

# MADAZINE



## EMOTIONAL MARKETING

*"Feel the pulse, Inspire the heart"*

20  
24

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### INTERVIEWS

INSIDERS FROM ROYAL ENFIELD

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### ARTICLES

TAPPING INTO YOUR CORE EMOTIONS

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### AD ANALYSES

CHECK OUT OUR NATIONAL LEVEL WINNERS

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The Marketing & Advertising Club (MAD) at VGSOM, IIT Kharagpur, is one of the oldest and most dynamic student-driven initiatives at the institute. With a legacy spanning decades MAD serves as the ultimate platform for marketing enthusiasts to develop their creativity, strategic thinking, and practical expertise. The club aims to bridge academic learning with industry realities, keeping students abreast of the ever-evolving marketing and advertising landscapes.

MAD organizes a host of engaging events throughout the year to foster innovation and experiential learning. Signature events like "Venalicious," a premier national marketing competition, and "Leader's Challenge," a flagship case study competition as a part of Purvodaya, attract participation from top B-schools across the country. Additionally, creative events like "AD-Mania" encourage students to reimagine fun advertisement tactics for quirky products.

MAD's annual magazine, MADazine, further extends its reach in the MBA ecosystem, offering a treasure trove of marketing insights, industry trends, and expert interviews.

By blending learning, creativity, and networking, MAD creates a thriving community of future marketing leaders. Its relentless pursuit of excellence ensures students are equipped with the skills and knowledge needed to navigate and shape the future of marketing and advertising. At MAD, we don't just build marketers—we build trailblazers.

# Editor's Note

## *Emotions in action: From the heart of the brand to the soul of the customer*

*It starts with a story....*

*A little girl clutches her father's hand, her eyes wide with excitement as they enter their favorite ice cream shop. The familiar chime of the doorbell, the scent of freshly baked waffle cones, and the swirl of colors behind the counter ignite a smile that stretches across her face. Years later, she steps into the same shop, now with her own child's hand in hers, and that same melody of memory plays again.*

What kept her coming back all these years? Was it just the ice cream? Or was it the warmth, the comfort, the joy — an experience that lodged itself deep in her heart?

This is the magic of emotional marketing. It's not just about selling a product; it's about crafting a feeling that lingers long after the sale is done. It's about creating stories that turn into memories and memories that turn into loyalty. In a world where consumers are bombarded with ads, posts, and promotions, feelings are what break through the noise.

Today, the face of marketing is shifting. We're seeing fewer hard sales and more heartfelt connections. Brands are no longer asking, "What do you want to buy?" Instead, they're asking, "How do you feel?" Because emotions — joy, nostalgia, hope, even sorrow — are the common threads that weave us all together.

Storytelling lies at the heart of this emotional alchemy. A well-told story can make a brand feel like a trusted friend or a cherished memory. It's the difference between a faceless corporation and a brand that feels human. But here's the twist: with this power comes a responsibility to be authentic. Emotional marketing only works when it's real. Consumers today are more discerning than ever, and they can sniff out insincerity from a mile away.

A brand that respects its audience tells stories that uplift, inspire, and connect — not manipulate. The ethical heart of emotional marketing beats strongest when brands treat their consumers not as targets, but as people with dreams, fears, and hopes. After all, the goal isn't just to make someone buy, but to make someone believe.

At the end of the day, emotional marketing is about one thing: making people feel seen. A story that resonates deeply can turn a simple transaction into a lifelong relationship. It can transform a customer into an ambassador, a buyer into a believer.

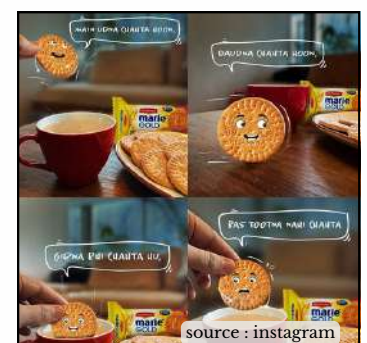
*And we know you have stories like this too...*

### Join the conversation

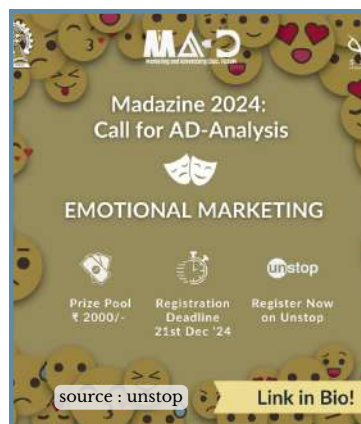
*Has a brand ever made you smile, cry, or feel a little more connected? Maybe it was an ad that brought back a memory, a message that spoke to you, or a story that stayed with you. We want to hear your story! Share it with us, and the most touching, inspiring, or heartfelt ones will be featured on our social media.*

*Because in the end, the best stories are the ones we share — the ones that remind us we're not alone...*

**DM us at @mad\_vgsom.iitkgp**



Scan the QR to indulge into the world of emotional marketing



15  
**ROYAL ENFIELD**  
Page

23  
**SAUMAR DEKA**  
Page

26  
**UNSTOP WINNERS**  
Page

62  
**FUTURE OF EMOTIONS**  
Page

## SPOTLIGHT

- 04 Indy Chakrabarti (HighRadius)
- 11 Binoay B (Aditya Birla Group)
- 15 PM Shivani (Royal Enfield)
- 19 Isha Das (Tata Steel)

## THE MAD FORUM

- 23 Saumar Deka (Soroco)
- 24 Dr. Srabanti Mukherjee (VGSoM)

## AD ANALYSIS

- 26 Unstop Winners
- 33 Inhouse analysts

## THE EMOTIONAL JOURNEY

- 39 Nostalgia (Ishika Mukherjee)
- 43 Love (Manoj Kumar K S)
- 47 Fear (Aritra Dasgupta)
- 49 Sadness (Kavya Raghunathan)
- 53 Pride (Pallavi Singh)
- 56 Anger (Neelam Esha Manogna)

## PUZZLES

- 57 Word search
- 58 Crossword
- 59 Tag a Brand

## EMOTIONAL MARKETING 2.0

- 62 Future of emotional marketing

## MEET THE TEAM

- 64 Juniors
- 65 Seniors

# Spotlight

MADAZINE 2024

## Where emotion drives strategy

Conversation with  
marketing pioneers

### HighRadius

Indy Chakrabarti talks on use of  
emotions in B2B marketing

### Aditya Birla Group

Binoay B shares insights on  
emotional marketing and CSR in  
telecom and tech

### Royal Enfield

PM Shivani shares inputs on  
customer engagement strategies

### Tata Steel

Isha Das gives inputs from B2B  
industry



# Deep dive into B2B marketing strategies using emotions

MADAZINE 2024 / EMOTIONAL MARKETING



**Indy Chakrabarti**

Chief Marketing Officer at HighRadius

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## Know your guest

Indy Chakrabarti, an MIT graduate, is a seasoned SaaS industry leader with over 20 years of experience. As the CMO of HighRadius, he spearheads global marketing and customer education. Previously, he held senior roles at companies like Avetta and Emerson. Indy's expertise lies in driving growth and innovation in B2B software marketing.



## Spotlight

**In B2B, decisions are often driven by metrics like ROI and operational efficiency. Yet emotions like trust and security influence decision-makers. With your vast experience, do you see emotional marketing fitting into a traditionally rational industry like B2B SaaS? If so, how?**

Emotions are absolutely a part of B2B, but in a different way than B2C. The closest parallel between a B2C endeavor and B2B: From the perspective of a young audience, suppose you are buying a car or making some major purchase which will cost you more than a month's salary; what happens in your mind?

You suddenly think you will not make a frivolous decision about fashion or fanciness, but you will make your own reasonable mature decision.

We still think about brands while purchasing, e.g. in India, there is Godrej. Whenever I came to India, I heard about Godrej storage cabinets; people give them at weddings, though it can be the most boring gift possible - the power of the brand gets translated emotionally. Why does it get translated that way? There are emotions behind a due diligence decision: your decision to store your clothes is utilitarian, and

you are not thinking about fashion when choosing Godrej (at least when I was young). Godrej was a fashionable brand about something that was the opposite of fashion. Similarly, translating emotions into a B2B purchase is possible, but it has to be within the context of helping to make a due diligence decision. I imagine people love Godrej because they somehow imagine it as enduring, high-quality, and trustworthy; maybe moths don't get into clothes - not entirely sure as I grew up in the US, but I bet it carries much emotional weight related to the due diligence criteria.

*“Translating emotions into a B2B purchase is possible, but it has to be within the context of helping to make a due diligence decision”*

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**Not Greater  
Not Less  
But Equal**

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## Can you share any moments from your career where emotional appeal transformed how clients perceived a product or brand?

Yes, let me give you a scenario: Earlier in my career, I was into product marketing and positioning at this company which built Windows administration software. We had three products as we had acquired three different companies, whereas our top competitor had one product that could do the same thing our three products did.

What is the answer to us having three and them having one?

Our company was also a security vendor, selling security and Windows management software. So, in the world of security, secure people believe you should have defense in depth, meaning in many layers; if you have to open one door to get to the vault, then security is compromised. You want many doors.

Using that concept, we thought - How about a layered security architecture? Three products, three different accesses; if one person gets into one area of the controls, they don't have access to the other controls - it just makes sense. We are a security company, so we know how to do this, whereas our competitor doesn't have security, so they think that you are just supposed to expose all of your controls in Windows through one software. Why is that an emotional appeal? B2B emotional appeal is about due diligence.

Windows would need security and trust more than anything. Why does the security part of our business influence purchase decisions for Windows administration software? It is because the brand is in context, and security is an emotional trigger relevant to B2B.

In B2C, why do we care so much about fashion? It says something about who we are to the outside world- it's just that fashion is not the only emotional trigger we have; we also want to show that we are professional in our work lives. Similarly, while making a professional purchase decision, you intrinsically feel you need to be professional. In a B2B product, that is what you have to tie into.



what he has to do to overcome them, and how he becomes successful. It just has to be put in the context of data. Sometimes, people feel it cannot be a story if data is involved, but stories can be told differently. They have to be accurate; they can't be made up. Godrej created its brand because it honestly provided the value propositions that people have seen. You need to see the good qualities of your product and highlight it to make sure other people see it.



**Have you found storytelling effective in transforming solutions like AI-driven finance platforms into relatable narratives for stakeholders? What are the key elements of a successful story in this context?**

Yes, but again, in a B2B context, the story someone wants is the case study. They want to know how another customer got value from your service or product. That storytelling includes the company's specific processes, the problems in those processes, and how they were altered through automation and software to solve them. It's still a hero's journey. It's like a movie: We think about a hero, his problems,

**Does showcasing customer success stories and testimonials build emotional engagement? How should they be framed to resonate with both rational and emotional decision-makers?**

Underlying this question is the idea that if there are raw pieces of data that cannot be emotional, or emotions do not include professionalism - which is a mistake. There are emotions like anger, joy, and happiness, but within the context of professionalism, the idea of due diligence is emotional. The case study has to say, "Oh, I have that problem I have been chasing for years, and you are telling me it's possible to solve it" - That's the emotion - it's in the data, in describing the problem and solving it.

## Spotlight

If you are not in B2B, you might feel like you are reading something boring but you make B2B decisions daily, it doesn't matter if you have a job; even as a 13-year-old, you were making B2B decisions: suppose a relative gave you some amount of money during a holiday; you will make a purchase decision to buy a bike - you will absolutely be thinking about it like a B2B decision - this bike vs that, or you could get a cheaper bike and save the money for shoes. You are emotionally engaged with that decision and still thinking about it through professionalism.

**Customer retention is critical in SaaS, where churn can significantly affect the business. Can emotional marketing enhance loyalty and foster long-term relationships with enterprise clients?**

100%. Let us talk about emotional marketing again. Underlying the context of this question is, "Why doesn't B2B do more emotional things like B2C?" In capitalism, in free markets, people should naturally gravitate to doing the things that make sense (not 100%, it's not a perfect market. Otherwise, there would be no innovations).

B2B companies have been doing emotional marketing since the beginning. The emotional trigger for churn is customer service. The customers ask questions like "Is the vendor responsive?" "Can the vendor solve the problem?" "Even when the vendor cannot solve a problem, are they giving a rationale that makes sense for why they could not solve the problem now but might do it in the future?" Or do you have a vendor that does not care about the customer?

If a vendor has a price increase, did it feel like it happened because the vendor looks at you as a source to make money, or did the price increase happen due to valid reasons like the increasing service level and underlying costs? If the price increase is explained to the customer, then an emotional attachment is built, and they don't churn.

B2B businesses always do that but don't talk about these emotions. When they are professional, we make these rigid, short distinctions, saying, "Well, that's not emotional; you are just trying to reasonably do the right things. But it triggers emotions; there is no human being without emotions."

*"B2B companies have been doing emotional marketing since the beginning. The emotional trigger for churn is customer service."*

**Can purpose-driven branding initiatives, such as those focusing on sustainability or diversity, create stronger emotional connections with B2B clients?**

Absolutely, but that again drives towards the idea that professionalism isn't a real purpose and things like sustainability and diversity are the only ones that count - It's like trying to use a B2C framework to understand the B2B world—it doesn't fully translate.

Let's take an example of a branding initiative in a B2B world: quality. Think about Japan in the 1960s to the 1980s. There was an intense focus on manufacturing precision, bringing quality defects down to zero, and studying and implementing frameworks like GE's Six Sigma.

So, what does Six Sigma mean? It refers to six standard deviation levels from the norm in defect rates. To break it down: The first Sigma represents about 67% quality, with 33% defects. The second Sigma takes quality up to around 90%. As you push further, you reach the 99.9997% quality level, which defines Six Sigma. The purpose of getting there is because you love this idea of complete precision. You love to say Six Sigma, because that's cool. It's math, its probability, but also an emotion.

'Six Sigma' is a super sexy word focused on quality because it's about math and a maniacal focus on precision. Let's not get lost just in sustainability and diversity.

## Spotlight

Sustainability is a type of fashion. It's cool to say that you care about sustainability, and you should 100% care about those things as a human being. However, B2B marketing should not be limited to this context. You must understand your buyer. If your buyer cares about quality and precision, you have to market that and not just sustainability.

**SaaS platforms are increasingly prioritizing user experience (UX). Do you believe that designing platforms to delight and empower users is connected to emotional marketing strategies?**

UI is a great example of how emotions play a role in a B2B context. The user experience/UI is absolutely about emotions, you want to be delighted by the interface. You want something that is clean, easy to use, you know where the buttons are - that is super important. SaaS vendors love to say that our company focuses on user experience and our UX/UI look better than our competitors'.

**How do you measure the success of digital marketing campaigns? Are there specific key performance indicators (KPIs) or frameworks you rely on for insights?**

Digital marketing can mean many things, such as webinars and content downloads. For now, let's consider paid and organic searches. The KPI isn't how much money you close for businesses with long sales cycles. Now, we ask a question like this, and it starts to get fragmented by which

type of organization we are discussing. For an organization with a long sales cycle that offers a high-priced product, the KPI is not about whether the deal was closed. If you have a long sales cycle and capture a lead of someone clicking your ad, you get them at the door, so your KPI should be - am I getting interesting opportunities there?

When you look at stage progression in a sales pipeline, the KPI for marketing should be how many leads are getting from the early stage in the sales cycle to the mid-stage, end of the story. Beyond that, it is not about whether it came in from one paid ad vs. another, not even if it came from a paid ad or a show. In a short cycle, low-volume marketing activity, it is excellent if you get a lead for whom the sales transaction closes in a few days, and the value is, let's say \$10. So, you can say this campaign drove much more output than the other campaigns.

**With AI and predictive analytics becoming dominant in SaaS, how can these technologies help identify and amplify emotional triggers in customer journeys?**

Yeah, my organization does a lot in terms of AI and predictive analytics. We've been doing it for over a decade, long before people started talking about AI. The AI part of it is irrelevant to any emotional trigger.

Someone wants a Six Sigma outcome in quality. Do AI/automation/machine learning algorithms help you detect those errors before they happen?

In our case, we sell financial software, so what is the key piece of AI we can get to help an emotional journey? Anomaly detection during the month when you're going to do a financial close, people go to the end days of the month to close their books. They suddenly find certain discrepancies and then rush to reconcile them.

It is a tough time for the accountant every month because there are always discrepancies. But why do you have to wait till the end of the month? Because you cannot figure out an error without a human being present there. But if you have an AI which knows that on the third Thursday of every month you pay your rent, and it didn't see the rent being paid this month - the error can be caught on that third Thursday instead of waiting for the next week.

So, why does it amplify an emotional trigger? There are a lot of emotions here, such as you want to have security that your business is being watched over. That's why you do a financial close every month. You need to know that nothing just slipped through the door, so you want to take everything that came in and went and match them against each other, so that you are super sure that you did not mess it up. As you can't do that every day, so at least every month. So you can have an AI that does the job for you everyday to ensure security. So that's an emotional trigger. You become more secure because you have the AI. You are already driving towards security because that is what the financial close is for - security. AI helps you as a continuous guard dog.

## Spotlight

## From your experience, how do you balance data-driven decision-making with the creative aspects of brand-building in marketing?

If you are data-driven, isn't that the opposite of being creative? It's not the opposite; you can find both in a person; one does not block the other. We have a romantic idea that a creative process is something unburned that skips along a field of daisies. If you look at the creative people, they are super data-driven and creative in the field.

If we take the example of a super creative person, let's say Michelangelo painting the Sistine Chapel. Michelangelo is under immense constraints as he is doing the painting on a fresco which dries rapidly - he is not a painter, he makes sculptures- the Pope forced him to paint the Sistine Chapel. He has to learn how to make the drawings. How is he data-driven in this case - a parallel of data-driven is practice and analytics. As he is not a master painter, he sits there and discovers the edges of the Sistine Chapel need to be painted first; those are the parts people can least see - doing it over and over, making those mistakes, analyzing them - he is data-driven in the creative process. And finally, at the centre, he made the image of God touching the finger of the man, which comes to everyone's mind- by then, he is a great painter.

Let's take the example of Elon Musk - probably the Michelangelo or Da Vinci of our day. As a business decision-maker, he is hugely into data and details. When I say data, I also mean



knowing the domain. The data is not a number or statistic; it is the end product when you are immersed in the domain. When you are immersed in the domain, you know how it works, and it allows you to have a creative spark because you are deeply knowledgeable about the domain.

Let's take the example of Elon Musk and the heavy Falcon booster - the biggest rocket that can self-land. He has been self-landing the small rockets for a while. The big rocket with that much weight and the thrusters - when you land that thing, a slight wobble and the momentum

will push that thing over. Elon suggested cutting off the rocket's legs and catching it in the air. The scientists were like, "What?!" but that is what they did. It didn't land on the ground; how it landed is - it had two arms like chopsticks, and the rocket was falling through the two arms. The two arms are just close to the rocket, and in the last few feet, the two arms gently put it back on the ground. Elon could come up with this creative idea only because he has such an immense understanding and information about rocketry.

## While adapting to recent developments, what long-term, consistent marketing and product management strategies have you maintained to ensure sustainable success?

Recent developments are minor; long-term stuff matters. The main thing is to know your domain. Don't waste your time on marketing and product management; spend your time on your domain.

People who work in the domain can consistently market efficiently. One who knows the product well can talk about it easily; he lives and breathes it. A guy who does not know about the domain will say, "Oh, the product's benefits: it saves your time and money," - which is a disaster. He talks about saving time and money because he does not know about the software.

## Spotlight

If a person doing credit reviews asks how HighRadius' financial software can help him, a guy who knows about the domain would answer:

If someone's credit review is terrible and wants to make a significant purchase at the end of the quarter, the order must be blocked. With our software, you will know in advance that the customer already has a million dollars due; thus, new orders cannot be accepted until the past dues are cleared.

In this case, if you describe the actual problem in precision, you don't even need to indicate, it will also save you time and money.

**For students aspiring to pursue careers in technology-driven companies with a marketing focus, what advice would you offer to help them thrive in such environments?**

The advice I offer is to learn your domain. There is no magical thing about marketing where you learn to spin stuff, "Hey, let me work this magic and convince you of something that is not true." Just live and breathe the life of the person who needs or uses your product and speak like him.

Don't speak like marketing - "It is unique, unmatched, seamless, and unparalleled!" Do you think your customer speaks like that? Does he use the word seamless? Then why are you saying it as a marketer?



# Transforming Telecom: Emotional Marketing Meets CSR Impact

MADAZINE 2024 / EMOTIONAL MARKETING



**Binoay B**

Sr Vice President New Business Ventures  
at Aditya Birla Group



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## Know your guest

With over three decades of experience, dynamic leader, Binoay B is currently the Senior Vice President – New Business Ventures at Aditya Birla Group, driving strategic collaborations, policy advocacy, and innovative ventures. From reshaping marketing strategies at Vodafone Idea and Axiata Group to leading transformative initiatives at Idea Cellular, their journey is a testament to visionary leadership and a relentless pursuit of excellence. In this interview, we explore their leadership insights, and future vision for business growth.



ADITYA BIRLA GROUP

*The views expressed by the author is his personal from his vast professional experience in Marketing*

## Spotlight

**With your deep involvement in telecom and digital transformations, how can brands in technology-driven markets use emotional marketing to humanize their offerings?**

**Emotional Marketing connects deeply with the Audiences particularly on Tech-driven products/services**

EM connects with your audience much deeper in a meaningful manner, enabling the audience to significantly value your brand and feel more obligated to stay loyal and supportive. Thus relate to the brand mission on a personal level, adding tremendous value to the brand. No matter how strong & successful the Tech product is, EM will make it an interesting story for the audience. Let's delve deep into it:-

### **Creating Stronger Loyalty**

Being in the Telecom sector in multiple countries for over two decades, I have often observed that there's always a "human touch where emotions are inevitable part of the human experience".

Hence a lot of focus on business-to-human—marketing as campaigns that get emotional responses create stronger loyalty with greater top of mind recall and will always "break the clutter".

**Brand resonates well with Consumers**

A thought provoking cool EM campaign well executed will connect

to the consumers emotionally which makes them feel like own experience. Precisely why branded products are in demand. Such campaigns are aspirational like Apple, Samsung, Sony etc. Personified marketing helps to nurture and sustain long lasting brand association.

Building personal relationships and creating more inclusive experiences, highlighting a brand's mission is the essence of creating successful brands. Testimonials are often personal stories, it allows existing and prospective customers to see the brand's mission at work. Powerful testimonials elicit an emotional response from the audience that encourages engagement and makes the brand memorable.



source : chatgpt

### **Encouraging rapid growth**

Telling stories makes it easy for your audience to relate to the brand by tapping into human emotions. Brands must truly understand their reasons and intentions to then craft powerful messages that remain timeless, which positions your brand to continually grow at a rapid pace, rather than growing all at once from a timely strategy. Emotional marketing needs to be simple and grounded portraying a personal approach to the audiences, displaying the key emotions and challenges they experience in their life.

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*Brands need to understand their stories first so as to strike the right emotional chords, such an approach can build meaningful engagements and a sense of community around the brand.*

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## Spotlight

**Brand as a Human!**

Empathetic marketing, at its core, appeals well to all —real connection, meaningful engagement and a joyful experience. Marketing should never be a one-way traffic, which never connect with your audiences. Brands should demonstrate human-like qualities and values in their marketing strategies, creating strong deeper, long-lasting connections with the audience.

**Create a Memorable Brand**

Emotional marketing gives the audience something to connect with on a personal level, which indeed significantly leads to Brand recall. The residual effect would be word of mouth, people talking about that - thus it brilliantly amplifies the marketing campaigns.

According to Harvard Business School professor Gerald Zaltman, 95% of purchasing decisions are based on emotion. Emotional marketing heightens authenticity, attracting loyal consumers who believe in a Brand's value. In a recent study, Dash Hudson uncovered a strong correlation between content that derives high engagement and retention and sales, underscoring the importance of emotional marketing.

**Making an ever lasting Impression**

Emotional marketing makes a lasting impression. The ad that generates an emotional response will have an everlasting memorable impression of the Brand. Consumers are more

likely to remember a brand / product that elicits an emotional response. Think beyond your product's features - utilitarian value, instead focus more on its hedonic value—how it makes the consumers “feel.”

**Helping Audiences Retain A Brand's Message**

When I think of emotional marketing, I think about a story—whether it's entertaining, heartfelt, funny, joyous or any kind of emotion a brand campaign may want to portray. The human brain recognizes the familiar arc and narrative framework of a story, so putting your marketing into this emotional structure will help an audience better connect with and retain your message.

**CSR often resonates with emotions and values. Can you discuss how your commitment to CSR has influenced marketing strategies to engage communities on a deeper level?**

Very true, Corporate Social Responsibility initiatives thrives on emotional connections between brands and consumers, creating deeper levels of engagement. By aligning corporate social responsibility initiatives with consumers' values, brands foster a sense of trust, allowing customers to develop authentic relationships with them. When consumers perceive a brand as aligned with their beliefs, it leads to a long lasting affinity with the Brand. While looking back to my

Marketing days in Telecom, I could very well narrate one among several instances where my commitment to CSR has influenced marketing strategies rather communication strategies in engaging communities on a deeper level. As the Marketing Head at Idea Cellular (currently VodafoneIdea) one of our Marketing/ Brand campaigns – “Use Mobile Save Paper” part of those most popular “What an Idea Sir Ji series (those campaigns always had a strong “Social Message resolving social issues”). This one was on preserving Trees – afforestation. Indeed we were the first Company in India where we championed this in association with the Ministry of Forests in planting Trees in areas that have never been forested and maintained it with proper “Tree guards” in multiple locations.



## Spotlight

**In your experience, what makes a brand stand out in a competitive market?**

Develop, Create & nurture a unique and recognizable brand, build long loyal relationships, using both conventional & social media to promote the brand, leveraging influencers and participating in local events, with a 360 degree approach you can ensure that your brand stands out from the competition and is remembered by customers. Ultimately the position, promise, personality traits, story and associations built on the 4 Ps of Marketing - Product, Price, Place & Promotion makes a brand stand out in a competitive market. The most original & the most different brand will stand out. It is easy to pick out an orange object in a sea of blue, but much harder to find a specific orange leaf in a pile of leaves in the autumn season. This is the same with brands.

**What's the most memorable campaign you've worked on, and why?**

“Monsoon The only thing that covers Kerala better” created way back in 2002-'03 while I was Brand Head for Escotel, the No1.Mobile Service provider in Kerala. It was the most memorable one for multiple reasons:-

- It was simple yet powerful way to connect with the people of Kerala by using monsoon to depict Escotel's undisputed coverage

- Brilliant creative - refreshing unique way to talk about a product feature which resonate well with common people
- Convincing consumers – Ad campaign was critical for convincing the target audience, getting them to buy and experience the product while it was equally important to retain the existing customers
- The campaign further established us as the Market leader beating the home grown brand - BPL in Kerala, from then even after merging with Idea the brand remained as an undisputed Market leader

**What's your approach to adapting marketing strategies for technology-driven markets?**

Be proactive, agile, sustainable & data driven, while one needs to embrace emerging Technologies and remain frequently updated with Market researches & consumer insights.

**As a speaker and thought leader, how do you see the role of emotional marketing evolving in the next decade?**

According to me Emotional Marketing is evolved and has been extensively followed & practiced which is quintessential traits for the survival & success of a Brand.

*Emotions is one thing which no Technology can replace. The key to success will be a genuine and empathetic approach that resonates with the emotions, values, and needs of the target audience. Emotional marketing will become more data-driven, leveraging AI and analytics to measure and optimize emotional engagements.*

# Fueling Aspirations: How Royal Enfield Crafts Marketing that Resonates



**PM Shivani**

Global Brand & Marketing at Royal Enfield



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## Know your guest

PM Shivani is a marketing professional from MICA, Ahmedabad, specializing in Advertising and Brand Management. She currently works in the Global Brand & Marketing division at Royal Enfield. Previously, she interned at Havas Creative Network and Unilever, developing product strategies and consumer insights. Shivani co-founded Button Mushrooms, a community focused on societal change through creativity, leading projects to transform slums into art-filled spaces with volunteers worldwide.



## Spotlight

## How do the emotions of a customer play into Royal Enfield's marketing campaigns?

Royal Enfield products, experiences and even brand communications are all expressions of popular culture rather than conventional marketing formulae. While our products and services are rooted in deep consumer understanding and research, our communications are driven to strike a chord with the consumer. At Royal Enfield, our core belief is that people want to become the best versions of themselves, they want to keep evolving, keep growing, and we ensure we are talking to their needs

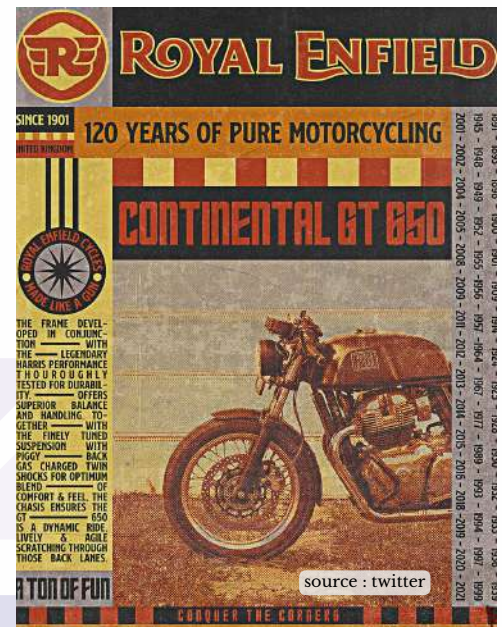
*"At Royal Enfield, our core belief is that people want to become the best versions of themselves, they want to keep evolving, keep growing, and we ensure we are talking to their needs"*



and wants, and not the product. When you strike compatibility in thought with the consumers, they believe that you will be able to give them exactly what they are looking for.

## Being a marketer for a 120+-year-old brand, how do you ensure the narrative remains intact over the years?

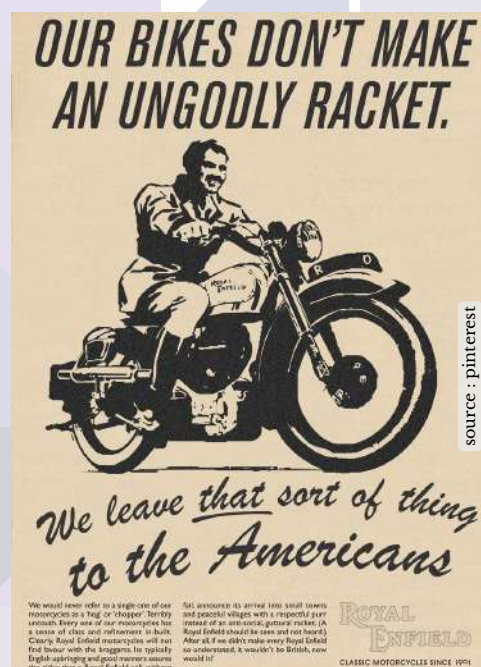
That's a great question! At Royal Enfield, we have always had pride for our legacy, for our past, for our origins. Whenever we are faced with complex market situations, we always go back to the books and try to find answers. This is the reason we even have an official Historian -



Gordon May. Whenever we come up with any new product, we always make sure to dig into what we can take from our past and build a great story on it, so the formula becomes - stories, lessons and values from our past, plus the consumer context of today - ensuring we have the mindshare of loyalists, while keeping adding to our core by the way of the younger, newer consumers into the market today.

## What is the reason for the continued aspiration of customers towards RE?

At the intersection of what people want from their life, and what we do best as a brand - lies our Positioning. We are not a company



## Spotlight

trying to sell a product, we are a team of passionate motorcyclists, who have lived and are living the motorcycling way of life and really just talking about how great it is! All of us humans want great life experiences, growth, our fair bit of struggle and the mindset to come over it. That's exactly what we speak about, so there's this longstanding and always relevant connection with the brand that consumers are easily able to make. The aim is to always make a consumer look at a brand and say - that's me, look at a product and say - 'that's for me!' It's really not about the technical specifications or mechanics, it's about being able to narrate the story of a product and what it stands for, in a way that connects with consumers, finds place in the cultural context, and is differentiated from the competition.

### **How does RE select brands/personalities to collaborate with (eg. Blue Tokai, Divine, Levi's)**

It's all about value systems and ways of expression. The Scram, for example is an rebel, a product that thrives in the face of any challenge, an outlier that wants to break all conventions - really similar to the defiant brand spaces of the hip-hop / rap culture, which were formed with the objective of finding pride in being deviant and being fearless to take on anything in life - like Divine! With such a strong overlap of personalities, we are able to talk to consumers who like the same language, but engage in different mediums / are found in different places. So the job is to really ensure



source : google

your brand has a solidified, clear, consistent story and personality.

### **The RE consumers are more engaged with the brand after sales than the other brands. Why do you think that is the case?**

Because the story only starts when the product enters their life! Motorcycling industry is not best tapped by just selling the product - it's really created by creating the community. So if the best friends you make are through Royal Enfield, on a Royal Enfield, you know this is the place to be.

*“Our events, experiences, rides - even Motoverse is created with the objective of providing a space for the community to nourish and grow!”*

### **RE has a distinct brand image despite minimal commercials or endorsements. How does the brand maintain this relationship?**

We don't believe in pushing our product - we do less but we do that with all our heart. We know we are not for everyone, just like our consumers, who know they are not like the rest of the masses. It's this undying resolve to be differentiated, unique in our approach that make more people and consumers come to us, instead of us pushing the product to them. However, what we do believe in, is being a big part of the zeitgeist and the popular culture - our campaigns, creatives are all relevant to the 21st century, We won't do an ad on TV - but we will make sure we have a hit song with tech panda!



source : timelinedaily.com



source : royalenfield.com

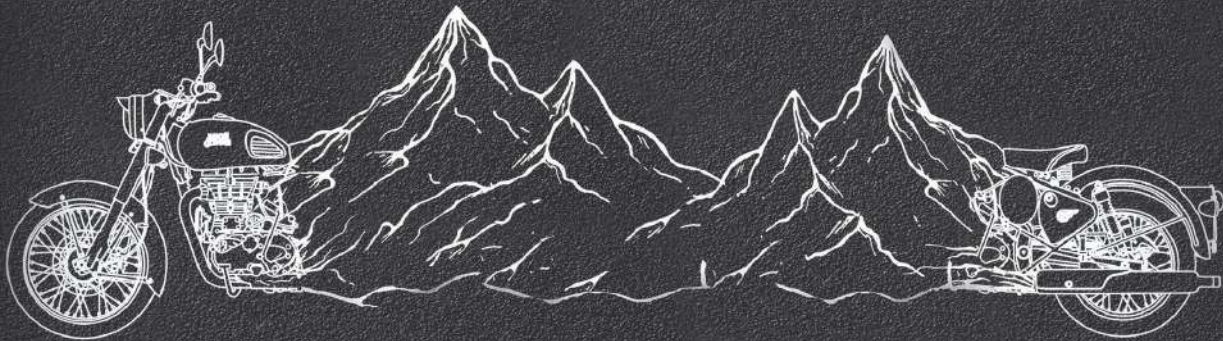
## How does the product portfolio play into this emotional marketing?

The answer to that is a little complex! Today Royal Enfield has a portfolio of great products that talk to different consumer segments, age groups, personalities, regions - all of us as human beings have different needs, different value systems, personas - hence we have an entire range of products for the diverse people in this world. However, the halo of Royal Enfield and its rich history, always becomes the foundation for all our sub-brands. While all sub-brands will be unique different, they will also be genetically same, with the same Royal Enfield DNA.



source : royalenfield.com

## Adventure Inside You



Follow on   

 **ROYAL ENFIELD**

source : royalenfield.com

# A B2B

MADAZINE 2024 / EMOTIONAL MARKETING

## approach on harnessing emotions in marketing strategies



**Isha Das**

Senior manager Sales ,Tata Steel



[linkedin.com/in/ishadas27](https://www.linkedin.com/in/ishadas27)

### **Know your guest**



Isha did her MBA from XIMB with a major in marketing. With over 8 years of experience in sales and marketing, she currently handles sales for Karnataka region for Branded Products & Retail in Tata steel.

## Spotlight

## How does a company maintain its unique brand identity without relying heavily on ads or celebrity endorsements?

A company's brand identity is built on trust, innovation and, most importantly, its ability to adapt to fast-evolving consumer behaviour. The company builds trust through consistent quality, innovation and customer-centric services. A strong distribution network, tailored solutions, and customer engagement reinforce its credibility and reliability, vital for sustaining a unique identity. Instead of relying on ads or celebrity endorsements, we deliver exceptional value through quality products, sustainable practices, and deep relationships with stakeholders.

## What part do emotions play in shaping the company's marketing strategies?

Emotions create a strong bond between the brand and its stakeholders. Whether it's reliability, trust, pride in partnerships or sustainability efforts, emotional elements are embedded into every customer touchpoint. The goal is to sell a product and inspire confidence and a sense of shared purpose. By tapping into emotions like pride, trust, and hope, we connect deeply with our customers, whether they are homeowners building their dream homes or businesses constructing infrastructure for the future.

## How does a company's product range contribute to emotional connections with customers?

Each product is designed to meet specific needs, enabling customers to succeed. For instance, providing solutions that ensure safety, durability, or sustainability fosters emotional connections as customers feel supported and valued. The emphasis is always on delivering products that reflect care and responsibility.



## What feelings do you aim to inspire in potential customers, and are these emotions relevant for B2B industries?

Trust, reliability, pride, and security are the key emotions targeted. These feelings are just as relevant in B2B because decisions in such industries also revolve around partnerships, long-term commitments, and mutual growth, which are inherently emotional. The ease of doing business, convenience, and customer delight must make the company the most preferred choice for the customer.

## How does a company decide on partnerships, like with ECOLOG or GreenLine?

Partnerships are based on shared values and aligned goals. Whether it's about sustainability, innovation, or enhancing customer value, the focus is on collaborations that resonate with the brand's mission and create tangible benefits for all stakeholders.

## Can campaigns focused on values like sustainability or diversity foster deeper emotional bonds with B2B clients?

Absolutely. B2B clients increasingly prioritise values like sustainability and diversity, which align with their corporate goals and societal expectations. In current times, being sustainable is the need of the hour. Such campaigns demonstrate responsibility and long-term vision, fostering deeper trust and emotional connections.



**Do customer stories and testimonials help build emotional engagement? How can they appeal to both logical and emotional decision-makers?**

Customer stories showcase real-world success and satisfaction, blending emotional appeal with logical validation. They demonstrate how the brand adds value, helping decision-makers connect rationally and emotionally. This dual appeal strengthens brand loyalty and advocacy. Moreover, hearing the voices of customers builds credibility.

**How do you keep the company's story aligned and consistent after over 120 years?**

*By staying true to core values such as quality, innovation, and customer focus while continuously adapting to evolving market needs.*

*Consistency comes from maintaining these principles across all strategies, messages, and actions.*

**How has the rise of AI changed the way emotional marketing is executed?**

AI allows more profound insights into customer behaviour and preferences, enabling more personalised and emotionally resonant campaigns. Predictive analytics helps identify what emotions drive decisions and automation ensures consistent delivery of tailored experiences.



**Even in B2B, decisions often involve trust and reliability. How can emotional marketing fit into traditionally logic-driven industries like B2B SaaS?**

Trust and reliability are emotions that drive even the most logic-based industries. Emotional marketing highlights these aspects, showcasing the brand as a dependable partner. Storytelling, testimonials and shared values amplify the emotional connection while logical benefits seal the deal.

**Could you share a moment when emotional storytelling changed the way clients perceived a product or service?**

In one instance, a campaign showcasing how a product enabled small businesses to scale and thrive struck a chord with B2B clients. Highlighting real stories of resilience and growth helped shift perceptions from seeing the product as a commodity to seeing it as a tool for empowerment.

**How do you combine data-driven marketing strategies with the creative process of brand building?**

Data provides insights into customer needs and behaviours, which guide creative strategies. For example, analytics might reveal a growing demand for sustainable solutions, which could inspire storytelling around eco-friendly practices, creating data-informed and emotionally compelling campaigns.

**What advice would you give to students aiming for marketing careers in technology-focused companies?**

Understand your customers deeply —both their logical needs and emotional drivers. Stay updated on technology trends, but never lose sight of the human element. Build data analysis, storytelling and empathy skills to craft meaningful campaigns that resonate in a tech-driven world.

# The MAD Forum

*"One big question,  
different new  
perspectives"*

## *What We asked :*

Marketing and the art of sales often rely on storytelling, with the most impactful narratives being those that evoke strong emotions in the audience or customer. In this context, is emotional marketing the most effective approach, or are there alternative strategies that could surpass it? With the growth of artificial intelligence (AI), do you think it would have a significant impact on emotional marketing strategies? In a futuristic scenario where AI is making purchasing decisions for households or companies, will emotional marketing remain relevant or What new forms of marketing are likely to emerge ?

# How AI is Quietly Taking Over the Way You Buy

You are not as rational as you think.  
You heard it right!

*That ₹80,000 phone you bought? It wasn't the camera, or processor speed, or battery life that sealed the deal. It was the way it made you feel—successful, modern, ahead of the curve. AI understands this better than anyone. It knows how to make you feel that way at the exact moment you're most likely to buy.*

AI hasn't changed why we buy—emotion, logic, and the clever mix of both still rule the game. But it has transformed how these forces come into play, refining the process with uncanny precision. Here's how.

## **Act One: The Emotional Hook—Where AI Gets Personal**

Emotions drive decisions; they always have. AI just makes them unavoidable.

Take Netflix. It doesn't just stream movies—it anticipates your mood. AI studies your habits—what you watch, when you watch, and even what you abandon halfway. On a dull Tuesday night, it knows if you need a comforting rom-com or a gripping thriller to brighten your mood. That's not intuition; that's AI at work, crafting the perfect emotional hook.

Nykaa takes it further. Their AI doesn't sell beauty products—it sells confidence. It seems that you've searched for skincare tips and lingered over bold lipstick shades. It curates a selection that makes you think, "This is exactly what I need." That spark of recognition? That's AI knowing your desires better than you do.

This isn't new, but with AI, it's faster, more targeted, and impossibly personal.

## **Act Three: Emotional Logic—Where AI Plays Its Greatest Trick**

Here's the clever part: when emotions drive the decision, AI helps you justify it with logic.

Think about Zomato. You're craving pizza, and AI knows it. But instead of saying, "Indulge," it flashes a timer: "20% off for the next 30 minutes." Suddenly, ordering doesn't feel like indulgence—it feels like saving money.

Airline apps are no different. You're tempted by a premium seat, but AI nudges you with, "Only 2 left at this price!" Now, it's not about luxury—it's a strategic move.

Fitness apps like Cult.fit use this trick brilliantly. "Don't lose your streak," it reminds you. It's not just a workout—it's maintaining pride and discipline, all dressed up as logic.

This is where AI excels: turning cravings into strategy, indulgence into investment.



## **Act Two: Rational Buying—AI's Numbers Game**

Rational buying is pure logic—facts, comparisons, and practicality. Here, AI shines as the ultimate efficiency tool.

Think about Amazon or Flipkart. AI simplifies the chaos of choice, highlighting top-rated products, comparing features, and alerting you to price drops. Shopping becomes a clean, data-driven process where the "best" choice feels obvious.

Travel platforms like MakeMyTrip work the same way. AI ranks flights, hotels, and even car rentals by price, convenience, and perks, making your decision feel deliberate and informed.

Or consider Policybazaar. AI compares health insurance plans based on premiums, coverage, and customer ratings. You're not just buying a policy—you're choosing the most logical, data-backed option. AI doesn't replace your judgment; it organizes the facts so well that the decision feels effortless.

## **The Truth AI Can't Change**

AI has perfected how we buy. It amplifies emotional triggers, sharpens logical arguments, and makes every decision feel deliberate. But here's the truth: AI doesn't create desire. It doesn't feel the spark of wanting or the thrill of owning.

That anticipation before a purchase? That's still human.

Marketers who harness AI's precision while weaving human stories will thrive. Because no matter how smart AI becomes, the heart will always be the final decision-maker.

Now go create a campaign that sparks both.

**Author: Saumar Deka, Head of Marketing, Soroco**

## *The Heart and the Algorithm: Emotional Marketing in a Data- Driven World*

Storytelling is a cornerstone of marketing, and emotional narratives are central to creating strong audience connections. Emotional marketing focuses on evoking feelings like trust, nostalgia, and joy, driving engagement and brand loyalty. Campaigns such as Nike's "Just Do It" exemplify how emotional marketing transforms brands into symbols of identity and aspirations. By resonating with consumers on a deeper level, these campaigns not only enhance recall but also create enduring emotional bonds, making the brand a key part of the customer's life. However, while highly effective, emotional marketing is not universally applicable and must be complemented by other strategies to address diverse consumer needs and market contexts.

In consumer-driven industries, emotional marketing can be transformative. However, in B2B or decision-making scenarios driven by logic, practicality often outweighs emotional appeal. For instance, corporate buyers or procurement managers prioritize factors like cost-effectiveness, performance, and reliability over emotional resonance. Similarly, cultural and demographic differences pose challenges in crafting universal emotional narratives. Brands must tailor their messaging to ensure relevance, reflecting the diversity of their target markets.

As marketing evolves, alternative strategies are gaining prominence alongside emotional marketing. Data-driven personalization has become a critical tool for brands, enabling hyper-relevant and engaging communication. AI-powered platforms like Netflix and Spotify leverage behavioral insights to craft personalized recommendations, fostering an emotional connection by making the consumer feel understood. Value-based marketing is another powerful strategy, focusing on aligning with consumer values such as sustainability, transparency, or social impact. Modern consumers, particularly younger demographics, are increasingly drawn to brands that demonstrate ethical responsibility and align with their personal beliefs.

AI has significantly enhanced the effectiveness of emotional marketing by providing deeper insights into consumer behavior. Tools like sentiment analysis and predictive modeling allow marketers to identify emotional triggers and craft targeted campaigns. For example, AI can analyze social media trends to gauge public sentiment and inform real-time marketing strategies. Chatbots powered by natural language processing (NLP) have also emerged as empathetic

touchpoints, strengthening customer relationships by addressing queries in a personalized manner. However, over-reliance on AI risks eroding authenticity. AI-generated content, if perceived as manipulative or insincere, can diminish consumer trust and loyalty. Brands must carefully balance technological precision with human creativity to maintain credibility. Looking ahead, the role of emotional marketing will evolve in an AI-driven marketplace. As algorithms increasingly influence purchasing decisions, logical and efficiency-based factors may overshadow emotional appeals in certain contexts. For example, AI-powered systems that prioritize price and performance could limit the impact of traditional emotional narratives. In this scenario, new marketing strategies are likely to emerge. Algorithmic branding will focus on optimizing brand messages to align with AI decision-making processes. Experiential marketing, centered on immersive and memorable interactions, will offer unique human experiences that transcend algorithmic logic. Value-based storytelling will also gain prominence, emphasizing ethics, trust, and sustainability to align with both human and AI-driven preferences.

To remain relevant, emotional marketing must integrate seamlessly with technological advancements and data-driven insights. By blending emotions with precision and innovation, marketers can create strategies that resonate with consumers while adapting to the evolving demands of an AI-dominated future. This approach will ensure marketing remains impactful and aligned with both human and machine-driven decision-making landscapes.



**Author: Dr. Srabanti Mukherjee, Associate Professor- Marketing, Vinod Gupta School of Management, Indian Institute of Technology Kharagpur**

# AD ANALYSIS

## 2024

UNSTOP COMPETITION  
INSIDER INPUTS

**ADS**

THAT EVOKE  
EMOTIONAL  
CONNECTIONS

---

**ANALYSIS**

BASED ON THE  
TECHNICALITY  
AND APPROACH

---

**PARTICIPANTS**

FROM THE ENTIRE NATION



# FORTUNE

**fortune**  
refined soyabean oil  
घर का खाना, घर का खाना होता है

*GHAR KA KHANA , GHAR KA HOTA HAI*

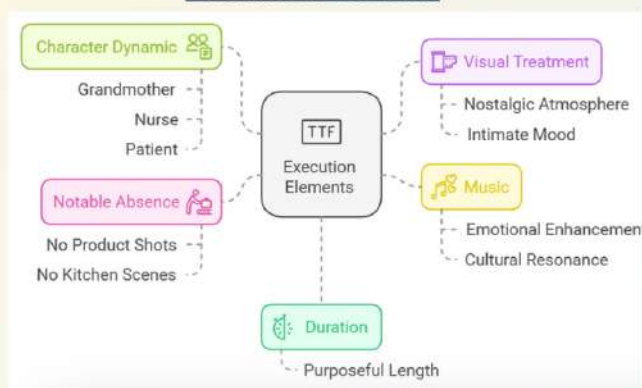
**Ishita Shruti & Deepanwita Tripathy**  
Institute of Rural Management Anand (IRMA)



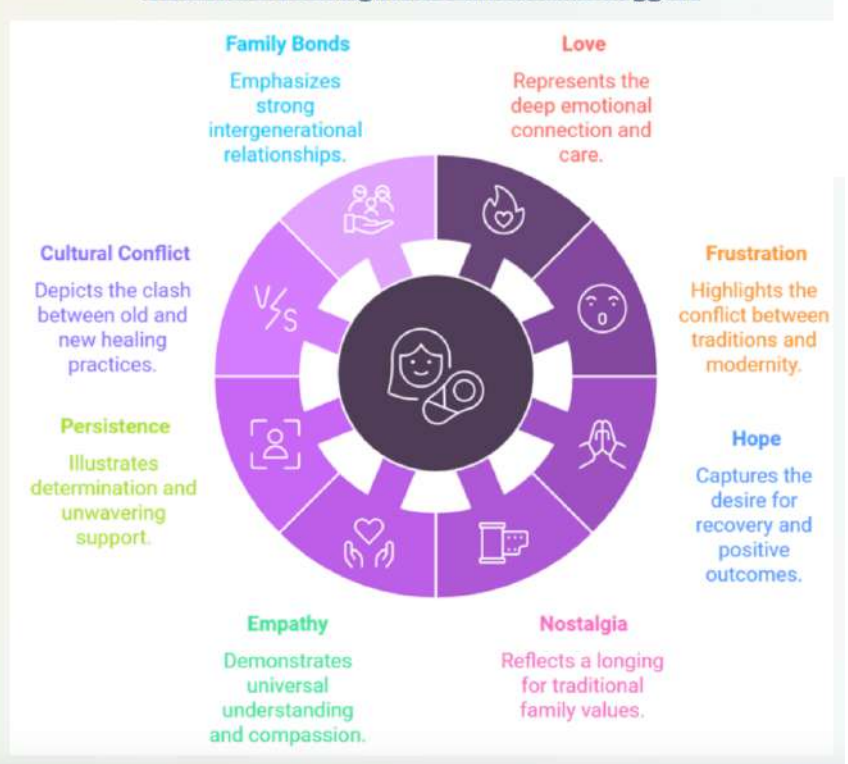
## Message strategy



## Execution Elements



## Behavioural Insights & Emotional Triggers



Ad link : <https://youtu.be/4O5Q4Z87epo?si=R4ida84pmBXGoKZ1>

# FORTUNE

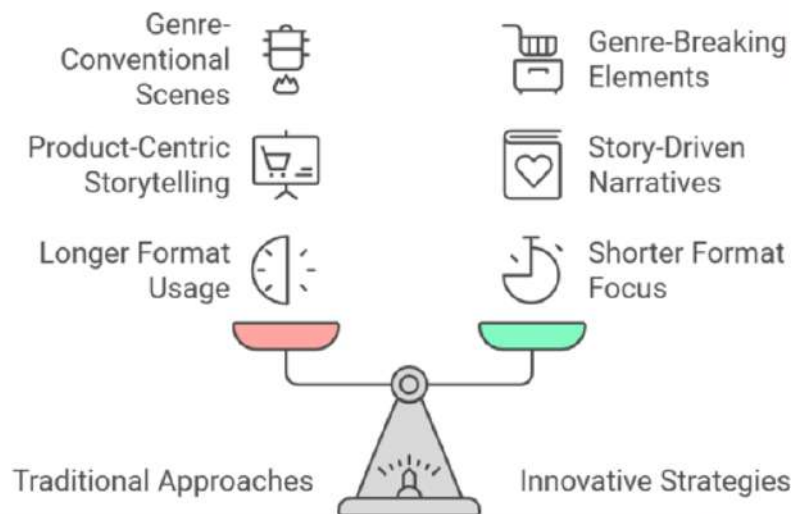


## GHAR KA KHANA , GHAR KA HOTA HAI

Ishita Shruti & Deepanwita Tripathy

Institute of Rural Management Anand (IRMA)

### Balance in Content Creation



### Core Takeaways

#### Low Product Integration:

Emphasis is placed on storytelling rather than on product imagery making emotional attachment

#### Long-Format Ad:

Defies conventions having 4:42 minutes of engrossing story narration

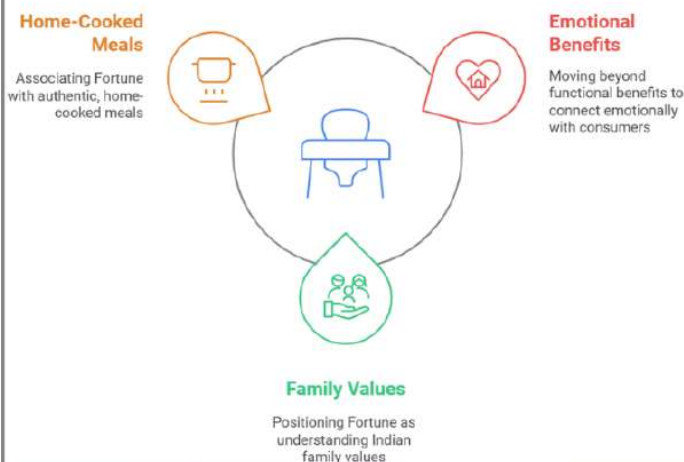
#### Category Disruption:

Shies away from leveraging stereotype home kitchen visuals instead articulates principles and family ties

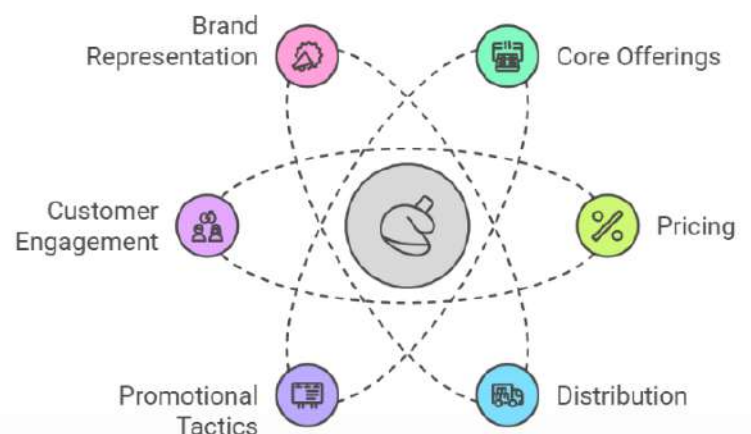
#### Cultural Resonance:

Celebrates customs and connections thus enhancing credibility

### Fortune Brand Positioning Strategy



### Strategic Strengths in Marketing



Ad link : <https://youtu.be/4O5Q4Z87epo?si=R4ida84pmBXGoKZ1>

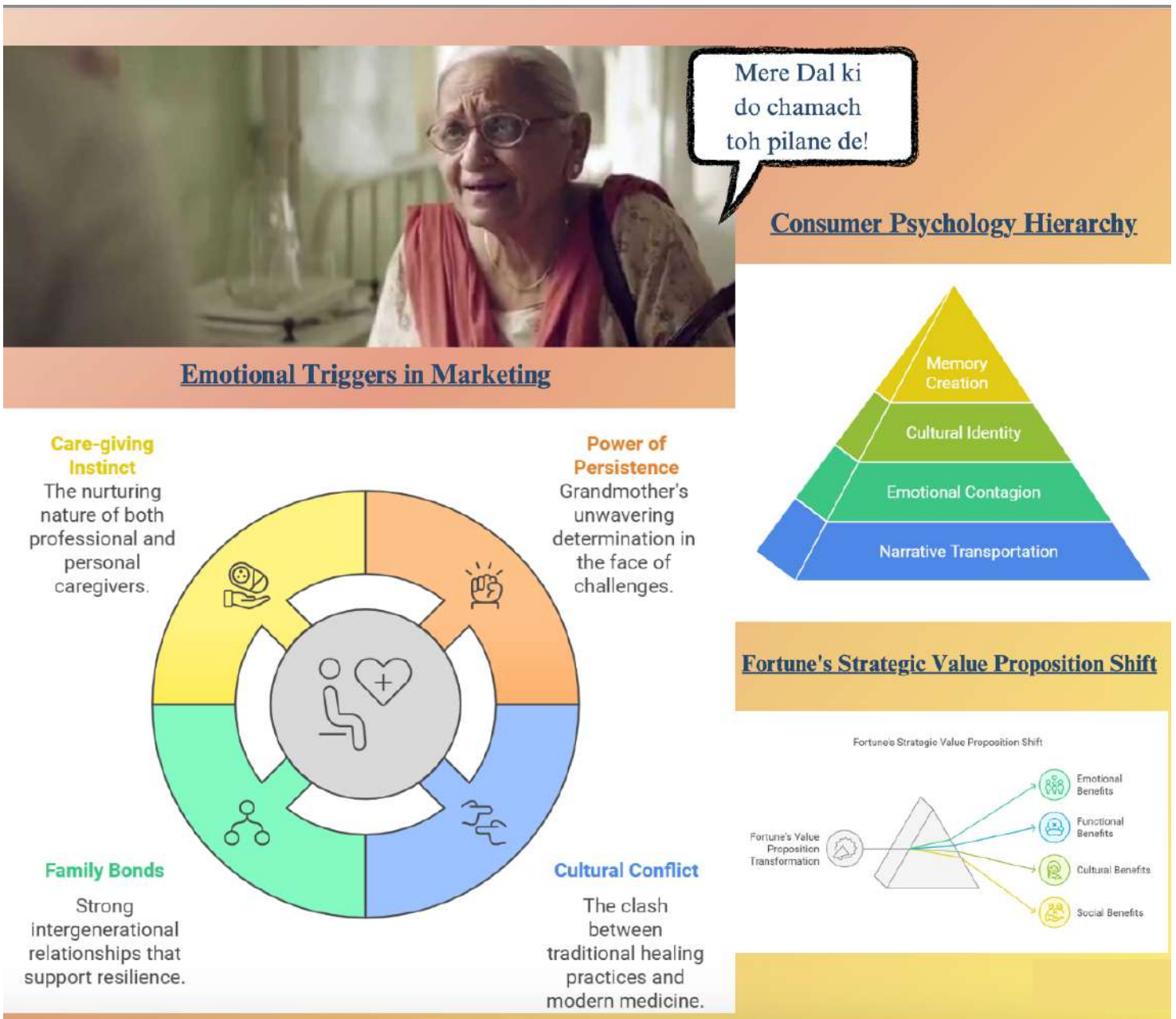
# FORTUNE



## GHAR KA KHANA , GHAR KA HOTA HAI

Ishita Shruti & Deepanwita Tripathy

Institute of Rural Management Anand (IRMA)



Ad link : <https://youtu.be/4O5Q4Z87epo?si=R4ida84pmBXGoKZ1>

# GOOGLE-LORETTA

## *PRESERVING LOVE THROUGH TECHNOLOGY*



**Dilshad S & Divyank Ranjan**

Institute of Rural Management Anand (IRMA)



Google's "Loretta" ad is a touching example of emotional storytelling in digital innovation, where commercials frequently seem transactional. Millions of people were moved by this campaign, released during the Super Bowl, one of the most in-demand advertising platforms in the world due to its reach. In addition to showcasing Google's technological capabilities, it showed how interpersonal connections and emotions can be intermingled with technology, helping us to cherish and fond our memories.



The "Loretta" advertisement is about an old guy who uses Google Assistant to save special memories of his late wife, Loretta. Viewers can enter the protagonist's world of love, sorrow, and hope because of the intimate environment created by the narrative voice and the sparse graphics. By presenting Google as more than a search engine, this personal narrative acts as an interface between a multinational digital conglomerate and individual consumers.

Rather, it presents the brand as a friend at the most intimate moments of life, able to preserve and cultivate the core of interpersonal bonds.

Loss of a dear one, whether it be your family, friend, relative, colleague, pet, idol, or even a stranger, changes our lives drastically. The loss of a loved one is the epitome of pain because life is often lived not solely for oneself but also for others. Sometimes, we fail to realize that the life we live is molded by the presence of our loved ones. When this realization dawns, it brings a wave of emotions—shock, anger, sadness, and eventually acceptance—as the stages of grief unfold. Ultimately, one finds peace with the thought of their loved one's absence. In this case, the grieving elderly man cherishes his late wife's memories and asks his Google Assistant to remember everything for him due to age-related memory problems, a cruel part of life that many face.

The commercial uses simple, minimalistic graphics with subtle movements and written cues. This minimalism guarantees that the story takes center stage, free from distracting visuals or dazzling effects. A gentle piano accompaniment to the images intensifies the story's emotional impact. The ad's moving message is accentuated by the music, which subtly evokes nostalgia in the viewer.

**Ad link :** <https://www.youtube.com/watch?v=PW6SocCjTMM>

# GOOGLE-LORETTA

## *PRESERVING LOVE THROUGH TECHNOLOGY*

**Dilshad S & Divyank Ranjan**

Institute of Rural Management Anand (IRMA)



Here's what you told  
me to remember

Loretta used to hum  
showtunes

January 25, 2020

Loretta's favorite  
flowers were tulips

November 27, 2019

Loretta had the most  
beautiful handwriting

July 2, 2018

Loretta always said,  
don't miss me too much, and  
get out of the dang house

May 14, 2017

Love, sorrow, nostalgia, and optimism are universal feelings that the campaign successfully evokes. It appeals to audiences of all ages, but especially to families, older people, and tech aficionados who view technology as an essential tool for capturing life's ephemeral moments. By allowing viewers to accompany the protagonist on her emotional journey, the ad's narrative cultivates empathy. It serves as a reminder to viewers of the priceless importance of keeping their own treasured memories alive for upcoming generations. The commercial touches a nerve by emphasizing a universal and unwanted reality—the unavoidability of losing loved ones—even for people who have not yet suffered such a loss. Google presents itself as a brand that is more than just useful. It is now a collaborator in recording history and fostering human connections rather than merely a tool for seeking or organizing. The ad speaks to a common yearning for the past by appealing to nostalgia. It serves as a subliminal reminder that although time cannot be changed, technology may help us save the important moments. Positive brand recall and emotional attachment are fostered by the "Loretta" campaign. It transforms Google into a company that cares about its users' most personal experiences in addition to solving problems, strengthening user loyalty and preference.

An excellent example of emotional marketing is the "Loretta" commercial. It goes beyond the transactional aspect of conventional advertising by portraying Google as an essential component of the emotional fabric of life rather than merely a product. Google establishes a strong connection with its viewers by demonstrating the ability of technology to preserve love and memories through its straightforward yet powerful story. The "Loretta" campaign serves as a reminder that, at its finest, technology is fundamentally human.

**Ad link :** <https://www.youtube.com/watch?v=PW6SocCjTMM>

# HAVMOR

## GOODNESS THE WORLD DESERVES



**Rishab Patawari**  
Great Lakes Institute of Management

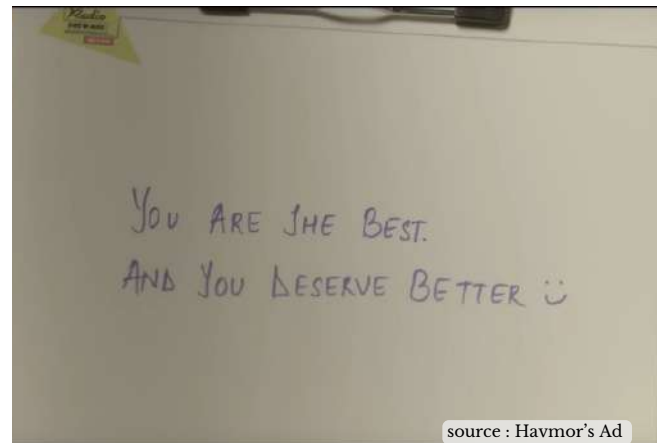


### Introduction:

Havmor's "Goodness the world deserves" campaign is a great example of emotional marketing. Unlike most of the ads that focuses on highlighting features/benefits of products, this Ad was designed to connect with audiences on a deeper level. This ad holds wonderful storytelling and banks on the emotions of empathy and joy.

### Ad Overview:

The commercial opens with RJ Akriti crying while driving. Then a male voice echoes, "Akriti, it's just not working," indicating a breakup and then instantly flashbacks reveal happy times with her partner singing and him tying a scarf around her neck. Returning to the present, Akriti angrily pulls off the same scarf and heads to work. At her office, her boss notices her distress. In the studio, Akriti removes a photo of her ex and her ring, masking her pain as she begins her radio session forcing a smile. However, she breaks down in tears which her boss sees and later on without saying a word, her boss leaves a writing pad with a note: "You are the best. And you deserve better :)" along with Havmor's Ice Cream under the pad. This cheers her up.



source : Havmor's Ad

### Emotional Strategy & Execution:

The ad at its core was "Small acts of kindness matter". The ice cream here symbolizes emotional relief and comfort.

#### Emotional Triggers:

- Empathy: Akriti's story is something viewers would relate to.
- Relief: Akriti's boss' simple yet considerate act helps uplift her mood.
- Hope: The ad shows that during difficult moments, goodness still exists (even in the form of an ice cream which you can enjoy)

### Target Audience:

The target audience of the Ad are Urban & Semi-urban consumers driven by emotions or are likely family-oriented. Akriti represents individuals masking their pain, while her boss embodies empathy towards her. The ice cream reinforces that small yet thoughtful gesture that can uplift others.

**Ad link :** <https://www.youtube.com/watch?v=CQ8144h068M>

# HAVMOR



*GOODNESS THE WORLD DESERVES*

## Marketing Integration:

Havmor, here positions its ice cream as a source of joy and emotional comfort. By integrating kindness into its branding, it sets itself apart from its competitors through emotional storytelling rather than focusing on the usual functional attributes of taste, quality, variety, sharing, indulgence etc.

## Brand Positioning Statement

“A piece of pure goodness that the entire world deserves.”



## Conclusion:

Havmor's "Goodness the World Deserves" campaign effectively uses emotional marketing to connect with its audience. By associating ice cream with key supports like comfort and kindness, the brand inspires viewers to appreciate small gestures, creating a lasting emotional bond.

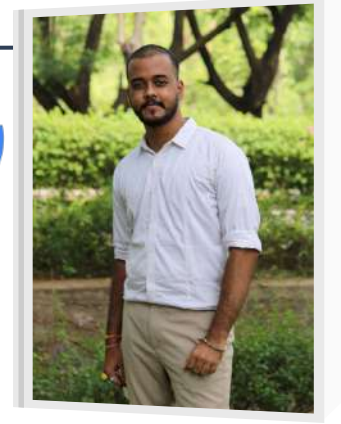
*Ad link : <https://www.youtube.com/watch?v=CQ8144h068M>*

Ad analysis

# GOOGLE PIXEL G

## JAVIER IN FRAME

**Manoj Kumar K S**  
VGSOM, IIT Kharagpur



*When humanity and technology intertwine, stories such as Javier's serve as an inspiration to the world.*

### Overview

Google's "Javier in Frame" advertisement that was shown in the 2024 super bowl has a perfect blend of groundbreaking technology and an emotionally-driven plot. It focuses on Google Pixel 8's Guided Frame feature helps blind users use sound prompts, vibration, and animations to take pictures with their device. It evokes an empowering and equally touching sensation that completely fits Google's narrative while ensuring an effective advertisement, as it relates to the global vision of the company.



### Tone and Storytelling

Javier's life is a beautiful source of inspiration and the ad indeed highlights an inspiring tale that people were able to relate with considering the hurdles he faced and the advancement of technology, which became a source of reassurance for him. The ad goes on to describe a high-tech capture feature through a simple expression of Javier's daily experience highlighting the struggle to deal with children's attention. This perspective illustrates a facet of technology that quickens the possibility of self-sufficiency and enhances confidence within a person and thus the advertisement is likely to be gripping and deeply engaging for people across cultures.



source : Deseret News



### Music and Visuals

To Javier's success the advertisement's music is of great importance as it highlights achievement and growth through a positive tune which swells in volume when Javier accomplishes his target. Color wise, the advertisement uses yellowish brown colors to portray realism and warmth in a natural environment. Seamless edits of Javier's day-to-day activities and the close up shots of the Pixel device create a link between the story and the groundbreaking functions of the product

**Ad link :** <https://youtu.be/wYPTZIFQoDQ?si=qUYOmdnffcaCZevV>

# GOOGLE PIXEL G

## JAVIER IN FRAME

### Marketing Impact and Key Metrics

Advert from a marketing angle was a great accomplishment. Its inauguration during the Super Bowl attracted over 110 million viewers. After the airing, it received over 4 million interactions across a bevy of social media platforms within 24 hours which instigated the debate on technology and accessibility. Additionally, the advertisement led to Google Pixel sale growth of 15% in the two weeks ensuing the airing of the commercial. The consumers who prioritize inclusivity registered a 20% gain in brand favourability which proves that the advertisement was able to portray a positive change to the brand.



### Integration of Marketing Concepts and Principles

Achievements from Kellogg School of Management, where it won the SuperBowl Ad Review, certified its tactical integration. The ADPLAN framework evaluation highlighted the advertisement as possessing strong attention, distinction, and brand linkage. The primary and emotional focus of the story and its originality broadened the appeal to different groups of audiences.

### Final Remarks

The advertisement 'Javier in Frame' by Google portrays the perfect blend of technology and people and resolves the issue that marketing is infusing a strong emotional story instead of a simple approach. The commercial was not only directed towards the promotion of Guided Frame feature but expanded further the idea and directions of Google as a creative and inclusive organization. Its strong presence in social media, better performance in sales data and numerous awards in marketing bring evidence of its success.

This particular advertisement goes to show the sheer strength in emotional based marketing by absolutely changing what would have been just an ad on the feature of a product to one that captivates and brings in so many audiences around the world.

**Ad link :** <https://youtu.be/wYPTZIFQoDQ?si=qUYOmdnffcaCZevV>

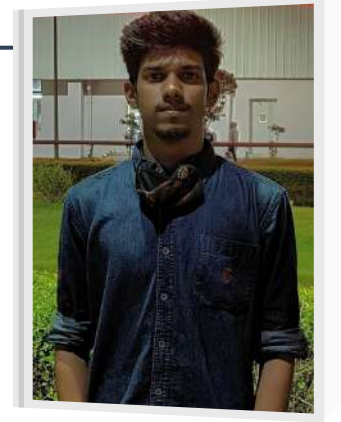
## Ad analysis

# HAVELLS



## WIRES THAT DON'T CATCH FIRE

**Vedant Anwekar**  
VGSOM, IIT Kharagpur



An advertisement that most of us remember after over a decade is a boy making tongs out of havells wires for his mother, making rotis in an open fire, and burning her fingers while flipping the rotis. We remember it because it struck a chord with every one of us. The inseparable bond between a mother and her son is a perfect tool to invoke emotions in the toughest of people. This advertisement perfectly utilizes this bond to convey the subtle message of the wires not catching fire by the voiceover.



source : youtube



source : youtube

This commercial showcases how creativity and ingenuity can help connect two virtually isolated ideas to form a beautiful and unforgettable message within 30 seconds. The ad leverages the everyday realities of Indian households to craft its narrative. The setting of an open-fire kitchen resonates with millions of families where cooking on a flame stove is routine.

The ad avoids overt selling, which often alienates viewers. Instead, it subtly demonstrates Havells' fire-resistant wires through an unconventional, almost playful act. The boy's usage of electrical wires near the fire does not feel forced and is instead a powerful metaphor for the product's key selling point. Showing the wires' resistance to the heat fire produces, Havells creates its promise of safety visibly and organically. Without flooding the audience with complicated technical terms, this indirect product demonstration is practical in the commercial. It summarizes the most important message: Havells wires are long-lasting, safe, free from fire hazards, and are called for in any house.

Unlike fear-driven safety ads that instill anxiety, this one imparts the message through positive emotion. The message leaves the viewer comforted, inspired, and emotionally attached to the brand. The brilliance of the commercial stands in its long-lasting power. A simple story with a decisive act of the boy making tongs guarantees an excellent recall value. People will remember the image of the wires near the fire, which is so important in the tagline. The story's emotional weight ensures that the audience associates Havells wires with fire resistance, trust, family values, and safety.

**Ad link :** <https://www.youtube.com/watch?v=eX4fnmAfgrc>

Ad analysis

# P&G SHIKSHA



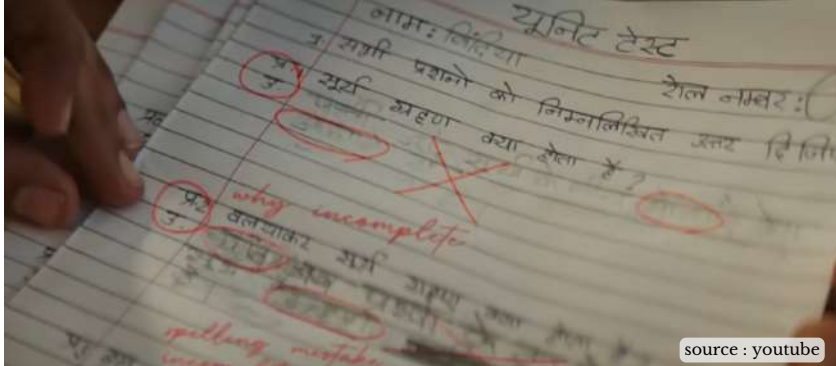
## THE BINDIYA STORY

**Vanimireddy Bhanu Teja**  
VGSOM, IIT Kharagpur



P&G Shiksha is one of Procter & Gamble India's flagships CSR programs with a focus on enhancing the availability of quality education to these underprivileged children. P&G Shiksha has very often placed the advertisement with real-life stories depicting children suffering from learning gaps and its effect on the lives of such children for evoking feelings of sympathy and encouraging the audience toward the cause.

The P&G SHIKSHA || Bridging the #InvisibleGap makes the use of emotional marketing very deep and establishes a strong brand preference. The advertisement is about the story of Bindiya, who is struggling to be in pace with her class mates. It starts by already hiding herself in the classroom; it showcases the fear and anxiety of Bindiya in her initial days. This inaudible, unsaid visual cue, free from any dialogue, so graphically depicts the "invisible gap" and how the "invisible gap" does leave an isolating, crippling impact on the psyche of a child.



source : youtube



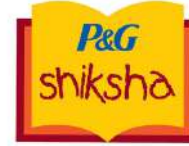
source : youtube

Other succeeding shots increase her struggle: she now not only hides under the bench but also behind the tree, showing how this "learning gap" has really had the impact on her self-esteem and well-being. These visual metaphors convey in the most powerful way, emotionally and socially, that this "invisible gap" relates to the audience at hand. The ad works sublimely in a highly subtle yet powerful way because it depicts not only how the "invisible gap" affects the hindrance of academic progress, but also the child as a whole, in areas of self-esteem, social engagement, and even belonging.

A turning point in the ad is when the teacher asks Bindiya's whereabouts since she didn't see her in the class. Bindiya, with a mix of innocence and fear, reveals that she is hiding because she doesn't want to be asked questions. This unexpected twist, served with a bit of humor, humanizes Bindiya's condition and makes the viewer feel sympathetic. The teacher, who is touched by the vulnerability of Bindiya, takes her to P&G Shiksha labs, which symbolizes a way to overcome the learning gap.

**Ad link :** [https://youtu.be/uJZNqQ4L6j8?si=T5g-x20\\_yeON\\_5wF](https://youtu.be/uJZNqQ4L6j8?si=T5g-x20_yeON_5wF)

# P&G SHIKSHA



## THE BINDIYA STORY

This storyline efficiently uses the emotional trigger for the building up of brand association. Through it, P&G Shiksha is introduced as a solution to all problems of Bindiya; this advertisement puts P&G at the position that can truly care about the children's well-being and be involved in the growth process. Therefore, such subtle integration of the emotional narrative with brand messaging further develops the brand value and provides an emotionally positive tie to the audience.

The ad further uses cinematography to magnify the emotional impact of the campaign. Close-ups on Bindiya's face give an impression of fear mingled with determination in her eyes, thus giving a complete view of her inner turmoil.

Besides this emotional appeal, the ad subtly presses viewers into introspection with regard to their responsibilities towards that learning gap. While placing the beneficial impact of P&G Shiksha initiatives in limelight, the ad subtly hints that viewers can make the same difference too perhaps through advocating education initiatives or choosing P&G products which help those causes.

At one go, the P&G Shiksha Bindiya advertisement is in all ways epitomizing the useful generation of brand affinity that emotional marketing can be, with its good narrative and impactful visuals and thoughtful add-on messaging. It puts its audience on an even higher plane of emotional experience. Rather than getting favorable perceptions towards the brands, it brings to influence their preferences while tenderly urging them to start thinking of their own contributions to eliminating the educational gap.



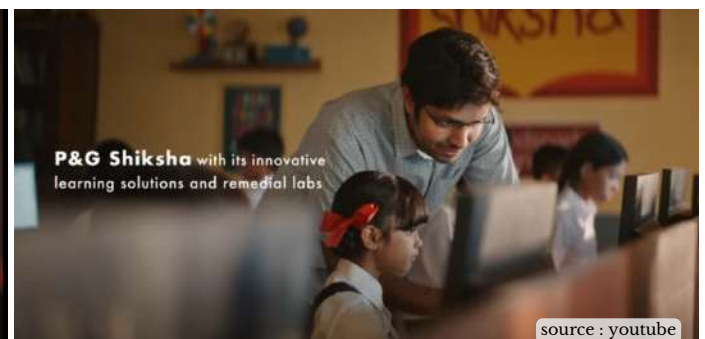
source : youtube



source : youtube



source : youtube



source : youtube

Ad link : [https://youtu.be/uJZNqQ4L6j8?si=T5g-x20\\_yeON\\_5wF](https://youtu.be/uJZNqQ4L6j8?si=T5g-x20_yeON_5wF)



# THE EMOTIONAL JOURNEY

*Tapping into emotions by Madizens....*

article / madazine 2024



## *From Marbles to Memories: How Nostalgia Marketing is Tugging at India's Heartstrings*

**An article by Ishika Mukherjee**

MBA student, VGSOM, IIT Kharagpur

"A take on how Indian marketers are utilising nostalgia to market their products"

## The emotional journey

*It's a hot summer afternoon in India. The sound of a street hawker shouting "Baaraf ka golaa" echoes through the air. You spot a brightly colored cart stacked with glass bottles of Banta soda, with its iconic marble clinking inside. For a moment, you're transported back to your childhood – sticky fingers, stained lips, and carefree laughter. That memory isn't just a personal treasure; it's the fertile ground on which some of India's most creative brands are building their strategies. Welcome to the world of nostalgia marketing, where the charm of yesteryears becomes the currency of today's connections.*



source : facebook

In a country as diverse and rapidly evolving as India, nostalgia offers a powerful pause button. Every now and then, something stops us in our tracks — a taste, a sound, a smell — and we're whisked back to a familiar place in our hearts. Brands are tapping into shared cultural memories to evoke emotions that transcend generations. Whether it's the joy of unwrapping a Parle-G biscuit, the excitement of playing Super Mario on a borrowed console, or the comfort of a mother's homemade 'aam panna', these experiences live in a collective time capsule. And smart marketers know exactly how to open it.

### The Taste of Childhood

*Imagine a glass of ice-cold 'aam panna' on a blazing summer afternoon.*

For a lot of us, those tangy, spiced drinks were lovingly created by our mothers or our grandmothers. When Paper Boat entered the beverage market, it didn't try to compete with flashy, carbonated drinks. Instead, it bottled the essence of Indian summers. Every sip of their Jaljeera or Kokum is like a time machine, one that sends you back to those afternoons spent under the neem tree's shade, sweat on your brow but a smile on your face.

Paper Boat's stories on their packaging — simple sketches of children playing hopscotch or chasing dragonflies — remind us of a time before smartphones, when joy was found in the smallest of things.



source : thehardcopy.co



source : flipkart

### The Golden Age of Indian Advertising

Advertising itself is undergoing a nostalgic revival. Remember the jingles of the '90s? "Washing Powder Nirma" or "Vicco Turmeric, Nahi Cosmetic" — they were more than ads; they were anthems of daily life. Brands are now revisiting these classics with modern twists. When Cadbury's Dairy Milk brought back the iconic "Kuch Khaas Hai" campaign, featuring a woman running onto the cricket field in wild celebration, it wasn't just a throwback. It was a reminder that joy, like chocolate, is timeless.

## The emotional journey

### Timeless Icons that Never Grow Old

*Some memories aren't just yours or mine; they belong to all of us.*

Take the little Amul girl with her blue hair and red polka-dotted dress. Her mischievous grin and puns have been gracing our billboards and newspapers for decades. When Amul brings her back, telling jokes about today's newspaper headlines, it feels like an old friend meeting us again. It reminds us that some things never change, such as the comfort of butter melting on a warm piece of toast or the laughter that bubbles up when a clever pun hits home.

And then there's Parle-G, the biscuit that has silently witnessed countless tea-time conversations. For many, it was the first treat they dunked into a glass of milk, watching it crumble just before they took a bite. Parle-G hasn't changed much over the years, and maybe that's why it still holds a special place in our hearts.

It doesn't try to be fancy or modern; it stays true to itself, like a dependable childhood friend who never lets you down.



### Games, Gadgets and Shared Joy

*Nostalgia isn't just about looking back; it's about sharing those memories with the people we love today.*

Remember the excitement of playing Super Mario on a clunky old console, fingers mashing buttons trying to save Princess Peach? When Nintendo released its classic mini consoles, it wasn't just for us; it was a chance to share that joy with our children. Sitting side by side, you can hear your child's giggle mirror your own, decades apart yet somehow connected by the same pixelated plumber.

Or think of those afternoons spent playing gully cricket, the stumps made of bricks, the tennis ball worn out from so many sixers. Today, apps are bringing those moments back in the digital world, letting us relive the joy even when the streets have grown silent. When you share those games with your child on a smartphone, you're not just playing a game; you're passing down a legacy of joy, of freedom, of a childhood that refuses to grow old.

### When Old Meets New

*Sometimes, nostalgia is served with a side of the latest technology, bringing the past to life almost immediately.*

As soon as Pokémon Go engulfed our smartphones, adults who used to watch Ash Ketchum chase Pokémon were suddenly on the same mission — but this time in real parks and streets. Finding a virtual Pikachu hiding under a banyan tree reminded us that some adventures never really end; they only evolve.

Even in fashion, nostalgia has left its mark. When Raymond revived the “The Complete Man” campaign, it wasn't just selling fabric; it was reviving the dignity and quiet strength that sometimes feels lost in today's hectic world. The image of a father tying his son's first tie, or a husband helping his wife drape a saree, is a reminder that elegance and love never go out of fashion.





## The emotional journey

### Bridging Generations with Stories and Smiles

At the heart of nostalgia marketing in India lies a simple truth: our memories are shared stories. Whether it's the excitement of unwrapping a Phantom Sweet Cigarette, the taste of a Rasna drink on a scorching day, or the pride of owning a pair of Bata shoes, these memories link generations. For a young person, it's a glimpse into their parents' world. For an older person, it's a bridge to the present.

Brands that understand this magic are creating campaigns that don't just sell products — they sell stories. Stories that remind us where we came from, stories that help us feel connected even in an increasingly digital world.



### Why Nostalgia Feels Right

In a rapidly changing world, nostalgia provides a comforting anchor. It reminds us of the smells, sounds, and tastes that shaped our identity. It connects a grandmother's memories of homemade gajar ka halwa with a child's first taste of Paper Boat's version. It blends the old with the new, tradition with technology, past with future.

Nostalgia marketing works because it feels personal. It feels authentic. It doesn't just whisper, "Remember?" It shouts, "Relive!" And in a world where everything seems fleeting, those memories become moments we want to hold onto forever.

*So, the next time you sip a chilled Banta soda, hear an old jingle on the radio, or share a bite of Parle-G with someone you love, know that you're part of a story. A story of memories, of connections, and of brands that know the best way to the heart is through the past. Feel that gentle tug on your heart. That's nostalgia — the beautiful reminder that some memories are forever, and some joys are timeless.*





*The Heart of Marketing:  
Emotions as Catalysts of Connection*

**An article by Manoj Kumar K S**

MBA student, VGSOM, IIT Kharagpur

"When brands speak the  
language of love and  
kindness, hearts listen and  
connect"



## The emotional journey

### The power of these emotions in marketing

In the kaleidoscope of human emotions, love and kindness shine as universal forces that transcend barriers. Modern marketing, with its ability to weave emotions into brand narratives, has discovered the transformative potential of these emotions. Campaigns rooted in love and kindness not only tug at heartstrings but also cement enduring relationships between brands and consumers.



source : freepik



### Love and Kindness in Marketing: Bridging Hearts and Brands

Emotions form the bedrock of effective storytelling, and few emotions are as universally resonant as love and kindness. Marketing campaigns that spotlight these values go beyond selling products; they inspire, connect, and leave a lasting impression. By highlighting shared humanity, such campaigns appeal to audiences on a deeper level, creating unforgettable experiences.



source : youtube

Consider the case of Google's 2021 Super Bowl ad, "Loretta." This heartwarming campaign showed an elderly man using Google Assistant to preserve memories of his late wife, underscoring how technology can preserve love and connection. Similarly, Cadbury's "The Girl and the Bus Driver" (2021) celebrated everyday acts of gratitude, reminding audiences of the beauty in simple gestures.

## The emotional journey

Another standout example is Coca-Cola's "Real Magic" (2021) campaign, which featured strangers performing random acts of kindness. By emphasizing unity in diversity, Coca-Cola reinforced its long-standing image as a brand that brings people together. Meanwhile, Airbnb's "Open Homes" initiative went a step further, offering free stays to refugees and frontline workers, turning kindness into a tangible impact.



Brands like Dove have also embraced love and kindness, with campaigns such as "#ShowUs" (2022) advocating for authentic representation of women and challenging beauty stereotypes. Dove's initiative resonated deeply, showcasing how love for oneself can be empowering. Similarly, P&G's "Thank You, Mom" campaign continues to celebrate parental love, reinforcing its role in life's most cherished relationships.

These campaigns underline the fact that love and kindness are not just feel-good emotions—they're powerful tools that foster trust, loyalty, and genuine connections between brands and consumers.

## Why Emotional Marketing Works

The effectiveness of emotional marketing lies in its ability to forge strong, memorable connections. Research supports this: a 2022 Nielsen report found that emotionally charged ads outperform rational ones by 31% in brand recall.

Moreover, 71% of consumers expressed a preference for brands that demonstrated empathy during challenging times (Edelman Trust Barometer, 2023). Campaigns leveraging love and kindness also tend to perform better in digital spaces, with click-through rates rising by 22% on average.

When emotions are authentically embedded into marketing strategies, they create moments that audiences not only remember but also share widely, amplifying a campaign's reach organically.



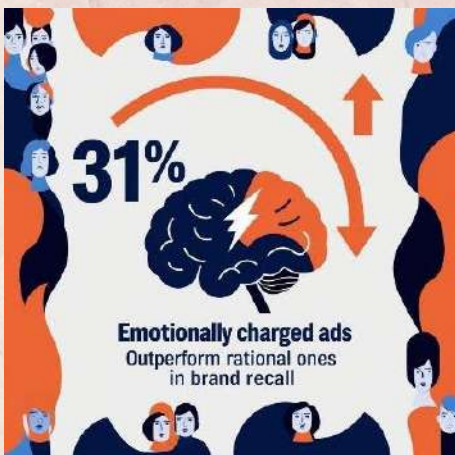
## The emotional journey

### Crafting Campaigns with Heart: The Dual-Edged Sword

Building emotional campaigns requires careful balance. On the one hand, evoking love and kindness fosters brand loyalty, inspires organic sharing, and enhances a brand's reputation as trustworthy and human. However, the authenticity of these campaigns is paramount. If a brand's message feels disconnected from its values, audiences may perceive it as disingenuous or opportunistic.

Moreover, over-reliance on emotional appeals risks losing impact over time. While heartfelt campaigns have immense potential, they must be complemented with other strategies to maintain long-term engagement. Measuring the Return on Investment (ROI) of such campaigns also remains a challenge, as emotional resonance is often intangible and hard to quantify.

Nonetheless, when executed thoughtfully, campaigns centered on love and kindness create a ripple effect, inspiring positive actions and leaving a legacy that goes beyond numbers.



source : nielsen



source : edelman trust barometer



source : neurosciencemarketing

### Leading with Heart, Inspiring the World

In the ever-evolving realm of marketing, love and kindness remain timeless tools for building genuine connections. Campaigns that embody these emotions don't just captivate audiences; they inspire movements, foster communities, and build legacies.

As we look toward a future where consumer decisions are increasingly driven by values, the brands that lead with heart will stand out. Let your next marketing story be one of love and kindness, and watch as it touches not just screens but souls, proving that when hearts connect, magic happens.



source : facebook



source : inc42.com



source : inc42.com



## *The Fear Factor: How Anxiety Drives Consumer Decisions*

**An article by Aritra Dasgupta**

MBA student, VGSOM, IIT Kharagpur

"Deep diving into the  
negative emotional triggers  
and how to leverage those"



## The emotional journey

Let's leave behind the world of love-struck couples, happy families, and nostalgia-laden memories for a moment. It's time to explore a darker, more primal force in marketing - fear and anxiety, as these are the emotions that tingle our "spidey buying senses" like no other.

\* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \*

*Imagine this: a parched farmer discovers a shower room in the middle of his drought-stricken village. As he quenches his thirst, others queue to collect the water in pots. The screen fades to a stark message: "Half the village drank the water in the time it takes one city person to shower." This thought-provoking campaign by Hindustan Unilever created anxiety and awareness about water shortage in India. A masterstroke that left viewers questioning their habits.*



source : youtube

source : afaqs.com



33 CRORE INDIANS SUFFER FROM ACUTE WATER SHORTAGE.



source : hul.co.in

This advertisement can be related to multiple offerings of HUL like Rin, which can "wash clothes with half the amount of water", and Magic One Rinse, a laundry product that helps "save three buckets of water" while rinsing clothes.

\* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \* DANGER \*

The use of vivid imagery is an effective way to build fear. World Wide Fund for Nature's campaign featured. A man with a fish head as a sign of reverse evolution that might occur if the climate change and ice melting continue at the current alarming rate.

The tagline? "Stop Climate Change Before It Changes You" The ad didn't just showcase a distant environmental issue—it personalized the threat, sparking anxiety that demanded attention.



STOP CLIMATE CHANGE BEFORE IT CHANGES YOU.

source : trendhunter.com



source : amazon.in

"Brush your teeth, or you'll end up in the dentist's chair!" Many of us grew up hearing this phrase from our parents, often accompanied by vivid warnings about the dentist's sharp tools and dreaded procedures. It was a clever way to instill the importance of dental hygiene through fear. Based on this, Colgate's ads go one step further by depicting animated germs attacking teeth and causing cavities and gum disease. These campaigns resonate deeply because the fear of dental problems is both relatable and immediate. Who wouldn't want to avoid painful procedures and protect their smile from these invisible threats?

## The emotional journey

By highlighting the problem and positioning their toothpaste as the hero, Colgate effectively reinforces the habit of brushing twice daily, turning fear into a proactive solution. Similar tactics are used by Lifebuoy through their “Germs Are Everywhere” campaign where imagery of children touching dirty surfaces drive the importance of handwashing.



source : amazon.in

Once upon a time, in the land of fast food, Burger King decided to put a Whopper on stage and let time do its thing. The burger gets more moldy daily until it looks like some crazy science experiment gone bad. But here's the twist: this ugly transformation was proof of their success, not a failure! The message was loud and clear: "No artificial preservatives here, folks!" By letting the Whopper decay naturally, Burger King emphasized our fear of overly processed food. They positioned themselves as the champion of real, natural ingredients.



source : norton.com

In the vast, shadowy world of the internet, danger lurks at every click. Hackers, malware, and identity thieves are like pirates ready to pounce on unsuspecting victims. That is why there is a need for Norton Antivirus, which promises to guard your data and defeat all online threats. Norton does not just sell software; it sells peace of mind. For when the internet seems rather Wild West, who does not want a trusty sheriff to keep their virtual town safe?

Picture this: a busy highway, a sudden swerve, and an all-too-familiar heart-pounding moment. But in a Volvo, the story doesn't end in disaster—it ends with a deep breath of relief. Known for their "Safety First" philosophy, Volvo's ads take you through the perils of the road only to showcase their life-saving features. It's not just about driving; it's about arriving—safely. With Volvo, you're not just buying a car; you're purchasing a guarantee to protect what matters most.



**Fear-based marketing taps into our primal instincts, forcing us to confront vulnerabilities we'd rather ignore. From saving water to protecting loved ones or ensuring personal safety, these campaigns don't just sell products—they sell solutions, peace of mind, and a chance to rewrite the narrative of "what if." Fear, when wielded responsibly, can be a force for change and awareness, proving that sometimes, the dark side isn't so bad after all.**



## *Grief to Gain : Harnessing Emotion in Modern Marketing*

**An article by Kavya Raghunathan**

MBA student, VGSOM, IIT Kharagpur

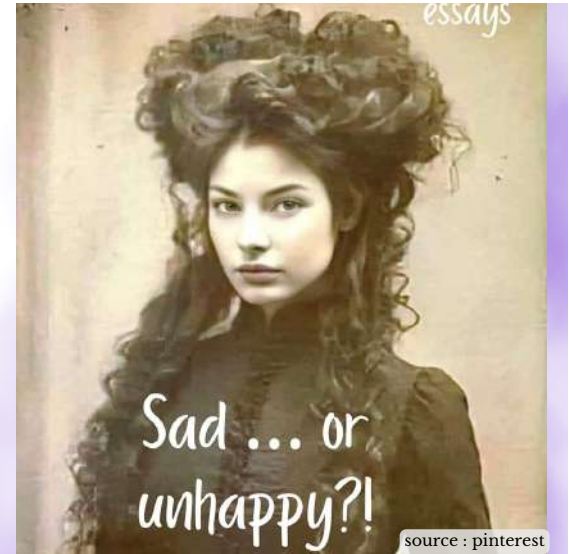
“Research analysis  
on how sadness or  
sympathy affects  
purchase  
decisions”



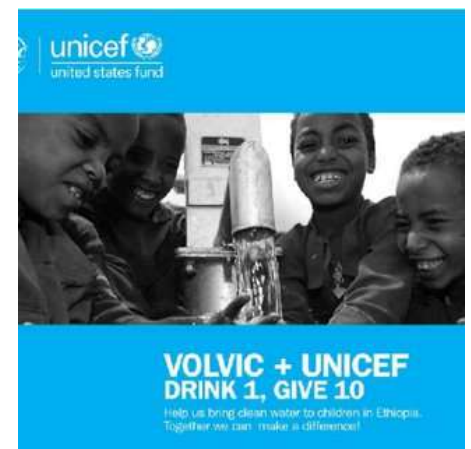
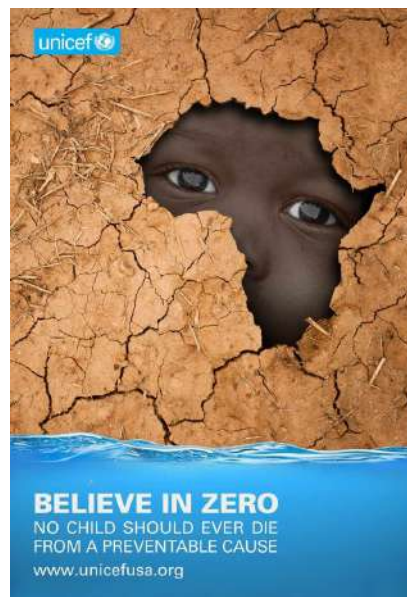
## The emotional journey

*We come into this world crying. The first emotion we present to the world is sadness. While it gives us our first breath, poets may interpret it as grief over leaving the womb forever. Sadness is always a less preferred emotion. After all, who wants to be sad? It is viewed as a journey, never the destination, unlike joy. Yet, sadness is far from a weakness—it is a profound part of the human experience, taking many forms ranging from regret to grief.*

Even though humans struggle to waddle through grief and pain, it is those emotions which we feel most real. For example, I feel most myself when I'm sad. As a result, a sad person appears more genuine. In contrast, a happy person might evoke skepticism, as their demeanor can sometimes feel performative or insincere. There is an authenticity in sadness that cannot be found in joy. Sadness carries a rawness, a truth that joy often lacks. If joy gives life meaning, sadness brings us closer to each other. Marketers, in their quest to connect with audiences, have leveraged sadness for decades to evoke empathy and influence behavior. This technique, deeply rooted in human psychology, has roots as far back as Aristotle, who identified Pathos as one of three modes of persuasion alongside Ethos (credibility) and Logos (logic).



Positive emotional advertising often works better than its negative counterpart in many contexts. Research by Dens & De Pelsmacker (2010) demonstrates that positive emotions in advertising typically lead to better outcomes in terms of brand perception and consumer recall. However, other studies have shown the surprising effectiveness of negative emotional appeals in specific scenarios. For example, Deborah & Nicole (2009) found that advertisements evoking sadness can lead to positive evaluations and enhanced attitudes toward the product.



source : unicef.org



Sadness, as an emotional response, arises from experiences of separation, loss, and failure. Research supports the idea that sadness appeals in advertising can effectively generate empathy and emotional immersion. Roozen's findings indicate that commercials leveraging sadness tend to perform exceptionally well, especially for for-profit brands. Moreover, Small & Verrochi (2009) discovered that depicting victims with sad facial expressions (as opposed to happy or neutral ones) significantly boosts feelings of sympathy, leading to higher donation rates. Similarly, anti-tobacco campaigns that elicit strong negative emotions like sadness and fear have been rated as some of the most effective public service announcements.

## The emotional journey

The power of sadness lies in its ability to unite people. Historically, sadness emerged as an adaptive response to loss, compelling individuals to seek support and connect with others. This innate drive for connection creates empathy, which in turn can lead to action. Charities understand this deeply—they know that when people care, they are more likely to act on behalf of others. Whether it is donating to a cause or supporting a brand, sadness has the potential to influence decision-making in profound ways.

Some advertisements serve as good examples of leveraging sadness effectively. Take the commercial of Pawfectly Made for example, ‘Tales of Love : Hridaan and Chikoo’. The ad narrates the bond between a young boy and his deceased grandmother’s pet and how the product helps them overcome their shared grief.



source : youtube.com



However, intentionally incorporating sadness into advertising requires a delicate balance. The perception of the brand should not be negatively affected. While sadness can evoke strong emotions, the challenge lies in converting it into action. In Ariel’s #ShareTheLoad campaign, a father regrets never helping his wife after seeing his daughter toil alone with chores. In Myntra’s ‘Bold is Beautiful’ campaign, a story of a single mother is expertly used to make us root for the brand. These stories leave us with the urge to do something, to make some change.

The use of diverse emotional appeals in advertising has become increasingly popular because emotions significantly influence consumer decision-making. When sadness is employed thoughtfully, it can be a powerful tool to create meaningful connections with audiences. By fostering empathy, sadness not only taps into the authenticity of human experience but also drives behaviors that benefit brands, causes, and communities alike. Ultimately, sadness is not just a journey—it can also be a catalyst for impactful action.



source : linkedin.com



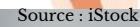
*Emotional Marketing:  
Unlocking the Potential of Pride*

**An article by Pallavi Singh**

MBA student, VGSOM, IIT Kharagpur

Pride in Marketing:  
Understanding Its Impact  
and How Companies Use It  
to Connect with Consumers

Pride is a complex and enduring human emotion tied to personal achievements, societal recognition, and self-worth. It emerges when individuals feel they have accomplished something valued by themselves or others, such as reaching a professional milestone, excelling in a skill, or contributing to a meaningful cause. Unlike fleeting emotions like joy, pride is long-lasting and strongly linked to one's identity and values. This emotion serves as a motivator, encouraging behaviors that enhance social standing and align with societal expectations.



From a psychological perspective, pride acts as a motivator that pushes individuals to strive for excellence, recognition, and societal approval. Research suggests that pride operates through an internal reward system that links socially valued behaviors or achievements to positive reinforcement. People feel proud when they perceive their actions to be aligned with what is respected or admired by others. This emotion not only boosts self-esteem but also reinforces behaviors that contribute to long-term goals, such as personal growth, leadership, and responsibility.

Source : shutterstock.com.2151366345

For instance, luxury brands foster pride by positioning their products as symbols of status and refinement. Fitness and wellness brands appeal to pride by celebrating personal achievements, like reaching health milestones or choosing a

disciplined lifestyle. Through this emotional connection, pride enhances brand loyalty and encourages repeated engagement with products that reinforce an individual's sense of worth.

## The emotional journey

### How Companies Use Pride in Marketing

Businesses leverage pride as a central theme in their advertising campaigns to connect deeply with consumers. Apple, for example, appeals to pride by associating its products with innovation and creativity, positioning them as tools for forward-thinking individuals. Nike uses pride in its “Just Do It” campaigns by featuring stories of resilience and success, motivating consumers to see their victories reflected in the brand. Patagonia channels pride through sustainability, encouraging consumers to embrace environmentally responsible choices and feel proud of their contributions to a healthier planet. Such campaigns highlight the multifaceted ways companies utilize pride to foster emotional connections with their audiences.



Source: iStock by Getty Images

### The Future of Pride-Driven Marketing

The future of pride-driven marketing lies in its adaptability and alignment with societal values. Sustainability will remain a key focus as brands increasingly emphasize collective pride in addressing global challenges. For instance, Tesla links its electric vehicles to environmental stewardship, encouraging consumers to take pride in adopting cleaner technologies. Beyond sustainability, campaigns will continue to promote pride in diversity, innovation, and personal growth. Educational platforms celebrating self-improvement, health brands emphasizing well-being, and technological innovators driving societal progress will increasingly leverage pride to inspire action. This emotion's ability to connect individuals with broader goals ensures it will remain a vital tool in marketing strategies that aim to foster loyalty, inspire change, and contribute to a better world.

# ANGER

*Why do Popular Brands use Anger for Marketing ?*

**An article by Neelam Esha Manogna**

MBA student, VGSoM, IIT Kharagpur



"Anger, when channeled effectively, can ignite a fire for justice, driving awareness and inspiring meaningful change."



## The emotional journey

Anger in marketing can sometimes be used to reach into those deeper, powerful emotions that motivate people to action and engagement. It creates a sense of urgency, This will prompt individuals to take quick action in resolving the problem or injustice. Raises awareness, Through highlighting problems and injustices, brands raise the consciousness of vital social or environmental.

Building Community, Shared anger can unite people around a common cause, building community and solidarity. Driving Change, Anger can be a driver for change, motivating people to act and make a difference. Generating Buzz, Controversial or provocative campaigns can generate buzz and attract attention, making the brand more memorable. Emotional Impact, Anger, like other strong emotions, can create a lasting impact, making the campaign more memorable.

Here are a few companies that have successfully tapped into anger or frustration to drive engagement and spark real conversation: Nike, In their "Dream Crazy" campaign, which featured Colin Kaepernick, the company touched on issues pertaining to social justice that created both anger and support. Pepsi, The "The Pepsi Challenge" campaign sparked criticism about using protest imagery, which many felt demeaned social movements. Dove, The "Real Beauty" campaign used anger over the unattainable beauty standard to promote self-acceptance and body positivism. Lets explore some of the most popular brands which used Anger marketing as their strategy.

### Uber's Anti-Racism Billboard Campaign

To celebrate the 57th anniversary of the March on Washington, in August 2020, Uber started its Anti-Racism Billboard Campaign with a central message on its billboards: "If you tolerate racism, delete Uber."

Its intention was to exhibit 13 billboards in major cities throughout the U.S. as an effective action against racism. The campaign also included commitments from Uber, such as developing educational programs for drivers and riders, establishing a working group to identify bias in its products, and investing \$10 million to support Black-owned businesses.

However, the campaign received mixed reactions. While some praised Uber for addressing racial inequality, others criticized it as opportunistic, especially given ongoing concerns about Uber's labor practices and allegations of price discrimination in predominantly non-white neighborhoods.



**"IF YOU TOLERATE RACISM,  
DELETE UBER"**

### Patagonia's "Don't Buy This Jacket" Campaign: Black Friday and the New York Times

The "Don't Buy This Jacket" campaign from Patagonia was a rather bold statement that it launched against consumerism and environmental impact, beginning on Black Friday in 2011. For instance, there was a full-page ad published in The New York Times headlined "Don't Buy This Jacket," reminding consumers to consider the environmental price of their purchase. This ad formed part of the Common Threads Initiative by Patagonia that advocates for reducing the consumption, repairing items, reusing, and recycling. The campaign strove to raise awareness regarding clothing's footprint on the environment through raising more sustainable consumerism guidelines.

Patagonia's message was clear: lighten our environmental footprint by consuming less. The campaign was a call to action both for businesses and consumers to make more environmentally conscious choices.



**"DON'T BUY THIS JACKET"**

# PUZZLES

A close-up photograph of a man with a dark beard and mustache, wearing a dark pinstriped hat. He is holding a magnifying glass over his right eye, which is significantly enlarged by the lens. The background is dark and out of focus.

**WORD SEARCH**

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**CROSSWORD**

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**TAG A BRAND**

ANSWERS TO ALL PUZZLES WILL BE RELEASED ON  
OUR INSTAGRAM AND FACEBOOK PAGES NEXT WEEK

# WORD SEARCH

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| S | X | A | G | U | S | X | V | U | Z | P | A | O | E | N | R | S | C |
| G | W | S | L | A | C | Z | B | G | K | N | F | M | F | O | M | O | R |
| X | S | T | A | S | B | R | A | N | D | L | O | Y | A | L | T | Y | Y |
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| T | J | W | U | E | H | A | P | P | T | I | E | U | I | P | Q | P | E |
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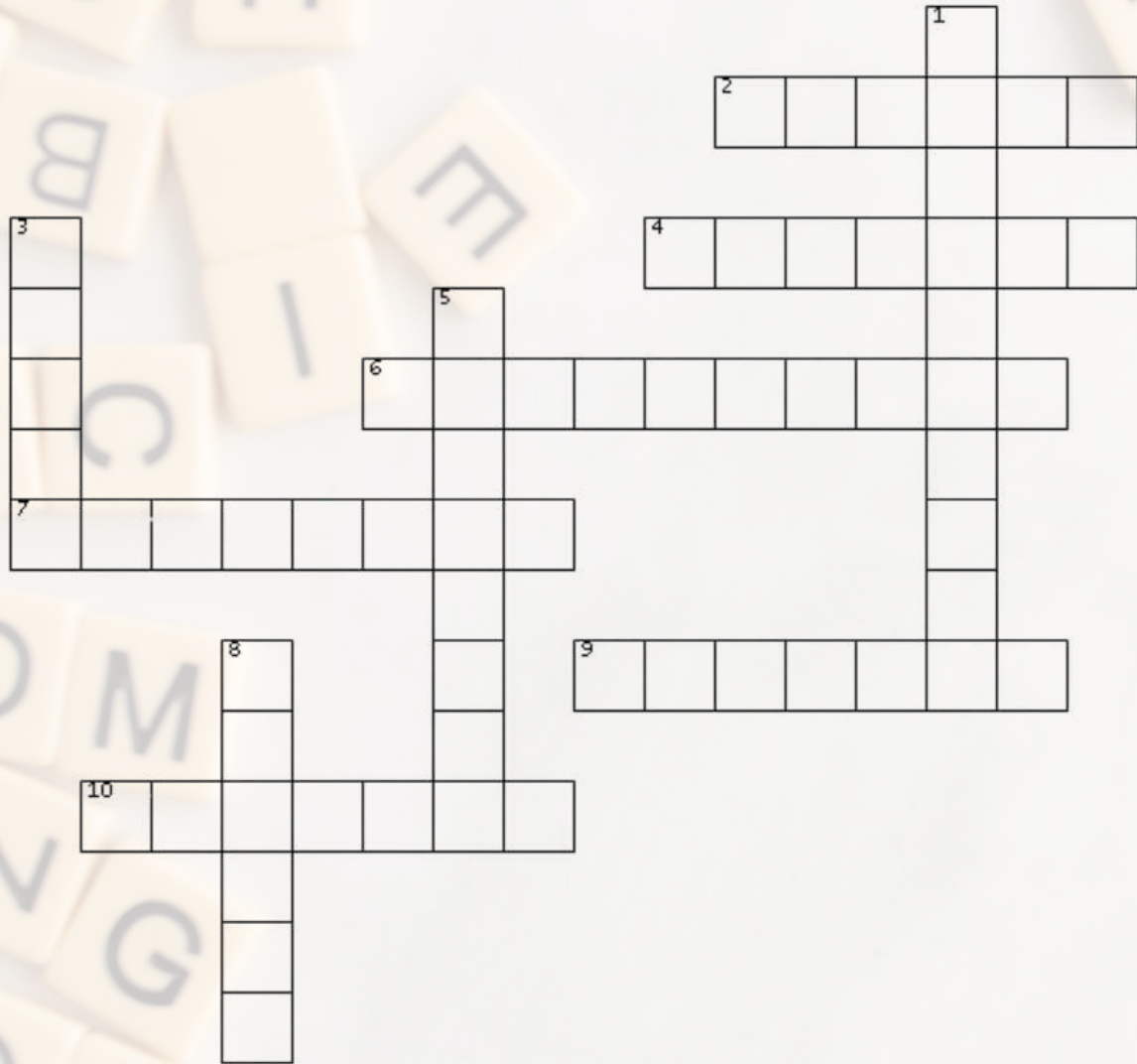
BRANDING  
INSPIRATION  
ASPIRATION  
NOSTALGIA

TRUST  
FOMO  
TARGETED  
APPEAL

MEMORABLE  
REACTION  
CREATE-BUZZ  
MILESTONE

PSYCHOLOGY  
BRAND-LOYALTY  
STORYTELLING  
FAST-ACTION

# CROSSWORD



## ACROSS

2. A scale that measures the respondent's agreement to a certain thought, opinion, idea etc.
4. This brand used Priyanka Chopra to endorse their luxury mangal-sutra for the modern Indian woman
6. Procter & Gamble's entry into potato chips (Pringles) is this type of diversification strategy
7. A part of PEST analysis
9. A part of the customer value triad.
10. One of the 4 P's

## DOWN

1. A cluster of complementary goods and services that are closely related in the minds of consumers but are spread across a diverse set of industries.
3. A part of McKinsey 7-S Framework
5. \_\_\_\_\_ marketing recognizes that "everything matters"
8. A focus on the product rather than on the customer's need is called marketing \_\_\_\_\_

# Guess the Brand from the Tagline

- OPEN HAPPINESS
- KUCH ACHA HO JAYE
- BEAUTY BAR OF FILM STARS
- HAR GHAR KUCH KEHTA HAI
- THE COMPLETE MAN
- LET'S CHANGE BEAUTY
- TYRES WITH MUSCLE
- DIMAG KI BATTI JALA DE
- KHAYAL AAPKA
- THE NAME YOU CAN BANK UPON
- HUM MAIN HAI HERO
- AB HAR WISH HOGI POORI
- INDIA KI APNI DUKAAN
- YEY DIL MAANGE MORE
- TASTE OF TRADITION!
- JUST DO IT
- TASTE THE THUNDER
- THE KING OF GOOD TIMES
- ENDURING VALUE
- THE MINT WITH A HOLE

# FUTURE

*Of emotional marketing*

## EMOTIONAL MARKETING 2.0: WHERE TECHNOLOGY MEETS THE HUMAN HEART

*In a small, bustling workspace, a brand strategist pondered over a challenge that echoed across industries. While technology had brought efficiency, it seemed to leave something behind—human connection. The question wasn't just about selling more; it was about building lasting relationships with customers.*

### A New Era of Connection

Emotional marketing has always been about storytelling and empathy, but the future holds something even more transformative. The integration of advanced technology is rewriting how brands connect with their audiences. The journey is no longer linear—it's dynamic, interactive, and deeply personal.

Imagine a world where artificial intelligence can not only predict purchasing behaviors but also understand emotional cues. Sentiment analysis tools now scan reviews, comments, and even tone in communication to identify what customers feel. This data allows brands to craft messages that resonate at a deeper level, creating experiences that feel genuinely tailored to individual emotions.



source : gettyimages

### Technology with Empathy

Consider a virtual assistant embedded within a brand's platform. Instead of providing generic answers, this AI-driven companion greets users warmly, recalls past preferences, and suggests solutions that feel personal. It becomes more than a chatbot; it becomes a confidant, forging emotional bonds with customers who feel heard and valued.

Augmented reality is also reshaping emotional marketing. Brands are using AR to create immersive experiences that spark joy, curiosity, or nostalgia. Customers can visualize products in their homes or virtually "try on" items, bridging the gap between online convenience and emotional engagement.

# FUTURE

## *Of emotional marketing*

### Real-Time Emotional Insights

Biometric technology is paving the way for real-time emotional marketing. Wearable devices and sensors track physical indicators like heart rate, skin response, and facial expressions. These insights reveal emotional reactions during key touchpoints, enabling brands to adjust strategies on the fly.

For instance, a website redesign might be guided by data showing which layouts evoke excitement and which frustrate users. Packaging designs could be informed by biometric responses to unboxing videos, ensuring each detail resonates emotionally.

### Balancing Innovation with Ethics

While technology offers immense potential, it also raises important questions about privacy and ethics. Emotional marketing must tread carefully, using these tools responsibly. Trust remains the cornerstone of any emotional connection, and transparency is vital. Brands that prioritize consent and authenticity will stand out in this evolving landscape.

### A Future Defined by Connection

The future of emotional marketing isn't about replacing human connection with machines—it's about enhancing it. By blending empathy with innovation, brands can create experiences that are not only efficient but also profoundly meaningful.

In this new world, customers won't just buy products; they'll feel understood, appreciated, and connected. And in an age where emotions are the ultimate differentiator, those connections will be the key to enduring success.



Because at the heart of every technological advancement lies a simple truth: emotions will always drive decisions, and brands that honor this will lead the way.

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VGSOM 2024-26

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**Aritra Dasgupta**



**Diksha Chakraborty**



**Harneet Kaur**



**Ishika Mukherjee**



**Kavya Raghunathan**



**Lakshmy V**



**Madhubani Kulabhi**



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**Koka Sai Bindu Chandrika**



**Mayank Agrawal**



**Pritha Bhattacharyya**



**Sandhya V**



**Swagata Banerjee**



**Yamini Raj**

*"The best marketing campaigns are the ones that trigger emotions - and that doesn't have to be sadness. It can be joy or laughter or anything that makes a person remember you because you made them feel special"*

~ **AMY KELLY**

EMEA marketing director at User Testing



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