

## Emotional Branding The New Paradigm For Connecting Brands To People

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### Emotional Branding The New Paradigm

Emotional Branding explores how effective consumer interaction needs to be about senses and feelings, emotions and sentiments. Not unlike the Greek culture that used philosophy, poetry, music, and the art of discussion and debate to stimulate the imagination, the concept of emotional branding establishes the forum in which people can convene and push the limits of their creativity.

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Marc Gobé created the concept of emotional branding over 20 years ago and detailed it in his book The New Paradigm for Connecting Brands to People. His philosophy is based on the observation that connections can take place on an emotional level in relationships between brands and people.

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According to Gobe, "an Emotional Branding approach is quite simply the crucial defining element that separates success from indifference in the marketplace....[It] brings a new layer of credibility and personality to a brand by connecting powerfully with people on a personal and holistic level....Emotional Branding is more than a process or research technology; it is based on the connections between people that transcend charts and graphs.

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In 2001, Marc Gobé wrote Emotional Branding: The New Paradigm for Connecting Brands to People to delve into the idea of “emotional branding”. Gobé created the concept as part of his observation that there is a possible connection in an emotional level in a consumer-brand relationship.

## **Emotional branding - Wikipedia**

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