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# Emotional Branding Marketing Strategy Of Nike Brand

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brand, that evokes a personal, emotional reaction in customers. And, brand marketing through social networks makes it all the more important that brands strive to build connections with their customers on a personal level. Creating an emotional bond with customers requires more than good marketing – a company engaged in emotional branding puts the needs of its customers ahead of the product it's ...What is emotional branding? - Smart Insights Many brands have understood the power of emotion and take full advantage of it. They develop emotional branding that results in memorable ads that help form the very fabric of their corporate identities. Apple has used emotional branding successfully throughout its history to set it apart from

its competitors. This early 1990 campaign played on the brand's 'Think different' approach, using famous and well-loved personalities from science, sport, and politics to drive home its message. How to develop an emotional branding strategy Emotional branding is one of the best ways for you to create emotional ads that will help you improve your marketing strategy. In fact, the benefits of emotional branding are precisely how your brand can become more recognizable. Emotional Branding - Definition, Examples and Strategy ...Emotional branding needs to be part of your marketing strategy. It should occur at every stage of the customer journey and relate to every aspect of your business. In essence, anything that affects your customers or your business

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### What is emotional branding? - Smart Insights

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