

ADVERTISING

Consumer reaction shapes successful marketing campaigns: ad:tech speaker

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SAN FRANCISCO – Marketers should craft advertising campaigns with their target consumer's reaction and emotions at the forefront, according to a brand marketing executive at the ad:tech San Francisco 2013 conference.

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Luxury Daily

During the “Brands & Agencies: Success stories for working better together” session, experts discussed how to build and maintain relationships between agencies, brands and consumers. One speaker discussed how marketers should view their campaigns and consumers to yield success.

“Start with the end in mind,” said Mike Crowell, vice president of global marketing at Oakley, Foothill Ranch, CA. “Start with what you want the consumer to respond to.

“What is the reaction you want consumers to have?” he said.

Knowing yourself

Marketers should be sure to know who they are as a brand to create the best campaigns that are true to their DNA.

“Know who you are,” Mr. Crowell said. “If you know who you are, you know what you can

actually do and you know what you stand for.”



Mr. Crowell presenting at ad:tech

Also, humanizing the target audience can help marketers deliver more successful campaigns by tailoring it to what exactly the group is looking for.

“Know who you are talking to,” Mr. Crowell said. “Humanize your target so you could put that person in front of you and deliver an idea specifically for that person.

“Knowing who you are talking to will get you to deliver great ideas,” he said.

In addition, targeting a consumer group by emotionally driven campaigns can help a campaign be successful. Knowing which emotions to use comes from knowing your audience.

Marketers should look for this emotion as their end result to tell whether a campaign was successful or not.

“What is the reaction?” Mr. Crowell said. “Not the marketing objective, but [find out] what you want your consumer to feel.”

Playing with emotions

Many luxury marketers have created strongly branded campaigns that drive consumer emotions.

For instance, BMW of North America featured the emotions of holiday homecomings in a social video called “The Road Home” that shows a number of trips made in its vehicles.

The video shows travelers going through the process of making it home for the holidays plus a BMW X series vehicle featured at the end of the spot. It was first posted on the brand’s social media accounts and was sent out to BMW customers as a holiday-themed email in December ([see story](#)).

Also, Swedish mattress manufacturer Duxiana pushed mattress and bed sales through an

emotional message in print, digital and radio advertisements.

The brand took an alternative route to mattress marketing by showing consumers why it is a good time to replace their mattress. The creative showed people having difficult sleeping because of their old mattresses and used the tagline “It’s time to replace your mattress” ([see story](#)).

Marketers can trigger more purchases and more engagement through emotional campaigns.

However, when using emotional campaigns, marketers should not be scared to push the boundaries.

“Envision possibilities outside of realities, which will allow you to gain inspiration from things you would not have before,” Mr. Crowell said.

Final take

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