



THE *EMOTION* OF MARKETING

Lessons from History & Modern Strategies

BY SAJAN KARUNANAYAKE



Every second counts!

**Don't let your
marketing fall
behind.**



Message from the Author

Greetings,

I'm Sajan K., a Creative Director based in Dubai with ***over a decade of experience*** in the dynamic world of advertising and marketing. Through the years, I've had the privilege of crafting strategies and stories for brands that resonate deeply with their audiences.

Marketing is far from simple, it's an intricate dance of strategy, emotion, and creativity. This book is a window into how some of the most successful businesses in history have positioned their brands in the market, not merely as products but as profound experiences. These stories teach us the power of emotional connection and the art of transforming a brand into a memorable journey for its audience.

The insights and techniques shared here are the culmination of years of exploration, learning, and practical application. Whether you're just starting or looking to refine your approach, this book offers a roadmap to navigate the complexities of branding and marketing like a seasoned professional.

It's my pleasure to share this knowledge with you, and I hope it serves as a valuable tool on your path to success. If you find inspiration or actionable insights here, I'd love to hear from you. Leave us a comment on our Instagram page—your feedback fuels our journey to empower others.

Wishing you success and meaningful connections,

Sajan K.
Creative Director @ www.duca.ae

THE EMOTION OF MARKETING

Lessons from History and Modern Strategies

Marketing is not just about selling; it's about creating a feeling, an experience, a connection. This book brings you an inspiring journey through marketing's most iconic strategies, historical breakthroughs, and contemporary tactics. ***Here, you'll learn how to make your audience feel, remember, and act.***

BRACE YOURSELF!

**Heavyweight
Marketing Insights
Coming Through!**

www.duca.ae



CHAPTER 1

Marketing as a Conversation

From *David Ogilvy* to *Gary Vaynerchuk*, the greatest marketers understood one fundamental truth: **marketing is a dialogue, not a monologue**. When you engage your audience in meaningful conversation, you're not selling a product; you're building a relationship.

HISTORICAL INSIGHT

Coca-Cola's "Share a Coke"

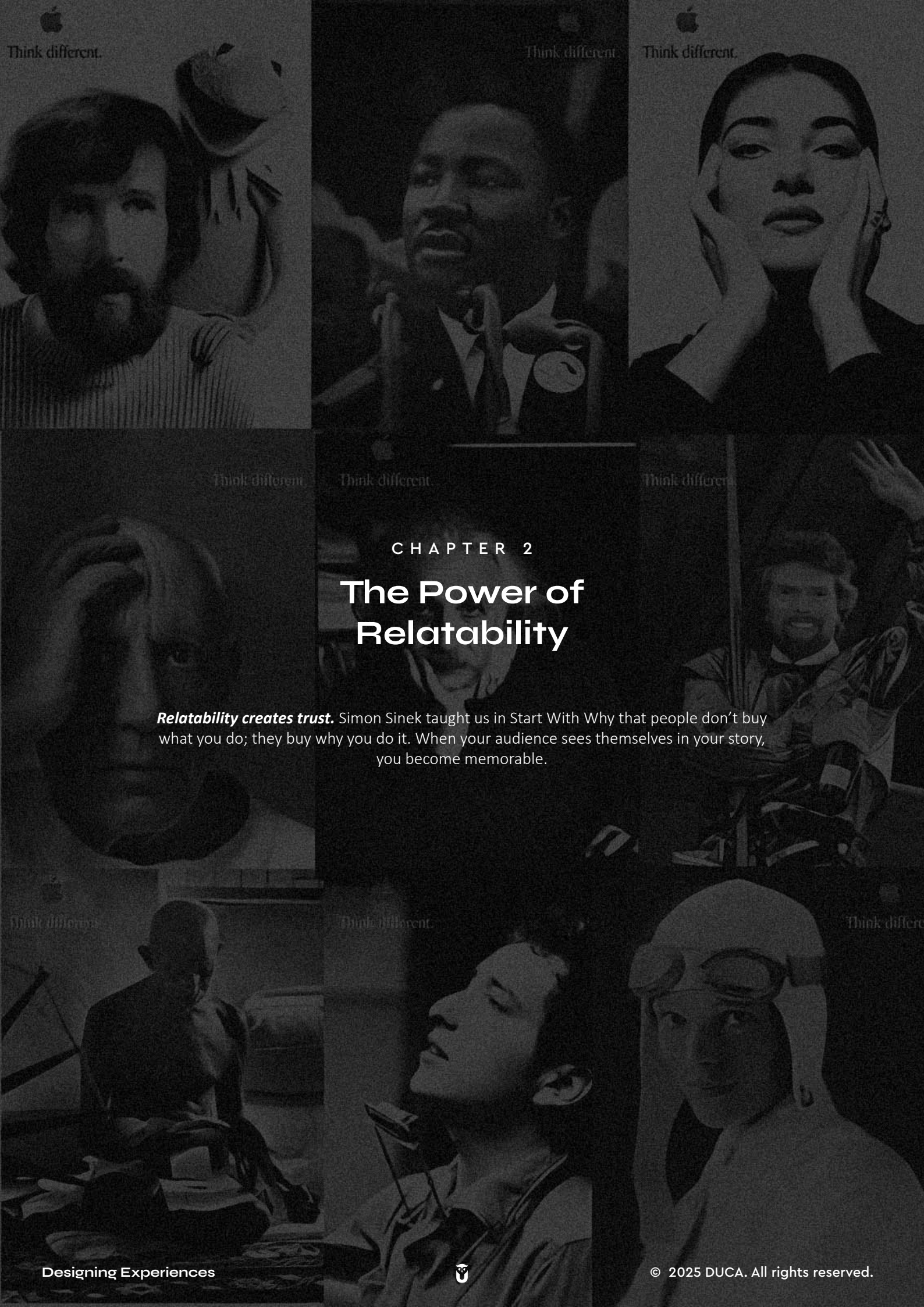
This campaign replaced their iconic logo with people's names, sparking conversations and emotional connections. Sales skyrocketed because people felt seen and valued.



Modern Application

Use social media DMs, comments, and polls to connect with your audience directly.

Respond to feedback with authenticity.



Think different.

Think different.

Think different.

Think different.

Think different.

Think different.

CHAPTER 2

The Power of Relatability

Relatability creates trust. Simon Sinek taught us in *Start With Why* that people don't buy what you do; they buy why you do it. When your audience sees themselves in your story, you become memorable.

Think different.

Think different.

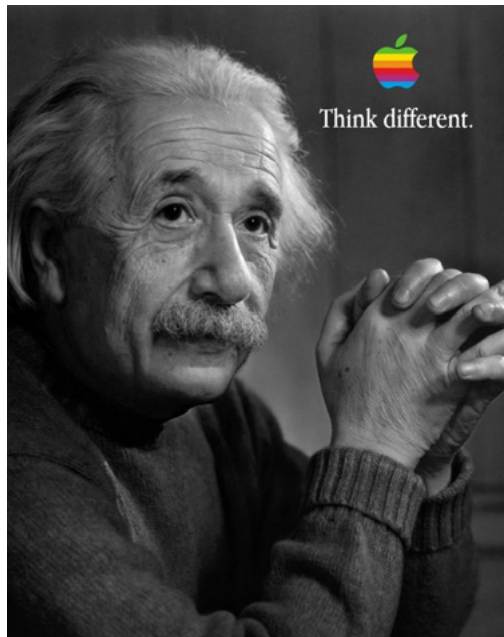
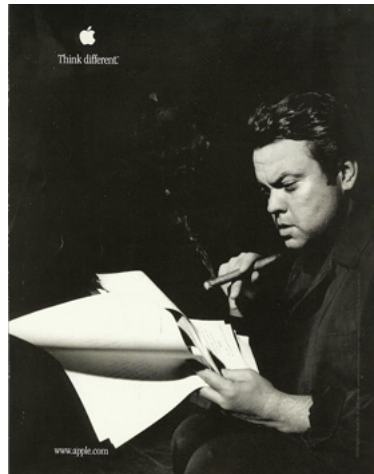
Think different.



CASE STUDY

Apple's "Think Different"

Apple didn't market their products; they marketed a lifestyle. They showed us that creativity, rebellion, and innovation live inside all of us.



Modern Application

Share user-generated content and testimonials.

Highlight the everyday struggles your product solves.

THE NEW YORK TIMES FRIDAY NOVEMBER 22, 2013

DON'T BUY THIS JACKET

CHAPTER 3

Authenticity and Transparency

In a world of filters, authenticity stands out. *Howard Schultz, the CEO of Starbucks, said, "If people believe they share values with a company, they will stay loyal to the brand."*

HISTORICAL INSIGHT

Patagonia's "Don't Buy This Jacket"

This bold campaign asked consumers to buy less. It was counterintuitive but showed their commitment to sustainability, building immense brand loyalty.



Modern Application

Share behind-the-scenes content showing your brand's personality. Admit mistakes and show how you're fixing them.

CHAPTER 4

Giving Value First

“Give, give, give, and then ask.” — Gary Vaynerchuk in *Jab, Jab, Jab, Right Hook*.
Audiences respond to brands that educate, entertain, and inspire without immediately asking for something in return.

Case Study

HubSpot's Free Tools

By offering free CRM software, HubSpot became the go-to resource for businesses looking to grow, converting free users into paying customers over time.

DOWNLOAD **FREE** SOCIAL MEDIA CALENDAR TEMPLATE

*Follow Us on Instagram And write a
comment on any post “**We did it**”*

Modern Application

Host webinars, publish eBooks, or
share actionable tips for free.

CHAPTER 5

Opinions That Ignite Engagement

Controversy, when handled wisely, drives engagement. Take a stand on issues that matter to your audience. As Seth Godin said, *“If you’re remarkable, it’s likely some people won’t like you. That’s the point.”*

 just do it.

Historical Insight

Nike's Colin Kaepernick Ad

Nike's bold choice to support Kaepernick in his protest against racial injustice divided opinions but resonated deeply with their core audience, increasing sales by 31%.



**INCREASING
SALES BY
31%.**

Modern Application

Share your brand's values openly.
Create content that sparks
discussion and emotion.

CHAPTER 6

Niche Down for Big Impact

Narrowing your focus broadens your appeal within a specific audience. *Chris Anderson's*
The Long Tail emphasizes that niches drive success in a world of infinite choice.

Case Study

Dollar Shave Club

This startup disrupted the razor industry by targeting men tired of overpaying for unnecessary features. Their niche approach made them a \$1 billion company.

Dollar Shave Club

Sponsored +

Try our best blade for \$1 + Free Shipping.

Just a few bucks a month after that.

100% money-back guarantee.



Dollar Shave Club ✓
about 3 months ago



It's 2016. Who says a lady's razor has to be pink? Dollar Shave Club delivers amazing razors (to both genders) for just a few bucks a month.

Try the Club today.



Dollar Shave Club. The Smarter Way to Shave.

A delightful shave for a few bucks. No Commitments. No Fees. Try the Club.

WWW.DOLLARSHAVECLUB.COM

Modern Application

Identify micro-audiences within your market.

Craft highly personalized messages for them.

CHAPTER 7

Famous Giveaway Campaigns That Inspired the World

Historical Insight

Oprah's Car Giveaway

"You get a car! You get a car! Everyone gets a car!" Oprah's legendary giveaway was more than a moment; it was a movement. Viewers felt valued, and the car manufacturer received priceless publicity.



YOU GET A CAR! YOU GET A CAR!

***Car manufacturer received
priceless publicity.***

Modern Application:

Create a giveaway with a story:

The Hook: Offer a product or service that aligns with your brand values. Example: "Win a year of free coffee from our sustainable coffee shop."

The Engagement: Ask participants to share their own stories for a chance to win.

CHAPTER 8

Crafting the Feeling

Marketing isn't just about reaching people; it's about leaving them with a feeling.



Excitement: Use scarcity and exclusivity (e.g., limited-time offers).



Nostalgia: Reconnect audiences with cherished memories.



Empowerment: Show your customers they can achieve something great with your product.

How They Feel Matters More Than What You Sell

Disney sells magic.

Tesla sells innovation and hope for a greener future.

What do you sell?

CHAPTER 9

The Call to Action

**BOOK FREE
MARKETING CONSULTANCY
SESSION**

+971 58 559 7847

You've learned about the power of marketing—***but how can you translate this knowledge into action for your brand?***

If you want to:

- Create campaigns that spark emotions and drive results,
- Build authentic, lasting relationships with your audience, and
- Stay ahead with proven strategies and innovative tactics...

Let's Talk.

Reach out today to transform your marketing into something unforgettable. Let's make your audience not just customers but fans of your story.

+971 58 559 7847

Our clients

We've worked with big and small alike





Crafting exceptional experiences through innovative designs.

- Brand Identity Development
- Graphic Designing for Print & Digital Media
- Illustrations and Creative Concepts
- Social Media Content Creation and Management
- UI/UX Designing for Digital Platforms
- Web Development and Hosting Services
- Interior Design Consulting
- Company Profiles and Mood Boards Creation
- Video Production and Photography
- Script and Creative Writing
- Yearly Reports and Publications
- Search Engine Optimization (SEO)
- 3D Visualization and Animation
- Motion Graphics and Video Effects
- Exhibition Booth Design



Let's Work:

Opportunities are fleeting, every second counts.
Contact us today. We are happy to guide you.

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