

# table of contents

*v* Foreword by Sergio Zyman

*ix* Preface

*xiii* Acknowledgments

*xvii* Introduction: Emotional Branding: Fuel for Success in the Twenty-first Century

## section i: relationship – customer, customer, customer!

*2* Introduction: It's the Twenty-first Century: Do You Know Who Your Customers Are?

*3* Chapter 1: A Generational Gap: Targeting New Emotional Criteria

*29* Chapter 2: Disconnection Alert: The U.S. Melting Pot Is Hot!

*43* Chapter 3: Women: The New "Shoppers-in-Chief"

*61* Chapter 4: Gay and Lesbian Consumers: Sincerity Is the Best Policy!

## section ii: sensorial experiences – the uncharted territory of branding

*70* Introduction: A Sense of Strategy

*73* Chapter 5: Sounds that Transport

*79* Chapter 6: Colors that Mesmerize / Symbols that Captivate

*87* Chapter 7: Tastes that Tantalize

*93* Chapter 8: Shapes that Touch

*99* Chapter 9: Scents that Seduce

*104* Conclusion: Soothe the Senses: Some Peace, Please!

## section iii: imagination – innovation is a brand's best friend!

*108* Introduction: Thinking Outside of the Box

*109* Chapter 10: Sensory Design: The New Branding Power Tool

*125* Chapter 11: Emotionally Charged Identities: Unforgettable Brand Personalities

*161* Chapter 12: Retailing with a Passion: Sensational Stores of Tomorrow

*189* Chapter 13: Brand Presence with Presence: A Fresh, New Approach

*201* Chapter 14: Emotional Packaging: The Half-second Commercial

*223* Chapter 15: Emotional Advertising: Expressing Real Emotions Online

section IV: vision – inspiration for change: how to get there from here

246 Introduction: E-motions

249 Chapter 16: Branding Emotions on the Web: Social Media

273 Chapter 17: Recipes for Emotional Branding Strategies

287 Chapter 18: Key Trends for the New Millennium

307 Conclusion