**CLASS ASSIGNMENT -3**

**15BIT0196 SUNNY ARORA**

**15BIT0273 APURVA GARG**

**15BCE0533 ANUJ SINHA**

Emotion can be a powerful catalyst in marketer’s attempts to formulate potent advertising. When properly used, emotions can help facilitate consumers’ understanding and acceptance of an advertising message. Indeed, the successful use of emotion can be the difference between a consumer buying a particular product or service and a consumer revolting against the advertisement.

Both positive and negative emotions can be effective catalysts in persuasion. To use emotion effectively in advertising, marketers have to consider several elements in the mix to understand what creates a spark versus a backfire.

A first question that brand managers should consider is whether the audience needs or requires an emotional appeal. For some products and services, all the consumer might need to be informed of is the functional benefits. For example, a consumer that is primarily interested in scented shampoo may simply need to know that his favourite brand of shampoo now offers the scent he craves.

Put simply, a brand does not always need to elicit emotion in the consumer to produce a desired response.

If a brand manager deems emotion appropriate, the next question is whether to go positive or negative. If the brand goes positive, one key aspect to use positive emotion effectively is to make sure it feels authentic and is true to the brand as opposed to simply feeling disconnected and manipulative. Skill-full execution using positive emotions can create a glow for the brand to bask in.

Google took a similar tactic with its “[Dear Sophie](https://www.wired.com/2011/05/googles-sophie-choice/)” ad, in which a father writes to his daughter from the earliest moments of her life, using a Gmail account.

**Of course, even positive emotional ads that are true to the brand will not** resonate with every consumer (e.g., a jilted lover, just before Valentine’s Day, might not find the happiness in a jewelry commercial favourable, no matter how well done it is).

**Other example is:**

The coffee giant had good intentions in March when it launched a [short-lived campaign](http://fortune.com/2015/03/16/starbucks-baristas-race-talk/) encouraging customers to engage in discussions about race relations with baristas. The move earned Starbucks [(sbux, +0.63%)](http://fortune.com/2015/12/22/retail-ads-worst-2015/) some ridicule and brickbats, with many people feeling it’s too hot an issue to address in this manner. Starbucks dropped the campaign after six days.

**Negative emotion** can garner consumer attention and can also lead them to seek a solution for the cause of the emotion. If a brand presents a problem that elicits a negative emotion, and the brand offers the solution, this can persuade consumers to adopt or use a brand. For example, an ad for a service that monitors and prevents identity theft might lay out a problem or scenario that makes the consumer feel negative emotions – fear and vulnerability. This approach can be a powerful incentive to act (i.e., purchase the service) and put an end to that negative feeling. **But too much negative emotion, especially when it is unclear how the brand can solve for it, will turn off consumers.**

**For example Nationwide’s “**[**Dead Boy” ad**](https://www.forbes.com/sites/derekrucker/2017/07/21/three-disaster-ads-and-what-i-learned-from-them/#2821117b3dfc) in US which told the story of a child who would never grow up to experience life’s pleasures because he died in an accident. Instead of making consumers want to protect themselves and their loves ones, the Nationwide ad created a backlash that the brand had to respond to.

Other Example be:

**Seeking to insert some gravitas to its ads, McDonald’s in January** launched a campaign that featured messages on McDonald’s billboards across the U.S. over the decades. The messages varied from birth announcements to **“We Remember 9/11”** to **“Boston Strong,”** all with the burger chain’s trademark golden arches above them. Many objected to the campaign, accusing McDonald’s of trying to capitalize on tragedy. The company said it was trying to have “deeper” conversations with customers.

**How to avoid the backlash**

One should think long and hard about not only the content, but also the emotions that might be evoked by their advertisements. Sound strategists will ask whether the emotions relate to the brand and what the brand offers. Executed correctly, emotion can make all the difference when it comes to connecting with consumers. But when the emotional content goes awry, consumers are turned off and tuned out, rendering the ad ineffective — or, in the worst case, damaging to the brand.