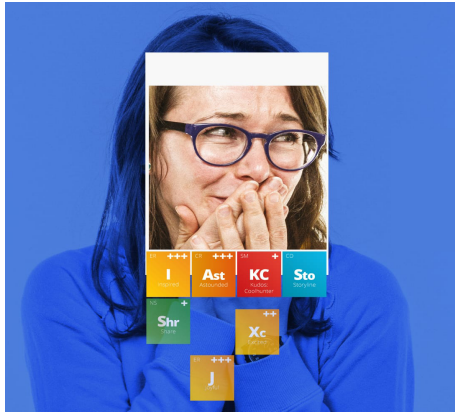


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Zig Ziglar, an iconic salesman and motivational speaker once said “People don’t buy for logical reasons. They buy for emotional reasons.” This is what emotional advertising is all about. In a nutshell, an emotional advertisement makes digital marketing more personal and emotionally connects a company to its customer.

People usually are more receptive to emotions, it is not a surprise that marketers use it to create engaging, impactful, emotional, and high-converting content that evokes feelings like sadness, empathy, happiness, anger, and excitement that are more receptive. Coca-Cola’s continuous variation in their ad campaigns is perhaps one of the most obvious examples of emotional advertising. Coca-Cola launched their campaign ‘Share a Coke’ in India recently. Coke bottles displayed relationship titles like ‘Papa,’ ‘Mom’ or ‘Friend,’ etc. on them. The purpose and idea behind the campaigns are still the same- establishing a personal connection with consumers. However, the advertisement has different spin to its approach as it spreads to different regions or countries. In Australia, for instance, where it was first launched in 2011, the Coke bottles had the country’s most popular first names like Maria, Alisha or Chris written on it. In North America, Coca-Cola asked people to get their coke customized with their favorite college Hoops Team’s logo during NCAA’s Men’s Division I Basketball Tournament, 2017.

A study by Temkin Group published on Forbes website, revealed that when customers have a positive emotive association with a specific brand, they are 8.4 times more likely to trust that brand, 7.1 times more likely to purchase the products sold under that brand and 6.6 times more likely to forgive their mistakes. Take for example, Nestle’s noodle brand Maggi which in 2015 was banned in India over alleged excessive lead content. It managed to prove in court that the noodles are safe for human consumption. But the bad publicity had already done the damage as Nestle had suffered its first quarterly loss in 17

years. However, the way Nestle earned people’s trust is an inspiring tale for many marketers globally. So, what did they do it and how?

To win back the trust of its customers, Maggi launched a series of marketing campaigns, in the first attempt they tied up with a famous e-commerce website ‘Snapdeal.com’ where they started selling Maggi welcome kit which was a box containing around 12 packets of Maggi, 2016 Maggi calendar, a Maggi fridge magnet and a Maggi welcome back letter. The campaign ‘Dil ki Deal’ along with the hashtag ‘DIL KI DEAL WITH MAGGI,’ and ‘Meri Maggi’ started trending on Twitter after the Maggi sale was resumed. Nestle also conducted the “Meri Maggi Campaign” inviting people to share their favorite moments and asking them what Maggi brought back with its comeback and consumers participated with complete enthusiasm. Twitter page of Maggi, Facebook page, and YouTube page were packed with its fan followers expressing their trust on Maggi, and with that, Maggi has gradually put back itself to its erstwhile glorious days.

However, an emotional response is not just vital to creating market sales, but it also helps companies build a loyal customer base; moreover, it also transforms customers into brand ambassadors for advertised products and services. The Harvard Business Review has also stated that a positive emotional bond with a company is more important to consumers than their own satisfaction.

With the way, digital marketing is rapidly changing the face of business it’s essential for marketers not only to produce but also to maintain the connection with their customers. So, incorporating emotion into the marketing strategy is the most effective way to achieve and keep this emotional association.