

EMOTIONAL ADVERTISING-Connecting Brands with People

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Abstract

This study has been conducted to understand the concept of emotional advertising and how it has an impact on our lives. **“Every ad generates an emotional response, because everything we encounter in life generates an instinctive emotional response. Everything.”** Every kind of ads will generate emotion to people, as we humans, always feel a particular emotion towards everything, whether it is boring or plain, it is still an emotional response. These advertisements strategically manipulate consumer feelings and stimulate the emotional triggers that influence how we make decisions.

Introduction

What is Emotional Advertising?

Emotional branding is a term used within marketing communication that refers to the practice of building brands that appeal directly to a consumer's emotional state, needs and aspirations. Emotional branding is successful when it triggers an emotional response in the consumer, that is, a desire for the advertised brand (or product) that cannot fully be rationalized. Emotional brands have a significant impact when the consumer experiences a strong and lasting attachment to the brand comparable to a feeling of bonding, companionship or love.

We Respond Emotionally To Everything

The subject of emotion in advertising tends to bring certain types of commercials to mind: those featuring touching or heart-rending vignettes, cooing babies, or romping puppies. Too often an emotional response to advertising is thought to be one that elicits tears or smiles. But in fact, every ad generates an emotional response, because everything we encounter in life generates an instinctive emotional response to Everything And so in this way, emotion is more important than most advertisers realize.

Our emotional responses are rooted in our past experience. This is true of all the other events in our lives. Events that are familiar and unthreatening generate little attention. Those that are familiar and pleasurable generate more attention and attract us, while events recognized as painful or threatening repel us. When we come across something completely new, our brain's

first response is to relate it to something familiar. If that does not automatically determine how we should respond, the conscious mind will step in to figure things out.

Types of Emotions in Advertising

Contemporary research suggests that there are **six universal emotions** we all feel: HAPPINESS, ANGER, DISGUST, SADNESS, FEAR, and SURPRISE.

HAPPINESS makes you feel good and encompasses everything we talked about above (youth, luxury, etc.) plus other positive concepts like romance, adventure, playfulness, and family bonding. It is the most visible and frequent emotion appearing in the majority of ads.

ANGER has many uses but is often seen in ads designed to make people upset about things like environmental issues, government policies, and political candidates.

DISGUST can be used to make people feel bad about themselves in order to sell medications, diet plans, and “miracle” remedies.

SADNESS is used to evoke a sense of compassion or empathy. Ads like these can be effective at drawing awareness to social issues.

FEAR is frequently deployed to deter people from harmful behaviors, such as smoking or drug abuse.

SURPRISE can appear in combination with other emotions and may be either positive or negative.

Emotional advertisements strategically manipulate consumers feelings and stimulate the emotional triggers that influence how we make decisions. An emotional ad might be designed to incite anger, sadness or joy all are targeted towards the brands end goal.

Emotionally charged advertisements create a very powerful impact on peoples minds .Strong emotions may drive us to make an expensive purchase or donate money to a cause.

It is essential to understand the role emotion plays in communication, to correctly understand advertising effectiveness. Puppies, babies or even attractive models are some examples of what can be seen in adverts. All are effective at generating an emotional response. A powerful emotional response is influential in making people notice and create an impression of that brand. Simply creating awareness about a company’s product or service will fail to create desire in a consumer’s mind and fail to encourage purchase. Basically, if a consumer feel’s nothing, they’ll do nothing.

Using emotional advertising, advertisers attempt is to evoke a feeling of shared emotion or belief with their target audience. Advertisers want people to relate to the situation portrayed in the advertisement, feeling positive, moved or shocked after the ad exposure.

Responses to adverts are mainly apparent due to experiences in life, as we have an emotional response to everything we approach. Adverts can create huge variety of emotions; the majority of the messages portrayed by brands will have a positive effect on consumers, meaning the intended response is achieved. Emotional advertising is also an extremely powerful tool for creating awareness and preventing the wrong or no response.

Connecting With a Brand

In order for advertisers to evoke an emotion, it is important to think about not only what the brand stands for, but also how it can fit into and represent humanity – how it can touch the senses. By representing humanity in a way, consumers are drawn closer to the advert through their own experiences, therefore generating a strong emotional response and deeper brand connection.

Factors

Many factors determine the effectiveness of emotional marketing. Variations in consumers' value systems, for example, might cause advertisement to stimulate different emotions in various consumer groups. People's wishes and desires also change significantly as they move through the stages of life. For instance, an advertisement that stimulates an emotional response in adolescents might have little effect on 40-year-olds and no effect at all on senior citizens. In other words, for emotional marketing to be effective, understanding of needs and emotions of the consumer groups planned to target is important.

Memorable Advertising

The right emotional appeal can touch people's cores, making it easier for them to recall your sales message later. New parents are protective of their families, for example, so an automobile manufacturer could appeal to this consumer group with a series of television commercials featuring real-life customers discussing how the car's safety features protected their families during dangerous accidents. These stories could have a significant impact on new parents, convincing them to choose that brand of car over its competitors.

I. Research Objectives

- To study the concept of emotional advertisements in India.
- To study the effect of emotional advertisement on consumers.

II. Research Methodology

The method of collecting information is through secondary sources such as internet, various kinds of magazines and newspapers, print media ,social media , television and radio since the research is based on advertisements .

Top 5 Emotional Advertisements That Connect With the Consumers

5 Indian brands that've tapped into human emotions and are making long-lasting relationships with their consumers.

1) Dabur Vatika

Their Brave and Beautiful Campaign salute female cancer survivors. The ad shows a bald woman who's just recovered from cancer. She's survived the disease but not confident of how her neighbours or colleagues would look at her. Then we see her getting ready for her first day at office after the treatment. She ties a head wrap first but then removes it. She looks at herself in the mirror after wearing a saree – with doubt written all over her face. Then a small bindi act by her husband gives her the needed support to go out into the world. She enters office with apprehension and what happens next might leave you with tears. Not tears of sadness but of

hope. One doesn't expect a campaign of such sorts from a hair shampoo and oil brand. But Dabur Vatika has done it!

2. Google Search Engine

The three-and-a-half-minute 'Reunion' ad is about friendship, fond childhood memories, separation and reconnecting to a tender past. In the ad, available on YouTube with English subtitles, an Indian Punjabi is shown telling his granddaughter Suman about his fond childhood memories in Lahore, Pakistan.

He mentions his childhood friend Yousuf and the sweet shop his friend's father owned in old Lahore, and how he and his friend were separated by the partition of 1947. Suman then searches on Google the whereabouts of her grandfather's childhood friend and contacts him. Finally, the two friends re-unite.

The Reunion ad touches upon the sensitive issue of partition and how it separated friends and families. In 1947, prior to their departure from India, the British rulers partitioned India into the Dominion of Pakistan (later Islamic Republic of Pakistan and People's Republic of Bangladesh) and the Union of India (later Republic of India), primarily along religious lines, to stem the growing tensions between the Hindu and Muslim communities.

3. Khud Ko Kar Buland Birla Sun Life Insurance

This ad will melt your heart. Called Khud ko kar buland itna the commercial plays out like a short film. The clip that runs for over 3 minutes features the story of a father and his autistic son. It's got all the emotional ingredients right – the husband has lost his wife, his son has autism, to add more to his woes he loses his job just when he plans to get his son enrolled in an autism-specific school. As the ad concludes we see the father-son duo laughing and having fun moments together – thanks to Birla sun Life Insurance. An example of subtle marketing that packs an emotional punch.

4. NESCAFE

Nescafe India released a brilliant campaign by highlighting the social awkwardness of stammering and how can one overcome it. The campaign focused on bringing a positive change by stressing on #ItAllStarts with hashtag. The brand tried to move beyond the traditional advertising by attaching a heart touching cause to it. The ad went viral within no time and the social media platforms showed love by appreciating the brand for the ad. "Ek haklate hue comedian ki sabse badi taakat hoti hai suspense", says Rishi- the hero of the ad film created by McCann Erickson. With more than 5 million views on YouTube (and still counting), Nescafe gained quite a good attention on social media.

5. Coca Cola – Small World Machines

Coca Cola is known to experiment a lot with its branding and it has managed to pull these off very nicely most of the times! One such case was the "Small World Machines" campaign which was planned and executed in India and Pakistan simultaneously. A vending machine was placed

in two well-known malls in Delhi and Lahore. Each vending machine featured a webcam and a large touch screen monitor. Shoppers could grant each other free coca cola – but only if both parties participated in a series of simple activities like making hand gestures, dancing identical steps and so on. This campaign got an awesome response and even won a couple of awards in the best campaign category. As consumers involved in the campaign were happy, you could say that the “Open Happiness” campaign fared extremely well! The biggest challenge in executing this was logistics. As two agencies were involved to give this campaign shape, it was even more challenging. Coke gave out 10,000 cans of soda during the campaign, as a part of the brand’s larger mission to associate its product with happiness.

Conclusion

The study conducted above has successfully completed all its research objectives: firstly to study the concept of emotional advertisements ,what they are ,how do they emotionally affect our lives ,how do we emotionally respond to them ,what factors contribute to emotional advertising,

Secondly how consumers connect with the brand various examples of top emotional Indian brands has been given in the study to identify better how consumers are emotionally attached to such advertisements and how these ads strategically manipulate consumers and stimulate the emotional triggers that influence how consumers make decisions.

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