

## EMOTIONAL ADVERTISING-CONNECTING BRANDS WITH PEOPLE

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### Abstract

This research aimed to investigate the concept of emotional advertising and its impact on individuals. "Each advertisement elicits an emotional reaction, as every aspect of our lives triggers an innate emotional response. Everything." All advertisements evoke emotions in people, as humans naturally react emotionally to various stimuli, regardless of whether they find it dull or uninteresting. These marketing campaigns are designed to influence consumer emotions and activate emotional cues that impact decision-making processes.

### Introduction

#### What is Emotional Advertising?

Emotional branding in marketing communication involves creating brands that resonate with consumers on an emotional level, addressing their needs and desires. Successful emotional branding elicits an emotional reaction from consumers, leading to a strong desire for the brand or product that goes beyond rational reasoning. Brands that establish emotional connections with consumers can leave a lasting impact, fostering a sense of attachment comparable to sensations of connection, companionship, or affection.

#### We React Emotionally to Every Situation

The topic of emotion in advertising often evokes specific types of commercials: ones that showcase heartwarming or tear-jerking scenes, adorable babies, or playful puppies. Many people associate an emotional reaction to advertising with eliciting tears or smiles. However, the truth is that every advertisement triggers an emotional response, as everything we come across in life naturally evokes emotions. Therefore, emotion plays a crucial role that many advertisers underestimate.

Our past experiences shape our emotional reactions. This principle extends to every area of our lives. Events that are familiar and non-threatening often go unnoticed. In contrast, familiar and pleasant events attract more of our attention and engage us, whereas events perceived as painful or threatening tend to repel us. When we come across something completely new, our brain first attempts to connect it with something familiar. If this instinctive response doesn't clarify our reaction, our conscious mind will step in to interpret the situation.

#### Types of Emotions in Advertising

Recent research identifies six universal emotions that we all experience: HAPPINESS, ANGER, DISGUST, SADNESS, FEAR, and SURPRISE.

**HAPPINESS** evokes a sense of well-being and includes concepts like youth, luxury, romance, adventure, playfulness, and family bonding. It is the most prevalent emotion in advertisements.

**ANGER** is often used in ads to provoke feelings of frustration or outrage about issues such as environmental concerns, government policies, and political candidates.

**DISGUST** can be leveraged to create negative feelings about oneself, often in advertisements for medications, diet plans, or "miracle" solutions.

**SADNESS** aims to generate compassion or empathy, and such ads are frequently effective in raising awareness about social issues.

**FEAR** is commonly used to discourage harmful behaviors, like smoking or drug use.

**SURPRISE** can be paired with other emotions and may have either a positive or negative impact.

Emotional marketing campaigns are carefully crafted to tap into consumers' emotions and activate the psychological cues that impact our decision-making process. These ads are crafted to evoke a range of emotions such as anger, sadness, or joy, all with the ultimate aim of achieving the brand's objectives.

Emotionally charged advertisements have the ability to deeply influence individuals' thoughts and decisions. Intense feelings can lead us to invest in costly products or contribute funds to a charitable organization.

Understanding the impact of emotions on communication is crucial for comprehending the effectiveness of advertising. Advertisements often feature puppies, babies, or attractive models, all of which are effective at evoking an emotional reaction. This emotional response is instrumental in capturing people's attention and shaping their perception of the brand. Simply increasing awareness of a company's product or service isn't enough to spark consumer interest and drive sales. Essentially, without an emotional connection, consumers are less likely to take action. Advertisers strive to create a sense of shared emotion or belief with their target audience through emotional advertising. The goal is for people to connect with the scenario depicted in the advertisement and experience positive, emotional, or impactful reactions after being exposed to the ad.

Advertisements elicit responses primarily based on life experiences, as we tend to have an emotional reaction to everything we encounter. Advertisements have the ability to evoke a wide range of emotions; Most brand messages are likely to positively influence consumers, leading to the desired response. Emotional advertising is also a powerful tool for enhancing awareness and preventing incorrect or inadequate responses.

### **Connecting with a Brand**

Advertisers must consider not only the brand's values, but also its ability to resonate with and symbolize human experiences in order to evoke emotions. By portraying humanity in a relatable manner, consumers are more likely to connect with the advertisement on a personal level, resulting in a powerful emotional reaction and a stronger bond with the brand.

### **Factors**

The success of emotional marketing is shaped by several factors. Variations in consumers' value systems can cause advertisements to evoke different emotions across various segments. Furthermore, people's desires and needs evolve significantly as they go through different life stages. For instance, an ad that resonates emotionally with teenagers may have little effect on people in their 40s and none at all on senior citizens. Therefore, to achieve effective emotional marketing, it is essential to understand the needs and emotions of the targeted consumer groups.

## Memorable Advertising

Crafting a compelling emotional appeal has the power to resonate with individuals on a deep level, enhancing the likelihood of them remembering your sales pitch in the future. For instance, new parents tend to prioritize the safety of their loved ones, which presents an opportunity for an automotive company to target this demographic through a campaign showcasing real customers sharing testimonials about how the vehicle's safety measures shielded their families in perilous situations. Such narratives could profoundly influence new parents, swaying their decision in favor of the advertised brand over other options.

### I. Research Objectives

- To explore the concept of emotional advertising in India.
- To examine the impact of emotional advertisements on consumers.

### II. Research Methodology

Data is collected from secondary sources, including the internet, magazines, newspapers, print media, social media, television, and radio, due to the research's focus on advertisements.

### Top 5 Emotional Advertisements That Resonate with Consumers

A look at five Indian brands that have effectively tapped into human emotions, building lasting connections with their customers.

#### 1) The Dabur Vatika

The courageous and stunning campaign pays tribute to female cancer survivors. The commercial features a woman who has recently overcome cancer. Although she has defeated the illness, she is unsure of how her community and coworkers will perceive her. We then witness her preparing for her first day back at the office after completing her treatment. Initially, she puts on a head wrap, but ultimately decides to remove it. After dressing in a saree, she looks at herself in the mirror with uncertainty written all over her face. A small gesture, a bindi applied by her husband, provides her with the necessary encouragement to face the world. She enters the office with trepidation, and what unfolds next may bring tears to your eyes. Not tears of sorrow, but of hope. One would not anticipate such a campaign from a hair care brand, but Dabur Vatika has delivered it.

#### 2. The Google Search Engine

The advertisement titled "Reunion," running for three and a half minutes, explores themes of friendship, cherished childhood memories, separation, and the rediscovery of a sentimental past. Available on YouTube with English subtitles, it features an elderly Indian Punjabi man reminiscing with his granddaughter, Suman, about his beloved childhood in Lahore, Pakistan.

He recalls his childhood friend Yousuf and Yousuf's father's confectionery shop in historic Lahore, reminiscing about how they were separated by the 1947 partition. Suman uses Google to locate her grandfather's long-lost friend and eventually reconnects them.

The advertisement addresses the sensitive topic of partition and its effects on friendships and families. In 1947, the British authorities divided India into the Dominion of Pakistan (which later became the Islamic Republic of Pakistan and the People's Republic of Bangladesh) and the Union of India (now the Republic of India), primarily along religious lines, in an effort to alleviate rising tensions between Hindu and Muslim communities.

### 3. Khud Ko Kar Buland –

This advertisement is profoundly touching. Titled "Khud ko kar buland itna," it unfolds like a short film, running for over three minutes. The story revolves around a father and his autistic son, highlighting emotional themes such as the father's struggle with the loss of his wife, his son's autism, and the added challenge of losing his job while trying to enroll his son in a specialized school. The ad concludes with a heartwarming scene of the father and son sharing laughter and joyful moments, made possible by Birla Sun Life Insurance. It's a compelling example of how subtle marketing can create a powerful emotional impact.

### 4. NESCAFE

Nescafe India launched an impactful campaign that shed light on the challenges of stammering and how individuals can overcome them. The campaign emphasized the importance of initiating change with the hashtag #ItAllStarts. By associating a meaningful cause with their advertising, the brand aimed to break away from conventional marketing strategies. The advertisement quickly went viral, receiving praise and appreciation on various social media platforms. Rishi, the protagonist of the ad film produced by McCann Erickson, stated, "The greatest strength of a stuttering comedian is... suspense." With over 5 million views on YouTube and growing, Nescafe successfully captured the attention of social media users.

### 5. Coca Cola – Small World Machines

Coca-Cola is known for its innovative approach to branding, and one of its most memorable campaigns was the "Small World Machines" initiative. This campaign, launched simultaneously in India and Pakistan, featured vending machines installed in two major malls—one in Delhi and one in Lahore. Each machine was equipped with a webcam and a large touch screen.

The idea was to bridge the gap between people in the two countries. Shoppers at each location could give away free Coca-Cola, but only if they and their counterparts in the other country completed a series of simple activities together, such as making the same hand gestures and dancing to synchronized steps. The campaign was a hit, earning numerous awards for its creativity and impact.

Another successful campaign, "Open Happiness," aimed to associate the brand with joy and satisfaction. Despite its success and positive consumer feedback, the campaign faced logistical challenges. Coordinating between two agencies made the execution complex, but Coca-Cola managed to distribute 10,000 cans of soda as part of their effort to spread happiness.

### Conclusion

The study successfully met all its research objectives. It set out to explore the concept of emotional advertising, including its definition, its effects on our emotions, our emotional responses to it, and the factors that drive emotional advertising. Additionally, the study highlighted examples of prominent Indian brands known for emotional advertising, offering insights into how these brands connect with consumers emotionally. It examined how such ads strategically leverage emotional triggers to influence consumer decision-making.

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