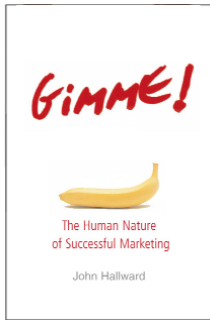


Emotions and Emoti-suasion

Gimme! The Human Nature of Successful Marketing



For too long, many marketers have ignored the basics of how human beings are wired and how they work emotionally. And as a result, the effectiveness of their marketing and advertising suffers.

Marketers who understand the emotional triggers and genetic characteristics of their consumers are better able to persuade and convince them with their marketing programs. *Gimme!* explores these evolutionary traits in ways marketers can easily understand, so they can better leverage these primary human drivers of behavior for greater marketing success.

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***Gimme!* is a breakthrough collection of research showing how marketing follows our evolutionary features, and how marketers can better leverage human nature. In simple and evocative language, backed by solid data and decades of experience, John explains how you can apply the insights of human nature to make marketing—and advertising—work better. Much better** — Didier Truchot, founder and chairman, Ipsos Group SA

In the third issue of *Lessons Learned*, John Hallward explains the connections between emotional desires and decision-making.

Humans are the product of genetic evolution. We are the way we are for explainable reasons. So why do we have emotions? They must serve a purpose, or they would have evolved away.

The purpose or outcome of an emotional reaction is an inclination to act; whether we do something or not depends on the nature, intensity, and duration of the emotion. If we did not develop emotional responses to experience fear, and did not have the sense to react to get away from it, our species would likely have died off in the bellies of many predators on the plains of Africa.

That is, emotions are a part of decision-making, and we cannot decide between choices if we do not associate emotions with each option. How could we decide between choices if we could not judge the choices as good or bad? *Thus, rational decision-making and irrational emotions are tied together and are not opposites as once thought.*

Consumers mostly make their decisions based on emotional desires, personal needs, self-perceptions, values, cognitive styles, and so on. We consciously and subconsciously evaluate choices based on the emotional pay-offs expected from our behaviors. The more a brand can add emotional rewards, beyond the physical rational performance of the product, the greater the opportunity to be more competitive. Our Ipsos database proves this. The graphic illustration (see next page) shows the direct relationship between brands with many emotional associations earning greater commitment (which also holds true for brand equity, and purchase interest).



Perhaps, then, marketing should be oriented more to the consumer's self-centered emotional pay-offs which are associated with experiencing the brand; and less oriented to the brand's features, performance, price, and so on. Emotional elements are the ultimate decisive characteristics in brand choice. Brand characteristics are simply the ingredients which comprise the consumers' self-centric emotional assessment. Furthermore, this is not about simply making emotional advertising. I am referring to the emotional association of experiencing the brand. As we see in our pre-test data-bases, overly emotional advertising can fail by not linking emotions to brand use.

An example will help clarify. A manufacturer of power hand drills will likely work to position their brand based on product features, targeted to a definition of consumers, leveraging the product features to support this targeting and messaging. They might reference flexibility of their brand for many jobs, or they might reference a long battery life, or new techie features such as a laser guided beam of light, or leverage their low price. However, we all know that consumers are not really buying drills simply to have a power tool at home. Consumers want holes in things, or want to put screws into things. But a consumer-centric approach should go further.

Consumers who buy drills want specific emotional pay-offs. They want to **avoid disappointment** by ruining the surface they are drilling; They want to **experience pride** for a job well done; They want to **feel like a competent person** and have others appreciate their handy-work; They **want their spouse to appreciate the accomplishment**; They may even want **the new thrill** of doing the job themselves. Or maybe the buyer wants the latest greatest drill **to show off** to their neighbor or colleague. Most realistically, consumers want to experience *many of these pay-offs*. And since many top brands of drills put holes in things equally well, it begs the question of which brands offer the desired emotional pay-offs we seek as consumers? To simply leverage features of the drill, which many other brands similarly offer, is missing the self-centered nature of our decision making process.

Emoti-suasion, the art of Emotional Persuasion

Marketers, advertisers, and salespeople (and aren't we all selling our own agendas all the time to others?) need to focus on emotional persuasion. I like to refer to this as "emoti-suasion". That is, selling to the satiation of the buyers' emotional desires. The brands that do this best are the ones that build the strongest 'brand commitment,' earn the greatest brand equity, command higher prices, and compete more profitably.

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Brand Commitment by Appealing Emotional Associations



Source: Ipsos-ASI R&D Data

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