

Series
5

Brand Studies by COG Design

**HOW THE
BEST BRANDS
HARNESS
EMOTION
TO DELIVER
POWERFUL
BUSINESS OUTCOMES**

A Guide by COG Design

COGdesign®

Introduction

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

Do you want to be one of them?

The truth is, not many businesses understand that 'brand' is a key component to the success of their business.

Your business can develop emotional branding that results in memorable experiences that help in forming the very fabric of your corporate identity.

The information your business has captured to date about your customers can assist in unlocking their emotions and continue in delivering powerful outcomes.

So to grab a quick snapshot, the idea is to connect your brand to your business so your customers remain loyal. Why loyalty is important shouldn't have to be explained, though simply it ensures return visitation to the business requiring little or no dollar investment.

Wouldn't that be nice - once a customer always a customer.

That's the key to growth we know, but how do we make it work?

Well, relationships with an emotional dimension are more likely to resist the temptation to be persuaded to change preference to another option that has been presented using price or convenience as a point of difference.

Losing customers to a cheaper offer or a more convenient one doesn't mean you should change the business positioning, it simply means that more focus is needed on the brand, its values and how well it communicates this.

Customers define themselves through brands they use, so knowing this should make it simple to have business build in similar values to its brand based on the customers it wants to align with, right?

Well, you'd be surprised how many businesses don't do this.

Many brands COG Design have worked on, with, or along side aren't even aware that their business has a brand, and why it should be intimately connected to their business... I know right?!

COG Design is a Sydney branding agency that know there are clear distinguishable emotional characteristics that are clear in brands, though it's not so clear for small to medium sized businesses. Though it should be, and here's why.

Welcome to Harnessing Emotion to Deliver Powerful Business Outcomes via emotional branding.

A brand study by the Sydney Design agency COG Design.
Part of the COG Branding Group.



BRANDING AND YOUR CUSTOMERS EMOTIONS



Firstly, branding is where we will start, because if we are intelligent with our brand then connecting it to the business will make much more sense and validate the importance of this exercise for you and your company.

A strong brand will communicate why loyalty should exist between the business and customer - and it's right here that emotional branding comes into play.

Connections take place on an emotional level in relationships between brands and people. Consumers associate with brands they feel reflect their identity and when a close emotional link to a brand is formed emotions can run high.

emotions can run high

Branding is incredibly important for the simple fact it enables customers to become familiar with your brand and distinguish its values against its competitors.

The success of the worlds biggest brands is much more than the just their logo, it's about how they build and nurture an emotional connection with their customers, year in year out. People can feel bonded with these brands when the brands demonstrate they understand their consumers' needs and motivations.

What COG Design understand to be true after working with brands all over the world out of its Sydney agency for over 10 years, is that many businesses completely ignore the fact their business has a public facing brand.

When we get small to medium enterprise (SME's) to go through the emotions in their mind after reading the list of global super powers on the following page - tears begin to flow, light bulbs appear above heads, lips begin quivering...

Coca-Cola, IBM, Microsoft, Google,
General Electric, McDonald's,
Intel, Apple, Disney, Amazon, HP,
Toyota, Mercedes, Nokia, Samsung,
BMW, Gillette. Honda, Oracle,
IKEA, Nescafe, UPS, Kellogs,
Chanel, Philips MTV, VISA, Pizza
Hut, Armani, Hyundai, Nivea, Audi,
Ferarri, KFC, Volkswagon, Pepsi,
Nintendo, Ebay, Sony, Heinz,
Adidas, Nike, Moet & Chandon,
Nestle, Colgate, Ford, Xerox,
Tiffany, Yahoo, Cartier, Starbucks,
Heineken, Nissan...

Now,
take a breath.

Now it's here COG Design begins
the process of connecting our
clients brands to their business.

Have you heard the saying
“people buy on emotion and
justify with logic”?

How many of the brands on the left
have their products and services
judged initially on emotion and then
how many of their products and
services are bought purely
on emotion?

Most!



BASIC STEPS IN HARNESSING THE POWER OF EMOTIONAL BRANDING

To Harness Emotion And Deliver Powerful Business Outcomes via emotional branding a business can follow these steps.

STEP 1

Capture attention Nurture interest in your brand and your target audience.

STEP 2

Encourage purchases Engage with your audience and encourage them to consider your business and its value set. Understand their emotions to assist in driving their everyday decisions.

STEP 3

Develop Relationships Reassure your customers that by choosing you they made the best decision on the day.

STEP 4

Develop customer loyalty Turning a one-off purchase into a regular purchase helps build brand loyalty and increases the lifetime value of that customer to your business. This stage is about adding customer incentives or loyalty offers, and up-selling/cross-selling your products to existing customers.

STEP 5

Integrate Your brand Into Your Customers Life Develop a more meaningful long term relationship with your customers.

STEP 6

Harness Word of Mouth Referrals Celebrate loyal customers who provide free leads and new audiences. Invest in this and this loyalty, it's a primary powerful business outcomes. Loyal customers have positive memories of your brand experiences, and want to share them with their friends and family.

This is hard fought and won.



Conclusion

Emotional connections happen because we're human, and we're built for these connections, wired for them, and rely on them to live a rich, meaningful life.

Despite our significant advances in science and technology, human emotion (mainly our subconscious) will always be core to our DNA. Brands that craft an experience that sets them apart from their competition are awesome to watch.

When you are part of celebrating the success of a brand that has its customers drive an extra 10 why for the coffee, pay a premium for the jacket or stand in line for an hour for the ticket – it's a thrill.

Marketing by appealing to raw and genuine human emotion is essential, smart, and pays off.

If you believe in the passion you have for branding is a beautiful thing and desperately want your business to have the ability to create a force of attraction, an energy that influences people and their daily actions – then COG Design wants to work with you.

Claim your free 30-minute briefing session

**Getting the stuff in this report right is the only way to start
Harnessing Emotion to Deliver Powerful Business Outcomes.**

**If you're serious about dominating your market and maximizing —
down to the last dollar — your branding ROI,
you must address the elements within report.**

We've given you what you need to get started. But if you have any questions, or would like our help on implementing any of the theory within, get in touch today. Even better, for a limited time we're offering you a 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced brand experts, not a salesman.

**But if you are ready to connect your brand to your business and
push your company performance call now. (02) 9523 6007**

By the way we recommend you book quickly.
COG Design Strategists only have a limited number of slots available
for free sessions each month and they're filling up fast.



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