

## Thesis 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.