

Successful Emotional Branding Campaigns on Television in India: An Exploration

D. Balaji*, B. R. Londhe and Rishi P. Shukla

Symbiosis Institute of Business Management – Hyderabad, Symbiosis International University, Hyderabad – 509217, India; balablooms@gmail.com, drbrlondhe@gmail.com, rishi.pshukla@gmail.com

Abstract

Background/Objectives: Emotional branding targets different dominant emotions of a man appealing and convincingly. The objective of the paper is to explore the distinguished successful brands that are successfully branded to dominant human emotions. **Methods/analysis:** This paper is an exploratory research theoretically analyzed in accordance to the objective and investigated the successful brands that has appropriately identified the dominant emotion of the human for the brand to pitch and associated effectively in a way that customers are brand loyal phenomenally. Additionally, this paper has portrayed the successful brand for each dominant emotion of man in accordance to the objective of the study. **Findings:** The branding really positions and ranks the product in a unique way getting distinguished one from others in the mind of the consumers, but some brands fail to identify the right emotion rather the branding becomes issuable and the effect contradicts the expected one. Positive branding of products really works out well on the scenario of the marketing but when the customer couldn't recognize the same when using the product, it gives the negative effect and demotes the brand. When the target audience is not recognized systematically and legibly then the branding works out at one group but on the negative way to the other group, the common understanding of the product will be missed out in the market. Though, when the product is positioned and emotionally branded well by advertisement and on the other hand when company sustains unethical activities, or the product being good but advertisement has ethics lacking then the brands fails. Loyal customers are difficult to earn and it more difficult to sustain them. **Applications/improvements:** This has to be keenly implemented by the advertisers to uphold the dignity of human values and perform business development activities. Further researchers can focus on micro level of positioning done on each emotion by different brands and their key features and outcomes.

Keywords: Brand, Emotion, Emotional Branding, Loyal Customers, TV Advertisements

1. Introduction

Business is an economic phenomenon where the goods and services are exchanged for money as a system. These ventures expect the investment of any form and enhance a consistent selling to its customer in making profit. Businesses are undertaken by government, semi-government and private sectors. In the process of these phenomena it becomes a mandate to create an image, or a name, or any distinguished feel for a product in the minds of the consumers through a number of ways inclusive of all possible ways of branding. Thus branding significantly establishes and differentiates others present in the arena of market converting all consumers into loyal customers.

Marketing by and large is done in understanding and enacting on customer's satisfaction and priority of needs. Again this process is different from selling, which includes a number of tricky techniques to successfully undertake an event of exchanging the money for their product. Here the value system is shifted to a different level of execution, where it invariably enhances effort to discover, determine, generate, stimulate and assure customer needs. By and large for every business branding becomes indispensable one to compete in the ever evolving and developing arena. At recent trends and times every business strategy includes branding as an imperative experience not alone for advertising rather for the emotional association among all stakeholders, which enables strategic results.

*Author for correspondence

It becomes the key instrument towards maintenance of competitive advantage creation. Brands have a deep association to emotional, personal, cultural, social endeavors. The emotion becomes more important factor that persuades prestigious, privileged and satisfied mindset with the emergence of the principle of the consumer pleasure. The emotions represent another form of language universally spoken and understood for all living being, as the study on plants reveals the same. Emotions are a distinctive element that must be added to enhance the basis supply of product/service and especially they are designed and managed with rigor and ethical spirit. Emotional branding became the success mantra at recent times, enabling strong bond between distinguished emotions of every individual, and a brand of a product in a number of ways. The brand which enables the effective way of associating the feel for the brand with the emotion of every focused individual significantly attains loyal customers. Emotions provides an urge or a provocation or a tendency to an individual to think, act and form a pattern of the same in a particular way to a given situation or juncture^{1,2}. Different tendencies, moods, arousals are attained by different emotions. Emotions that are evoked by comparable appraisals were grouped except there was substantiation that they diverge in terms of stimulation or in terms of connected thought-action tendencies³⁻⁵. These considerations led to the classification of the 25 main emotion types, shown in Table 1. These 25 emotions are then grouped accordingly placing the similar and nearly similar ones together to form 10 major kinds of emotion as given by Table 2.

Table 1. List of 25 main human emotions

The Main Human Emotions				
Admiration	Desire	Fascination	Love	Respect
Amusement	Dreaminess	Hope	Lust	Satisfaction
Anticipation	Enchantment	Inspiration	Pride	Surprise
Confidence	Energized	Joy	Relaxation	Sympathy
Courage	Euphoria	Kindness	Relief	Worship

Table 2. List of ten major kinds of human emotions

The Ten Major Kinds of Emotions	
Aspiration	Empathy
Admiration	Enjoyment
Affection	Interest
Anticipation	Fulfillment
Assurance	Optimism

2. Review of Literature

Enhance the cognitive dissonance theory which was understood by the marketers on motives of consumers in the process of buying and their related association on the same, emphasis emotional association⁶. The research results on post purchase behavior and dissonance of the products and services, threw light on the association of the behavior of the customers in viewing the advertisement after the purchase of the product which is not related to consumers' efforts to reduce the possibility of dissonance⁷. The concept of the cognitive dissonance theory⁸ further explored on convenience goods, shopping goods, and specialty goods as three types of consumer goods. His research also states the dissonance is not created by assigning vitality to the product rather due to the functional performance differences amid comparable products. Through the meticulous study, Kaish⁹ claims that the information on a particular product is not expected by the consumers to be aware from its advertisements as their effort to trim down the prospect of dissonance. In future purchases ate possibility of buying are done by the efficacy of communication processes of post-purchase on lessening dissonance level¹⁰. Emotion turns to be the vital component towards ascertaining the attitude, additionally they also reveal that the awareness of emotion towards the purchase of the product has increased over years and a number of researches are also carried consistently¹¹. The emotions are significant constituent of attitude of consumers¹². They also added that the vitality of emotions has dramatically risen in the minds of the consumers in purchase of their commodities. Research on passionate relationship ascertained by the human engagement as by the unique brands associated¹³. Further they reveal gap and opportunities between experience had by prior experience and purchase expectation, gets increased with progression of time and this let the perception perceptions of the earlier experience to decrease and hence causes cognitive dissonance. An emotional relationship sustains between the consumer and few brands selected that will last long¹⁴. Traditional and emotion based ways of communication attempts to built and develop brand exclusiveness¹⁵.

3. Research Methodology

This is an exploratory theoretical research conducted for the pursuit of identifying the causal and philosophy

factor beneath the success of influential brand aspect. The objectives of this study are below mentioned and the data on the same is theoretically analyzed on successful brands because of the ad campaign they endorsed.

3.1 Objectives of the Study

- To analyze the nature of the significant emotions of human that are unique and has a deeper influence which are predominantly targeted by advertisers
- To identify the influential and persuading television advertisements which has both audio and video that sets itself distinguished from its competitors
- To verify the effective outcome of persuasion by emotional branding advertisement significantly and successfully

4. Data Analysis and Interpretations

As above mentioned objectives of this study are verified by analyzing the successful brands and their perfect association to the chief kinds of human emotions that are persistent to persuasive strongly. Thus the below mentioned are the evidences and analysis for the above stated objectives. The unique television advertisements that are successfully emotionally mapped branding are selected to be thoroughly analyzed in reference to the objective of the study, as below mentioned.

4.1 Axe on Aspiration

One of the most considered influential brands is AXE, targeted on young men. Several creative ways are channelized targeting 18 to 24 year old male through television, prints by hoardings and magazines, websites and blogs. The campaign is always oriented to sexual influences and references both implicitly and explicitly, reminding the young men that by using this brand of perfume they receive excessive attention from girls in whom they are deeply interested. The product is being branded claiming that the male users of this product will be in demand for girls. The advertisement portrays the competition among a number of hot girls who attempt to conquer the guy who uses it. This advertisement has a very strong influence on muscularity. The emotion of aspiration is the effect of this advertisement is very evident and obvious. The flavors they diversify with this brand are another advantageous

effort, which places at the first place of the users. The best effect and outcome what this venture of branding has grabbed is only because of the very correct selection of emotion that they have precisely selected, perfectly targeted, consistently maintained and persuasively executed to get associated to the consumers to incur "AXE – EFFECT".

4.2 L'oreal on Admiration

presently markets over thousands of individual products in 500 brands conquering all sectors of the beauty business. They have a wide and strong distributional channel to cover hyper supermarkets to a small beauty parlor. They have deployed nearly 400 employees to post content on Facebook every day, inculcating the instinct to enhance beauty made easy for all and by providing a complete cosmetic solution simple to everyone and also consistently educating the users through digital channels and successfully have 1 million customers and they want to double this by 2020. states that "Beauty has the power to change lives" and wanted to provide content that consumers are looking for to understand beauty. Beauty is always for admiration and this brand is endorsed to this. The branding scenario is towards inculcating the thought of the consumers that it's not only on beauty that is admired but on L'Oreal gives beauty that is admired. This branding is keenly on the emotion of admiration, for which the product is positioned perfectly and the brand associated to the feel of admire.

4.3 Johnson & Johnson on Affection

For about half a century operating in India, a value based reputation and trust that Johnson & Johnson Limited has developed and gained in delivering high-quality products. It is diversified into hundreds of products in different segments, much well known for baby care and health care. The emotional attachment and influence that it has gained is phenomenal as the usage of the same is from birth thus shifting and changing to others is not easy at all. It is pertinent that everyone feels safe and contented in smelling fresh and mild, a very gentle product and non-stickiness kind in usage of the products. It is branded to the emotion "affection" of mother to her child and associating to the concern of a mother to offer best to the child. This branding is very intelligently and carefully done excellent on imbining the brand into the affection what a mother will lovingly extend to their new born children. This has

also been the gifts that all their relatives will happen to buy to share the joy in meeting the new baby & mother, invariably across times. The market built a situation that nobody as on date could stand with competition with them because of the branding they have done extensively, expressively, effectively on love & affection positioning their brand on par with it.

4.4 Fair & Lovely on Anticipation

In 1978, Fair & Lovely was introduced in India by the company HUL and it is also sold over 30 countries worldwide. The effort on branding the product is made pertinent to the right consumer at the right time in the right way. The brand promotion is not only focused the urban areas but also the villages where the fairness of the skin is made possible on them as well. The advertisement very clearly shows the whitening effect made possible by this product usage and the time for the user to get convinced. By the same it also referred that the continuous usage of this product enhances the user to enable whitening tone of the skin given by the television commercial persuaded the huge mass to be the loyal customers of this product. The commercial explains a girl who is not feels very depressed and in usage of the product she becomes fair & confident. This branding has played in the fundamental emotion of expectation of fairness on their face in using the product. The confident urge given in the advertisement has persuaded huge consumers to endorse this brand. The emotion of anticipation is very rightly identified by the advertisers and positioned at top of the priority in the minds of the customers.

4.5 Dettol on Assurance

In 1933, Brand was introduced as an antiseptic liquid as the first treatment on wounds and cuts. The product is well identified and known for the distinguished smell it is with endorsed. The band logo is designed with the sword on the pack, which in turn is enabled to emphasis the fighting to kill the germs and stops infection. The advertising is enormously repeated to enable the thought that it safe and secure to use and assured for the well being much associated to the mother's love and care for her family. This brand value is also emphasized by the tagline "Be 100% Sure". Then the brand enlargement attained soap and now handwash made with clean and safe. This soap is again pitched for washing after playing in mud, rain and in dirty places. Thus this advertisement has deeply instigated the

emotion of assurance that the germs will be killed when Dettol is used. It became so obvious that, when one sees somebody got hurt they immediately, everyone is advising to apply "Dettol", only on the assurance that this brand has enabled on minds of all people across globe. The advertisers have very effectively identified the emotion and encoded the brand convincingly by consistent advertisement campaigns encoding on assurance.

4.6 Cadbury Dairy Milk on Empathy

In India the market leader of chocolates is CADBURY, a very well known brand enabled the trust of huge number of consumers. In total with all products of the brand they occupy about 70%. In chocolates alone with the name Cadbury Dairy Milk they occupy 30% share of the market. From the 1990, the advertisements started portraying the advertisement focused to children and all the campaign came out well. To have a shift to this and also to widen the ever expanding horizons they came out with campaign portraying elderly person pitching with the tagline "Real Taste of Life", then came "Those who want to eat, will find a reason for it", to replace the traditional sweet it again came up with "Kuch meetha ho jaye" (Let's have something sweet), then there were two campaign parallel "Shubh Aarambh" (Auspicious beginning) and "Meethe mein kuch meetha ho jaye" (Let's have something sweet for dessert). The campaign though had a traditional connect it was given to the modern people in the way they welcomed it. This Cadbury advertisement campaign has endorsed the emotion of empathy in a deeper level. Consistently in all the campaigns, the consumer of the Cadbury chocolate will share it to somebody nearer, which deeply senses the emotion of empathy. The consumer having senses the ecstasy in tasting the chocolate, wants to spread the same and shares the Cadbury chocolate. Though the happiness is seen externally, the deeper meaning and emotion which persuasively ascertains the notion of empathy thus are marking the successful campaign across the globe.

4.7 Coke on Enjoyment

The globally well known brand and the largest company in the world is coca-cola, who is popular in the consistence, they perform the brand campaign in more than one way and form. Coke come with impressive campaign which makes the brand always in the top listed. Recently the tag line of "Share a coke", is not just uncommon strategy

they have used rather from the initial stage of campaign they are always with the togetherness, right from time near 1971 'Hilltop' campaign. The consistency that the brand has shown distinguishes from other competitors and takes a social platform to share a coke for enjoyment, by value creation. The term derives from a theoretical approach and is utilized in order to discuss motivational factors. Despite to the above, this brand invariably depicts the environment of enjoyment in consumption of this beverage. One shares it with the other thus everyone will rejoice to celebrate the time of consumption of COKE, is the way the advertisements are consistently portrayed. The branding of this beverage is keenly done on enjoyment

4.8 Apple i Phone on Interest

Advertising the products of APPLE began in 1970s and in the next decade they exhibited a variety of ads which all were convincing the consumer to get the APPLE computer, specifically only this brand. Due to that era of unaware of information on computer and its make with function the ads were mostly of descriptive and less of pictographically. Only by 1990s they came out of different way of campaign with the launch of iMAC, it became more of artistic way and innovative manner to be presented. This change really persuaded the customers on the campaign and turned out to have very positive results. Additionally, reason why the advertisement of this company is most interestingly viewed because of the innovation that they have recently made provokes the consumer to know and keen to know the product looks. Invariably this brand has enabled the users to be prestigious in owning them, as they form the latest and most sophisticated one. Whenever the advertisement on Apple products happen, it becomes an irresistible curiosity of the consumers to know on the innovation inculcated in the product. Innovation is associated with the brand Apple, and thus 'INTEREST' becomes the obvious emotion invoked and sustained among the viewer, convincingly.

4.9 Raymond on Fulfillment

Among the textile industry the first company the perspective shift to the user's personality from just being the product was done by Raymond, with the campaign "The Complete Man". Always the theme is as the premium range of suiting which gives the dignity and prestigious feel for the user comprehensively. In the worsted suiting section and category, they have led for about 75 years.

They started with the worsted woolen blankets, tweed, fabric, shawls, rugs, and upholstery fabrics. Other profound brands alike Park Avenue, Manzoni, Parx and Be. By all the advertisements of Raymond, it is consistently maintained that the men are complete only endorsing the Raymond's fabric. The commercial portrays a man before and after wearing the Raymond fabric, assuring the emotion of fulfillment in the face of the model and thus conveying the message to the viewers. Thus, it is evidently stated that the success of the brand Raymond is possible just because of the encoding the emotion of fulfillment and branded to position it high in the minds of the consumers.

4.10 ICICI Prudential Life Insurance on Optimism

The theme chosen by ICICI Prudential Life Insurance is to pitch on the men who care for the family, through the TVC. The campaign explores the love and affection shown by the elderly person to their other members of the family in a very subtle way but much persuasive manner that every one viewing this campaign also do think they care for the family, alike a father takes care of the child while going in the boat drive, a husband ensures his wife doesn't hit the cupboard and another feature is an instance of a father at the school protecting his child from the scolding of a headmistress as she walked in her office with muddy shoes. TVC shows only man being caring for their family however the other side could have been shown. Still in Indian families, man is considered as caretaker of the family and that might be the idea creative agency was having in mind before starting up with the project. Resonating, the idea of man in family with life insurance in life of people is applied very aptly. And background music & lyrics of the TVC is more than enough to make you stick to your couches and tagline "Par Bande achche hain" is very beautifully used in complete TVC. Thus this successful campaign optimistically encodes that it is necessary to have insurance for everyone and that is given by ICICI, in a most convincing way, exceptionally, emotionally, persuasively and optimistically.

5. Findings

Identifying the correct emotion for the person and encoding the emblem of the product into it and then enabling the economy of the market by the vent of

purchase to satisfy their buyer's need is all about the desired effect of emotional branding and marketing. Nevertheless, this process also sustains pros and cons on implementation. Emotional branding very effectively associates the brand to the sensory nature of the man in a very appealing and convincing way, but sometimes core values of human dignity and social responsibility become lacking. The branding really positions and ranks the product in a unique way getting distinguished one from others in the mind of the consumers, but some brands fail to identify the right emotion rather the branding becomes issuable and the effect contradicts the expected one. Positive branding of products really works out well on the scenario of the marketing but when the customer couldn't recognize the same when using the product, it gives the negative effect and demotes the brand. When the target audience is not recognized systematically and legibly then the branding works out at one group but on the negative way to the other group, the common understanding of the product will be missed out in the market. The company also sustains the credibility to maintain the brand value that has been portrayed by the advertisement. Though, when the product is positioned and emotionally branded well by advertisement and on the other hand when company sustains unethical activities, then the whole brand falls over night, thus it becomes necessary to build company values and brand values for a product to command the market consistently. Loyal customers are difficult to earn and it more difficult to sustain them.

6. Conclusion

Thus this paper has presented the concept of emotional branding with required classification of human emotions and its main grouping and also on the typical advertisement campaigns became successful in television. The vital emotions of human and the brands built targeting the same associating the product are detailed, with the persuading feature of those are also explained, evidently. Thus this paper very explicitly and unambiguously analyzed the nature of the significant emotions of human that are unique and has a deeper influence which are predominantly targeted by advertisers, identified the unique process of emotional branding by the persuading television advertisements which has both audio and video that sets itself distinguished from its competitors and also verified

the effective outcome of persuasion by emotional branding advertisement significantly and successfully by them. Additionally, this paper threw light on the pros and cons of emotional branding to the viewers by and large. The future researchers can tune micro focus on reasons for positioning done on every emotion and the successful ways for the same and much more is left open by this paper.

7. References

1. Frijda NH. *The Emotions*. Cambridge University Press, Cambridge: UK; 1986.
2. Fredrickson BL. What good are positive emotions? *Review of General Psychology*. 1998; 2:300–19.
3. Oatley K. *Emotions: Do we really need them?* British Association for the Advancement of Science Annual Meeting. University of Sheffield; 1989.
4. Ortony A, Clore GL, Collins A. *The cognitive structure of emotions*. Cambridge University Press; 1988.
5. Frijda NH, Kuipers P, Schure E. Relations among emotion, appraisal, and emotional action readiness. *Journal of Personality and Social Psychology*. 1989; 57:212–28.
6. Festinger L, Carlsmith JM. Cognitive consequences of forced compliance. *Journal of Abnormal and Social Psychology*. 1959 Mar; 58(2):203–10.
7. Ehrlich D, Guttman I, Schonbach P, Mills J. Post decision exposure to relevant information. *Journal of Abnormal and Social Psychology*. 1957; 54:98–102.
8. Engel JF. Are automobile purchasers dissonant consumers? *Journal of Marketing*. 1963; 27:55–8.
9. Kaish S. Cognitive dissonance and the classification of consumer goods. *The Journal of Marketing*. 1967; 31(4):28–31.
10. Oshikawa S. Can cognitive dissonance theory explain consumer behavior? *Journal of Marketing*. 1969; 33(4):44–9.
11. Hunt HK. Consumer satisfaction, dissatisfaction, and complaining behavior. *The Journal of Social Issues*. 1991; 47(1):107–17.
12. Mowen JC, Minor M. *Consumer behavior*, 5th Edn. Upper Saddle River, NJ: Prentice Hall, Inc.; 1998.
13. Hoyer WD, MacInnis DJ. *Consumer behavior*, Houghton Mifflin, Boston: New York; 2001.
14. Thomson M, MacInnis DJ, Park CW. The ties that bind: measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*. 2005; 15(1):77–91.
15. Lindstrom M. *Brand sense: build powerful brands through touch, taste, smell, sight and sound*, New York: Free Press; 2005.