

# EMOTIONAL BRANDING STRATEGIES

THAT CREATE LIFE-LONG CUSTOMERS



Basic human emotion can be used to convert brand-agnostic customers into **life-long brand advocates**. Learn how emotional branding is used in billion-dollar campaigns and can be used in your branding strategy.

START WITH WHY:

## EMOTIONAL BRANDING STATISTICS



**Emotive ads** have been found to generate **2x more profit** than rational ads.

**B2B buyers** are **50% more likely** to purchase based on emotional value in a product or service.



**90%** of all purchasing decisions are made subconsciously.

## EXAMPLES OF EMOTIONAL BRANDING FROM BILLION-DOLLAR CAMPAIGNS

### TRUTH ANTI-SMOKING CAMPAIGN

Emotion: **Fear**

Imagery of deceased people and the supporting statistics of American deaths linked to smoking has resulted in a powerful brand built on fear.



### P&G X OLYMPICS: THANK YOU, MOM

Emotion: **Love**

A universal feeling of respect, adulation, and love for our mothers is an emotive branding strategy.

### COCA-COLA #OPENHAPPINESS

Emotion: **Joy**

March 20th is the international day of happiness in which Coca-Cola celebrates with a campaign based around joy. And they're going to need it to compete against "The Joy of Peps" campaign.



## DATA-DRIVEN TIPS

FOR EMOTIONAL BRANDING



### CREATE PERSONALIZED MOMENTS

Customers were **3x more likely** to consider purchasing from a brand that showed personal value over business value.



### FOLLOW MEANINGFUL VALUES

**64%** of consumers report **shared values** with a brand as their original reason for purchasing.



### STAY AUTHENTIC

**80%** of people cite **authenticity** as a main factor when deciding whether to support a brand.



### STICK TO YOUR STORY

Consistency with emotional branding presentation was found to **increase revenue** by **23%**.

CleverTap

THE INTELLIGENT MOBILE MARKETING PLATFORM

SOURCES AVAILABLE AT:  
[clevertap.com/blog/emotional-branding](http://clevertap.com/blog/emotional-branding)