



Emotional & Rational Marketing Concepts

The business core!

- ∅ “Marketing concepts assume that customers are clear and rational.
- ∅ Actually they are emotional too!”
- ∅ Stephen Brown “Marketing - the Retro Revolution”





Emotional & Rational Marketing Concepts

The business core!

∅ “Customers understand that they have a choice, but they have no idea how to decide”

∅ Sergio Zyman, “The End of Marketing as we know it.”

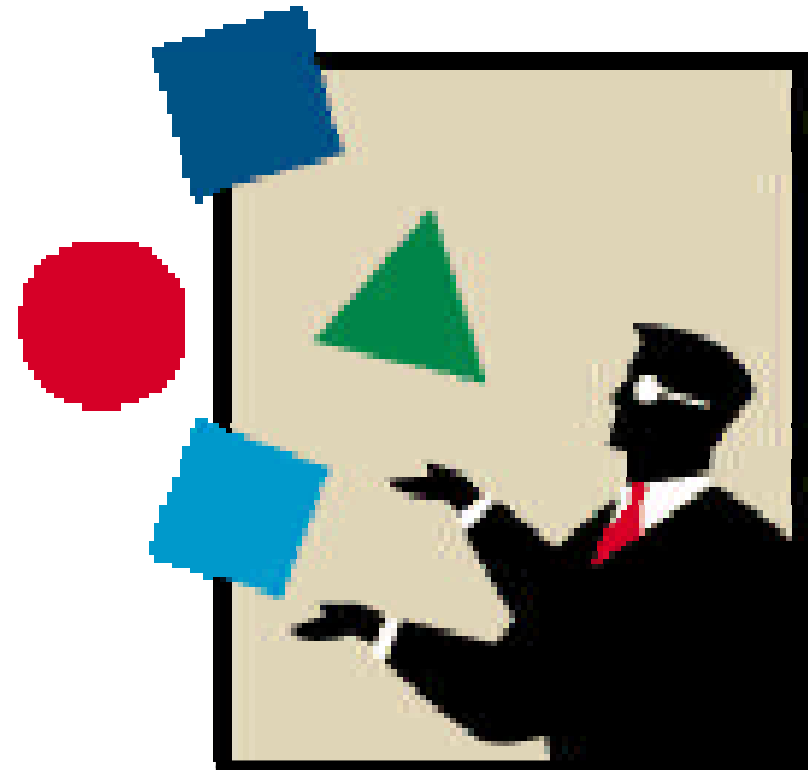




Emotional & Rational Offering

Business Core

- ∅ Leading companies trying to build marketing cultures based on emotional & rational market offerings
- ∅ Have to juggle a number of parameters

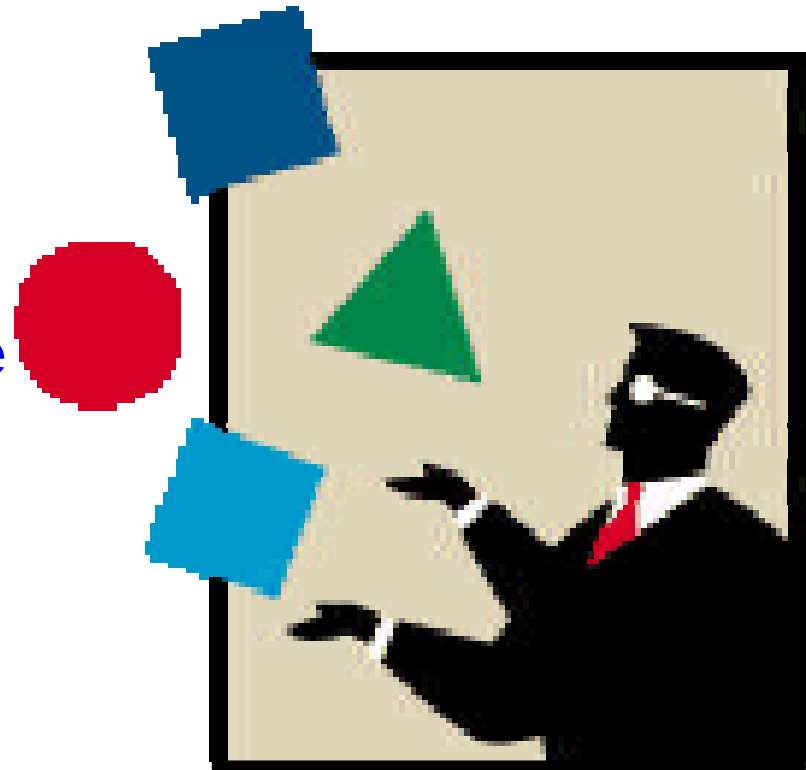




Emotional & Rational Offering

Business Core

- ∅ It is the thing which differentiates our brand at either a rational or emotional level from the competition

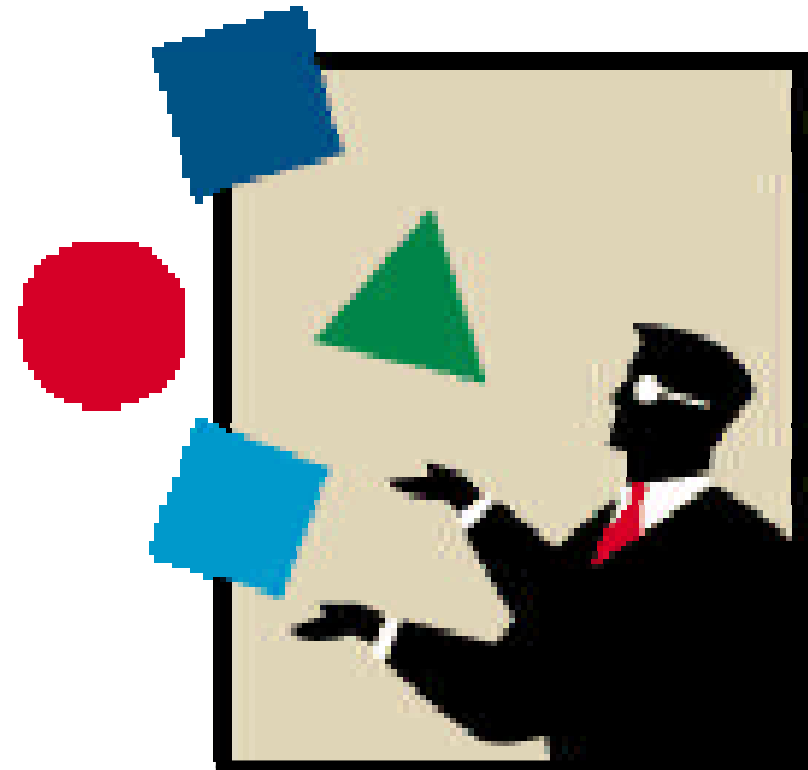




Emotional & Rational Offering

Business Core

- ∅ It is the crystallisation of our thinking and the audit process into rational and emotional values





Emotional & Rational Brand Offering

Business Core

- ∅ The brand offering is the perception which we wish to leave with the customer of the brand's key values & attributes

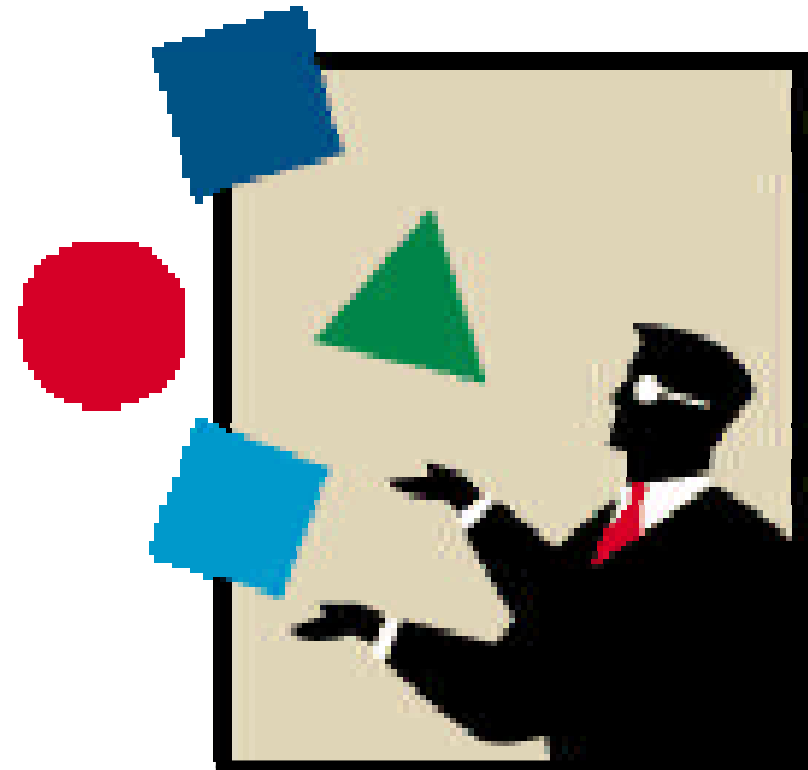




Emotional & Rational Offering

Business Core

- ∅ Rational features
- ∅ Rational benefits
(patient /doctor)
- ∅ Emotional benefits
(patient /doctor)

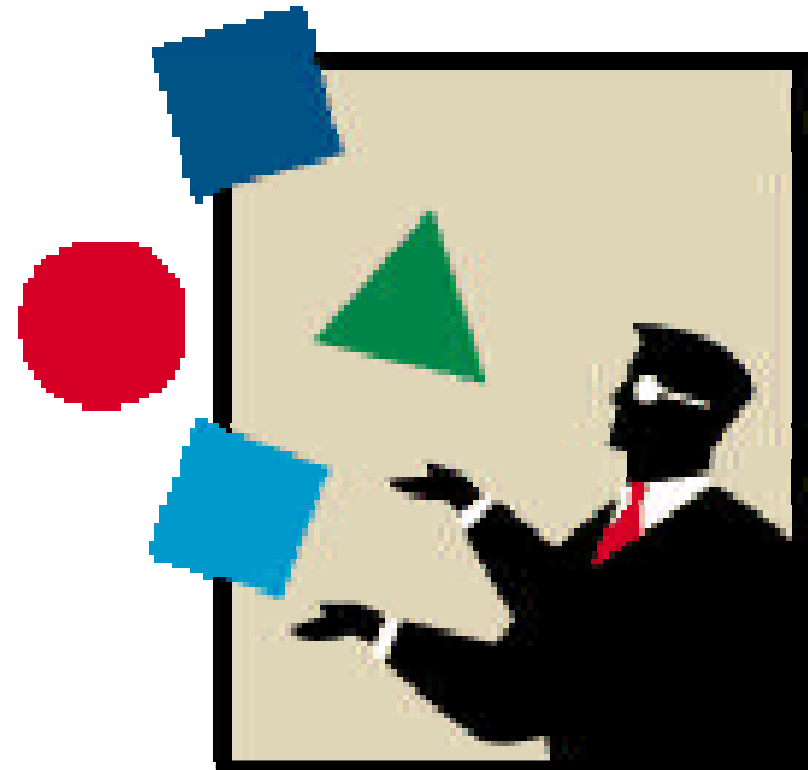




Emotional & Rational Offering

Business Core

- ∅ What it says about the patient
- ∅ What it says about the doctor
- ∅ Brand essence



What it says about the patient?

Business Core

- ∅ What it says about the patient
- ∅ This describes the type of patient who would be using contraceptive pill Brand A
 - ∅ She is not prepared to put up with the symptoms of oestrogen deficiency or the hassles of older / other treatments



What it says about the doctor ?

Business Core



- ∅ What it says about the doctor

- ∅ This describes the type of doctor who would prescribe Brand A
 - ∅ They believe in proper long term management of hormone levels
 - ∅ They are open to new ideas I.e.they are innovative
 - ∅ They are also aware of the practical issues /current concerns