



# emotional branding

the new paradigm for  
connecting brands to people

**marc gobé**

Foreword by Sergio Zyman  
Former Chief Marketing Officer,  
The Coca-Cola Company

# Emotional Branding By Marc Gobe

**Mario Ntarelli, Rina Plapler**



## **Emotional Branding By Marc Gobe:**

*Emotional Branding* Marc Gobé, 2001-01-01 Offers an approach to building brand loyalty with the use of an interactive strategy presenting case histories that demonstrate how the five human senses can be used as effective marketing tools to respond to trends

**Emotional Branding** Marc Gobe, 2010-02-09 Emotional Branding is the best selling revolutionary business book that has created a movement in branding circles by shifting the focus from products to people The 10 Commandments of Emotional Branding have become a new benchmark for marketing and creative professionals emotional branding has become a coined term by many top industry experts to express the new dynamic that exists now between brands and people The emergence of social media consumer empowerment and interaction were all clearly predicted in this book 10 years ago around the new concept of a consumer democracy In this updated edition Marc Gob covers how social media helped elect Barack Obama to the White House how the idea behind Twitter is transforming our civilization and why new generations are re inventing business commerce and management as we know it by leveraging the power of the web In studying the role of women as shoppers in chief and defining the need to look at the marketplace by recognizing differences in origins cultures and choices Emotional Branding foresaw the break up of mass media to more targeted and culturally sensitive modes of communications As the first marketing book ever to study the role of the LGBTQ community as powerful influencers for many brands Emotional Branding opened the door to a renewed sensitivity toward traditional research that privilege individuality and the power of the margins to be at the center of any marketing strategy A whole segment in the book looks at the role of the senses in branding and design The opportunity that exists in understanding how we feel about a brand determines how much we want to buy By exploring the 5 senses Emotional Branding shows how some brands have built up their businesses by engaging in a sensory interaction with their consumers Emotional Branding explores how effective consumer interaction needs to be about senses and feelings emotions and sentiments Not unlike the Greek culture that used philosophy poetry music and the art of discussion and debate to stimulate the imagination the concept of emotional branding establishes the forum in which people can convene and push the limits of their creativity Through poetry the Greeks invented mathematics the basis of science sculpture and drama Unless we focus on humanizing the branding process we will lose the powerful emotional connection people have with brands Critics hailed Emotional Branding as a breakthrough and a fresh approach to building brands Design in this book is considered a new media the web a place where people will share information and communicate architecture a part of the brand building process and people as the most powerful element of any branding strategy Most importantly it emphasizes the need to transcend the traditional language of marketing from one based on statistics and data to a visually compelling new form of communication that fosters creativity and innovation Allworth Press an imprint of Skyhorse Publishing publishes a broad range of books on the visual and performing arts with emphasis on the business of art Our titles cover subjects such as graphic design theater branding fine art photography

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**Emotional Branding** Marc Gobé, 2005 *Brandjam* Marc Gobe, 2010-06-29 Brandjam the follow up to the groundbreaking best seller Emotional Branding presents a powerful new concept from renowned designer and business guru Mark Gobe The Brandjam concept is about innovation intuition and risk Gobe explains how design is the instrument companies can use for jazzing up a brand how design puts the face on the brand and creates an irresistible message that connects buyers to the product in a visceral way Using jazz as his metaphor he shows how the instinctive nature of the creative process leads to unusual solutions that make people gravitate toward a brand and make brands resonate with people by bringing more joy into their lives It explores how design represents the personality of a company and provides its window to the world Brandjam is an inspiration for brands and people as it reveals the transforming impact brands have on their audience Follow up to Emotional Branding 50 000 copies sold in nine languages Insider's look at creating powerful compelling brands and identities Exciting new ideas for using design to drive consumers to embrace brands Allworth Press an imprint of Skyhorse Publishing publishes a broad range of books on the visual and performing arts with emphasis on the business of art Our titles cover subjects such as graphic design theater branding fine art photography interior design writing acting film how to start careers business and legal forms business practices and more While we don't aspire to publish a New York Times bestseller or a national bestseller we are deeply committed to quality books that help creative professionals succeed and thrive We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers

**Joel Desgrippes and Marc Gobe on the Emotional Brand Experience** Anne Hellman, 2007-07-01 Degrippes Gobe is internationally sought after firm that is leading the industry with groundbreaking work This exciting new book shares the expertise of the world renowned Degrippes Gobe team on a design subject for which they are widely recognized emotional branding The authors provide practical information by not only reviewing their own work but other strong work in the field Using sketches notes and final pieces Degrippes Gobe reveal their design process and the intricacies that have made them so successful Speaking candidly about client expectations they explore the successes and failures of particular projects to help readers understand how they achieved the end result This unique master class will provide readers with a better understanding of how to take their own work to the next level by offering their clients designs and branding strategies that make a difference by connecting on an emotional level

**Joël Desgrippes and Marc Gobé on the Emotional Brand Experience** Anne Hellman, Marc Gobé, Joël Desgrippes, 2007 **Citizen Brand** Marc Gobe, 2006-09-02 Leading brand designer Marc Gob builds on his highly successful Emotional Branding strategy with Citizen Brand a powerful new concept designed to help companies earn the

trust of today's consumers. Gob argues that corporations need a new vision to survive in the present emotional economy, challenging them to develop more passionate, human, and socially responsible brand strategies. He shows how to transform Consumers to People, Products to Experiences, Honesty to Trust, Quality to Preference, Identity to Personality, and Service to Relationship.

**How Brands Become Icons** Douglas B. Holt, 2004. Iconic brands like Coca-Cola, Volkswagen, and Corona have social lives and cultural significance that go well beyond product benefits and features. This book distills the strategies used to create the world's most enduring brands into a new approach called cultural branding. Brand identity is more critical than ever today as more and more products compete for attention across an ever-increasing array of channels. This book offers marketers and managers an alternative to conventional branding strategies which often backfire when companies attempt to create identity brands.

**Brand Intimacy** Mario Natarelli, Rina Plapler, 2017-10-23. From Patagonia to Apple, Whole Foods to New Balance, we love our favorite products and, by extension, the companies that provide them. The emotional connections we form with our beloved brands and services are important relationships—relationships that are potentially worth billions. In the fast-paced, constantly changing world of the modern marketplace, brands must adapt or perish; strategies, methods, and techniques must evolve to remain effective and relevant. Are you using yesterday's thinking for tomorrow's challenges? Brand Intimacy details ways to build better marketing through the cultivation of emotional connections between brand and consumer. The book provides lessons for marketers and business leaders alike who are seeking to understand these ultimate brand relationships and the opportunities they represent. Divided into three sections, Brand Intimacy starts with Context and Understanding. This explains today's marketing landscape, the effects of technology, consumer behaviors, and the advancements around decision making. Through research, we discovered that people form relationships with brands the same way they develop relationships with other people. This section provides guidance on how to think about complimentary concepts such as loyalty, satisfaction, and brand value. We then explore and compare established approaches and methodologies and showcase why intimacy is a compelling new and enhanced opportunity to build your brand or market your business. The second section, Theory and Model, reveals and dissects the brand intimacy model into steps to help you better factor it into your marketing approaches or frameworks. Here, you will learn the core concepts and components that are essential to build bonds and the role emotion can play to help you achieve greater customer engagement. You can also review the rankings of the best brands in terms of Brand Intimacy. A summary of our annual research reveals the characteristics of best performers, the most intimate industries, and differences based on geography, age, gender, and income. By examining the top intimate brands, we reveal and decode the secrets of the bonds they form with their customers. The third section is Methods Practice, which details the economic benefits and advantages of a strategy that factors Brand Intimacy. Intimate brands are proven to outperform the Fortune 500 and Standards and Poors index of brands. Intimate brands create more revenue and profit and last longer. Consumers are also willing to pay more for a brand they are more

intimate with Conversely we also explore a series of brand failures and lessons learned to help you avoid common pitfalls in brand management We articulate the steps to build a more intimate brand as well as share a glimpse on the future where software will play a more important role in brand building The book outlines a proprietary digital platform that we use to help manage and enable intimacy through collaboration simulators and real time tracking of emotions Business and marketing owners face an increasing difficult task to build brands that rise above the clutter engage more and grow Brand Intimacy explains how to better measure build and manage enduring brands Brands that are built to inspire as well as profit Written by experienced marketers and backed by extensive research Brand Intimacy rewrites the rulebook on how to establish and expand your marketing The book is equal parts theory research and practice the result of 7 year journey and a new marketing paradigm for the modern marketer

Brand Creation and Management in the Phygital Era Djakeli, Kakhaber, 2025-05-29 In the evolving digital era the fusion of physical and digital brand experiences known as phygitalization has become essential for brand relevance and success As consumers increasingly expect seamless meaningful interactions across both online and offline spaces brands must strategically balance digital innovation with emotional authenticity Effective brand management today involves not only delivering quality and efficiency but also creating culturally resonant personalized experiences that inspire loyalty and action This shift transforms branding from a corporate asset into a cultural symbol deeply embedded in the identity and values of the communities it serves This ability to master this synergy defines a brand s competitive edge in the 21st century Brand Creation and Management in the Phygital Era discusses in depth how to create and manage brands in physical and digital environments taking into consideration the complexities and opportunities of phygitalization It offers practical strategies research insights and neuro branding techniques to build emotionally resonant and culturally relevant brands in a hybrid world Covering topics such as brand credibility influencer marketing and virtual reality VR this book is an excellent resource for entrepreneurs marketers managers students educators business leaders researchers academicians and more

The Generative AI Impact Antonio Crupi, Luca Marinelli, Emanuele Cacciatore, 2025-07-17 The book shows how Society 5.0 aims to create a human centric society where technological development is accessible to all Industry 4.0 technologies play an active role in daily life industry healthcare and other areas promoting progress technological advancement and individual wellbeing

Social Media Marketing: Breakthroughs in Research and Practice Management Association, Information Resources, 2018-05-04 In the digital age numerous technological tools are available to enhance business processes When these tools are used effectively knowledge sharing and organizational success are significantly increased Social Media Marketing Breakthroughs in Research and Practice contains a compendium of the latest academic material on the use strategies and applications of social media marketing in business today Including innovative studies on email usage social interaction technologies and internet privacy this publication is an ideal source for managers corporate trainers researchers academics and students interested in the business applications of

social media marketing      **Searchial Marketing** Alan Glazier, 2011 The buzz surrounding social media focuses on how business can build relationships by participating in the online conversation When it works social media relationship building is often labor and time intensive with a return on investment that is often hard to measure Not many people understand that social media campaigns can be orchestrated to build relationships and drive in new business at a much greater rate than using the relationship aspect of social media alone provides When I discovered this relationship building became the least compelling part of the picture Searchial is a phrase I created to describe the method of interacting within the strange new world of social media while elevating your profile in internet searches for the products and services you offer This book teaches do it yourself methods of implementing a searchial media campaign It demonstrates the added value of practicing searchial media instead of just social media Social tools have the power to drive new business into your organization not only through communicating and relationship building but by coincidentally causing your listing in search engines to rank higher in searches for keywords and key phrases people are using to find the products and services you offer in a specific geographical area or worldwide The term Searchial reflects the realization that my time and effort were best spent driving new patients into my medical practice using social tools to improve our position in Google Bing and other search engines not just building and strengthening existing relationships This book can be applied to and used as a guide within any industry at any stage of the new media marketing game Appendices contain information specific to social media and search elevation in the medical profession specifically small medical business hospital and clinic and pharmaceutical companies      **Robert's**

**Rules of Innovation II** Robert F. Brands , 2015-12-08 Innnovation thought leder Robert Brads introduces readers to the best and most recent thinking of his international network and shows how to permanently implement a culture of innovation in one s work environment      **Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications**

Management Association, Information Resources, 2018-10-05 The world of brands is undergoing a sea change in the domain of consumer culture and it has become a challenge to cater to the taste and needs of audiences The process of creating iconic brands varies from product to product and market to market Effective branding strategies are imperative for success in a competitive marketplace Brand Culture and Identity Concepts Methodologies Tools and Applications is a vital reference source for the latest research findings on the use of theoretical and applied frameworks of brand awareness and culture Highlighting a range of topics such as consumer behavior advertising and emotional branding this multi volume book is ideally designed for business executives marketing professionals business managers academicians and researchers actively involved in the marketing industry      Design Thinking Thomas Lockwood, 2010-02-16 This thought provoking and inspirational book covers such topics as developing a solid creative process through Visual Reflection Notebooks and Bring Play to Work understanding the artist s unique identity in relation to the larger culture building systems of support and collaboration explaining how an artist s needs and passions can lead to innovation and authenticity using language to inspire

visual creativity responding to the Internet and changing concepts of what is public and private and accepting digression as a creative necessity Through the exercises and techniques outlined in *Art Without Compromise* the reader will develop new confidence to pursue individual goals and inspiration to explore new paths along with motivation to overcome creative blocks With a revised understanding of the relevance in their own work within the sphere of contemporary culture the artist will come away with a clearer perspective on his or her past and future work and a critical eye for personal authenticity

*The Outsourced Self* Arlie Russell Hochschild, 2012-05-08 From the famed author of the bestselling *The Second Shift* and *The Time Bind* a pathbreaking look at the transformation of private life in our for profit world The family has long been a haven in a heartless world the one place immune to market forces and economic calculations where the personal the private and the emotional hold sway Yet as Arlie Russell Hochschild shows in *The Outsourced Self* that is no longer the case everything that was once part of private life love friendship child rearing is being transformed into packaged expertise to be sold back to confused harried Americans Drawing on hundreds of interviews and original research Hochschild follows the incursions of the market into every stage of intimate life From dating services that train you to be the CEO of your love life to wedding planners who create a couple s personal narrative from nameologists who help you name your child to wantologists who help you name your goals from commercial surrogate farms in India to hired mourners who will scatter your loved one s ashes in the ocean of your choice Hochschild reveals a world in which the most intuitive and emotional of human acts have become work for hire Sharp and clear eyed Hochschild is full of sympathy for overstressed outsourcing Americans even as she warns of the market s threat to the personal realm they are striving so hard to preserve

**United We Brand** Mike Moser, 2003-02-13 Most executives know their company s values and brand message but often they fail to make sure that everyone else knows them too The result A weak brand that conveys different messages inside the company and out in the marketplace *United We Brand* offers a hands on action plan for building a cohesive brand strategy from the ground up Drawing from two decades of experience creating brand identities for companies including Dell Cisco and Kia Motors Mike Moser provides a proven template for transforming disparate fuzzy brand information into a concrete guidepost for making day to day branding decisions Called the Brand Roadmap this valuable tool enables organizations of all sizes and kinds to leverage insights and strategies once only available through big gun consulting and ad agencies Step by step it guides readers through the four key components of brand strategy identifying core values creating a focused brand message developing a distinctive brand personality and choosing a consistent set of brand icons Filled with vivid case examples and practical worksheets *United We Brand* is essential for anyone involved in charting a company s distinctive path to success Winner of five Clio Awards and two Cannes Lions

**Boost Your Career** Sander Flaum, Mechele Flaum, 2017-08-15 An exclusive guide to besting the competition and rising to the top in your career Many people spend years working themselves into the ground only to be passed over for the promotions recognition and pay raises they deserve Today there is a new set of



unwritten rules for getting ahead and they are all about making an impact In *Boost Your Career* Sander and Mechele Flaum expose what many people have taken years to learn Success depends on the impact dynamic Defined as projects that make a resounding difference in an organization with the added benefit of impressing key stakeholders the impact dynamic is what separates over deliverers from average workers Drawing on their many years in business in a variety of high level roles the Flaums teach readers exactly what they need to know in today s job market how to identify opportunities and successfully lead projects that will propel their careers Packed with real and exclusive stories from seasoned professionals newbies in big roles and entrepreneurs in a variety of industries this book shares the hidden hurdles aha moments and tips for getting ahead in a competitive environment Whether you ve been at the same company for twenty years you re starting a new job tomorrow or you own your own business *Boost Your Career* will make a resounding difference in how you view your professional role and frame your accomplishments

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