The Real Role of Emotions in Marketing

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“We need to reach consumers emotionally”
THE RISE OF SADVERTISING
WHY BRANDS ARE DETERMINED TO MAKE YOU CRY
“A snack for anyone who is actively seeking experiences”
“Keeps you on the path to, and proud of, doing what you love to do, no matter what that is”
“We are not thinking machines. We are feeling machines that think.”

- Antonio Damasio
WIN $120!
Emotions guide us unconsciously
What can we do about it?
A Brand:
A collection of associations in consumers’ minds.
METACOMMUNICATION:

How you say it may matter more than what you say.
Emotions guide us unconsciously.
Emotions guide us unconsciously. Brands exist as vast, messy networks in the mind.
Emotions guide us unconsciously. Brands exist as vast, messy networks in the mind. Metacommunication is more important than you think.
BRAND Seduction

HOW NEUROSCIENCE CAN HELP MARKETERS BUILD MEMORABLE BRANDS

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THANK YOU!

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