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of discussion and debate to stimulate the imagination, the concept of emotional branding establishes the forum in which people can convene and push the limits of their creativity.

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branding has become a coined  
term by many top industry  
experts to express the new  
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Marc Gobé created the  
concept of emotional  
branding over 20 years ago  
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His philosophy is based on  
the observation that  
connections can take place  
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personality to a brand by  
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process or research  
technology; it is based on  
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emotional branding first the

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emotion-cognition approach  
needs to be recognized,  
second the key to position  
the brand into the core of  
consumers' lives and create  
a self-congruence by  
allowing the consumer to  
identify him/herself with

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the brand ought to be identified and third a framework on the antecedents and consequences of a successful and sustainable emotional branding strategy has to be developed, which reflects the systematization

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In 2001, Marc Gobé wrote  
Emotional Branding: The New  
Paradigm for Connecting  
Brands to People to delve  
into the idea of “emotional

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branding". Gobé created the concept as part of his observation that there is a possible connection in an emotional level in a consumer-brand relationship.

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