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THE EMOTIONAL BRANDING TECHNIQUE

Rahul Eragula and Nikkita Seth



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## Review Article

### THE EMOTIONAL BRANDING TECHNIQUE

**Rahul Eragula and Nikkita Seth**

EThames Degree College Hyderabad

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#### ABSTRACT

In this competitive era, where the ultimate solution appears to be the distinction between brands by companies that compete in the market, to develop the foundation and establishment of their consumer-brand linkages at the emotional and sensual level, marketers aim at the embryonic development of deeper, stronger and long-lasting brand attachment and connection for the consumers. An emerging customer experience can only be addressed by the emotional marketing strategy of the brand. This research aims to intensify our understanding towards the potential nature of emotional branding strategy in creating strong customer-brand linkages and its impact across different cultural markets and its successfulness.

What is it that a brand usually lacks in their strategies? Majority of the brands lack the emotional touch in their marketing strategy. Emotional marketing strategies are insight-based and personalized that can aid form a genuine and dependable bond of customers with a brand, which evokes an emotional and personal response in customers which is emotionally dimensional, making the relationship less prone to the customer's temptation to lose the brand loyalty and forfeiting the relationship with the existing business by choosing competitors' goods and services. Brands should develop their emotional consent, communicational and interpersonal abilities and skills towards their existing and potential customers. Brands should also construct consistent and reliable communications prominently based on the customer's emotional needs. The importance of Emotional branding is such that it enables customers that are familiar with one's brand to distinguish it among an ocean of competitors. Forming an emotional relationship and connection with ones customers makes a direct impact on contribution towards building brand loyalty, resulting in increased sales, which, therefore, leads to higher revenue and profitability.

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#### INTRODUCTION

In the events of globalisation, companies and brands are being challenged in the local markets to reach out to the target audience. It is that brand which formulates strategies to gain the trust of people and earn their satisfaction that which stands out in the market. Any brand in the market would want to reach the pioneer marketing field in this emerging business world. But the strategies they employ make an enormous difference in this ever growing world. Globalisation is the major challenge to marketers. Globalisation, if it is tackled, will turn into a vital marketing advantage to the brand. Companies use challenges like these to take advantage in the global market. But how far do the strategies formulated by a company reach the objectives of development is a question that is to be asked to the companies themselves to estimate the successfulness of the plans.

To know and understand how brands have achieved the market position in this challenging world and to incorporate the

informatics of these developments is the main aim of this analysis. To have clear direction, stronger understanding and impactful interpretation, one of the world's most well-known brands, Nike is subjected to a thorough study as a subject. The strategies formulated by Nike and the effectiveness of the brand's implementation in different countries is discussed in detail to come up with better solutions that can resolve the future challenges in the market. The reachability of the company's strategic solutions is one of the key areas that form the basis for the analysis. As it is the reachability that brings in more customers, it is studied to evaluate the successfulness of the strategies employed in the market. To interpret the strategies of Nike and promote their plans in the study of marketing is the objective of the report.

#### DISCUSSION

Nike is one of the power brands in the market that is known for its attractive marketing campaigns that have been catching the interests of the global economy. Known for its campaign "Just Do It" Nike has pitched in millions of sales revenue in the local

\*Corresponding author: **Rahul Eragula**  
EThames Degree College Hyderabad

markets. Nike has formulated strategies like “Better for you” Women’s campaign which was executed to attract women consumers in the market. All of these campaigns are a subset of one marketing strategy called Emotional Branding. Emotional branding, the technique that is developed by Nike aims to build a lasting relationship with the customer.

How does a brand apprehend the imagination of the consumers today? A brand can only be successful at capturing the imagination of today’s customers by focusing their business on the consumer market and emphasising on targeting all their marketing efforts towards understanding the needs, desires and aspirations of the customers. Highly volatile is the consumer goods industry and the sales development is greatly impacted upon by the confidence and spending ability (disposable income) of the consumers. A brand’s uniqueness should not be limited to factors such as innovative designing, durability and quality but also their impact on the consumer’s ideologies, thoughts and perception.

**India:** In the country where local brands are encouraged with a scope to earn the major market share of the nation, Nike had a hard time to break the resistance India developed against the foreign brands. Based on a thorough research and an accurate SWOT analysis, Nike has come up with two major strategies that turned the market performance of the brand to an entirely different scale. Nike advertises using the Heroism technique that is an emotional branding strategy which has attracted the loyalty of the customers.

- **Embracing International Endorsements:** Nike has developed into a brand that is recognised by the endorsements it is signed by in the international scenario. This was used in the Indian market to attract the potential customers and converted them into prospects to the business. The Indians have always been inclined towards great affiliation. Using the world famous athletes to promote their brand, Nike has cut through the conventional barriers of the country. Having fallen for the celebrity endorsements, the Indian market has given its market share over to the brand Nike to a potential pioneering position. The celebrities like Michael Jordon, Mohammad Azharuddin, Bhaichung Bhutia, Dhanraj Pillai and Tiger Wood have upraised the value of the brand in the Indian market to a drastic level.
- **Manipulating Customised Indian Promotions:** Nike introduced customised products for the Indian which were exclusively designed for the Indian climate and cultural requirements. Signing contracts with the Indian sports’ teams and sponsoring their sports kits which were specially designed to offer flexibility to the Indian players, Nike has built its promising image in the country. The market was willing to buy Nike’s products for its name in the Indian market. Today, Nike is the brand that represents various sports teams in the world by making an impressionable remark.

These two strategies have played a major game in the market. Nike has penetrated into the Indian market successfully by implementing these campaigns to the full extent

**China:** Known for its largest economy, the market of China is the strongest to penetrate into. Though Nike was a great performer in the content of the world’s scenario, it couldn’t

pitch in the same performance level in China due to the country’s challenging market. Due to its emotional branding techniques, Nike was able to break free from its shell in the second largest economy of the world. The two major campaigns Nike executed in China to overcome the ever challenging market have elevated the brand high over its competitors.

- **100% Recycle Material Strategy:** Nike has developed its products variants which are designed using 100% recyclable materials. Catering to the mindset of the Chinese buyers, the Nike products have ever been sold with a drastic rise in the gross sales volumes. The strategy paved a path clearing the obstacles in the market potential of the country. People opted for recyclable material over then on-recyclable material for consumption. It had quite an impact over the potential buyers that they have been faithful customers to the brand.
- **Specialised stores for different purposes:** Nike has ventured into specialised stores for skiing, snowboarding and various other sports. Giving the opportunity to the customers to check-in to the store that offers a completely relevant product mix to a particular purpose, Nike has attracted the major portion of the target population towards its brand in the country. With special features like HomeCourt, Nike offers the visitors of the store, an athlete’s experience. It took no much time for the brand to conquer the challenging Chinese market in the world.

The marketing campaigns of Nike have incorporated strategies like these in China which made it reach the market position that it has earned today.

### Findings

Though Nike was a great performer in sales in the global scenarios, the brand faced tough challenging in the countries like India and China. Because of the cultural, political and social barriers in these countries, there existed a strong resist ivory towards the foreign brands. Understanding the needs and identifying the core marketing targets, Nike has developed strategies that helped the brand conquer the Indian and the Chinese markets. With a thorough need analysis, Nike was able to penetrate into the cultural barriers of the nations. High-performance and high-end products have been provided by Nike ever since the beginning, catering to the inner champion in all of us. It brings out the inner most ability of one to become a winner or a hero. Nike does not merely sell athletic gear. Nike sells Heroism. Nike’s strategy has always been to connect with people through innovation and emotion.

### Recommendations

The lessons that can be learnt from the success of the brand Nike are quite well known in the area of marketing. But the question is up to what extent do brands employ strategies that elevate their brand equity in the market? Below are the three recommendations, which although the marketers know, must emphasise on implementation.

1. **Know your audience:** The simple step Nike took in formulating the marketing strategies is knowing its customers. A brand must know who it is catering to,

who it's potential and prospective customers are and who are willing to buy its products. And value additions to this step is knowing what the customers want, what will impress the customers and what will persuade them to buy its products. If the brand can offer what the audience is looking for, it has already gained its share in the market.

2. **Respect the preferences of the customers:** The brand must respect the tastes and preferences of the audience and offers products and services that cater to their requirement. It is not the brand that should judge the customers preferences, but it the customer who decides whether to buy its products or not. As it is widely said, "Give respect and take respect," customers respect the brands that respect their preferences.
3. **Customise the products for your market:** The customised market has ever been preferred by the customers to the ready-made products that are developed based on a common global analysis. Each market has its own view towards a product. To gain the acceptance and trust, products have to be developed with a customer-desired design.
4. **Believe in the product you are selling:** Bowerman's original goal was unlikely to become a millionaire when he first started Nike. His sole goal was to promote a sport and an idea that he believed in. As marketers and entrepreneurs, you should believe in the ideas and products you sell. Marketing for Bowerman had surely become a lot easier, although he was "marketing" without even realising what he was up to.

## CONCLUSION

When a brand prioritises its customers, it has the scope to expand its development that helps the brand penetrate into various markets on a global scale. Formulating the strategies that help the brand portray how they can meet the needs of the customer, will give a wide scope to the brand to conquer the market in any challenging situation. When a brand inspires its viewers to do more, work hard, do better in life and most of all, be a hero, the brand develops a larger customer base, higher level of customer satisfaction, consequentially resulting in greater brand loyalty. Connection with people through innovation and emotion can result in great success on the part of both, the customers and the business.

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To build a powerful brand is to inspire ardent customer loyalty from people all around the world. The story of heroism has inspired humans from the beginning of time. Developing this scheme and making it a business strategy can change the mask of a business and can have enduring effects of it till the end of time.

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