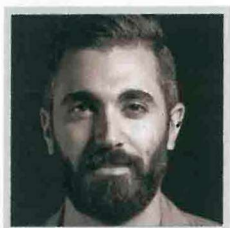


TEST YOUR EQ

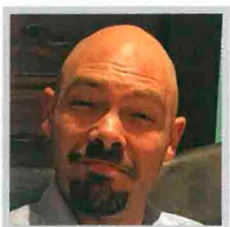
With the recent **economic downturn** and the digital age looming on the horizon, today's marketers have to up their emotional resonance to appeal to a new target audience, reports **Melissa Moller**.



Sanjay Sachdeva
VP marketing for
personal care, Unilever



Elias Bassil
Senior strategist, Geometry Global



Evan Kearney
Regional planning director
Ogilvy Dubai

Although appealing to customers' feel-factor to market products is not something new, it is a type of marketing that is perpetually evolving. Marketers are incessantly trying to arrive at those elusive insights, but what exactly are they? They're rarely about product innovation or a new channel through which brands can deliver a message. Insights are usually discovered by tapping into the emotional quotient (EQ), the hope being to arrive at a human truth, using which, brands can create that "big idea" that will seep straight into the consumer's consciousness.

Currently, digital is changing the way these messages are delivered, but is it changing this fundamental piece of the marketing puzzle? As the consuming generation shifts, will newcomers ever tire of the constant noise that commands their attention and demand that brands deliver straight facts? Or will strategy with heart be the only way to really stand out?

Universal appeal. Psychology has revealed that humans are driven by their emotions, which is what widely differentiates our species from the others. Ogilvy Dubai's regional planning director, Evan Kearney, points out, "It's been long understood that humans are

not rational beings with emotions; we are emotional beings with the ability to rationalise. We even use facts to justify a point of view as opposed to forming a point of view based on facts." Kearney uses the current American presidential race as proof of this: "Emotions are more of a driver than logic can ever be; the fact is, no matter how much nonsense people like Donald Trump talk and how many facts they get wrong, the more people point this out, the more his supporters start screaming."

He continues, "If we were to assume one decision would be based on fact, it should be something like a presidential race, but it isn't. It's supported by emotion."

Brands certainly need to apply more facts and sanity to their marketing than Trump, but this extreme example is revealing. Kearney believes that everything in marketing should be looked at through an EQ lens.

The current marketing landscape has many options for targeting the consumer and there is much research in favour of emotional marketing. Geometry Global's senior strategist, Elias Bassil, says, "Advertising and communication [have] become much more of a science [than] an art." He indicates that, while he does believe marketers should always consider EQ, there

Isaac Newton

people who get dirty
change the world



Albert Einstein

people who get dirty
change the world



15%

Of all global campaigns
featuring historical icons
have used Albert Einstein

SOURCE: MARKET RESEARCH, UK

OMO: Using global icons

is never a one-size-fits-all strategy and not all brands should be marketed with emotions.

Then and now. Most marketers cannot recall a time when emotional strategies weren't applied in some way to help consumers connect with products; however, a shift has now taken place from the old way to the new. Unilever's VP of marketing for personal care, Sanjay Sachdeva, says that, many years ago, household products targeted women by empathising with their household responsibilities. He says, "In the past, cleaning was tough because the product quality was not as good and machines were not available." The insight was different because having the cleanest clothes was in some – arguably superficial – way a testament to good motherhood. Sachdeva continues, "Now, all detergents and machines are good, so brands need to change the messaging."

Sachdeva uses the example of OMO and the brand promise associated with the detergent. It's not just about cleaning, he says: it's about helping children meet their full potential. He also highlights that the role of a mother is shifting: "The modern woman is working and her product needs have changed. So, now, it's about developing products and marketing

them in a way that can release time for her. Brands need to keep track of how people's lifestyles are changing," he explains.

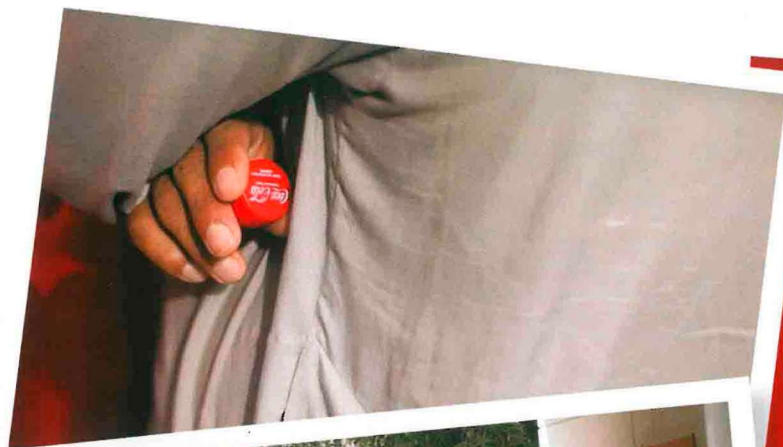
Speak their language. It seems that, although the marketing has surely evolved, some brands still appeal to people's more traditional roles. Some marketers believe in these marketing methods, especially to women consumers in the Middle East. They're not necessarily wrong, as many studies reveal that women in the region still spend more time caring for their families than for anything else. However, it seems that marketers and the target audience are growing tired of being stereotyped.

Ogilvy's Kearney explains that he's been invited to so many conferences that claim to lift the veil of the Arab woman, just to be told that "they love their children and they want to please their husbands." He adds, "I'd be more interested if you told me that there are women out there who don't love their children – that's something I could work with." Aside from simply wanting to do something different from a creative perspective, he indicates that there could be a shift in what women want to see as well: "We know from talking to women in the region that they're getting bored. When

WAYS CONSUMERS ENGAGE WITH AND USE CONTENT

Entertainment	18%
Specific information	16%
Inspiration	15%
To update socially	15%
To feel good	12%
Being in the know	10%
Comfort	7%
Connection	5%

SOURCE: ADWEEK



88%

Identify with brands that make people's life easier

SOURCE: RAZORFISH

Coca-Cola: Hello happiness – phone booth for UAE labourers

“EMOTIONAL RESONANCE IS TRANSCENDENT, IRRESPECTIVE OF GEOGRAPHICAL BOUNDARIES – IT IS ABOUT HUMAN PURPOSE AND RELATIONSHIPS”

GEORGES BARAKAT

it comes to concept testing, a scenario of a mother cooking a meal that her family likes tests well for relevance but poorly for distinctiveness and motivation.” So, if a marketing strategy is checking boxes on paper but no one remembers it, is it really doing its job?

What marketers do admit is that emotional resonance, whether stereotypical or not, does not necessarily need to be tailored to a specific audience, because many of these big insights are universal. Samsung's Barakat says, “Emotional resonance is transcendent, irrespective of geographical boundaries – it is about human purpose and relationships. There might have

been a time when campaigns were localised to resonate with audiences in certain geographies, due to cultural or traditional nuances. Given a globalised marketplace, such campaigns are becoming few and far between.”

However, this does not mean that marketers can't tap into human emotions with insights that are both resonant and fresh. As Kearney says, “The region is desperate for targeting that pushes the boundaries of stereotypes.”

Kids these days. Another challenge of today's marketers is appealing to a new set of emotions. Millennials are the majority consumers and are wholly different from their predecessors. Unilever's Sachdeva explains that people born in the 1970s as well as those born in the 1980s are both targets for some FMCG brands. In the past, he says, the ideology shift from one generation to the next was more gradual, whereas millennials are starkly different from their parents. Marketers are eagerly trying to understand and appeal to this new audience.

However, Geometry Global's Bassil notes that there is a bright side and that this consumer split doesn't have to be as ominous as it may seem. He says, “Millennials have become the movers and shakers of the world. So, naturally, just by being who they are and doing what they do, they stand out.” In reality, whether the customer is a millennial or not, they actually want to be a millennial. He compares it to Harley Davidson saying the brand is marketed to ‘bad boys’, but the target audience is actually “the loser who works in accounting and wants a bike to feel cool.”

Walk the line. Most marketers agree that having a high EQ is a good way for brands to talk to their audience, but how much is too much? Unilever's Sachdeva says, “Marketers make the mistake of getting carried away with emotions, because they assume the target knows the product.” He explains that any emotional message built without brand promise or tie-in won't last.