



Smile! Big Problems Will Soon Lead to Big Solutions

According to Al Gore and Wired magazine, (remembering that large safety trials do take time) safe vaccines are coming sooner rather than later. After Covid-19 subsides, we will enter what Gore calls "the biggest business and investing opportunity in history."

Gore explained: *"The pandemic has demonstrated to us that there is a real collision between the way we've organized the global economy and the natural world. That acknowledgement has accelerated new attitudes...the emergency response, the recovery plans, all of this will drive us toward a better world."*

"That's what people want, that's very clear."

Many people are concerned that climate change will always take a backseat to the Covid-19 crisis and the civil rights crisis. But Gore doesn't see it as a competition for attention and awareness. He feels these three issues - coronavirus, environmentalism and racial-and-gender inequality - are actually related.

Three points emerge in Wired's conversation with the former Vice President:

1. Pay more attention to scientists. Realize that the climate scientists are growing ever more dire in their warnings.
2. Become more empathetic, sensitive and more...'human.'
3. Acknowledge that the green business opportunity for profits and job creation is sustainable...'It's the way we should go.'

How will the green movement intensify? Who does what when? Gore sees the private sector leading the entire trend-wave:

"When business makes a fundamental change, when investors make a fundamental change, when people generally are demanding that fundamental change, then it becomes much more likely that governments will change the policies to facilitate the emergence of this new, more sustainable, more prosperous, fair, healthy, just world. Investors need to respond to the new realities. And businesses already are beginning to respond to this new reality."

Gore wrapped up his dialogue with Wired by emphasizing one more positive trend. Business culture is changing as Gen Z begins to penetrate the workforce...

"People want to work for a place where they make a good income, but they also want to work for a firm that is helping to make the world a better place. They want to tell their friends and peers and family that it's not just about money; they're helping in a more general way to move the world in the right direction."

This is a summary of an article that was published in Wired, then republished in Medium, an online content curator. Editor Lynn Hinderaker summarized it for NEWbraska.



Aspire! Help Your Customer Think Positively Through Emotional Branding

Does your product or service make people feel good about themselves? This has been a popular question since 2001 when ad guru, Marc Gobe, authored a book entitled 'Emotional Branding.' However, the question is especially important now as millions of Americans feel pessimistic about their futures due to the Covid-19 crisis and angry encounters about racial and social inequity.

As ridiculous as it sounds, many of your customers or prospects think that somehow, they contribute to these problems and deserve to be punished. Many suspect that they deserve the financial and health troubles that are redefining our lives right now. This happens at a subconscious level, of course, but if your product is life-affirming in some small way, it gives people a reason to pull away from those thoughts and think better of themselves.

To be happier.

To use emotional branding, you must trigger the right (positive) emotional states: physical safety, financial security, excitement, a sense of connection, social status or respect by others, even psychological principles like self-acceptance, self-expression or confidence.

Many organizations now understand the idea and try to surround their brand with sentimental imagery or emotional phrases. But Aristotle taught us that people are not moved to action by that kind of appeal, *alone*.

There must be a form of logic combined with emotion before the target audience buys. It's the two of them working together to grab attention, stimulate a first purchase and foster loyalty that leads to referrals.

Over 30 years ago, Taco Bell's ad agency conducted research groups with customers of Taco Bell. They asked question after question about feelings and associations. One young

office worker finally said, “I have a boring job and wish things could be different. At lunchtime, I come to Taco Bell. While sitting in the dining room eating a taco, I fantasize about skipping out of the office, catching a bus or train and spontaneously going to Mexico...”

The advertising researchers leaned forward, suspecting they had unearthed something special...

The office worker continued: “I would go to Tijuana without any particular plans and just bounce around until something interesting happened. There would be music as soon as I stepped out of the bus. There would be little parties everywhere. Everyone would like me. There would be no guilt or responsibility. It would be great.”

That’s how ‘Make a Run for the Border’ was born in the late eighties. Escapism drove enormous advertising success. But there is more to this example of emotional branding...

Around this time, the very first Value Menu in the history of fast food was also born – another Taco Bell coup. The marketing explosion occurred when the simple logic of purchasing a low-priced taco from the Value Menu was combined with the getaway passion of Run for the Border.

Emotion-plus-logic.

This is the formula that many companies, even those who sell to businesses, can embrace. Help buyers “possibilitize” rather than defend themselves from possible harm. Position your product as reflecting your customers’ highest aspirations. Link your service to an inspiring quote from a famous person. Find symbols of your product’s best qualities. Construct your sales presentation as if it were a valuable piece of abstract art. Be a catalyst, not just a vendor. Go beyond performance and functionality by answering this question: *“When we do everything just perfectly, how does my customer feel?”*

This article – written by Lynn Hinderaker, NEWbraska Partners - expands upon ideas explained by Shobha Ponnappa from the business2community website.