

Deeper Emotions Do Matter in Branding

Companies can incorporate new developments in brand management to retain and attract customers

Procter & Gamble (P&G)'s 'Thank You, Mom' campaign during Winter Olympic Games in Sochi, Russia, was seen by 22.1 million viewers in a single day in addition to 38.1 million tweets. P&G aired snippets of future Olympic athletes throughout their development with mothers who are there to support them. The popular one was 'moms picking up their kids after they fall down'. The campaign strongly communicated that 'Behind every success lies the emotional bond between mothers and their children'.



Brand Arc, developed by Eric Solomon, Head of Strategy & Insights for the ZOO, is a tool that measures the depth of emotional connection between a brand and customers. It guides companies on how they can go deeper in emotional branding. Brand Arc says companies or products have a branding journey with six-levels of emotional depths in their relationship with customers as follows (Exhibit 1).

1. **Exists:** Customers know only the name of the product
2. **Known for Something:** I recognize what your brand stands for
3. **Known for Something I Care About:** Customers find deeper meaning in the product
4. **Represents Me:** Customers begin using the product to define their personality
5. **Forgive:** Customers forgive the brand and continue loyalty in spite of competitor product
6. **Defend:** Customers recommend the brand to others in spite of competitor product

New developments in brand management consistently enhance brand value.

Established companies try to ensure that the brand sustains the curiosity of people by positioning it in such a way that it has some cultural, actual, and historical relevance.

Successful companies have a set of popular brands known as power brands that are built over time and have a huge value in the market.



Exhibit 1: Brand Arc Journey: Emotional Depth

Companies have to understand where their brand stands and take steps to improve the conversation to tread the branding journey. Getting to the deeper emotional levels such as 'forgive or defend' take time but the branding journey is worth to create super-fans who make the product live with their tattoos on their bodies.

Companies have to craft their strategy to move up on the brand arc; from where they are now, to go from existing – know for something – known for something I care about – represents me – forgive – defend. Each point on brand arc is an exponential leap.

National Research Corporation has developed another brand performance framework 'BrandArc' based on customer perception with five stages that begins with 'Presence-Distinction-Value- Relationship -Loyalty'. It also developed metrics to measure brand uniqueness, brand momentum, and brand relationship (Exhibit 2).

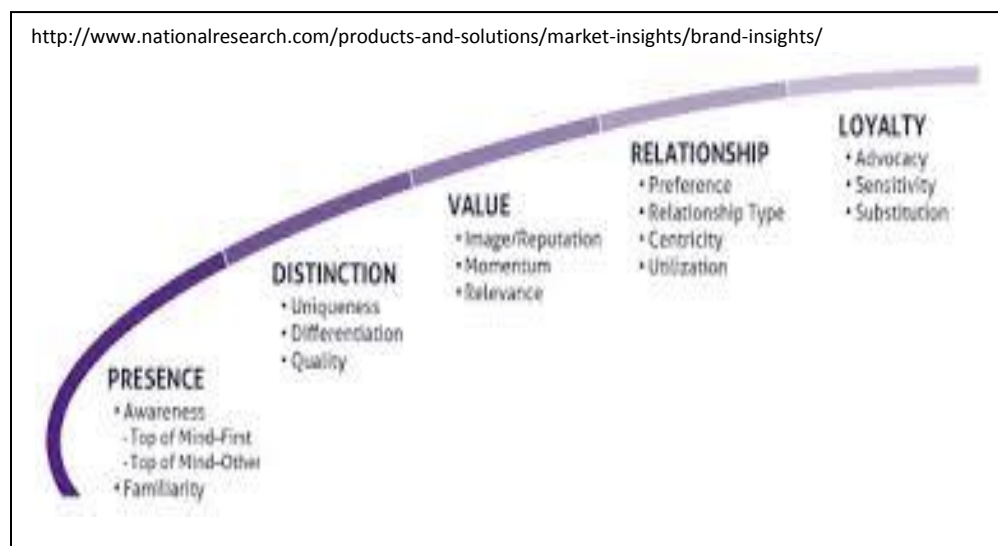


Exhibit 2: BrandArc Framework

Brand Arc divides brand journey into six stages where as BrandArc into five stages. The comparison of two frameworks explains the various stages of brand journey and different features at each stage as shown below.

Stage	Brand Arc Journey	BrandArc Framework
1	Exists	Presence
2	Known for something	Distinction
3	Known for something I care about	Value
4	Represents me	Relationship
5	Forgive	Loyalty
6	Defend	

Topic	Course
New developments in brand management: Branding and packaging: Unit 14.8	Marketing Management

Sources:

How P&G Moved Up the Brand Arc to Win a Gold Medal at Sochi

<http://www.nationalresearch.com/products-and-solutions>