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# Emotional Branding Marketing Strategy Of Nike Brand

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## **Emotional Branding Marketing Strategy Of**

Many brands have understood the power of emotion and take full advantage of it.

They develop emotional branding that results in memorable ads that help form the very fabric of their corporate identities.

Apple has used emotional branding successfully

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throughout its history to set it apart from its competitors. This early 1990 campaign played on the brand's 'Think different' approach, using famous and well-loved personalities from science, sport, and politics to drive home its message.

## **How to develop an emotional branding strategy**

Emotional branding plays to humans'

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natural desire for love, power, emotional security, and ego gratification, all of which are subconscious and can be tapped into by emotionally triggered marketing.

This tactic can be over 50% more effective than a non-emotionally targeted

advertisement. 01

Emotional Branding vs.

Emotional Advertising

## **What is Emotional**

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## **Branding and How to Use it Effectively ...**

Emotional branding needs to be part of your marketing strategy. It should occur at every stage of the customer journey and relate to every aspect of your business. In essence, anything that affects your customers or your business can have an impact on your brand.

**Emotional Branding -**

*Page 8/26*



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## **Everything You Need To Know (Ultimate**

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As such, marketing is present from the conceptualization of a business idea to each stage of the business development strategy. One of the most important parts of this development is emotional branding. Emotional branding is the process of creating, designing and executing a branding

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strategy, based on  
specific positive  
emotions.

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## **8 Reasons That Emotional Branding Is The Future of Marketing**

Emotional branding is branding and business strategies for businesses that need to trigger an emotional response in order for customers to be motivated to buy.

Emotional branding is

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what separates you  
from the masses.

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**Emotional Branding:  
5 Strategies To Get  
and Keep The Right**

...

Emotional branding as defined by Wikipedia refers to the practice of building brands that appeal directly to a consumer's emotional state, needs and aspirations. The whole aim of emotional branding is to ignite an

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emotional response  
from the customer.

Though interlacing  
technology is a great  
idea.

## **11 Benefits Of Emotional Branding With Examples - Success ...**

Only an insight-based,  
personalized marketing  
approach can form a  
strong enough bond  
with a brand, that  
evokes a personal,  
emotional reaction in

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customers. And, brand marketing through social networks makes it all the more important that brands strive to build connections with their customers on a personal level.

Creating an emotional bond with customers requires more than good marketing - a company engaged in emotional branding puts the needs of its customers ahead of the

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product it's ...

Marketing

**What is emotional branding? - Smart**

**Insights**

Emotional marketing is a way to connect with your consumers, develop meaningful relationships, and cultivate lasting customers. An extension of that is emotional branding, the art of storytelling that helps connect a product or service with

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an appropriate audience. This type of marketing is meant to humanize or personalize a brand, allowing your customers to form an emotional connection with your product or service.

### **What is Emotional Branding and How is it Effective? | DMI**

It is when businesses use marketing strategies that appeal

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not to a consumer's wallet or even his or her intellect, but to their heart. Emotional branding is about building relationships between a...

**What is Emotional Branding? - Definition & Examples ...**

Done right, emotional marketing helps marketers differentiate and compete in this changing environment,



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and conveys a brand's values, interests and passion. While emotional marketing is a strategy,...

## **5 Ways to Get to the Heart of Emotional Marketing**

At the heart of Emotional Branding is defining how you want to make people feel. Whether that's your customers or employees, both in themselves and about

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your brand. We believe it's your brand's authentic personality that makes what you say attractive, relevant and believable. But what we don't believe is that your brand has to be a single personality, and to prove that we've built a unique model:

**Emotional Branding |  
Strategic & Creative  
Brand ...**

Developers of an

*Page 18/26*

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emotional marketing strategy can focus on diverse issues to transfer an emotional marketing message.

Turning Wants into Needs // The product you are marketing should stir a sense of “needing” rather than “wanting” in your target customers.

There is a substantial difference between a “need” and a “want”.

## **Emotional Marketing**

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Emotional branding is an advertising strategy that aims to establish an emotional connection with consumers. In other words, its goal is to strengthen the existing bond between a company and its clients through emotion instead of reason. This strategy seeks to humanize products.

## **Emotional Branding: What Is it Exactly? -**

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## **Exploring your mind**

Emotional Branding refers to the strategy of linking a brand with the human emotions through marketing and positioning of the brand. It is a tactics whose aim is to connect their brand with the consumer for the long time. Hence, they target to the emotional aspect of the consumer and associate their brand with it.

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## **Emotional Branding Definition | Marketing**

### **Dictionary | MBA ...**

Emotional Branding Strategy - Coca Cola Cases 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.

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### **Emotional Branding Strategy - Coca Cola Cases**

Creating an emotional connection between customers and a brand is probably the Holy Grail of marketing. Most often, brands strive for this by being the pinnacle of something and then reinforcing that position at every touchpoint. Maybe the easiest brand to think

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of in this sense is  
Apple. Apple is cool,  
the hipster of  
technology.

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## **The Six Stages of Emotional Branding**

Emotional branding is a strategy for businesses to connect with their customers on a personal level, through a heartfelt connection. A successful emotional branding strategy is one where a wide range of customers



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associate and align with the brand's mission or vision.

## **What is Emotional Branding? [Example, Benefits, Tips 2020]**

Emotional branding is critical in marketing as customer emotional attachment towards a brand such as feelings of sympathy, sadness, pride, and anger results in distinct meaning of the individual's

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environment and therefore has unique motivational implications towards the choice and decision making.

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