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# The Emotion Age

## And Its Effect In Advertising

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## Summary

The economy has been continually growing and changing and has, since the time of the industrial revolution, gone through many different stages such as the knowledge economy and the intangible economy, to get to the experience economy we live in today.

Economics no longer revolve around the target groups' needs and wants only, but in a more and more prominent way around feelings and experiences. People want to live an experience and feel the emotions, and this will gradually work its way into economics and specifically the way companies communicate with their customers.

Important factors that play a role in this experience economy are media and technology, branding, communication, and entertainment. This paper addresses the question how feeling and emotions will affect the marketing of today, and how this is represented in advertising. I give the examples of the advertising campaigns of two companies who embarked already on a feeling, emotion and experience-based advertising campaign and seem to be trendsetters in the advertising of what I would like to refer to as the emotion age.

These companies are using the newest technology and media for their branding and communication, and the feeling the consumer gets from their advertisements may be the basis for a new world of advertising, creating feelings and emotions worth to remember.

## Preface

During the graduation project, I looked into the subject of imagineering. This is the idea of experiential marketing that has been put into use in the world of theme parks. I had already read the book "Experiential Marketing" by Bernd Schmitt, and that book and its topic had interested me very much. The combination of Project, the subject of Imagineering and the book on experience marketing made me decide to study the topic further.

For my graduation project I had done the visual presentations and the house style for the project organic Rotterdam<sup>1</sup>. I wanted my thesis to also cover visual communication, and make this thesis an extension of the graduation project. I personally found branding and advertising very interesting and that is also the direction I would like to take in a future career. Thus I thought of the idea to look into advertising in an experience economy and tried to imagine with direction this will take in the future.

I would like to thank Vianney Meriana and all my colleagues at DBCCreates for all their help throughout the project. I would also like to thank Mr. Daniel Russell for his help and advice for my thesis. Last but not least I would like to thank family and friends and in particular my parents for all the support and help they have provided throughout my studies.

Jori van den Munckhof, Leiden, 23<sup>rd</sup> May 2007

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<sup>1</sup> House style and Visual Presentation: see Appendix to the graduation project report (in the Annex)

# O. Introduction

This paper will explain what I consider to be the emotional age and what its effect is on the world. Specifically this paper will look into the world of advertising and see how it is starting to be affected by the emotional age, using practical examples.

The entertainment business is becoming a large and important part of our economy. The goal of this paper is to gain insight into what feeds this entertainment economy and why this shift towards an entertainment economy is being made. Making use of this shift, we should adapt our advertisements to follow this trend. For this we need an understanding of this economy and what the target group wants and needs.

The emotional age will be defined by use of information from books, Internet and papers covering subjects such as experiential marketing, imagineering, and the dream society. The link will be made to advertising through use of examples from the real world, with a specific focus on visual communication.

First, the paper will define the emotional age and how the shift has been made towards it from the industrial revolution through to informational society. Secondly, an analysis will be made of the experience economy, looking at media, branding, communication and entertainment.

The paper will look in particular into advertisement campaigns and how these are changing due to the effects of the emotional age, and making use of the fast growing entertainment economy.

For the practical assignment<sup>2</sup> I created the visuals for a presentation and developed a house style for a project that is closely linked with imagineering. With this experience I gained insight that helped me to better address the above issues.

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<sup>2</sup> See Appendix 1 - Graduation Project Report

# 1. From Industry to Imagination

The economy of the world has been developing from as far back as the time of trading societies. However, we can only speak of a global economy since the beginning of the industrial revolution in the 19<sup>th</sup> century.

This global economy is continually changing and expanding, and has been going through many different stages to become the consumer based global economy we know today.

One of the more important stages started because of the development of information technology in the late 20<sup>th</sup> century. This allowed “global” economy to take on a whole new meaning with the introduction of the World Wide Web, with all the information anyone could need just a mouse click away.

But what can we expect for this new 21<sup>st</sup> century economy we are now on the dawn of? We have access to any information we want online 24 hours a day. Although not all goods and services maybe in our economic reach, we can see via all this information available how other people go through new experiences and create new ideas, and we can see their personal experiences on the web or on television. The emphasis is not only on the goods and services anymore. The question is: what are the new wants and needs of today’s consumers?

## 1.1 Industrial revolution

In the 19<sup>th</sup> century the industrial revolution started a chain of events that would change the world as we know it. The First Industrial Revolution started in Britain and the effect spread quickly throughout Europe and North America.

The impact on the society of that time was enormous. At that time an economy based on manual labour, quickly changed into one that was based on manufacturing efficiency by use of machinery. This allowed local economies to expand, and larger and more global business to develop.

The second revolution soon followed in the beginning of the 20<sup>th</sup> century with the development of electrical power generation and this boosted these economies further.

The industrial revolution has shaped the world into one in which we live today, revolving around business and economics. These businesses are continually changing and developing to fit into today's economy, and satisfy consumers' wants and needs.

## 1.2 Information Society

The information society started in the late 20<sup>th</sup> century, after the industrial age, with the development of information technology.

After the 1980's it became more and more important for consumers and companies to have information, and so information started to circulate around the world. This was especially fuelled by the launch of the World Wide Web in 1992.

The advancement toward this age had already been visible since the mid 20<sup>th</sup> century with inventions like the telephone, radio and television. This age is also often referred to as the post-industrial society<sup>3</sup>.

By the time this information society started in the 1980's other information media developed and became more important. At that time, companies had internal and external magazines and started to make the information known to employees and the public. Television also developed strongly and people went from having one television set in their household to one in every room.

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<sup>3</sup> "A post-industrial society is a society in which an economic transition as occurred from a manufacturing based economy to a service based economy, a diffusion of national and global capital, and mass privatisation. The perquisite to this economic shift is the processes of industrialization of liberalization. This economic transition spurs a restructuring in society as a whole." – George Ritzer

After the information became readily available around the world, people started to consider this information and put it into use. This information society leads into what we could refer to as the knowledge economy. The information society and knowledge economy ended around the year 2000 and developed into the economy we know today as the intangible economy.

## 1.3 Intangible Economy

Scientists and economists refer to the economy we live in today as the intangible economy. This economy is a service-based rather than a product-based economy.

In a service-based economy 3 new P's are added to the marketing mix. Besides product, place, price, promotion we now also have people, physical evidence, and process. These three new P's are explained as follows: People refers to all people involved directly or indirectly with the consumption of the service, e.g. employees and the management team fall into this category. Process refers to the procedure, or the flow of activities, which allows the business to deliver its service. Physical evidence refers to the quality and the surroundings in which the service is provided. This physical evidence refers to tangible goods (i.e. its physical offices/location), which helps the venture to communicate and carry out the service. It can also be the intangible experience of existing customers; the venture uses this "positive experience" to market towards potential customers.

The intangible economy relies on 4 factors; knowledge assets, collaboration assets, engagement assets, and time quality. Knowledge assets are what companies know, and how a company puts that knowledge to use. Collaboration assets are whom companies interact with to create value. A company's engagement asset can be defined as the level of energy and commitment that the company puts into its product or service. Time quality refers to

how quickly value is created. These are the four resources that companies operating in an intangible economy can use to have a competitive advantage.

Good examples of the shift from information society to the intangible economy are Microsoft and Google. Microsoft was the leader in the information age, but as economy shifted Google has become its leading competitor, since it runs its company on intangible economy principles. Being a search engine, Google runs its entire company on the idea of knowledge and putting it to good use. It has also started collaborating with Mozilla Firefox to create an added value. For Mozilla Firefox and Google this helped boost their stock values, and let them operate in a larger market. For the consumer this means that the Google search toolbar comes embedded in Mozilla Firefox, allowing users to easily search information, and Google gets technical support from Mozilla, allowing its search engines to become more efficient and user friendly. Mozilla also has many add-ons for better searching though texts and these can now be used efficiently as a result of the combination of the two companies.

## 1.4 Imagination Age

The important question is how this intangible economy will develop in the future, and what is the next step in this process of development of economies and needs and wants of consumers?

In their book *The Experience Economy*, Pine & Gilmore talk of 4 stages in progression of economic value; commodities, goods, services, and experience. Using the example of coffee, these steps can be clearly explained. When you have just coffee beans, you have a commodity. Once you grind and package the coffee, you have sellable goods. A service is when the coffee is brewed and served to you. An experience is adding a feeling to these goods and services; a good example in the coffee branch is Starbucks Coffee, where the environment of drinking it is an experience and feeling we want to share.

According to Schmitt, an experiential-orientated company focuses on creativity and innovation. The organisations will have a good overall view on long-term trends, and can pay attention to its physical environment. This organisation generally views employees as human capital, and is therefore also very interested in promoting its employees' experiential growth.

In his book *Experiential Marketing*, Schmitt speaks of five forms of marketing for an experience-orientated company. Sense marketing plays into the consumer's five senses and provides pleasure and excitement. Feel marketing can play into the moods and emotion of

the consumer, and through these moods can create an experience around a certain brand. Think marketing is used to engage consumers' creative thinking, providing the right motivation to think about certain aspects of a brand and everything around it. Act marketing strategies are designed to create customer experiences related to the physical body; act marketing looks at patterns in people's behaviour and life-style. Relate marketing revolves around the fact that people in general always feel the need to be a part of something. Relate marketing plays into this; customers view a certain brand as the centre of a certain social organisation and this brand can therefore fulfil their need for a social identity.

Although experience marketing touches upon invoking a feeling with people, this feeling is related to the experience and not the emotions that people feel. Marketing in an emotion age is making use of the emotions of people, which may drive them into using certain brands.

In an experience economy some relatively new developments in companies are important; media, branding, communication, and entertainment. These will be covered in the next Chapter, The Emotion Age.

## 2. The Emotion Age

### 2.1 Media & Technology

The most important shift in media happened mid 20<sup>th</sup> century with the dawn of mass media. Today we cannot imagine a world without countless media; television, radio, Internet, magazines and telephone, to name but a few. Media was greatly enhanced with the coming of the information technology and digital technology. With this came Internet, and the computer graphics we see today. Personalized gadgets are now must-haves, for example mobile phones, palmtop computers, laptops, and mp3 players.

There is also a visible convergence of media. We are already able to do almost everything over the Internet; shopping, downloading, taking care of personal matters such as banking, or finding information. We also can have almost all our gadgets in one easy to carry and use item; mobile phones have built-in digital cameras, mp3 players, can access Internet, and even do word processing.

This surge of new technology in mass media is an effect of consumers' needs created by the information age and the intangible economy. We want to be able to access any information from any place at any time, and we want to also be able to record information for later reference at any time. For service we look to the Internet. The fast growing Internet economy is all service

oriented; shopping from the comfort of our homes, packages are delivered sometimes even the same day. We choose at which websites to do business based on experiences of other users.

Even in media we can now see a shift towards the importance of feelings and emotions. With our mobile phones, we can SMS any feelings or thoughts at any time to a friend, or call them anytime we are stuck in traffic and bored. Everywhere we go we can take pictures to remind us of our experiences, and as we travel with our phones making calls and sending great pictures to friends, we can listen to our favourite songs, which allow us to experience life almost like a movie, with a soundtrack to fit the mood.

In television we can also see a shift to more personal programming. Reality television shows the consumer other people's experiences, and through this television we can see real feelings and emotions. Many programs are starting to follow and have "reality" embedded in them. We are eager to share this viewed life that we see in reality shows in which people go through ranges of emotions, and for some of them we would even like to experience this ourselves.

On Internet many people have personal pages, for example on msn, my space, and hyves. This way we can stay in contact with friends, and show them how our day was. Even politicians have web logs to let the people now how they were doing that day. This plays into people's feelings of being in contact and sharing their feelings with each other.

In electronic games companies simulate the reality as much as possible going as far as playing live tennis in your living room (such as with Nintendo wii) and they try to bring the emotions into the game.

## 2.2 Branding

The term branding comes from the idea of “burning” qualities and attributes into the minds of consumers, in order to yield an emotional relationship and loyalty. Branding, as we know it today within companies, started with P&G (Procter and Gamble) in the 1930’s.

Although branding started purely as a mark to identify a certain product or company, it has evolved since the 1930’s to being symbolic of the information connected to a company, and encompasses not only such things as the logo, slogan, and design scheme, but also sounds, values, ideas, and personality.

Nowadays brands are becoming more and more important. Everything is becoming a brand and brands are everywhere, even in places we wouldn’t have considered previously, such as movies (Titanic, Lord of the Rings, and Pirates of the Caribbean) or in the non-profit sector e.g. schools (Harvard, Inholland), hospitals, and museums (Guggenheim).

Today, brands also contain many sub-conscious characteristics, including things such as qualities and emotions contained in a consumer’s relationship with the company, product or service. Companies play into this, and work hard to build relationships with consumers.

The latest way in which to play into this is through the use of the experience marketing. Playing into people's feelings creates brand recognition through the accumulation of experiences with the product or company, which holds an emotional meaning for the consumers, and is therefore a stronger bond than before.

People are even branding themselves, Oprah Winfrey has her talk show, her TV channel Oxygen, her magazine O, and much more, and others are following such as the Dutch Linda de Mol, with her new magazine Linda. Another good example is that many different famous people have their own perfume, make-up, or clothing line, i.e. Celine Dion's perfume "Belong" and "Note", and Sarah Jessica Parkers clothing line "Bitten".

This is causing brands to become personal for people. Naomi Klein best said it in her book *No Logo*, where she refers to brands as "cultural accessories and personal philosophies".

## 2.3 Communication

Communication is another relatively recent (from the last few decades) development in the business world, but is now one of the most important tools for any business. A business can no longer function without a communication department, and the communication is no longer one way. Consumers have been empowered to play an important part in the forming of a company's product or services, but also of the creation of the advertising campaigns and of the upholding of their brands.

Communication and information are linked through the coming of Internet, and no company can function without a website for external communication and an intranet for internal communication. These websites, and intranet sites should be very interactive and employees and consumers should be able to make any changes or order anything through the intranet and website etcetera.

However, Communication is no longer only information. It is also becoming a form of entertainment. Websites are interactive and fun to visit; they catch the consumer's eye, and allow consumers to digitally experience your company.

Advertisement campaigns are also becoming a form of entertainment; take the Nescafe coffee commercials campaign, where the commercials on TV formed a short soap. Consumers were tuning in to find out what might happen next to the couple who were also enjoying Nescafe coffee.

With digital technology continually developing within the entertainment world, so must commercials. Soon we will have all television commercials on high definition 55-inch flat screen LCD screens, with Dolby surround audio centres at home. Commercials will become cinema experiences.

## 2.4 Entertainment

Entertainment is becoming an intricate part of all economy around the world, with the United States as the leader of this entertainment economy,<sup>4</sup> and around the world the entertainment industry is in many countries the fastest growing sector of their economy. Just think of the scale the entertainment economy has and everything that falls under this category; movies, music, sports, theme parks, radio, magazines, books, and toys are just some that come to mind.

According to Michael Wolf all businesses will eventually have to incorporate what he calls E-factor (entertainment-factor) into what they offer. In his book *The Entertainment Economy* he suggests that societies' concept of time has changed, and that because of today's busy society and pressures from work, family, and social obligations, people have been forced to split their time into segments. People don't like to have any of these time slots wasted, so any extra open time slots are filled with entertainment.

Again Internet has also played a huge role in the growth of the entertainment industry. As discussed in the previous segment entitled communication, we see that Internet websites are also

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<sup>4</sup> "Entertainment not Autos, not steel, not financial services, is fast becoming the driving wheel of the new world economy. In the United States, which has the most developed entertainment and media industry, entertainment ranks ahead of clothing and health care as a percentage of households spending (clothing 5.2%, health care 5.2%, entertainment 5.4%). Even if you don't count consumer electronics (which means leaving out TV sets and VCR's, which I would argue are bought primarily for entertainment), we are looking at a \$480 billion dollar industry." – Michael Wolf

becoming means of entertaining the public. They have many moving items, sounds, and the graphics are elaborate and very sophisticated. Websites are becoming more and more interactive; consumers play a large role in the company through the website, and are entertained and feel as if they are part of the company through use of interactive websites.

Where Internet in general started as a database of world wide information, it is now almost all entertainment, and through internet we can also order, or download entertainment such as music, movies, books, but also fun ring tones for the mobile phone, or send text messages to mobiles through certain websites.

Now look at one of the newest developments on Internet: companies such as Second Life. With an interactive program and website, people can create whole new lives for themselves, and in this digital world they can also make friends, watch movies, go to parties, and even buy a virtual house, set up a virtual company, and buy virtual products. Within this virtual reality there are also things that influence real life, like real life companies having virtual offices in Second Life, where people can also buy real products for themselves that are shipped to their homes.

Consumers have a need to incorporate entertainment into every aspect of their lives, and this is what the experience economy is fuelled by. Companies must play into this with their marketing and advertising strategies to be able to operate in this new emotional age.

### 3. Experiential Advertising

The four areas covered in the previous chapter (media, branding, communication, and entertainment), are all important new developments of the last few decades, and are very important in an experience economy.

Two specific examples will be looked at: Dove and Nissan. These companies have both been successfully making use of experiential advertising in recent years. For these advertising campaigns I analysed the above mentioned four areas, and looked at how they were incorporated into experiential marketing, to play into this emotion age.

### 3.1 Nissan

Nissan is one of the most upcoming car brands of these past few years. This is mostly because of the change in the way they advertised cars. It seemed that car advertisements have always followed some specific guidelines as to the way they should look and feel. You see a car driving on a beautiful mountain road, autumn leaves falling down, and a voice explains to you what features the car has. Nissan realized that this method of advertising would no longer work in today's economy and decided to go in a completely different direction.



Picture 3.1.1 Nissan The Netherlands digital magazine Shift\_Life

### 3.1.1 Enjoy The Ride

In 1996 Nissan launched their new advertising campaigns focusing around the slogan “enjoy the ride”. In this campaign each advertisement seemed like a story, with music in the background that made it like a



Picture 3.1.2 Mr. K

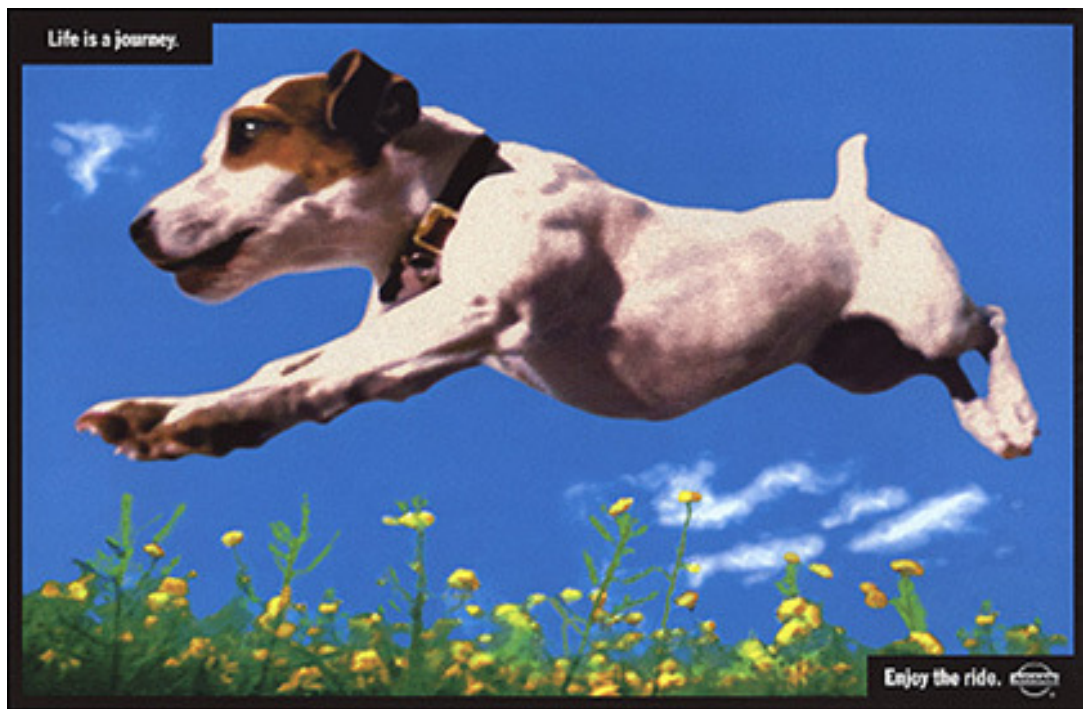
background that made it like a fairy tale. This was a completely new approach. The main message of the campaign was to enjoy life, and that each moment is special. But of course the car that you will enjoy life in is special too, and should be chosen carefully. It was like a children’s fantasy tale.

Each ad also featured a Mr. K (see picture 3.1.2). He was apparently loosely based on Yutaka Katayama, who started Nissan's sales operation in the United States when vehicles were sold under the Datsun name. Mr. K was a magical character who was almost like some kind of Santa Claus icon.



Picture 3.1.3 Nissan’s Brand “Enjoy the ride”

This groundbreaking campaign communicated the joy of driving and invoked a sense of fun. This was Nissan's first step toward advertising in an emotion economy. This however was an advertising campaign in this experiential economy that was still in its baby shoes, and this is why Nissan's campaign was actually viewed as a little strange by some people and seemingly focused on a child-like idea.



Picture 3.1.4 Print Ad; "Doggie Mind Control", For Nissan's Enjoy The Ride

### 3.1.2 Nissan's "Shift"

After Nissan had opened up a new way for consumers to look at automobiles, Nissan today uses this as a centre stage for their new, more sophisticated "shift" campaign. This seems to be the new campaign for a market no longer in its baby shoes, and Nissan soon realized they would need something a little more mature. They came up with the idea of shift, playing into the feelings of people to make a change in their lives.



Picture 3.1.5 Part of a print ad for Shift

The shift campaign has been in use by Nissan for about 5 years, and has had a large impact on their brand and image. The central idea of the campaign is the "shift", or change of movement or direction within a person's life. Their new campaign uses the tagline "Shift\_Expectations" in Europe and the USA, and "Shift\_The Future" In Asia. The idea that emotions or consumers differ in different areas of the world is played into with this, yet they are still keeping a whole feeling for the brand.

### 3.1.3 Media & Technology

For the car industry one of the developments with a large effect is the mobile phone. In most countries around the world it is now illegal to drive while phoning unless you are using a hands free set. All car companies can play into this market and develop new ideas for how driving can be safer and more comfortable while still being able to use the mobile phone.

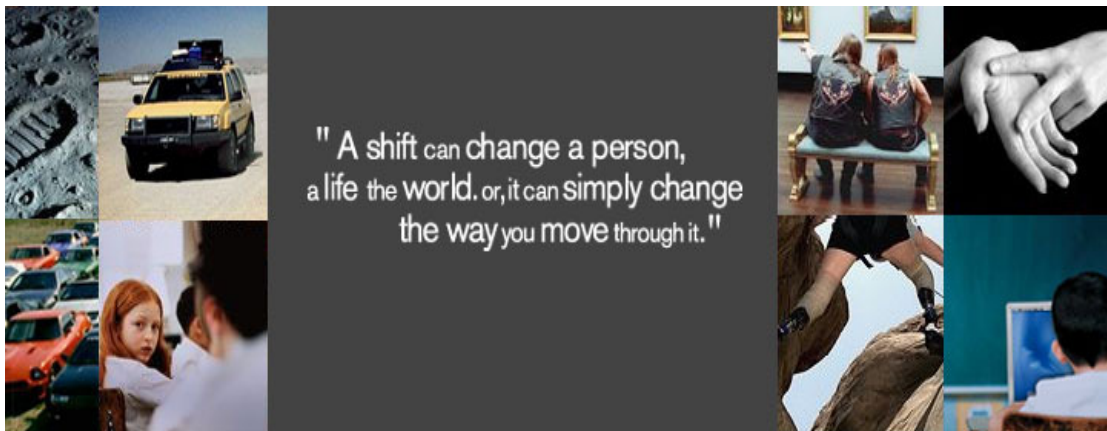
Another important development is the navigation systems such as GPS, which, in another couple of years, most likely no car will be without. Building up to their shift campaign, Nissan aired advertisements around the topics of comfort in a car and performance of the driver due to comfort.

Nissan's brand and campaign focuses strongly around comfort in the car, also in large due to innovation of products. This can be seen in their advertisement in Europe about the car statistics: images of young and old people in nature moving the way one might in a car when having backache or going over speed bumps.

A voice tells us statistics about time spent in cars: "In your lifetime you will spend about 6 years in a car, be insulted by other drivers over 400 times, 40% of you will develop back troubles, 30% will fall asleep at the wheel, and you'll encounter 1000's of road bumps. The performance of a car is not the only thing that matters; it's the driver's performance that counts. That's why we design everything around your body, around you."

The commercial tells us that Nissan will design the cars so that the time spent in it is improved, and ends with the slogan "designed to improve your performance".

Within the later shift campaign there is also a strong focus on innovation that will improve the journey within the car. When entering Nissan's website for USA, quotes appear on the screen that revolve around the shift campaign, with the shift logo also appearing. One such quote: "Innovation starts with questions no one else is asking".



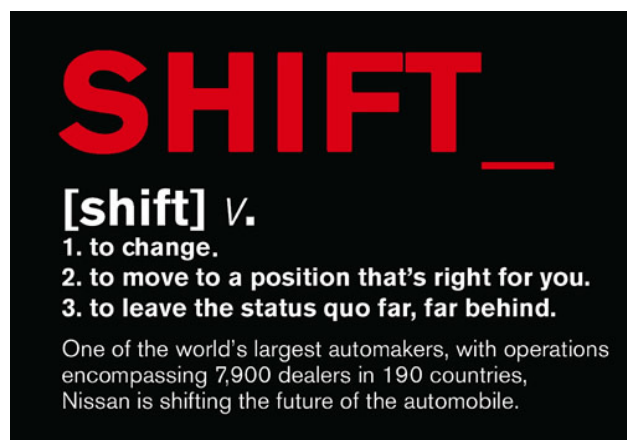
Picture 3.1.6 Visuals from Nissan's Shift Campaign

### 3.1.4 Branding

With the idea of shift many different taglines are used to be able to portray the image of Nissan: Shift\_Fun, Shift\_Exitement, Shift\_Passion, ending with their standard taglines e.g. Shift\_The Future.

The entire concept of “shift the way you move through the world” has the key message of removing stereotypes and changing the way consumers perceive the world. It involves removing clouded judgements and revolves around peoples’ self image. The campaign should have consumers look into themselves and find their emotions and desires, the wants that they have and have to this point not been able to fulfil, and they could perhaps fulfil these inner desires with use of a Nissan car.

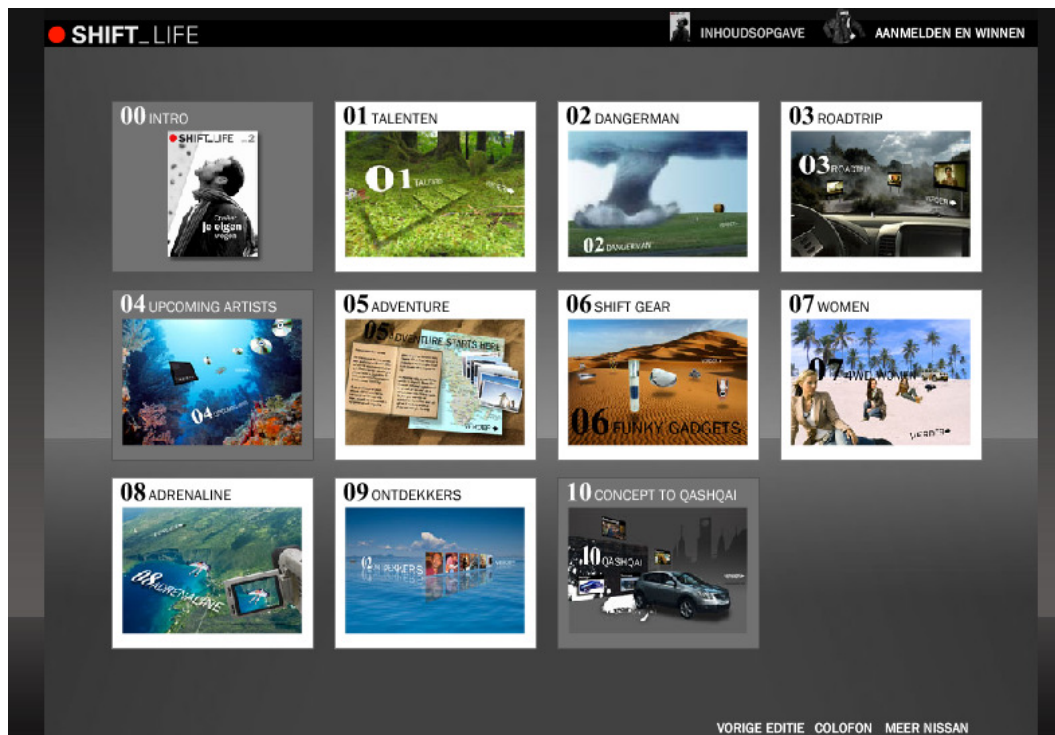
Nissan is branding towards the long-term effects of their emotion driven campaign, so that consumers can identify with the brand, and maybe regain some lost feelings about the brand, so that Nissan can strengthen their relationship (or create new ones) with consumers.



Picture 3.1.7 Part of a print ad for Shift

### 3.1.5 Communication

Nissan boasts about being innovative and up to date with technology. They show this through their websites, which are functional and beautiful, provide access to a lot of information, and offer many ways of communicating with the company. With their website in The Netherlands, the company also communicates to the public with their online digital magazine. The first issue was available online in September 2006, and the magazine appears four times a year.



Picture 3.1.8 Contents page from Shift\_Life Magazine

The idea of the magazine is a new way to experience Nissan through the Internet. The magazine gives a completely different view on topics such as fashion, lifestyle, music, and architecture. It has moving images and sounds and up to 10 different topics (see Picture 3.1.8 above) can be chosen that will lead to a 3-d interface (see picture 3.1.9 below).

According to Nissan, both Nissan and the magazine are constantly shifting<sup>5</sup>, where "shift" stands for movement, change and innovation. Shift\_life uses the latest innovations on the Internet.



Picture 3.1.9 Shift\_Life's 3-D environment, each item can be clicked for info.

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<sup>5</sup> "Everything we touch, we shift. Everything we shift we make better - and distinctively Nissan" - Carlos Ghosn, CEO of Nissan, The Netherlands.

### 3.1.6 Entertainment

Within the shift campaign in Europe each year a new model in the Nissan car range is introduced and all advertisements of that year revolve around that car and a certain feeling.

In 2005 the Nissan Micra C+C was introduced. This was like the Micra city-car, but a convertible. That year the shift campaign focused on shift\_freedom, and all commercials gave a feeling of changing your life and being free. In 2006 Nissan introduced the Note, a family car, under the slogan shift\_familylife.

In 2003 Nissan Micra, and Nissan 350Z were introduced, in 2004 the Nissan Murano and the Nissan X-Trail, and in 2005 the Nissan Pathfinder and the Nissan Navara. Each was launched under a unique Shift\_Experience.

These advertisements all had a unique topic they focused around, and they were all made up in high resolution and with beautiful cinematography. All had certain music that made the commercials very appealing and entertaining. All advertisements focused around an experience of feeling that a car could give, and so Nissan brought together entertainment and experience in its advertisements.

## 3.2 Dove

Dove as a brand has always marketed differently from other cosmetic brands. Where other brands show a “chief makeup artist” for a certain film, telling us that these cosmetics are for professionals to use, Dove shows everyday women at home telling us of their experience using Dove products. From the very beginning Dove wanted to portray an image of a soap that is good for the skin (with  $\frac{1}{4}$  moisturising cream), and of Dove as a brand that cares for its consumers’ welfare.

Once Dove had enough brand recognition they decided it was time to go all the way with their ideas (that might have at an earlier stage scared away consumers) and they started their campaign for real beauty.



Picture 3.2.1 Print ad for dove firming

### 3.2.1 Skin

On their way to finding real beauty campaign, in 2004 Dove aired its commercial called "skin". The commercial shows a succession of women in underpants and bra. One woman has a tattoo, another woman has skin covered in freckles, one had scars from an operation, and one has stretch marks from pregnancy.

During the commercial a song is played: "You got to have skin. All you really need is skin. Skin is the thing that when you got it outside it helps keep your insides in. It covers your nose and it is wrapped around your toes. Ain't you glad you have skin!"



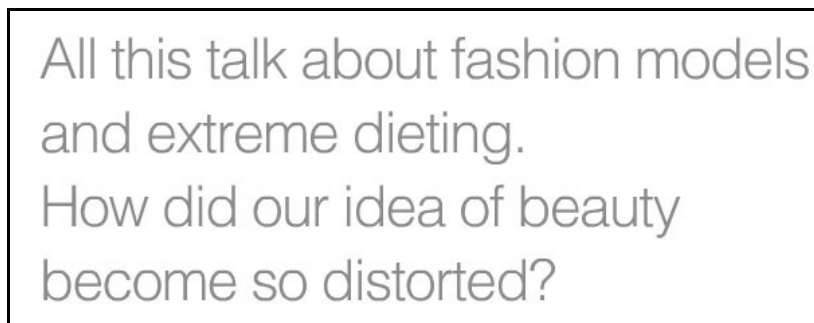
Picture 3.2.2 Dove Body Milk Advertisement "Skin"

The commercial ends with the tagline: "Every skin is beautiful if you nurture it with beauty. New Dove Body Milk"

This was already a first step in showing that skin care products are for normal women, and people with scars or abrasions also belong to this category. The advertisement gave consumers a feeling of belonging, no matter what age, skin colour, size, or state they might be in, and more importantly it gave the message: "No one is perfect". I might add: "It's how you feel that makes perfection."

### 3.2.2 Campaign For Real Beauty

In a study about women in the media, findings showed that two-thirds of women believe that media and advertising set a standard of beauty unattainable by most women. The study also found that only 2% of the women in the survey considered themselves to be beautiful. These findings shocked Dove and they decided something should be done.

A rectangular box with a thin black border containing text in a light gray, sans-serif font. The text is centered and reads: "All this talk about fashion models and extreme dieting. How did our idea of beauty become so distorted?"

All this talk about fashion models  
and extreme dieting.  
How did our idea of beauty  
become so distorted?

Picture 3.2.3 Intro text for "Evolution" Video

They launched their campaign for real beauty, starting with ads for body firming lotions featuring "real" curvy women. In print ads texts could be read such as "Lets face it, firming the thighs of a size 8 super model is no challenge". These advertisements boosted sales of Dove's firming products dramatically. (Sales boosted 700% in Europe within the first six months for Dove's firming products)

To move the campaign forward, they made their very controversial evolution video. It shows an ordinary looking woman sitting at a photo shoot getting makeup, and after her face is changed drastically due to the makeup and photos are taken, these are

changed with Photoshop to enlarge the eyes, lengthen the neck, etcetera.

These final pictures are placed on a billboard for foundation make-up. In the next screen the text appears: "No wonder our perception of beauty is so distorted. Every girl deserves to feel beautiful just the way she is."



3.2.4 Dove "Evolution" can be viewed on their website

### 3.2.3 Pro-Age

Dove's newest advertisement in their campaign for real beauty is that for a new line of Pro-age products. This campaign launched in the United States this year with a huge billboard of an older woman (see picture 3.2.3) at Times Square, and print ads of many different older women in magazines. The television commercial was not allowed to air in the United States due to nudity.



Picture 3.2.5 Dove Pro-age Print Ad

The tagline for this campaign: "Too old to be in an anti-aging ad. But this isn't anti-age. This is Pro-age", reflects the idea that other

cosmetics brands always put younger women in commercials for anti-wrinkle creams and other anti-aging products.

This commercial follows the trend already set with Dove showing curvy women for anti-cellulite creams. Their idea is that you should put those women in the commercials, who would actually use the product. In their pro-age ads they also speak about whether age limits should be placed on beauty, and therefore beauty products.



Picture 3.2.6 Print ad for Dove in the UK

### 3.2.4 Media & Technology

One way in which Dove has used media and technology was an interactive advertisement display. For the advertising billboard a large-format LED number display was created by Invisible Rivals, a systems and electronics company.

The sign overlooked the Gardiner Expressway in Toronto in 2004, and on the advertisement a toll free phone number was displayed that people could call and vote. The billboard campaign used the display as the centrepiece of their interactive beauty debate. The media attention for this campaign was unprecedented because of the interactive display.

The beauty debate was also open on Internet and the digits were also connected to a cell phone modem, and data was downloaded to the sign in real-time over the Internet.



Picture 3.2.7 Interactive Billboard at Gardiner expressway Toronto



### 3.2.5 Branding

Picture 3.2.8 Dove Self Esteem Brand

Within their campaign for real beauty one of the more pronounced brandings is Dove's self esteem fund. Research showed that many young girls develop low self-esteem worries about their looks and because of this, fail to reach their full potential in later life. The Self-Esteem fund was created according to Dove "as an agent of change to educate and inspire girls on a wider definition of beauty".

Ads can be seen on TV and on Internet showing pictures of children with text next to them saying what their worries are (see Picture 3.2.6)

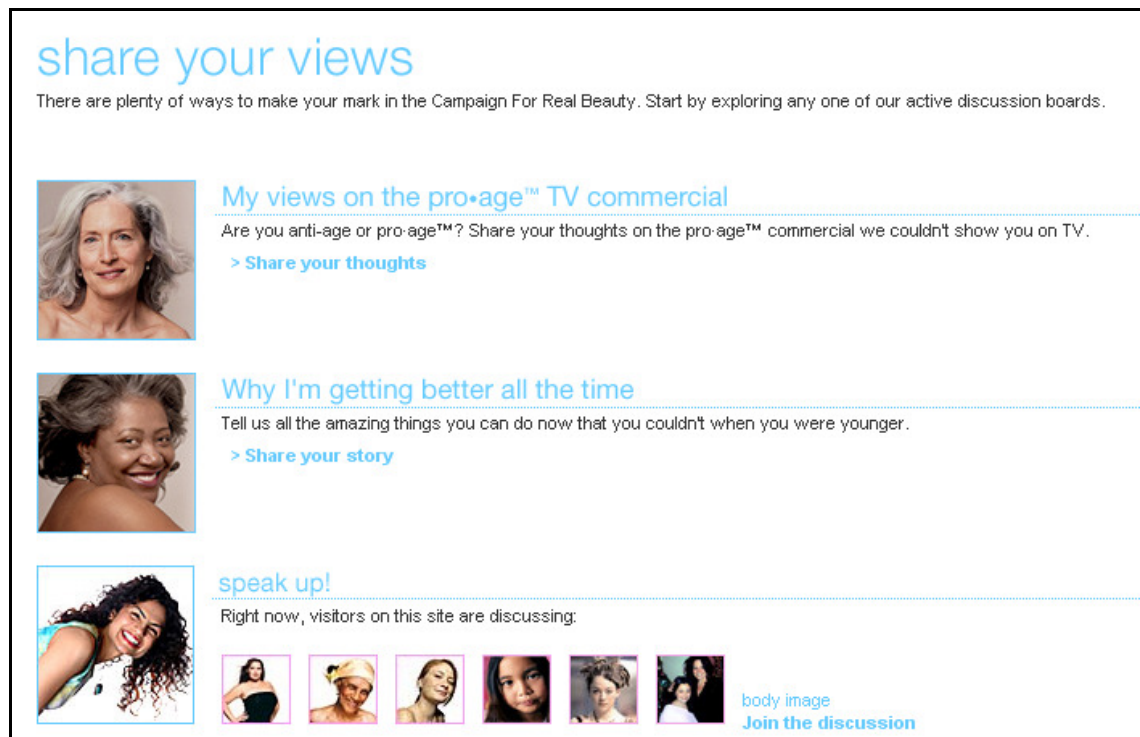
This self esteem fund shows how Dove takes its branding beyond the product, and strongly plays into the feelings of their target group (mothers of children) that children should be looked after and taught well. People can relate to the brand and feel good when they buy Dove products since they feel they are helping a good cause.



Picture 3.2.9 Advertisement for  
Dove's "Self Esteem Fund"

### 3.2.6 Communication

Integrated in Dove's campaign is the ability for the consumer to let Dove know what he/she thinks via the website. By use of forums, consumers can also get in contact with each other. There are also possibilities for creating your own personal page within the Dove site to be able to show off your ideas about real beauty to everyone.



Picture 3.2.10 Doves Interactive Website, Link: Share Your Views

Dove's strong sense of 2-way communication makes the consumer feel they have something to say and that they can help. They feel that it is a good cause and they can help spread the word. If you join in with the campaign, give your views and open a personal page, you can send the message on to friends who you believe are beautiful just the way they are.

This is a very positive message you can send to family and friends. If the consumer fills in information about what they believe real beauty is, Dove will also send sample products to their house. This way Dove's message will be sent on to many people and everyone gets left with a positive feeling about themselves, which then gets associated with the brand. Dove can also find out what consumers want and maybe even get ideas for new taglines or new ways of branding.

### 3.2.7 Entertainment

With their Internet site containing many forums and chat areas which a broad range of topics, Dove has made its website a form of entertainment. The website also features many videos to watch, all of high quality. Dove's website is truly for surfing and checking out the latest products and trends, but also viewers' stories and comments.

The songs used and also the fact that there is no narrator but text on a screen instead, is what makes Dove commercials catch the attention of the viewer. The words stand out more due to the fact that they are written instead of spoken.

The use of moving images almost like photographs, all of "real" people or their faces, makes the advertisements more appealing to the viewer. It makes the portrayed women and children more realistic and creates a stronger connection between them and the viewer.

## 4. "Feeling" the Future (conclusions)

### 4.1 Nissan's Strategies

Nissan's strategy is to make consumers start to think about how they perceive the world and consider if it isn't time for a change, and to make way for a "new" generation, which has different values and views of the world.

They also use today's strong feelings and debates on discrimination and treating everybody equally to give a point of mutual understanding between the consumer and the brand. This allows consumers to feel linked to the brand and have positive feelings when thinking of Nissan.

Nissan's brand and commercials also make use of today's highly digital and technology-oriented society. Using the newest media and technology, Nissan stands for innovation.

This new campaign seemed to work for Nissan, because since the launch of the shift campaign in 2004 Nissan's stock value and sales have increased. By April 2005 Nissan announced record operating profits of \$8 billion, which was up 4.4 % from a year earlier.

In the emotion age Nissan wants to invoke with their customers that they share their feeling of innovation and a modern view of the world and they are proud to stand for these values.

## 4.2 Dove's Strategies

Dove strongly plays into the feelings of consumers, with morals and values playing an important role. The use of children appeals to a sense of family and nurturing. The idea of creating a charitable fund makes consumers feel they are supporting a good cause when buying Dove products.

Dove appeals to its target group by portraying women in their commercials who aren't perfect, and are more like ordinary people. Even if a woman is almost perfect or extremely beautiful, she most likely still is insecure about her looks, and this feeling is played into by Dove's commercials. This new way of marketing works very well for Dove: after their global launch of the campaign for real beauty in 2004, their sales by far exceeded even their own expectations. Within six months, sales of Dove's firming products increased 700 percent in Europe. In the US, sales for the products featured in the ads increased 600 percent in the first two months of the campaign, and in 2004 their sales surpassed the \$1 billion dollar mark.

Dove's entire concept is based around its target group relating to the people portrayed in its commercials, and this seems to appeal to the women living in the emotion age who want to feel good about themselves, knowing they are not perfect.

## 4.3 Advertising with Emotion

Abraham Maslow's defined in 1943 a Hierarchy of Needs ranging from Safety, Love & Belonging, Esteem to Self actualization. Others like Wabha and Bridwell (1976) disagreed with the existence of a definite hierarchy. I tend to agree with Wadba and Bridwell. We can for example observe that in developed countries like the Netherlands the need for self actualization is generally present. And although maybe not all other phases in Maslows Theory have been met and for instance economic personal achievement has not been reached people want new experiences and crave to share their emotions and feeling. This craving is fuelled by all experiences and emotions that we can see daily due to a globalization trend in communications. Reality TV, internet and many other media create a need to experience a good feeling about ourselves and about having made the right choices. We see skydiving grandmothers of 80, we see people going through makeovers or changing their complete life and we want to share that emotion and feel it partly ourselves.

A big list of emotions has been defined, especialy in recent years and decades, ranging from simple emotions to complex emotions. Simple emotions are emotions such as discovery, surprise, wonder, happiness, courage, pity, and complex emotions are emotions such as pride, closeness, pleasure, caution, patience, relaxation.

Daniel Goleman popularised in 1995 the emotional intelligence and its application for business. Although his papers refer more to the measurement of emotional intelligence in relation to the functioning

of people, a link to the growing awareness of defining emotional needs becomes obvious. Perhaps this measurement of emotional intelligence can be applied to measuring the emotional needs and desires of consumers for a certain market or product. In any case a better definition of the emotional needs and how to invoke these in people would greatly benefit the advertising world.

Nissan and Dove have smartly picked up on Maslow's self-actualization needs (Dove even uses the word "self esteem" in their campaign) and they developed their advertisement around it, and show successes in form of market share improvement of Dove and improved retention and loyalty for Nissan buyers. However, a Dove advertisement just stating phrases like "the new experience" or "feeling good about yourself" would not have worked. The fact that you can identify with the people depicted and the fact that the advertisement invokes emotions such as happiness you want to share, closeness with characters and pride in feeling good about yourself are the things that worked.

The time has come to use the fulfilment of emotional needs that gave these advertisements its real success for a wider introduction of advertisements playing into this field of needs.

A wide introduction may well be possible. Think for example of detergents, historically depicted as more effective than others, later environmental issues were added as sellable, and now detergents are sporadically branded referring to the lifestyle of well known Dutch people. The next step may well be a smart campaign appealing to enhance our experiences in the feelings and emotions that we have when using specific detergents.

Branding, the way of communication, the use of entertainment and media are means to get emotions and feeling across, maybe even to the point that people feel a strong sense of self-actualisation and sharing of feeling they have seen with others through the use of a brand. The need to feel emotions and share them as we have seen with others is present everywhere and now is the moment to start smartly designing advertising campaigns that play into these needs.

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