



E-M-O-T-I-O-N

I have always found that when I have a song stuck in my head, it is best to pass it along to a friend. Once shared, I typically forget about it. So, since we are friends, I am sharing the Samantha Sang song, *Emotion*, with you. Perhaps you are too young to recall it...she sang it with the Bee Gees way back in 1978. All right, I get it...that's a very long time ago and a really sappy song. I know, I know. How do these odd-ball things end up in my mind? No idea.

I did a quick Google search on "songs that have the word "emotion" in their title." A list of 50 immediately popped up. That Google – how does it know? Then, I went to Merriam-Webster (online of course) for a definition: a conscious mental reaction (such as anger or fear) subjectively experienced as strong feeling usually directed toward a specific object and typically accompanied by physiological and behavioral changes in the body. A mouthful indeed.

HANG WITH ME - there is a purpose in all of this. I'll ask you to ponder a few things: When you think about your consumer and your brand, is your consumer

emotionally tied to it? Are you connecting to and with your consumer in ways that he/she can become emotionally engaged with your brand message and product? Do you understand what motivates your consumer emotionally and how you can best connect with him/her on that emotional level?

Think about the three major brands of trucks sold in the U.S.: Ford, Chevy and Ram. Really, they all have their plusses and minuses. Arguably, however, they are all pretty solid anymore from a "quality" perspective. Given that, there have to be emotional drivers that cause consumers to migrate to one brand over the other. I presume these auto-makers spend millions and millions on finding out how to emotionally connect with their consumers. Perhaps, relatively speaking, something we should all consider.

PROTECT THY BRAND: You'll best connect with your consumers when you understand their emotional triggers.