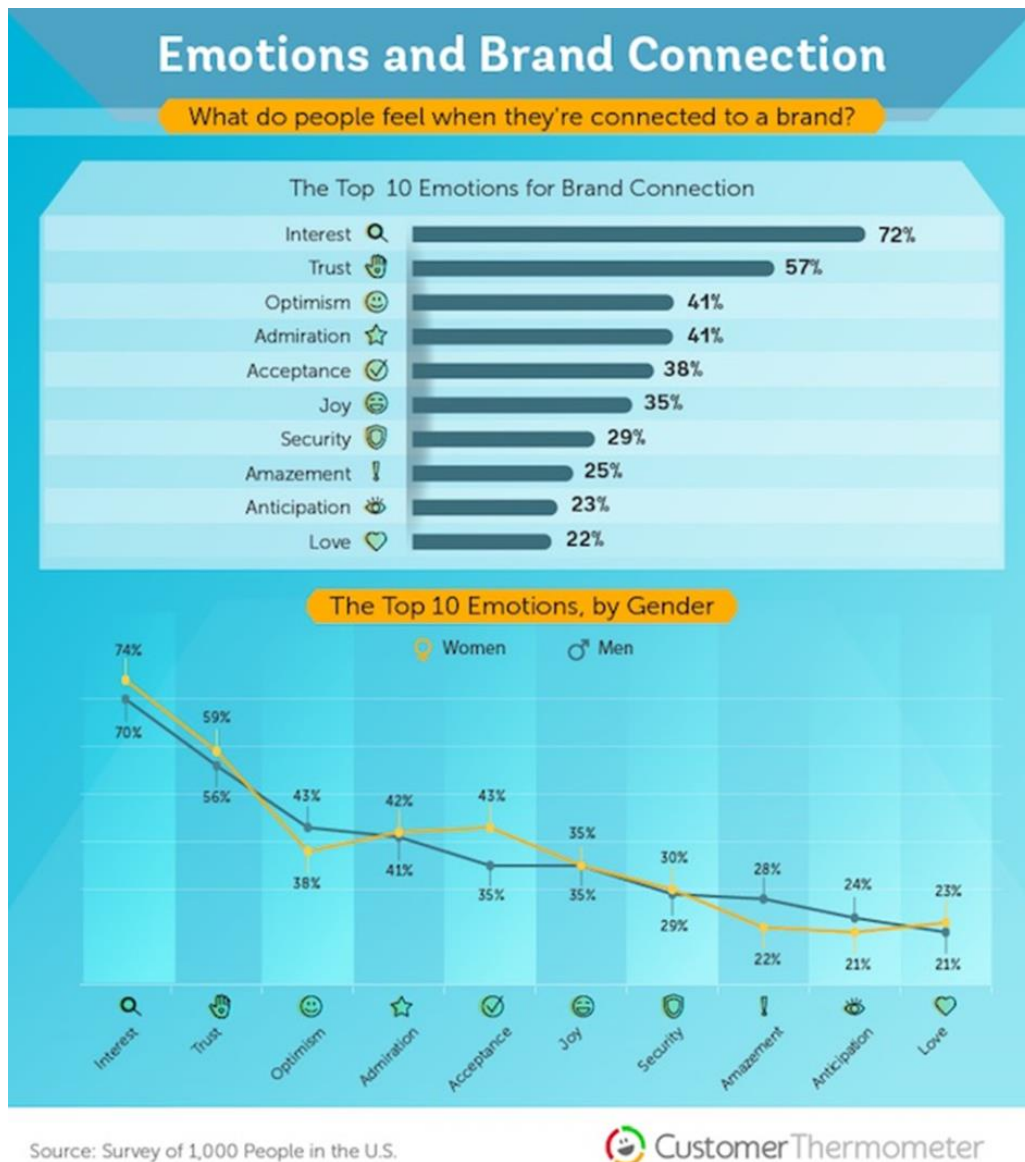


Figure 3: The Top 10 Emotions for Brand Connections, CustomerThermometer

Source: Nanji, A., What Emotionally Connects Consumers to Brands? May 8, 2017, MarketingProfs

Coming back to “Beyond Philosophy”, this time to the reputed Founder & CEO Colin Shaw, it is worth remembering within this context his work about the so-called “Emotional Signature framework” (a study of emotions in CX),^{vi} where he talked (Beyond Philosophy: Long-term value vs. Short-term spend emotions) about three clusters of positive emotions (Attention: exciting, stimulating, indulging, exploratory; Recommendation: trusting, valued,

focused, safe, cared for; Advocacy: happy and pleased), as shown in the figure below:^{vii}

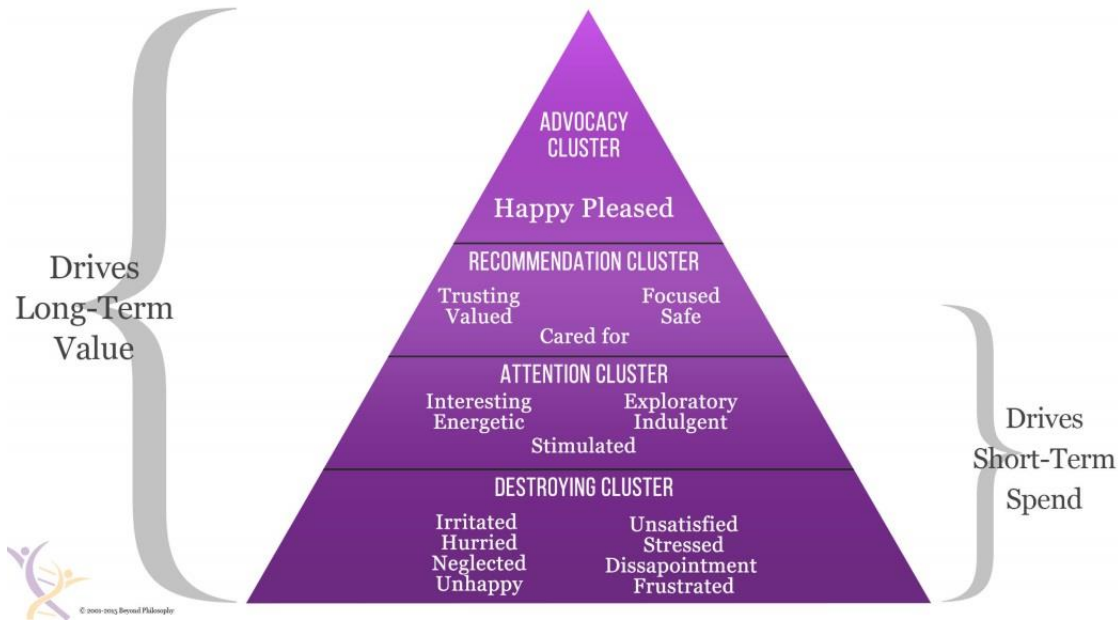


Figure 3: Long-term value vs. Short-term spend emotions, Beyond Philosophy

Source: Medelyan, A., *Emotional Analysis Of Customer Feedback: The Missing Link*, Mar 01, 2017, Thematic's blog

Recent opinions underline the preoccupations with creating an emotionally intelligent connection with customers with the help of advanced technology (such as artificial intelligence, machine learning etc.).^{viii} But as scientists argue that people feel first, and think second, let us end by citing the “father of modern marketing” Philip Kotler: “*Marketers need to target not only the minds of the customers but also their hearts and wellbeing. The concept of emotional marketing has been described in several books... including Experiential Marketing by Bernd Schmitt, Emotional Branding by Marc Gobe, and Lovemarks by Kevin Roberts. Great examples of emotional marketing were achieved by marketers such as Howard Schultz of Starbucks, Richard Branson of Virgin, and Steve Jobs of Apple. Starbucks’ concept of “third place for drinking coffee,” Virgin’s “unconventional marketing,” and Apple’s “creative imagination” are the implementations of emotionally relevant marketing. These brands occupy a deep place in our emotional hearts... Just be true to your brand’s purpose... Only honesty, originality, and authenticity will work.*”^{ix}

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References





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ⁱⁱ McQuivey, L.J., A Random Walk Through Ikea With James McQuivey, September 13, 2017, retrieved from: <https://go.forrester.com/blogs/seeking-ikeas-secret-emotion-sauce/>

ⁱⁱⁱ Milligan, V., A Closer Look at the Monetary Value of Emotion, September 21, 2016, retrieved from: http://blogs.forrester.com/victor_milligan/16-09-20-a_closer_look_at_the_monetary_value_of_emotion

^{iv} Wilkie, B., Emotion and Customer Experience: Connecting Feeling With Your Bottom Line, May 7, 2017, retrieved from: <http://customerthink.com/emotion-and-customer-experience-connecting-feeling-with-your-bottom-line/>

^v Nanji, A., What Emotionally Connects Consumers to Brands? May 8, 2017, retrieved from: <https://www.marketingprofs.com/charts/2017/32033/what-emotionally-connects-consumers-to-brands?https://www.marketingprofs.com/charts/2017/32033/what-emotionally-connects-consumers-to-brands?>

^{vi} *** <https://beyondphilosophy.com/cx-services/emotional-signature/>

^{vii} Medelyan, A., Emotional Analysis Of Customer Feedback: The Missing Link, Mar 01, 2017, retrieved from: <http://blog.getthematic.com/blog/post/emotional-analysis-customer-feedback>

^{viii} Smilovitz, S., Emotional Marketing Examples Scientifically Proven To Sway Buyers, November 28, 2017, retrieved from: <https://instapage.com/blog/emotional-marketing>

^{ix} Kotler, Ph., "Branding: From Purpose to Beneficence", March 22, 2016, retrieved from: <http://www.marketingjournal.org/brand-purpose-to-beneficence-philip-kotler/>