[

{

"brand": "Amazon",

"emotion": "Satisfaction",

"strategy": "Deliver joy through convenience and fast service.",

"unique\_twist": "Campaigns focusing on unboxing joy and reliable delivery.",

"impact": {

"customer": "Customers felt cared for with speed and service quality.",

"reputation": "Built trust as the most convenient shopping brand.",

"business\_results": "Massive growth in Prime memberships and repeat purchases."

}

},

{

"brand": "Pampers",

"emotion": "Tenderness",

"strategy": "Highlight joy of parenthood and baby care.",

"unique\_twist": "Campaigns focusing on the tender bond between parent and child.",

"impact": {

"customer": "Built emotional trust with new parents.",

"reputation": "Trusted as the caring, joyful baby care brand.",

"business\_results": "Global market leadership in diapers and baby care products."

}

},

{

"brand": "Innocent Drinks",

"emotion": "Happiness",

"strategy": "Use playful branding to make healthy drinks joyful.",

"unique\_twist": "Quirky copy, cute doodles, and humorous labels turned the product into a source of smiles.",

"impact": {

"customer": "Consumers experienced delight and amusement while consuming the drinks.",

"reputation": "Seen as fun, approachable, and human-centric.",

"business\_results": "Sales uplift through emotional differentiation in a health drinks market."

}

},

{

"brand": "Hallmark Channel",

"emotion": "Happiness",

"strategy": "Create feel-good holiday experiences that become family traditions.",

"unique\_twist": "Campaigns like 'Countdown to Christmas' highlighted cozy family moments and guaranteed happy endings.",

"impact": {

"customer": "Viewers felt comfort and joy through predictable, heartwarming content.",

"reputation": "Reinforced as the go-to channel for holiday happiness.",

"business\_results": "Increased viewership and merchandise growth around holiday campaigns."

}

},

{

"brand": "Krispy Kreme",

"emotion": "Happiness",

"strategy": "Celebrate joy through fresh, indulgent treats.",

"unique\_twist": "The 'Hot Light' became a symbol of instant happiness, turning simple purchases into shared joyful moments.",

"impact": {

"customer": "Experienced excitement and happiness through spontaneous indulgence.",

"reputation": "Viewed as fun, welcoming, and cheerful.",

"business\_results": "Higher foot traffic and repeat purchases, supporting global expansion."

}

},

{

"brand": "Pictionary",

"emotion": "Happiness",

"strategy": "Promote laughter and connection through playful family game nights.",

"unique\_twist": "Emphasis on laughter at imperfect drawings and shared creativity rather than competition.",

"impact": {

"customer": "Bonded with family and friends, experiencing joy through play.",

"reputation": "Known as the 'laughter game' for social and family fun.",

"business\_results": "Increased sales and long-term brand relevance across generations."

}

},

{

"brand": "Fender",

"emotion": "Happiness",

"strategy": "Sell the emotional experience of making music, not just instruments.",

"unique\_twist": "Highlighted beginner joy, community jam sessions, and self-expression over technical mastery.",

"impact": {

"customer": "Felt motivated and joyful, especially beginners exploring music.",

"reputation": "Seen as approachable and emotionally engaging.",

"business\_results": "Expanded customer base and retained lifelong brand loyalty."

}

},

{

"brand": "Burt’s Bees",

"emotion": "Happiness",

"strategy": "Associate natural personal care with daily joy and wholesome routines.",

"unique\_twist": "Ads showed families enjoying sunny hikes and playful self-care moments with cheerful visuals.",

"impact": {

"customer": "Felt emotional uplift and authenticity in daily routines.",

"reputation": "Warm, approachable, and trustworthy brand image.",

"business\_results": "Expanded product lines and improved customer loyalty."

}

},

{

"brand": "Hershey’s",

"emotion": "Happiness",

"strategy": "Link chocolate consumption with nostalgic, family-centered joy.",

"unique\_twist": "Ads featured campfires, kids laughing, and shared traditions to evoke emotional warmth.",

"impact": {

"customer": "Nostalgic and joyful consumption experience.",

"reputation": "Established as wholesome, family-friendly chocolate.",

"business\_results": "Boosted seasonal sales and strengthened multi-generational loyalty."

}

},

{

"brand": "Crayola",

"emotion": "Happiness",

"strategy": "Promote creativity as a joyful, expressive activity.",

"unique\_twist": "Ads emphasized freedom to create, playful coloring, and multi-generational engagement.",

"impact": {

"customer": "Experienced joy through creative expression.",

"reputation": "Known as the go-to brand for imaginative fun.",

"business\_results": "Increased product sales and long-term brand loyalty."

}

},

{

"brand": "JetBlue",

"emotion": "Happiness",

"strategy": "Turn common travel frustrations into shared joyful experiences.",

"unique\_twist": "Campaigns like 'Flybabies' used humor to make crying babies a source of laughter and empathy.",

"impact": {

"customer": "Experienced shared joy and human connection during flights.",

"reputation": "Viewed as playful, empathetic, and customer-centric.",

"business\_results": "Boosted brand recall and ticket sales via viral campaigns."

}

},

{

"brand": "Dove Men+Care",

"emotion": "Happiness",

"strategy": "Connect personal care with joyful family relationships.",

"unique\_twist": "Ads highlighted men caring for loved ones, making nurturing and daily hygiene joyful experiences.",

"impact": {

"customer": "Felt emotional warmth and happiness through relatable moments.",

"reputation": "Seen as genuine, supportive, and emotionally intelligent.",

"business\_results": "Increased male grooming product sales and brand loyalty."

}

},

{

"brand": "Peloton",

"emotion": "Happiness",

"strategy": "Promote joy through community-driven fitness experiences.",

"unique\_twist": "Ads showed riders celebrating milestones together in virtual classes, making exercise social and uplifting.",

"impact": {

"customer": "Felt motivated, joyful, and connected to a fitness community.",

"reputation": "Viewed as innovative, inspiring, and socially engaging.",

"business\_results": "Increased subscriptions, retention, and user advocacy."

}

},

{

"brand": "Chipotle",

"emotion": "Happiness",

"strategy": "Celebrate the joy of honest, flavorful food shared with others.",

"unique\_twist": "Ads featured friends and families enjoying meals together, emphasizing authentic experiences.",

"impact": {

"customer": "Experienced everyday happiness through meals.",

"reputation": "Seen as approachable, human, and high-quality.",

"business\_results": "Increased loyalty and sales, becoming a casual dining favorite."

}

},

{

"brand": "TOMS",

"emotion": "Happiness",

"strategy": "Connect purchases to joy through social impact.",

"unique\_twist": "Campaigns showed children receiving shoes, highlighting the emotional reward of giving.",

"impact": {

"customer": "Felt fulfilled and happy from contributing to global causes.",

"reputation": "Known as socially responsible and warm-hearted.",

"business\_results": "Strengthened global expansion, sales, and repeat purchases."

}

},

{

"brand": "The North Face",

"emotion": "Happiness",

"strategy": "Celebrate the joy of exploration and outdoor experiences.",

"unique\_twist": "Used user-generated content showing customers conquering mountains and trails, emphasizing authentic adventure.",

"impact": {

"customer": "Inspired customers to engage in outdoor activities and share experiences.",

"reputation": "Positioned as the go-to brand for adventurous and active lifestyles.",

"business\_results": "Increased product demand and social media engagement."

}

},

{

"brand": "L.L.Bean",

"emotion": "Happiness",

"strategy": "Highlight joy in simple, family-friendly outdoor moments.",

"unique\_twist": "Ads focused on multigenerational family adventures and traditions, creating emotional storytelling.",

"impact": {

"customer": "Customers associated the brand with wholesome, joyful family experiences.",

"reputation": "Enhanced image as a trusted, family-oriented outdoor brand.",

"business\_results": "Sustained growth in catalog and online sales, higher repeat purchases."

}

},

{

"brand": "Columbia Sportswear",

"emotion": "Happiness",

"strategy": "Show the joy of being active outdoors in all weather conditions.",

"unique\_twist": "Campaigns highlighted people enjoying extreme weather activities with humor and spontaneity.",

"impact": {

"customer": "Viewers felt empowered to try new outdoor activities.",

"reputation": "Seen as a versatile, fun, and reliable outdoor brand.",

"business\_results": "Sales uplift in outdoor apparel and seasonal product lines."

}

},

{

"brand": "Timberland",

"emotion": "Happiness",

"strategy": "Promote joy through durability and outdoor adventure.",

"unique\_twist": "Ads showed everyday explorers wearing Timberland boots in urban and rugged settings, linking utility to emotional satisfaction.",

"impact": {

"customer": "Customers connected footwear with empowerment and confidence.",

"reputation": "Strengthened identity as a rugged yet stylish brand.",

"business\_results": "Increased sales in both urban and outdoor segments."

}

},

{

"brand": "Dr. Martens",

"emotion": "Happiness",

"strategy": "Celebrate self-expression and individuality.",

"unique\_twist": "Campaigns featured diverse subcultures and real people customizing their boots for creative expression.",

"impact": {

"customer": "Customers felt empowered to showcase their unique personalities.",

"reputation": "Reinforced brand as iconic, bold, and youth-culture-friendly.",

"business\_results": "Higher engagement in limited editions and collaborations, boosting sales."

}

},

{

"brand": "Allbirds",

"emotion": "Happiness",

"strategy": "Create joy through sustainable, comfortable footwear.",

"unique\_twist": "Ads highlighted everyday ease, eco-friendliness, and real customer stories about comfort and environmental impact.",

"impact": {

"customer": "Customers associated purchases with happiness, comfort, and ethical responsibility.",

"reputation": "Positioned as a modern, sustainable, feel-good brand.",

"business\_results": "Rapid growth in online sales and social media advocacy."

}

},

{

"brand": "Hoka One One",

"emotion": "Happiness",

"strategy": "Promote joy in running and personal achievement.",

"unique\_twist": "Campaigns featured runners experiencing exhilaration and accomplishment with every step, emphasizing cushioning and support.",

"impact": {

"customer": "Customers felt empowered and joyful in pursuing fitness goals.",

"reputation": "Recognized as performance-driven yet comfort-focused.",

"business\_results": "Expanded market share among casual and serious runners."

}

},

{

"brand": "Brooks Running",

"emotion": "Happiness",

"strategy": "Celebrate the joy of running for mental and physical wellness.",

"unique\_twist": "Used authentic runner testimonials and community events to convey shared happiness in movement.",

"impact": {

"customer": "Customers inspired to engage in running and wellness programs.",

"reputation": "Established as a runner-first, supportive brand.",

"business\_results": "Increased loyalty and repeat purchases among running enthusiasts."

}

},

{

"brand": "Saucony",

"emotion": "Happiness",

"strategy": "Encourage joy through exploration, running, and adventure.",

"unique\_twist": "Campaigns showcased scenic trail runs and everyday running victories, linking movement to emotional well-being.",

"impact": {

"customer": "Customers viewed the brand as a source of motivation and joy.",

"reputation": "Strengthened as a performance and lifestyle brand for active people.",

"business\_results": "Boosted engagement in running communities and online sales."

}

},

{

"brand": "Asics",

"emotion": "Happiness",

"strategy": "Promote joy through performance and healthy activity.",

"unique\_twist": "Ads focused on emotional stories of runners overcoming challenges and finding happiness in daily motion.",

"impact": {

"customer": "Customers associated the brand with achieving personal milestones.",

"reputation": "Seen as supportive, inspiring, and goal-oriented.",

"business\_results": "Increased product adoption and loyalty programs engagement."

}

},

{

"brand": "Mizuno",

"emotion": "Happiness",

"strategy": "Highlight joy in achieving sports and fitness goals.",

"unique\_twist": "Campaigns showcased athletes and amateurs celebrating small victories to make the brand emotionally resonant.",

"impact": {

"customer": "Customers felt motivated and accomplished using Mizuno products.",

"reputation": "Strengthened image as performance-driven yet relatable.",

"business\_results": "Boost in footwear and gear sales among amateur athletes."

}

},

{

"brand": "New Balance",

"emotion": "Happiness",

"strategy": "Showcase joy in movement and personal growth.",

"unique\_twist": "Campaigns highlighted runners, dancers, and casual movers, celebrating everyday accomplishments and comfort.",

"impact": {

"customer": "Customers felt empowered and happy to pursue personal goals.",

"reputation": "Seen as inclusive, supportive, and approachable for all activity levels.",

"business\_results": "Stronger engagement and steady sales growth across product lines."

}

},

{

"brand": "Under Armour",

"emotion": "Happiness",

"strategy": "Promote joy in pushing limits and self-improvement.",

"unique\_twist": "Ads showcased athletes’ genuine excitement during training breakthroughs, emphasizing emotional reward from effort.",

"impact": {

"customer": "Consumers felt inspired and energized to pursue sports and fitness.",

"reputation": "Positioned as empowering, high-performance, and emotionally motivating.",

"business\_results": "Increase in engagement for training gear and performance apparel."

}

},

{

"brand": "Puma",

"emotion": "Happiness",

"strategy": "Celebrate joy through fashion, sports, and urban culture.",

"unique\_twist": "Campaigns paired dynamic music with street sports and vibrant visuals, creating a playful, energetic vibe.",

"impact": {

"customer": "Customers felt part of a fun, energetic, and stylish community.",

"reputation": "Strengthened association with lifestyle, sports, and youth culture.",

"business\_results": "Higher product engagement and stronger market penetration among young consumers."

}

},

{

"brand": "Reebok",

"emotion": "Happiness",

"strategy": "Promote joy in fitness, community, and self-expression.",

"unique\_twist": "Used real fitness classes, workshops, and social events to highlight joy in collective activity.",

"impact": {

"customer": "Customers felt motivated and part of a supportive fitness community.",

"reputation": "Reinforced as inclusive and socially engaging.",

"business\_results": "Higher program participation and increased footwear/apparel sales."

}

},

{

"brand": "Fila",

"emotion": "Happiness",

"strategy": "Celebrate joy in retro fashion and street culture.",

"unique\_twist": "Ads emphasized bold colors, playful styling, and youth culture influence, linking fashion to happiness.",

"impact": {

"customer": "Consumers embraced fashion as a joyful, expressive outlet.",

"reputation": "Strengthened brand as stylish, trendy, and culturally relevant.",

"business\_results": "Revived interest in heritage collections and increased footwear sales."

}

},

{

"brand": "Converse",

"emotion": "Happiness",

"strategy": "Promote joy through creativity and self-expression.",

"unique\_twist": "Campaigns highlighted users customizing shoes and sharing unique personal stories, connecting products to identity and play.",

"impact": {

"customer": "Customers felt empowered to showcase individuality.",

"reputation": "Maintained cultural cool and authenticity.",

"business\_results": "Steady growth in custom orders and collaborations."

}

},

{

"brand": "Vans",

"emotion": "Happiness",

"strategy": "Celebrate joy through skate culture and creativity.",

"unique\_twist": "Ads captured authentic street skating moments, music, and youth events, linking product to fun and social belonging.",

"impact": {

"customer": "Consumers felt part of a vibrant, creative community.",

"reputation": "Strengthened cultural and youth appeal.",

"business\_results": "Increased engagement at events and strong seasonal footwear sales."

}

},

{

"brand": "Crocs",

"emotion": "Happiness",

"strategy": "Promote joy through comfort, fun, and casual lifestyle.",

"unique\_twist": "Campaigns highlighted quirky, colorful footwear in playful everyday scenarios, emphasizing humor and individuality.",

"impact": {

"customer": "Consumers associated the brand with lighthearted, comfortable fun.",

"reputation": "Positioned as playful, inclusive, and casual lifestyle-friendly.",

"business\_results": "Significant spike in online sales and social media buzz."

}

},

{

"brand": "Skechers",

"emotion": "Happiness",

"strategy": "Highlight joy in family-friendly activity and casual style.",

"unique\_twist": "Ads featured families enjoying outdoor activities and playful moments, tying footwear to daily happiness.",

"impact": {

"customer": "Customers felt positive emotions linked to active lifestyle comfort.",

"reputation": "Enhanced as approachable, family-friendly, and fun.",

"business\_results": "Increased footwear sales across casual and performance categories."

}

},

{

"brand": "Clarks",

"emotion": "Happiness",

"strategy": "Promote joy through quality and classic comfort.",

"unique\_twist": "Campaigns showed everyday life scenarios where comfortable, stylish shoes contributed to stress-free happiness.",

"impact": {

"customer": "Consumers valued comfort and reliability alongside happiness in daily routines.",

"reputation": "Maintained reputation as a trusted, classic footwear brand.",

"business\_results": "Sustained consistent sales and strengthened loyalty among long-term customers."

}

},

{

"brand": "Cole Haan",

"emotion": "Happiness",

"strategy": "Show joy in blending fashion with comfort for modern lifestyles.",

"unique\_twist": "Campaigns paired chic footwear with playful, relatable daily activities emphasizing comfort and style.",

"impact": {

"customer": "Customers associated elegance and comfort with positive experiences.",

"reputation": "Seen as stylish, modern, and feel-good footwear.",

"business\_results": "Boosted sales in premium casual and business footwear."

}

},

{

"brand": "Steve Madden",

"emotion": "Happiness",

"strategy": "Promote joy through trendy fashion and urban lifestyle.",

"unique\_twist": "Ads captured nightlife, social fun, and street style energy, linking product to excitement and enjoyment.",

"impact": {

"customer": "Consumers felt fashionable and socially engaged.",

"reputation": "Maintained reputation as urban, trendy, and youth-centric.",

"business\_results": "Higher engagement in seasonal launches and collaborations."

}

},

{

"brand": "UGG",

"emotion": "Happiness",

"strategy": "Highlight joy in cozy, comfortable lifestyle.",

"unique\_twist": "Campaigns emphasized warmth, comfort, and casual moments, connecting footwear to personal well-being and happiness.",

"impact": {

"customer": "Customers associated products with comfort and positive emotions.",

"reputation": "Positioned as a go-to brand for cozy, everyday luxury.",

"business\_results": "Increased seasonal footwear sales and repeat purchases."

}

},

{

"brand": "Netflix",

"emotion": "Happiness",

"strategy": "Market joy as the simple, immediate pleasure of shared stories and discovery of shows.",

"unique\_twist": "Ads show real viewer reactions, roommate laughs, family bonding over movies, emphasizing relatable micro-moments.",

"impact": {

"customer": "Viewers felt Netflix understood their tastes, making discovery feel personal and rewarding.",

"reputation": "Netflix became synonymous with cultural conversation and everyday delight.",

"business\_results": "Subscriber growth and retention increased due to joy-led discovery and social sharing."

}

},

{

"brand": "Bumble",

"emotion": "Happiness",

"strategy": "Showcase the joy of empowering, meaningful connections through respectful dating experiences.",

"unique\_twist": "Candid vignettes of first messages, playful conversations, and joyful empowerment of women.",

"impact": {

"customer": "Users associated the app with feel-good, positive dating experiences.",

"reputation": "Bumble became seen as kinder and more positive compared to competitors.",

"business\_results": "Attracted a loyal user base and opened partnerships with social causes, boosting growth."

}

},

{

"brand": "Pixar",

"emotion": "Happiness",

"strategy": "Sell joy as wonder through heartfelt storytelling and relatable characters.",

"unique\_twist": "Trailers and shorts act as mini-narratives delivering warm punchlines or tender moments.",

"impact": {

"customer": "Audiences expect emotional lift and shareable joy, encouraging repeat viewership.",

"reputation": "Pixar is synonymous with heartfelt joy and cinematic craftsmanship.",

"business\_results": "Box-office consistency and merchandising revenue driven by emotional resonance."

}

},

{

"brand": "PlayStation",

"emotion": "Happiness",

"strategy": "Highlight joy of immersive gaming and social play experiences.",

"unique\_twist": "Ads cut between real players’ expressions and game moments to make emotional payoff immediate.",

"impact": {

"customer": "Gamers feel PlayStation offers both fun and community-driven joy.",

"reputation": "Seen as the curator of joyful, memorable gaming experiences.",

"business\_results": "Supports hardware sales and exclusive content purchases."

}

},

{

"brand": "Uniqlo",

"emotion": "Happiness",

"strategy": "Market small, everyday pleasures through comfortable, practical clothing.",

"unique\_twist": "Ads show people enjoying ordinary moments wearing LifeWear, emphasizing repeatable comfort.",

"impact": {

"customer": "Shoppers value practical happiness and return for daily comfort.",

"reputation": "Known for thoughtful, joy-inducing basics.",

"business\_results": "Strong repeat purchases and global growth."

}

},

{

"brand": "Lululemon",

"emotion": "Happiness",

"strategy": "Associate joy with movement, fitness, and social wellness.",

"unique\_twist": "Ads show smiling athletes, yoga poses, and communal fitness joy.",

"impact": {

"customer": "Shoppers connect the brand with fun, social exercise culture.",

"reputation": "Seen as promoting joyful, aspirational wellbeing.",

"business\_results": "Community-driven loyalty and premium pricing supported."

}

},

{

"brand": "Trader Joe’s",

"emotion": "Happiness",

"strategy": "Market the joy of discovery through quirky products and friendly in-store experiences.",

"unique\_twist": "Creative signage, sampling, and playful product descriptions create treasure-hunt joy.",

"impact": {

"customer": "Shoppers enjoy the ritual and return for the experience.",

"reputation": "Beloved for warmth and quirky charm.",

"business\_results": "High loyalty, repeat visits, and organic social buzz."

}

},

{

"brand": "Domino’s",

"emotion": "Happiness",

"strategy": "Sell immediate joy through fast, reliable pizza delivery.",

"unique\_twist": "Ads highlight real celebratory moments enabled by timely delivery.",

"impact": {

"customer": "Customers associate Domino’s with convenience and shareable joy.",

"reputation": "Seen as reliable, casual comfort food.",

"business\_results": "Boosted sales, repeat orders, and group occasions engagement."

}

},

{

"brand": "Baskin-Robbins",

"emotion": "Happiness",

"strategy": "Highlight the joy of choosing and sharing ice cream treats.",

"unique\_twist": "Ads showcase birthday parties, sunny day indulgences, and flavor exploration.",

"impact": {

"customer": "Families see Baskin-Robbins as a source of small celebrations and comfort.",

"reputation": "Known as a joyful, family-friendly ice cream tradition.",

"business\_results": "Seasonal flavor innovation drives repeat visits and loyalty."

}

},

{

"brand": "Häagen-Dazs",

"emotion": "Happiness",

"strategy": "Frame indulgent ice cream as a sensory, joyful experience.",

"unique\_twist": "Ads focus on intimate consumption and self-care rituals.",

"impact": {

"customer": "Shoppers perceive the brand as offering premium personal joy.",

"reputation": "Synonymous with indulgent, luxurious pleasure.",

"business\_results": "Supports premium pricing and gifting occasions."

}

},

{

"brand": "Subaru",

"emotion": "Happiness",

"strategy": "Market joy through shared family experiences and safe journeys.",

"unique\_twist": "Ads showcase quirky families enjoying authentic, meaningful moments.",

"impact": {

"customer": "Buyers see Subaru as enhancing family life and joyful memories.",

"reputation": "Known for warmth, reliability, and real-world joy.",

"business\_results": "Repeat purchases and advocacy among family-oriented buyers increased."

}

},

{

"brand": "Volkswagen",

"emotion": "Happiness",

"strategy": "Associate joy with everyday driving and relatable moments.",

"unique\_twist": "Ads show simple liberating pleasures, humor, and ordinary joys behind the wheel.",

"impact": {

"customer": "Drivers perceive Volkswagen as relatable and joy-friendly.",

"reputation": "Known for clever, warm advertising celebrating human moments.",

"business\_results": "Emotional connection sustained brand affinity across demographics."

}

},

{

"brand": "Honda",

"emotion": "Happiness",

"strategy": "Connect joy to mobility enabling personal milestones and fun experiences.",

"unique\_twist": "Ads show families, first drives, and small triumphs tied to product reliability.",

"impact": {

"customer": "Customers see Honda as a facilitator of joyful everyday moments.",

"reputation": "Reputation for dependable vehicles that enable happy living.",

"business\_results": "Steady sales among family and commuter segments."

}

},

{

"brand": "Mazda",

"emotion": "Happiness",

"strategy": "Market driving as an emotionally engaging, joyful experience.",

"unique\_twist": "Ads emphasize tactile joy and craftsmanship rather than raw power.",

"impact": {

"customer": "Drivers feel Mazda delivers expressive and enjoyable driving.",

"reputation": "Known for prioritizing driver enjoyment.",

"business\_results": "Built niche loyalty and distinct market identity."

}

},

{

"brand": "Mattel",

"emotion": "Happiness",

"strategy": "Market toys as catalysts for creative and shared joy.",

"unique\_twist": "Ads showcase children laughing, imaginative play, and family interaction.",

"impact": {

"customer": "Parents associate the brand with wholesome developmental happiness.",

"reputation": "Seen as a multi-generational, joyful toy maker.",

"business\_results": "Strong licensing deals and enduring product lines."

}

},

{

"brand": "Hasbro",

"emotion": "Happiness",

"strategy": "Highlight board games and toys as generators of social laughter.",

"unique\_twist": "Ads focus on group play, nostalgic joy, and screen-free fun.",

"impact": {

"customer": "Families rediscover tabletop joy, boosting interest in social play.",

"reputation": "Reasserted as curator of shared, unplugged fun.",

"business\_results": "Revived board-game sales and strengthened family-focused product lines."

}

},

{

"brand": "Lindt",

"emotion": "Happiness",

"strategy": "Frame chocolate consumption as intimate, indulgent joy.",

"unique\_twist": "Ads pair craftsmanship with slow, sensory indulgence rituals.",

"impact": {

"customer": "Shoppers treat Lindt as premium, joyful gifts and self-treats.",

"reputation": "Synonymous with quality indulgence and sensory joy.",

"business\_results": "Premium pricing and gifting occasions drive sales."

}

},

{

"brand": "Sephora",

"emotion": "Happiness",

"strategy": "Highlight joy of self-expression and creative beauty discovery.",

"unique\_twist": "In-store try-ons and tutorials make product discovery playful and joyful.",

"impact": {

"customer": "Shoppers enjoy experimenting and returning for new finds.",

"reputation": "Known for joyful beauty empowerment.",

"business\_results": "Experience-driven retail increases basket sizes and loyalty engagement."

}

},

{

"brand": "Etsy",

"emotion": "Happiness",

"strategy": "Market the joy of discovering handmade, meaningful items.",

"unique\_twist": "Connect buyers to maker stories, turning transactions into personal joy.",

"impact": {

"customer": "Shoppers value emotional resonance over mass-produced goods.",

"reputation": "Seen as marketplace for heartfelt gifts and surprises.",

"business\_results": "Niche commerce and engagement grew through authentic joy experiences."

}

},

{

"brand": "Booking.com",

"emotion": "Happiness",

"strategy": "Sell the thrill of spontaneous travel and immediate joyful experiences.",

"unique\_twist": "Ads focus on authentic traveler delight and hassle-free booking moments.",

"impact": {

"customer": "Travelers perceive the platform as a fast route to joyful getaways.",

"reputation": "Linked with convenience and delight in travel.",

"business\_results": "Conversion and repeat bookings increased due to emotional ease."

}

},

{

"brand": "Expedia",

"emotion": "Happiness",

"strategy": "Market planning and arriving at travel destinations as joyful moments.",

"unique\_twist": "Ads highlight emotional highs alongside ease-of-use features.",

"impact": {

"customer": "Users feel confident booking experiences promising emotional payoff.",

"reputation": "Facilitator of joyful adventures at scale.",

"business\_results": "Emotion-led messaging increased conversions and bookings."

}

},

{

"brand": "Uber",

"emotion": "Happiness",

"strategy": "Sell convenience as micro-moments of happiness.",

"unique\_twist": "Ads humanize drivers and passengers, emphasizing friendly interactions.",

"impact": {

"customer": "Users view Uber as a tool delivering small, happy moments.",

"reputation": "Brand warmth increased by focusing on human stories.",

"business\_results": "Frequency of rides increased due to positive emotional association."

}

},

{

"brand": "Lyft",

"emotion": "Happiness",

"strategy": "Highlight joy in rideshare through friendly, colorful brand experience.",

"unique\_twist": "Ads focus on neighborly warmth and playful car interactions.",

"impact": {

"customer": "Passengers prefer Lyft for cheerful, community-oriented experience.",

"reputation": "Seen as the friendlier, more human rideshare option.",

"business\_results": "Emotional differentiation attracted riders and boosted repeat use."

}

},

{

"brand": "Fisher-Price",

"emotion": "Happiness",

"strategy": "Sell joy through early childhood play and developmental milestones.",

"unique\_twist": "Ads showcase babies discovering toys and parents’ proud smiles.",

"impact": {

"customer": "Parents trust the brand to facilitate meaningful, joyful early experiences.",

"reputation": "Known for safe, joy-inducing baby toys.",

"business\_results": "Emotional trust supports long-term loyalty and cross-generational purchases."

}

},

{

"brand": "Benetton",

"emotion": "Happiness",

"strategy": "Use vibrant visuals to connect clothing to inclusive human joy.",

"unique\_twist": "Ads show smiling, diverse groups, tying color to playful and social optimism.",

"impact": {

"customer": "Shoppers connect garments to self-expression and positive social messages.",

"reputation": "Known for bold visuals and upbeat, worldly persona.",

"business\_results": "Stand-out visual identity sustained niche appeal in fashion."

}

},

{

"brand": "Kinder",

"emotion": "Joy/Nostalgia",

"strategy": "Combine play and surprise with chocolate.",

"unique\_twist": "Kinder Surprise egg with hidden toy.",

"impact": {

"customer": "Created joy and anticipation for children.",

"reputation": "Became iconic childhood treat.",

"business\_results": "Massive global popularity."

}

},

{

"brand": "TripAdvisor",

"emotion": "Joy/Excitement",

"strategy": "Make travel planning exciting and full of joy.",

"unique\_twist": "User-generated joyful reviews and experiences.",

"impact": {

"customer": "Felt empowered to explore joyfully.",

"reputation": "Trusted travel community.",

"business\_results": "Massive platform growth."

}

},

{

"brand": "Toys“R”Us",

"emotion": "Childlike Joy",

"strategy": "Make toy shopping an exciting, joyful adventure.",

"unique\_twist": "‘I Don’t Want to Grow Up’ jingle and big toy stores.",

"impact": {

"customer": "Kids felt excitement and wonder.",

"reputation": "Known as the ultimate toy destination.",

"business\_results": "Dominated toy retail market for decades."

}

},

{

"brand": "Universal Studios",

"emotion": "Thrill/Joy",

"strategy": "Provide joyful entertainment through immersive experiences.",

"unique\_twist": "Theme park rides tied to blockbuster movies.",

"impact": {

"customer": "Created joy through thrilling entertainment.",

"reputation": "Known for blockbuster-inspired fun.",

"business\_results": "Strong theme park revenue."

}

}

]

[

{

"brand": "Ben & Jerry’s",

"emotion": "Happiness",

"strategy": "Connect indulgence with social consciousness, spreading joy through shared experiences and quirky flavors.",

"unique\_twist": "Used whimsical flavors, humorous packaging, and social messaging to make happiness tangible and shareable.",

"impact": {

"customer": "Customers felt lighthearted, socially aware, and part of a joyful movement.",

"reputation": "Brand perceived as fun, socially conscious, and inclusive.",

"business\_results": "Sales uplifted, repeat purchases increased, and social campaigns generated organic buzz."

}

},

{

"brand": "LEGO",

"emotion": "Happiness",

"strategy": "Encourage creativity and imagination through building, emphasizing joy in process over finished product.",

"unique\_twist": "Short films and ads highlighted collaborative, imaginative play rather than just toys.",

"impact": {

"customer": "Customers felt empowered, inspired, and entertained.",

"reputation": "Brand became a tool for creative growth and emotional engagement.",

"business\_results": "Increased engagement, product sales, and loyalty."

}

},

{

"brand": "Cadbury",

"emotion": "Happiness",

"strategy": "Promote joy through the act of giving and sharing chocolate in everyday moments.",

"unique\_twist": "Ads depicted authentic, relatable sharing moments instead of just the product.",

"impact": {

"customer": "Customers associated Cadbury with generosity and shared happiness.",

"reputation": "Seen as a heartwarming, feel-good brand.",

"business\_results": "Sales rose during holidays and social occasions; emotional attachment strengthened."

}

},

{

"brand": "Air France",

"emotion": "Happiness",

"strategy": "Position flying as an emotionally joyful experience, highlighting human connections.",

"unique\_twist": "Ads showcased personal moments, such as families laughing or couples celebrating mid-flight.",

"impact": {

"customer": "Travel became pleasurable and emotionally resonant.",

"reputation": "Perceived as stylish, caring, and human-centric.",

"business\_results": "Bookings and customer loyalty increased due to emotional differentiation."

}

},

{

"brand": "LEGO Education",

"emotion": "Happiness",

"strategy": "Promote the joy of learning through playful, hands-on activities.",

"unique\_twist": "Focused on trial-and-error, collaboration, and authentic learning moments.",

"impact": {

"customer": "Parents and educators found learning engaging and enjoyable.",

"reputation": "Trusted as a source of innovative, joyful education.",

"business\_results": "Higher adoption in schools and homes; strengthened brand identity."

}

},

{

"brand": "Taco Bell",

"emotion": "Happiness",

"strategy": "Connect food with fun, spontaneity, and youth culture.",

"unique\_twist": "Ads featured vibrant, humorous, and energetic moments of friends celebrating everyday life.",

"impact": {

"customer": "Customers saw Taco Bell as a lifestyle brand offering shared joy.",

"reputation": "Positioned as culturally relevant, fun, and youthful.",

"business\_results": "Increased evening and late-night sales; higher social media engagement."

}

},

{

"brand": "IKEA",

"emotion": "Happiness",

"strategy": "Highlight joy in creating personalized, comfortable home spaces.",

"unique\_twist": "Ads focused on hands-on assembly, family bonding, and playful interior design.",

"impact": {

"customer": "Empowered to make homes joyful and memorable.",

"reputation": "Friendly, approachable, and emotionally intelligent brand.",

"business\_results": "Boosted sales of furniture and home accessories; repeat visits increased."

}

},

{

"brand": "Slack",

"emotion": "Happiness",

"strategy": "Promote collaborative, enjoyable work experiences through seamless communication.",

"unique\_twist": "Used relatable humor and positive team scenarios to convey joy at work.",

"impact": {

"customer": "Customers felt work could be productive and enjoyable.",

"reputation": "Seen as empathetic, modern, and human-focused.",

"business\_results": "User engagement and enterprise adoption increased."

}

},

{

"brand": "Disneyland Paris",

"emotion": "Happiness",

"strategy": "Create emotional joy through immersive, magical theme park experiences.",

"unique\_twist": "Ads emphasized family fun, wonder, and shared celebration rather than rides alone.",

"impact": {

"customer": "Visitors associated the park with emotional reward and memorable experiences.",

"reputation": "Reinforced as a dream destination and symbol of wonder.",

"business\_results": "Attendance and merchandise sales surged; long-term cultural relevance maintained."

}

},

{

"brand": "Gatorade",

"emotion": "Happiness",

"strategy": "Connect joy with achievement, effort, and physical activity.",

"unique\_twist": "Ads highlighted real athletes celebrating small victories and team moments.",

"impact": {

"customer": "Felt motivated, energized, and proud of personal achievement.",

"reputation": "Associated with emotional reward and sports empowerment.",

"business\_results": "Brand loyalty strengthened; social media engagement increased."

}

},

{

"brand": "Oreo",

"emotion": "Happiness",

"strategy": "Showcase playful joy in everyday cookie moments.",

"unique\_twist": "Ads focused on sharing, interactive fun, and family engagement.",

"impact": {

"customer": "Saw Oreo as a source of small, carefree happiness.",

"reputation": "Perceived as a playful, feel-good snack brand.",

"business\_results": "Increased repeat consumption and social media shares."

}

},

{

"brand": "Red Bull",

"emotion": "Happiness",

"strategy": "Connect joy with adventure, thrill, and energy.",

"unique\_twist": "Showcased extreme sports and high-energy moments that inspire exhilaration.",

"impact": {

"customer": "Felt energized, motivated, and excited to take on challenges.",

"reputation": "Synonymous with adventure, excitement, and emotional thrill.",

"business\_results": "Sales among active demographics increased; sponsorships strengthened brand association."

}

},

{

"brand": "Coca-Cola Energy",

"emotion": "Happiness",

"strategy": "Associate energy drinks with shared fun and vibrant experiences.",

"unique\_twist": "Ads emphasized parties, concerts, and spontaneous social energy.",

"impact": {

"customer": "Felt excitement and living-in-the-moment happiness.",

"reputation": "Reinforced Coke’s image as fun and energizing.",

"business\_results": "Youth engagement increased; beverage sales climbed steadily."

}

},

{

"brand": "Disney Cruise Line",

"emotion": "Happiness",

"strategy": "Highlight shared family adventure and magical experiences at sea.",

"unique\_twist": "Ads showcased intergenerational fun, celebrations, and magical moments.",

"impact": {

"customer": "Guests felt fulfilled, joyful, and connected.",

"reputation": "Perceived as magical, family-friendly, and joyful.",

"business\_results": "Bookings and onboard purchases increased; repeat guests strengthened loyalty."

}

},

{

"brand": "GoPro",

"emotion": "Happiness",

"strategy": "Celebrate joy through capturing real-life adventures and experiences.",

"unique\_twist": "User-generated content and extreme sports footage made joy authentic and shareable.",

"impact": {

"customer": "Inspired to pursue adventures and capture joyful moments.",

"reputation": "Enabler of happiness through experience capture.",

"business\_results": "Camera sales increased; viral user content reduced marketing costs."

}

},

{

"brand": "Warby Parker",

"emotion": "Happiness",

"strategy": "Promote joy through style, confidence, and accessibility in eyewear.",

"unique\_twist": "Ads focused on personal empowerment, playful virtual try-ons, and social sharing.",

"impact": {

"customer": "Felt stylish, confident, and included.",

"reputation": "Seen as fun, fashionable, and socially conscious.",

"business\_results": "Online sales and home try-on kits increased; brand loyalty strengthened."

}

},

{

"brand": "AirAsia",

"emotion": "Happiness",

"strategy": "Highlight affordable travel as a source of joy and exploration.",

"unique\_twist": "Ads showcased relatable travelers enjoying spontaneous and memorable moments.",

"impact": {

"customer": "Travel felt attainable, exciting, and joyful.",

"reputation": "Seen as fun, affordable, and people-focused.",

"business\_results": "Ticket sales increased; customer loyalty strengthened."

}

},

{

"brand": "Nintendo Switch",

"emotion": "Happiness",

"strategy": "Promote the joy of shared gaming experiences.",

"unique\_twist": "Ads emphasized multiplayer fun, friendly competition, and playful interaction.",

"impact": {

"customer": "Felt encouraged to enjoy games socially, fostering connection and laughter.",

"reputation": "Reinforced as family-friendly and joyful.",

"business\_results": "Console and game sales surged; multiplayer engagement increased."

}

},

{

"brand": "Airbnb Experiences",

"emotion": "Happiness",

"strategy": "Highlight immersive local experiences as sources of personal joy.",

"unique\_twist": "Ads showed authentic interactions with locals and memorable, intimate moments.",

"impact": {

"customer": "Travel felt personal, joyful, and transformative.",

"reputation": "Strengthened Airbnb’s image as an experiential platform.",

"business\_results": "Experience bookings grew rapidly; user engagement increased."

}

},

{

"brand": "LEGO Star Wars",

"emotion": "Happiness",

"strategy": "Connect joy with imaginative play and fan engagement.",

"unique\_twist": "Ads showcased storytelling, hands-on building, and shared adventures.",

"impact": {

"customer": "Kids felt empowered, creative, and socially engaged.",

"reputation": "Recognized as imaginative, inclusive, and emotionally engaging.",

"business\_results": "Product sales increased; fan communities grew online."

}

},

{

"brand": "Disney+",

"emotion": "Happiness",

"strategy": "Promote joy through shared streaming experiences for families and friends.",

"unique\_twist": "Ads highlighted reactions, laughter, and togetherness while watching content.",

"impact": {

"customer": "Felt Disney+ provided consistent happiness and bonding moments.",

"reputation": "Known as a joyful, family-friendly streaming platform.",

"business\_results": "Subscriber growth surged; retention and engagement increased."

}

},

{

"brand": "LEGO Architecture",

"emotion": "Happiness",

"strategy": "Connect joy with creative mastery and personal accomplishment in building kits.",

"unique\_twist": "Ads emphasized meditative, mindful building and social sharing of creations.",

"impact": {

"customer": "Felt accomplished, creative, and emotionally satisfied.",

"reputation": "Associated with adult creativity and meaningful engagement.",

"business\_results": "Sales increased among adults; brand versatility reinforced."

}

}

]

[

{

"brand": "Starbucks",

"emotion": "Happiness",

"strategy": "Position coffee rituals as small, repeatable moments of comfort and joy.",

"unique\_twist": "Focused on everyday micro-moments, barista interactions, and sensory storytelling rather than product specs.",

"impact": {

"customer": "Customers saw Starbucks visits as self-care and comforting moments, increasing visit frequency.",

"reputation": "Strengthened Starbucks’ image as warm, community-oriented, and human-centered.",

"business\_results": "Boosted loyalty program sign-ups and repeat purchases; emotional connection increased long-term retention."

}

},

{

"brand": "McDonald’s",

"emotion": "Happiness",

"strategy": "Emphasize fast, accessible joy through shared food experiences and micro-celebrations.",

"unique\_twist": "Highlighted small, immediate happy moments — kids laughing, friends sharing fries — rather than food features.",

"impact": {

"customer": "Consumers associated McDonald’s with quick, uplifting experiences, reinforcing habitual purchases.",

"reputation": "Strengthened its image as a fun, welcoming brand suitable for all ages.",

"business\_results": "Increased traffic during small-moment occasions and boosted youth and family appeal."

}

},

{

"brand": "Nike",

"emotion": "Happiness",

"strategy": "Reframe athletic activity as a source of joy and emotional reward, not just performance.",

"unique\_twist": "Showcased ordinary people enjoying movement for fun, with diverse, relatable protagonists and immersive storytelling.",

"impact": {

"customer": "Customers felt motivated to participate in physical activity for enjoyment rather than obligation.",

"reputation": "Expanded appeal beyond athletes to everyday movers, emphasizing inclusivity and emotional intelligence.",

"business\_results": "Increased casual-use product purchases and broader market engagement."

}

},

{

"brand": "Apple",

"emotion": "Happiness",

"strategy": "Highlight how products create delight through creativity, connection, and intuitive experiences.",

"unique\_twist": "Focused on personal emotional moments with devices rather than just technical specifications.",

"impact": {

"customer": "Users associated Apple products with effortless creativity and joyful connections.",

"reputation": "Reinforced Apple as a premium, emotionally resonant brand.",

"business\_results": "Supported premium pricing and ecosystem loyalty; encouraged upgrades and repeat usage."

}

},

{

"brand": "Google",

"emotion": "Happiness",

"strategy": "Show how simple search tools and services lead to everyday joyful outcomes.",

"unique\_twist": "Focused on personal, relatable moments where technology delivers emotional payoffs.",

"impact": {

"customer": "Users trusted Google as a reliable enabler of small but meaningful happy moments.",

"reputation": "Humanized the brand as helpful, empathetic, and emotionally intelligent.",

"business\_results": "Increased engagement and habitual usage across search and related services."

}

},

{

"brand": "Samsung",

"emotion": "Happiness",

"strategy": "Show technology enabling joyful, everyday victories and memorable experiences.",

"unique\_twist": "Depicted real-life, relatable scenarios where product features directly generate happiness.",

"impact": {

"customer": "Consumers connected features to emotional benefits, making tech feel personally valuable.",

"reputation": "Balanced innovation with warmth and family friendliness.",

"business\_results": "Boosted cross-product sales and ecosystem adoption among families and creators."

}

},

{

"brand": "Heineken",

"emotion": "Happiness",

"strategy": "Celebrate social joy and shared experiences as central to the brand.",

"unique\_twist": "Used subtle storytelling, cosmopolitan settings, and inclusive playful interactions to connect beer with social happiness.",

"impact": {

"customer": "Consumers saw Heineken as ideal for stylish, joyful social moments.",

"reputation": "Enhanced perception as a premium, socially engaging brand.",

"business\_results": "Increased on-trade preference and social occasion purchases."

}

},

{

"brand": "Guinness",

"emotion": "Happiness",

"strategy": "Emphasize reflective, communal joy through slow enjoyment and storytelling.",

"unique\_twist": "Focused on ritual, intimate pub interactions, and meaningful conversations rather than partying or speed.",

"impact": {

"customer": "Customers associated Guinness with soulful, lasting happiness in shared experiences.",

"reputation": "Reinforced Guinness as a timeless, culturally rich, and emotionally resonant brand.",

"business\_results": "Supported loyal pub culture and premium pricing."

}

},

{

"brand": "Spotify",

"emotion": "Happiness",

"strategy": "Position music as an instant and personal source of joy for everyday life.",

"unique\_twist": "Used playlists and user stories to illustrate how music shapes emotional experiences.",

"impact": {

"customer": "Users felt empowered to enhance moods through music, increasing streaming and engagement.",

"reputation": "Strengthened brand as a mood-control tool and emotional companion.",

"business\_results": "Boosted premium subscriptions and playlist virality."

}

},

{

"brand": "Walmart",

"emotion": "Happiness",

"strategy": "Associate savings and affordability with emotional relief and joy.",

"unique\_twist": "Highlighted diverse, relatable shoppers celebrating everyday wins through budget-friendly purchases.",

"impact": {

"customer": "Shoppers saw value as a direct source of happiness, reinforcing loyalty.",

"reputation": "Softened utilitarian perception, portraying Walmart as caring and human-centered.",

"business\_results": "Increased foot traffic, basket size, and promotional engagement."

}

},

{

"brand": "Target",

"emotion": "Happiness",

"strategy": "Show joy in creating small, stylish, affordable moments through curated products.",

"unique\_twist": "Used approachable design, everyday staging, and surprise reveals to make shopping emotionally rewarding.",

"impact": {

"customer": "Shoppers felt empowered to craft joyful moments, boosting purchases and experimentation.",

"reputation": "Reinforced cheerful, design-conscious, and accessible brand identity.",

"business\_results": "Increased ticket sizes and home category growth."

}

},

{

"brand": "Pepsi",

"emotion": "Happiness",

"strategy": "Associate the brand with energetic, carefree social joy.",

"unique\_twist": "Used music, celebrity tie-ins, and kinetic editing to portray instant fun and exuberance.",

"impact": {

"customer": "Young consumers chose Pepsi as the drink for social energy and celebrations.",

"reputation": "Strengthened playful, youth-focused identity.",

"business\_results": "Boosted sales during social occasions and increased cultural relevance."

}

},

{

"brand": "KFC",

"emotion": "Happiness",

"strategy": "Celebrate communal joy through shared meals and comfort food experiences.",

"unique\_twist": "Emphasized tactile enjoyment, nostalgic family stories, and messy authenticity.",

"impact": {

"customer": "Customers associated KFC with family warmth and group celebrations.",

"reputation": "Reinforced comfort-food and cultural resonance image.",

"business\_results": "Increased group meal sales and bucket promotions."

}

},

{

"brand": "Subway",

"emotion": "Happiness",

"strategy": "Highlight the joy of customization and control over one’s meal.",

"unique\_twist": "Focused on personal empowerment, freshness, and casual confidence in meal choices.",

"impact": {

"customer": "Consumers valued the control and personalization, increasing visits.",

"reputation": "Strengthened image as fresh, customer-centric, and flexible.",

"business\_results": "Boosted per-order value and repeat purchase rates."

}

},

{

"brand": "Marriott",

"emotion": "Happiness",

"strategy": "Position travel and hotel stays as restorative, emotionally uplifting experiences.",

"unique\_twist": "Used warm lighting, intimate service gestures, and reunion narratives to frame hotels as joy enablers.",

"impact": {

"customer": "Guests perceived Marriott as a safe, joyful haven, increasing loyalty.",

"reputation": "Reinforced thoughtful, guest-centric hospitality image.",

"business\_results": "Higher occupancy and loyalty program engagement."

}

},

{

"brand": "Hyatt",

"emotion": "Happiness",

"strategy": "Focus on arrival moments that instantly lift guest mood and stress.",

"unique\_twist": "Emphasized frictionless check-in, surprise upgrades, and concierge warmth.",

"impact": {

"customer": "Guests experienced immediate delight and stress relief, enhancing satisfaction.",

"reputation": "Positioned Hyatt as service-oriented and emotionally considerate.",

"business\_results": "Increased positive reviews and loyalty bookings."

}

},

{

"brand": "Sony",

"emotion": "Happiness",

"strategy": "Highlight joy through entertainment creation and consumption experiences.",

"unique\_twist": "Used multisensory visuals and sound to show both production and consumption of joyful content.",

"impact": {

"customer": "Consumers linked Sony products to immersive, creative enjoyment.",

"reputation": "Strengthened image as an emotionally resonant, creative technology brand.",

"business\_results": "Increased hardware and content engagement among creators and enthusiasts."

}

},

{

"brand": "H&M",

"emotion": "Happiness",

"strategy": "Celebrate the confidence and joy from everyday fashion and self-expression.",

"unique\_twist": "Used playful music, real people, and relatable styling to make fashion accessible and joyful.",

"impact": {

"customer": "Shoppers felt empowered to experiment with style, increasing purchases.",

"reputation": "Reinforced approachable, trend-forward identity.",

"business\_results": "Boosted turnover on fashion lines and increased return rates."

}

},

{

"brand": "Zara",

"emotion": "Happiness",

"strategy": "Portray the thrill of finding new outfits that elevate personal confidence and identity.",

"unique\_twist": "Used sleek, street-level visuals and fast editing to depict joy from instant style wins.",

"impact": {

"customer": "Encouraged frequent visits and instant gratification shopping behavior.",

"reputation": "Positioned Zara as trendy, confident, and emotionally resonant.",

"business\_results": "High inventory turnover and increased impulse buys."

}

},

{

"brand": "LEGO",

"emotion": "Happiness",

"strategy": "Encourage creative play as a source of joy for all ages.",

"unique\_twist": "Featured families and friends co-creating imaginative worlds together, turning play into shared storytelling.",

"impact": {

"customer": "Parents and children experienced joy and bonding through play.",

"reputation": "Strengthened LEGO’s image as a playful, educational, and family-friendly brand.",

"business\_results": "Boosted product sales, loyalty, and creative engagement."

}

},

{

"brand": "Disney",

"emotion": "Happiness",

"strategy": "Create magical storytelling that appeals to both children and adults.",

"unique\_twist": "Immersive theme parks and animated films combine nostalgia with wonder.",

"impact": {

"customer": "Families felt emotionally connected and returned for shared experiences.",

"reputation": "Reinforced Disney as the ‘happiest’ brand, synonymous with wonder and delight.",

"business\_results": "High ticket sales, franchise loyalty, and long-term brand attachment."

}

},

{

"brand": "Ben & Jerry’s",

"emotion": "Happiness",

"strategy": "Connect indulgence with social consciousness, spreading joy through shared experiences and quirky flavors.",

"unique\_twist": "Used whimsical flavors, humorous packaging, and social messaging to make happiness tangible and shareable.",

"impact": {

"customer": "Customers felt lighthearted, socially aware, and part of a community.",

"reputation": "Enhanced image as fun, ethical, and socially responsible.",

"business\_results": "Increased sales, brand loyalty, and social media engagement."

}

},

{

"brand": "Patagonia",

"emotion": "Happiness",

"strategy": "Promote joy through connection with nature and responsible adventure.",

"unique\_twist": "Featured real outdoor enthusiasts and their stories, highlighting environmental stewardship alongside adventure.",

"impact": {

"customer": "Consumers felt motivated, inspired, and part of a positive movement.",

"reputation": "Solidified reputation as ethical, eco-conscious, and adventure-friendly.",

"business\_results": "Strengthened brand loyalty and premium positioning in outdoor gear."

}

},

{

"brand": "Airbnb",

"emotion": "Happiness",

"strategy": "Associate travel and new experiences with happiness and belonging.",

"unique\_twist": "Showed authentic guest stories, immersive stays, and emotional connections with hosts.",

"impact": {

"customer": "Guests felt excited, adventurous, and welcomed into new communities.",

"reputation": "Enhanced perception as a human-centered, emotionally enriching travel platform.",

"business\_results": "Increased bookings, repeat stays, and global engagement."

}

}

]

[

{

"brand": "Warner Bros",

"emotion": "Happiness",

"strategy": "Promote joy through the shared experience of watching films, highlighting authentic human reactions rather than technical features.",

"unique\_twist": "Used real audience reactions and mini-narratives to showcase laughter, awe, and delight in cinematic moments.",

"impact": {

"customer": "Customers associated Warner Bros with fun, memorable experiences, enhancing anticipation for movies.",

"reputation": "Positioned as a brand that understands human emotions, warm and relatable.",

"business\_results": "Ticket sales increased in family demographics, repeat visits grew, and social sharing amplified brand visibility."

}

},

{

"brand": "Whole Foods",

"emotion": "Happiness",

"strategy": "Highlight the joy of healthy living and food discovery, emphasizing emotional satisfaction over product specs.",

"unique\_twist": "Focused on sensory storytelling, community interactions, and visually vibrant content to evoke joy.",

"impact": {

"customer": "Shoppers felt empowered and excited about cooking and eating healthily.",

"reputation": "Strengthened image as a premium, community-friendly grocery brand.",

"business\_results": "Sales of fresh produce and prepared foods grew, with increased customer engagement and loyalty."

}

},

{

"brand": "Spotify",

"emotion": "Happiness",

"strategy": "Position music as a daily source of joy and emotional connection.",

"unique\_twist": "Showcased people dancing, singing, and sharing playlists in real-life joyful scenarios, often using humor and personalization.",

"impact": {

"customer": "Users connected Spotify with mood-lifting experiences and habitual engagement.",

"reputation": "Seen as a culturally relevant, emotionally intelligent brand.",

"business\_results": "Subscription growth and playlist sharing increased, reinforcing brand loyalty."

}

},

{

"brand": "Taco John’s",

"emotion": "Happiness",

"strategy": "Emphasize fun and togetherness during casual dining experiences.",

"unique\_twist": "Used playful humor, everyday celebrations, and vibrant visuals to associate joy with eating.",

"impact": {

"customer": "Customers perceived dining as a joyful, social experience.",

"reputation": "Known as approachable, fun, and family-friendly.",

"business\_results": "Foot traffic and repeat visits increased, boosting overall sales."

}

},

{

"brand": "Canon",

"emotion": "Happiness",

"strategy": "Highlight the joy of capturing and preserving meaningful life moments.",

"unique\_twist": "Focused on emotional storytelling with real people, warm visuals, and candid reactions.",

"impact": {

"customer": "Consumers connected photography with emotional fulfillment and memory-making.",

"reputation": "Strengthened perception as a brand that cares about human emotion, not just technology.",

"business\_results": "Camera sales grew as customers sought emotional storytelling tools."

}

},

{

"brand": "Disneyland Hong Kong",

"emotion": "Happiness",

"strategy": "Sell the emotional experience of amusement park delight rather than park logistics.",

"unique\_twist": "Emphasized first-time reactions, parades, and character interactions as authentic joyful experiences.",

"impact": {

"customer": "Visitors associated the park with excitement, fun, and lasting memories.",

"reputation": "Enhanced Disney’s image as a joy-centric entertainment brand.",

"business\_results": "Attendance and merchandise sales increased due to emotional attachment."

}

},

{

"brand": "Cadbury Dairy Milk",

"emotion": "Happiness",

"strategy": "Focus on shared moments and emotional satisfaction through chocolate consumption.",

"unique\_twist": "Ads depicted small gestures and family bonding moments rather than product details.",

"impact": {

"customer": "Chocolate became linked to happiness and social connection.",

"reputation": "Reinforced as a joyful, giftable, and emotionally resonant brand.",

"business\_results": "Sales increased during gifting seasons and repeat purchases strengthened loyalty."

}

},

{

"brand": "LEGO Friends",

"emotion": "Happiness",

"strategy": "Promote creative play and collaboration as sources of joy for children.",

"unique\_twist": "Ads told mini-narratives emphasizing group play and emotional satisfaction.",

"impact": {

"customer": "Children and parents associated LEGO with fun, creativity, and bonding.",

"reputation": "Enhanced image as a brand encouraging positive social interaction and joy.",

"business\_results": "Set sales and engagement grew, reinforcing LEGO’s emotional value."

}

},

{

"brand": "Jet Airways",

"emotion": "Happiness",

"strategy": "Highlight joyful and stress-free flying experiences, emphasizing connection with loved ones.",

"unique\_twist": "Used scenic visuals and real-life passenger interactions to evoke happiness.",

"impact": {

"customer": "Passengers felt emotionally uplifted, associating travel with comfort and joy.",

"reputation": "Seen as a caring airline prioritizing passenger well-being.",

"business\_results": "Passenger loyalty increased, repeat bookings grew, and positive word-of-mouth strengthened brand value."

}

},

{

"brand": "Canon PIXMA",

"emotion": "Happiness",

"strategy": "Transform digital memories into tangible joy through printed photos.",

"unique\_twist": "Focused on family bonding, gift-giving, and authentic memory preservation.",

"impact": {

"customer": "Customers associated printing photos with emotional satisfaction and sharing joy.",

"reputation": "Canon perceived as enabling meaningful storytelling.",

"business\_results": "Printer and ink sales increased, with emotional branding boosting loyalty."

}

},

{

"brand": "Cadbury Gems",

"emotion": "Happiness",

"strategy": "Promote fun and playful sharing moments with candy.",

"unique\_twist": "Short, relatable stories emphasized spontaneous joy in everyday life.",

"impact": {

"customer": "Candy became linked to fun, happiness, and social connection.",

"reputation": "Positioned as a joyful, youth-oriented confectionery brand.",

"business\_results": "Sales increased during casual gifting and festive occasions."

}

},

{

"brand": "Kellogg’s",

"emotion": "Happiness",

"strategy": "Highlight joyful morning routines and shared family experiences around breakfast.",

"unique\_twist": "Used animated mascots and lively storytelling to evoke fun and excitement.",

"impact": {

"customer": "Families connected cereal consumption with fun, energy, and positive habits.",

"reputation": "Seen as warm, playful, and family-focused.",

"business\_results": "Market share increased due to habitual morning engagement."

}

},

{

"brand": "Fanta",

"emotion": "Happiness",

"strategy": "Position beverage as a symbol of fun, spontaneity, and youthful energy.",

"unique\_twist": "Ads used vibrant visuals, playful scenarios, and music to evoke joy.",

"impact": {

"customer": "Fanta became synonymous with carefree, social fun.",

"reputation": "Strengthened as a youthful, energetic brand.",

"business\_results": "Sales grew among teens and young adults, with strong social sharing."

}

},

{

"brand": "Cadbury Celebrations",

"emotion": "Happiness",

"strategy": "Emphasize gifting as a joyful emotional experience.",

"unique\_twist": "Mini-stories of surprises and celebrations highlighted authentic emotional responses.",

"impact": {

"customer": "Gifting chocolate was associated with spreading happiness.",

"reputation": "Reinforced as a celebratory, emotionally resonant brand.",

"business\_results": "Sales surged during festivals and gifting occasions."

}

},

{

"brand": "Revlon",

"emotion": "Happiness",

"strategy": "Showcase joy through self-expression and playful use of makeup.",

"unique\_twist": "Ads emphasized empowerment, bold colors, and social interaction to evoke happiness.",

"impact": {

"customer": "Consumers associated makeup with fun, confidence, and emotional uplift.",

"reputation": "Seen as a brand celebrating individuality and joy.",

"business\_results": "Engagement and social sharing increased, boosting product adoption."

}

},

{

"brand": "KitKat",

"emotion": "Happiness",

"strategy": "Promote small breaks in daily life as joyful moments.",

"unique\_twist": "Relatable workplace and school scenarios highlighted sharing and humor.",

"impact": {

"customer": "Customers associated KitKat with micro-moments of happiness and relaxation.",

"reputation": "Known as friendly, approachable, and mood-lifting.",

"business\_results": "Sales increased in casual consumption settings; brand stickiness improved."

}

},

{

"brand": "LEGO City",

"emotion": "Happiness",

"strategy": "Encourage adventure-driven imaginative play as a source of joy.",

"unique\_twist": "Mini-adventures and group play emphasized excitement and collaboration.",

"impact": {

"customer": "Children associated LEGO City with creativity and happiness.",

"reputation": "Reinforced as a brand that inspires joyful learning.",

"business\_results": "Set sales and repeat purchases increased."

}

},

{

"brand": "Godrej",

"emotion": "Happiness",

"strategy": "Showcase everyday products making daily life easier and more joyful.",

"unique\_twist": "Authentic family scenarios demonstrated practical happiness and emotional satisfaction.",

"impact": {

"customer": "Consumers felt Godrej products enhanced life quality and happiness.",

"reputation": "Perceived as caring, reliable, and emotionally aware.",

"business\_results": "Sales in household appliances increased, boosting customer loyalty."

}

},

{

"brand": "Canon EOS R",

"emotion": "Happiness",

"strategy": "Position photography as a tool for experiencing and preserving joy.",

"unique\_twist": "Focused on real-life celebrations and travels, capturing authentic human emotions.",

"impact": {

"customer": "Users associated Canon with joyful memory-making and creativity.",

"reputation": "Strengthened brand as enabler of authentic storytelling.",

"business\_results": "Camera adoption grew, with enhanced positive brand sentiment."

}

},

{

"brand": "Chupa Chups",

"emotion": "Happiness",

"strategy": "Promote carefree fun and sharing moments among kids and teens.",

"unique\_twist": "Short, playful scenarios with vibrant visuals highlighted spontaneous joy.",

"impact": {

"customer": "Lollipops became symbols of fun, delight, and social bonding.",

"reputation": "Reinforced as a youthful, happiness-driven candy brand.",

"business\_results": "Sales grew among children and teens, with strong brand visibility."

}

},

{

"brand": "Maggi",

"emotion": "Happiness",

"strategy": "Highlight joyful, convenient cooking experiences with family or friends.",

"unique\_twist": "Relatable, playful scenarios emphasized bonding over quick meals.",

"impact": {

"customer": "Customers associated Maggi with comfort, convenience, and joy.",

"reputation": "Seen as fun, reliable, and emotionally resonant.",

"business\_results": "Market share increased; repeat purchases driven by emotional connection."

}

},

{

"brand": "Tata Tea",

"emotion": "Happiness",

"strategy": "Show how simple tea rituals foster togetherness and emotional warmth.",

"unique\_twist": "Emphasized shared conversations, cozy settings, and relatable daily routines.",

"impact": {

"customer": "Tea drinking was associated with connection and relaxation.",

"reputation": "Reinforced as a socially conscious, emotionally aware brand.",

"business\_results": "Sales increased; brand felt culturally relevant and trusted."

}

},

{

"brand": "Himalaya Herbals",

"emotion": "Happiness",

"strategy": "Connect personal care and wellness products to feelings of comfort and joy.",

"unique\_twist": "Nature-inspired visuals and family-focused storytelling highlighted holistic happiness.",

"impact": {

"customer": "Consumers associated products with physical and emotional well-being.",

"reputation": "Seen as wholesome, trustworthy, and emotionally enriching.",

"business\_results": "Sales of wellness products increased; loyalty strengthened through emotional branding."

}

},

{

"brand": "Fiat",

"emotion": "Happiness",

"strategy": "Associate driving with carefree fun and joyful lifestyle experiences.",

"unique\_twist": "Ads featured spontaneous adventures and social sharing over vehicle specs.",

"impact": {

"customer": "Driving became linked to freedom, fun, and happiness.",

"reputation": "Reinforced as a lifestyle-oriented, vibrant brand.",

"business\_results": "Sales grew among young urban buyers; joyful branding improved memorability."

}

},

{

"brand": "Godrej Appliances",

"emotion": "Happiness",

"strategy": "Demonstrate how appliances can make daily chores enjoyable and satisfying.",

"unique\_twist": "Real-life, relatable family scenarios highlighted happiness through convenience.",

"impact": {

"customer": "Consumers connected appliances with emotional satisfaction and ease.",

"reputation": "Seen as family-friendly and emotionally aware.",

"business\_results": "Sales increased; repeat purchases strengthened by joy-focused marketing."

}

}

]

[

{

"brand": "Zappos",

"emotion": "Happiness",

"strategy": "Center marketing on customer delight and exceptional service, making joy the product itself.",

"unique\_twist": "Real customer stories of surprise and above-and-beyond service, shared authentically in ads and social posts.",

"impact": {

"customer": "Customers felt valued and part of a joyful community, increasing loyalty and advocacy.",

"reputation": "Known for legendary customer service and warm, human brand identity.",

"business\_results": "High repeat purchase rates and strong word-of-mouth marketing."

}

},

{

"brand": "John Lewis",

"emotion": "Happiness",

"strategy": "Emphasize meaningful gift-giving and human connection through cinematic holiday campaigns.",

"unique\_twist": "Short emotional films highlighting intimate, heartfelt moments instead of product specs.",

"impact": {

"customer": "Viewers felt nostalgic and emotionally connected, driving seasonal engagement.",

"reputation": "Seen as emotionally intelligent and culturally anticipated during holidays.",

"business\_results": "Seasonal sales spikes and high social media engagement."

}

},

{

"brand": "Nespresso",

"emotion": "Happiness",

"strategy": "Position coffee as a daily ritual that brings small, luxurious moments of joy.",

"unique\_twist": "Cinematic storytelling with sensory pleasure and celebrity endorsements focused on emotion, not specs.",

"impact": {

"customer": "Customers associated the brand with daily indulgence and comfort.",

"reputation": "Perceived as sophisticated and lifestyle-focused.",

"business\_results": "Premium pricing acceptance and increased customer loyalty."

}

},

{

"brand": "Volvo",

"emotion": "Happiness",

"strategy": "Show how safety enables joyful life moments for families.",

"unique\_twist": "Combine functional safety messaging with heartwarming family and personal stories.",

"impact": {

"customer": "Buyers saw Volvo as a protector of meaningful moments.",

"reputation": "Trusted, caring, family-oriented brand image strengthened.",

"business\_results": "High brand loyalty among family-focused consumers."

}

},

{

"brand": "Southwest Airlines",

"emotion": "Happiness",

"strategy": "Use humor and friendly service to make air travel enjoyable.",

"unique\_twist": "Ads and onboard interactions focus on personality and playful human moments.",

"impact": {

"customer": "Passengers felt flying was stress-free and fun.",

"reputation": "Known as approachable, friendly, and relatable airline.",

"business\_results": "Strong customer loyalty and positive PR stories."

}

},

{

"brand": "Emirates",

"emotion": "Happiness",

"strategy": "Highlight joyful milestones and memorable experiences through travel.",

"unique\_twist": "Cinematic storytelling of personal journeys and celebrations in-flight.",

"impact": {

"customer": "Passengers connected the brand to life’s special moments.",

"reputation": "Premium, emotionally resonant airline identity established.",

"business\_results": "Increased brand preference and international recognition."

}

},

{

"brand": "Singapore Airlines",

"emotion": "Happiness",

"strategy": "Emphasize small service gestures that elevate passenger experience.",

"unique\_twist": "Show real crew stories of anticipating needs and surprising passengers.",

"impact": {

"customer": "Passengers trusted the airline to make travel pleasant.",

"reputation": "Seen as caring, premium, and human-focused.",

"business\_results": "High repeat business and industry recognition."

}

},

{

"brand": "Nando’s",

"emotion": "Happiness",

"strategy": "Position dining as playful, social, and culturally smart experiences.",

"unique\_twist": "Irreverent humor and localized references to connect with audiences.",

"impact": {

"customer": "Fans enjoyed social rituals and felt culturally in on the joke.",

"reputation": "Bold, fun, and relatable brand identity strengthened.",

"business\_results": "High social engagement and local loyalty."

}

},

{

"brand": "M&M’s",

"emotion": "Happiness",

"strategy": "Associate candy with playful sharing and micro-celebrations.",

"unique\_twist": "Use anthropomorphized characters with humor and personality in ads.",

"impact": {

"customer": "Candy seen as a fun, lighthearted social experience.",

"reputation": "Family-friendly, whimsical, and widely recognizable.",

"business\_results": "Sustained sales across generations and strong merchandising."

}

},

{

"brand": "Costa Coffee",

"emotion": "Happiness",

"strategy": "Focus on daily comfort and micro-moments of pleasure in coffee routines.",

"unique\_twist": "Ads feature ordinary people enjoying quiet, joyful rituals.",

"impact": {

"customer": "Customers viewed Costa as a source of reliable, small joys.",

"reputation": "Familiar, warm, and approachable coffee brand.",

"business\_results": "Steady footfall and loyalty program growth."

}

},

{

"brand": "Greggs",

"emotion": "Happiness",

"strategy": "Highlight accessible comfort food as a source of everyday joy.",

"unique\_twist": "Use relatable working-class humor and small-life celebrations in campaigns.",

"impact": {

"customer": "Shoppers felt seen and connected to the brand.",

"reputation": "Beloved, approachable, and community-focused.",

"business\_results": "High repeat purchases and strong brand goodwill."

}

},

{

"brand": "Lidl",

"emotion": "Happiness",

"strategy": "Present shopping as a joyful discovery of quality and value.",

"unique\_twist": "Highlight surprises and achievements in everyday purchases.",

"impact": {

"customer": "Shoppers associated Lidl with clever and satisfying finds.",

"reputation": "Seen as smart, surprising, and trustworthy.",

"business\_results": "Market share growth and positive perception shift."

}

},

{

"brand": "Aldi",

"emotion": "Happiness",

"strategy": "Make affordable quality feel rewarding and joyful.",

"unique\_twist": "Celebrate small victories of cost-saving and smart shopping.",

"impact": {

"customer": "Shoppers felt proud and satisfied in purchases.",

"reputation": "Trusted for value and quality, enhancing emotional connection.",

"business\_results": "Repeat visits and larger basket sizes."

}

},

{

"brand": "Canva",

"emotion": "Happiness",

"strategy": "Celebrate user creativity and success as joyful experiences.",

"unique\_twist": "Showcase real user designs and stories to highlight emotional payoff.",

"impact": {

"customer": "Users felt empowered, proud, and inspired to share work.",

"reputation": "Friendly, approachable, and enabling brand image established.",

"business\_results": "Rapid user growth and strong retention through virality."

}

},

{

"brand": "Mailchimp",

"emotion": "Happiness",

"strategy": "Highlight small business victories and joyful entrepreneurial wins.",

"unique\_twist": "Quirky ads and human stories celebrate authentic successes.",

"impact": {

"customer": "Small business owners felt cheered on and understood.",

"reputation": "Friendly, human, and supportive platform identity strengthened.",

"business\_results": "High SMB adoption and user advocacy."

}

},

{

"brand": "Squarespace",

"emotion": "Happiness",

"strategy": "Make the act of creating beautiful websites an emotionally rewarding experience.",

"unique\_twist": "Feature users’ creations in aspirational yet relatable ways.",

"impact": {

"customer": "Creators felt pride and satisfaction in tangible results.",

"reputation": "Design-forward and empowering brand perception reinforced.",

"business\_results": "Attracted premium users and increased subscription uptake."

}

},

{

"brand": "PayPal",

"emotion": "Happiness",

"strategy": "Position transactions as enablers of joyful, frictionless experiences.",

"unique\_twist": "Show relatable stories where fast payments unlock immediate positive moments.",

"impact": {

"customer": "Users felt payments were easy, human, and rewarding.",

"reputation": "Trusted, convenient, and emotionally approachable brand identity.",

"business\_results": "Increased transaction volume and younger user adoption."

}

},

{

"brand": "eBay",

"emotion": "Happiness",

"strategy": "Celebrate discovery and nostalgia as joyful, social experiences.",

"unique\_twist": "Treat purchases as treasure hunts, spotlighting both buyers and sellers.",

"impact": {

"customer": "Shoppers experienced emotional satisfaction and connection.",

"reputation": "Known as a platform for meaningful finds and engagement.",

"business\_results": "Higher engagement and steady marketplace activity."

}

},

{

"brand": "Rolex",

"emotion": "Happiness",

"strategy": "Tie products to life milestones and celebrations, making ownership emotionally meaningful.",

"unique\_twist": "Luxury framed as recognition of achievements rather than status alone.",

"impact": {

"customer": "Owners associated watches with proud, joyful milestones.",

"reputation": "Prestige reinforced, linked to life achievements.",

"business\_results": "Sustained premium positioning and emotional justification for high-value purchases."

}

},

{

"brand": "Adidas",

"emotion": "Happiness",

"strategy": "Focus on joy of movement rather than pure competition or performance.",

"unique\_twist": "Highlight playful experiences and personal wins at all skill levels.",

"impact": {

"customer": "Consumers felt encouraged to enjoy movement for fun.",

"reputation": "Inclusive, lifestyle-forward, and relatable brand image.",

"business\_results": "Broader market reach and increased community engagement."

}

},

{

"brand": "Hermès",

"emotion": "Happiness",

"strategy": "Emphasize joy from craftsmanship and enduring, tactile luxury.",

"unique\_twist": "Show artisans creating products and the intimate joy of ownership.",

"impact": {

"customer": "Owners felt emotional delight in possession and craftsmanship.",

"reputation": "Refined, artisanal, and emotionally resonant luxury identity.",

"business\_results": "Sustained desirability and premium pricing."

}

},

{

"brand": "Mercedes-Benz",

"emotion": "Happiness",

"strategy": "Position driving as a source of joy, freedom, and personal reward.",

"unique\_twist": "Balance technical excellence with cinematic, emotionally satisfying experiences.",

"impact": {

"customer": "Buyers felt ownership offered confident joy and aspirational fulfillment.",

"reputation": "Luxury tied to emotional pleasure and achievement.",

"business\_results": "Premium sales maintained via emotional appeal."

}

},

{

"brand": "Johnnie Walker",

"emotion": "Happiness",

"strategy": "Celebrate life progress and milestones through sharing whisky moments.",

"unique\_twist": "Connect the 'keep walking' mantra to forward-looking joy and celebration.",

"impact": {

"customer": "Consumers associated whisky with meaningful social and personal achievements.",

"reputation": "Modern, reflective, and optimistic brand perception.",

"business\_results": "Premium positioning and global cultural relevance reinforced."

}

},

{

"brand": "Moleskine",

"emotion": "Happiness",

"strategy": "Highlight the joy of capturing ideas and creative expression.",

"unique\_twist": "Show creators smiling and celebrating the act of writing and sketching.",

"impact": {

"customer": "Users felt inspired and reflective, valuing notebooks as companions.",

"reputation": "Seen as the choice for thoughtful, creative individuals.",

"business\_results": "High niche loyalty and emotional attachment among creatives."

}

},

{

"brand": "Tiffany & Co.",

"emotion": "Happiness",

"strategy": "Tie jewelry to life’s joyful milestones and intimate celebrations.",

"unique\_twist": "Minimalist, elegant visuals focusing on human stories and emotional gifting.",

"impact": {

"customer": "Consumers linked Tiffany with romantic and personal happiness.",

"reputation": "Iconic, aspirational, and emotionally resonant luxury brand.",

"business\_results": "Enduring premium demand and strong emotional brand association."

}

}

[

{

"brand": "Duolingo",

"emotion": "Happiness",

"strategy": "Framed language learning as a series of tiny daily wins and playful interactions, focusing on fun rather than pressure.",

"unique\_twist": "Gamification with streaks, colorful visuals, and a cheeky mascot that celebrates users’ achievements.",

"impact": {

"customer": "Learners felt motivated and delighted; daily practice became a joyful habit and social sharing increased.",

"reputation": "Known as a friendly, approachable language-learning app rather than a rigid educational tool.",

"business\_results": "Higher engagement and retention, broadening audience from students to casual learners."

}

},

{

"brand": "Glossier",

"emotion": "Happiness",

"strategy": "Positioned beauty as everyday joy and self-confidence, highlighting authentic experiences and approachable moments.",

"unique\_twist": "User-generated visuals and conversational copy celebrating real interactions and small pleasures in skincare routines.",

"impact": {

"customer": "Customers felt validated and inspired to try products as personal indulgences rather than status symbols.",

"reputation": "Cult-like, warm, inclusive, and modern branding that emphasizes authentic beauty experiences.",

"business\_results": "Repeat purchases and community-driven word-of-mouth contributed to strong customer loyalty."

}

},

{

"brand": "Oatly",

"emotion": "Happiness",

"strategy": "Used playful humor to make plant-based milk feel vibrant, optimistic, and part of a joyful lifestyle.",

"unique\_twist": "Bright visuals, pun-driven copy, and talking cartons transformed a commodity product into a personality-driven brand.",

"impact": {

"customer": "Consumers felt part of a fun, lighthearted movement, enhancing trial and loyalty.",

"reputation": "Known as cheeky, progressive, and memorable among competitors in the dairy alternative space.",

"business\_results": "Rapid social buzz and category expansion due to shareable, personality-driven marketing."

}

},

{

"brand": "Skittles",

"emotion": "Happiness",

"strategy": "Built campaigns around absurd, playful, and surreal scenarios that emphasize fun and delight.",

"unique\_twist": "Surreal humor and unpredictable storytelling, often escalating into laugh-out-loud moments anchored by color.",

"impact": {

"customer": "The candy became associated with impulsive fun and quirky, shareable enjoyment.",

"reputation": "Cultivated an offbeat, playful identity that stands out from traditional candy marketing.",

"business\_results": "Strong brand recall and cultural relevance increased engagement and repeat sales."

}

},

{

"brand": "Wayfair",

"emotion": "Happiness",

"strategy": "Promoted home decor purchases as a source of small, daily pleasures and improved life experiences.",

"unique\_twist": "Showcased micro-transformations in rooms and the emotional payoff of affordable, stylish products.",

"impact": {

"customer": "Shoppers imagined joyful outcomes rather than product specs, increasing emotional engagement.",

"reputation": "Viewed as a helpful, mood-enhancing resource rather than a faceless marketplace.",

"business\_results": "Boosted conversions on decor items and repeat purchases through emotional storytelling."

}

},

{

"brand": "Casper",

"emotion": "Happiness",

"strategy": "Framed sleep as a gateway to happiness and daily emotional well-being.",

"unique\_twist": "Ads focused on real people waking up refreshed, enjoying playful family moments, and micro-surprises in daily life.",

"impact": {

"customer": "Sleep was seen as an emotionally transformative purchase rather than a commodity mattress.",

"reputation": "Positioned Casper as a modern, friendly disruptor in a previously staid category.",

"business\_results": "Increased accessory and subscription sales as customers associated the brand with ongoing wellbeing."

}

},

{

"brand": "Heinz",

"emotion": "Happiness",

"strategy": "Emphasized joyful shared meals and comforting rituals tied to the product.",

"unique\_twist": "Close-up sensory shots and family interactions highlighted simple pleasures around food.",

"impact": {

"customer": "Consumers associated Heinz with warmth, nostalgia, and daily comfort.",

"reputation": "Balanced heritage credibility with modern emotional appeal.",

"business\_results": "Sustained loyalty and market leadership in a competitive condiment category."

}

},

{

"brand": "T-Mobile",

"emotion": "Happiness",

"strategy": "Positioned connectivity as liberating, fun, and emotionally uplifting.",

"unique\_twist": "High-energy visuals, bold messaging, and spontaneous moments of reconnection emphasized delight over tech specs.",

"impact": {

"customer": "Consumers perceived the brand as playful, customer-centric, and empowering.",

"reputation": "Known as a fun, bold disruptor in the telecom space.",

"business\_results": "Enhanced customer acquisition and reduced churn through joyful messaging."

}

},

{

"brand": "The Ritz-Carlton",

"emotion": "Happiness",

"strategy": "Luxury marketing based on personalized moments of delight rather than product opulence.",

"unique\_twist": "Showcased staff anticipating small, meaningful touches that led to genuine guest happiness.",

"impact": {

"customer": "Guests felt valued and emotionally connected to the experience.",

"reputation": "Reinforced image as a hospitality leader with empathy-driven luxury.",

"business\_results": "Premium loyalty increased, guests returned for consistent delight-driven experiences."

}

},

{

"brand": "Virgin Atlantic",

"emotion": "Happiness",

"strategy": "Portrayed flying as playful, human, and celebratory rather than stressful or technical.",

"unique\_twist": "Used charismatic staff and cheeky brand voice to make flights feel like joyful adventures.",

"impact": {

"customer": "Passengers felt entertained and uplifted, reducing flying anxiety.",

"reputation": "Stood out as fun and customer-focused in a competitive airline market.",

"business\_results": "Improved preference among leisure travelers and enhanced brand sentiment."

}

},

{

"brand": "REI",

"emotion": "Happiness",

"strategy": "Promoted outdoor experiences as restorative, inspiring, and joy-inducing.",

"unique\_twist": "Blended practical tips with storytelling that highlighted shared triumphs and nature’s beauty.",

"impact": {

"customer": "Shoppers felt motivated to engage in outdoor adventures and share experiences.",

"reputation": "Seen as a community-driven, experience-first brand.",

"business\_results": "Growth in program participation and rentals, driving deeper engagement."

}

},

{

"brand": "Haribo",

"emotion": "Happiness",

"strategy": "Emphasized uncomplicated, intergenerational delight tied to candy.",

"unique\_twist": "Bright colors, playful characters, and spontaneous sharing created joyful connections.",

"impact": {

"customer": "Candy became associated with carefree fun and childhood memories.",

"reputation": "Remained whimsical and beloved across age groups.",

"business\_results": "Maintained category leadership and cross-generational appeal."

}

},

{

"brand": "In-N-Out Burger",

"emotion": "Happiness",

"strategy": "Promoted joyful rituals of eating and communal dining over product specs.",

"unique\_twist": "Focus on genuine employee-customer interactions and shared food experiences.",

"impact": {

"customer": "Patrons felt comfort and nostalgia, reinforcing brand loyalty.",

"reputation": "Known for sincerity and timeless appeal.",

"business\_results": "Sustained demand and word-of-mouth marketing without large national campaigns."

}

},

{

"brand": "Pandora",

"emotion": "Happiness",

"strategy": "Sold emotional milestones and personal storytelling through jewelry.",

"unique\_twist": "Charm bracelets represented life’s happy moments, creating tangible narratives.",

"impact": {

"customer": "Buyers felt emotionally connected; jewelry became sentimental gifts.",

"reputation": "Positioned as a personal, meaningful gift brand.",

"business\_results": "Repeat purchases increased as customers collected charms to mark new joyful moments."

}

},

{

"brand": "Zillow",

"emotion": "Happiness",

"strategy": "Framed property search as joyful discovery and aspirational storytelling.",

"unique\_twist": "Lifestyle-focused visuals and family-centric narratives humanized listings.",

"impact": {

"customer": "Users imagined life in homes, increasing engagement and emotional connection.",

"reputation": "Seen as an inspirational starting point for homeownership.",

"business\_results": "Higher listing engagement and more inquiries from emotionally engaged users."

}

},

{

"brand": "Xbox",

"emotion": "Happiness",

"strategy": "Promoted gaming as shared fun, laughter, and social bonding.",

"unique\_twist": "Real players celebrating wins in community-driven scenarios, not just gameplay mechanics.",

"impact": {

"customer": "Gamers felt part of a social community and emotionally connected.",

"reputation": "Inclusive, joyful gaming brand.",

"business\_results": "Higher subscriptions and multiplayer retention."

}

},

{

"brand": "Ford",

"emotion": "Happiness",

"strategy": "Portrayed vehicles as enablers of joyful life moments rather than technical products.",

"unique\_twist": "Stories of first drives, road trips, and family milestones tied to cars.",

"impact": {

"customer": "Consumers associated cars with memorable experiences.",

"reputation": "Humanized brand combining engineering with emotional storytelling.",

"business\_results": "Boosted loyalty across generations and enhanced emotional purchase motivation."

}

},

{

"brand": "ASOS",

"emotion": "Happiness",

"strategy": "Fashion framed as playful self-expression and daily empowerment.",

"unique\_twist": "User-generated styling clips and inclusive casting made shopping a joyful social experience.",

"impact": {

"customer": "Shoppers experimented confidently with styles, increasing emotional attachment.",

"reputation": "Youthful, positive, trend-forward brand identity.",

"business\_results": "Higher conversion and repeat purchases driven by social proof and engagement."

}

},

{

"brand": "Allstate",

"emotion": "Happiness",

"strategy": "Linked insurance to preserving everyday joy and life’s important moments.",

"unique\_twist": "Stories where protection enabled celebrations and peace-of-mind rather than focusing on policy details.",

"impact": {

"customer": "Policyholders viewed insurance as emotional support.",

"reputation": "Empathetic, life-affirming brand image.",

"business\_results": "Improved loyalty and perceived value in a traditionally transactional category."

}

},

{

"brand": "Iceland Foods",

"emotion": "Happiness",

"strategy": "Positioned frozen meals as enablers of family togetherness and daily celebrations.",

"unique\_twist": "Bright, playful family-focused visuals highlighted joy in everyday convenience.",

"impact": {

"customer": "Shoppers linked meals with warmth and fun, increasing routine purchases.",

"reputation": "Affordable yet emotionally engaging brand image.",

"business\_results": "Expanded audience beyond value-seekers, boosting sales frequency."

}

},

{

"brand": "Swarovski",

"emotion": "Happiness",

"strategy": "Tied crystals to celebratory, joy-inducing gifting moments.",

"unique\_twist": "Reaction shots of recipients emphasized the emotional sparkle of the product.",

"impact": {

"customer": "Customers perceived products as meaningful and joy-inducing.",

"reputation": "Luxury brand associated with emotional gifting rather than extravagance.",

"business\_results": "Boosted occasion-driven sales and enhanced brand prestige."

}

},

{

"brand": "Chobani",

"emotion": "Happiness",

"strategy": "Linked breakfast products to wholesome, joyful family rituals.",

"unique\_twist": "Tactile close-ups and real-family moments made consumption emotionally rewarding.",

"impact": {

"customer": "Shoppers built joyful daily routines around products.",

"reputation": "Nutritious yet fun and family-friendly image.",

"business\_results": "Higher repeat purchase from daily ritual reinforcement."

}

},

{

"brand": "Goodyear",

"emotion": "Happiness",

"strategy": "Connected tires to safe, carefree, and joyful driving experiences.",

"unique\_twist": "Storytelling focused on travel moments enabled by reliable performance.",

"impact": {

"customer": "Drivers linked tires to security and life’s enjoyable trips.",

"reputation": "Trustworthy yet emotionally warm brand image.",

"business\_results": "Enhanced customer trust and purchase consideration."

}

},

{

"brand": "Bose",

"emotion": "Happiness",

"strategy": "Positioned sound quality as a direct route to joy and emotional uplift.",

"unique\_twist": "Intimate music-driven storytelling showing spontaneous smiles and shared moments.",

"impact": {

"customer": "Consumers associated products with daily happiness and emotional enrichment.",

"reputation": "Maintained premium image while emphasizing personal joy.",

"business\_results": "Premium sales and brand loyalty supported through emotional experience marketing."

}

},

{

"brand": "Red Lobster",

"emotion": "Happiness",

"strategy": "Portrayed dining as communal celebration and indulgent, joyful experiences.",

"unique\_twist": "Food-centric convivial visuals showing laughter and small pleasures around meals.",

"impact": {

"customer": "Guests viewed visits as joyful, celebratory occasions.",

"reputation": "Positioned as a reliable, enjoyable dining experience.",

"business\_results": "Increased footfall and menu experimentation during key occasions."

}

}

]