



# Emoti-coms: A marketing guide to communicating through emotions

*Xavier Quattrocchi-Oubradous, Charles Bal*

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Marketing is broken. Everyday, consumers are bombarded with thousands of commercial messages, and they have become increasingly adept at screening out or instantly forgetting them. The advertising quest for eyeballs is floundering and research and developments in technology suggest that reaching people will only get increasingly difficult with time.

Meanwhile, exciting breakthroughs in neuroscience and psychology have given us greater insights into human emotions than ever before. And important findings suggest that marketing communication - and consumers - can benefit from this.

Companies that change their promotional efforts to focus on emotional engagement with their would-be customers can convey values and benefits more accurately, be more persuasive, gain better memorisation, have their marketing go viral with greater speed, and ensure they get the best possible returns from product placement and celebrity endorsement.

A share of heart, not a split-second of attention, must now be the goal of all marketers.

Emoti-coms is the revolutionary guide to this new approach. Lucidly covering the theoretical groundwork and introducing actionable ideas, hints and tips for your own emotion-based campaigns, it also addresses the ethical dimension of this new and powerful way of getting your message out to the world.

A fascinating and provocative read for all marketing and communications professionals.

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