

Emotion and Logic in Marketing

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From 2012 on through to the present day, many researchers and observers see emotion as playing a key marketing role, alongside logic. A 2012 study by the marketing research company BrainJuicer found that advertisements leading off with emotional messages often performed better than those starting with logical messages. A 2013 study by Google and the market research firm Motista found that sellers rely more heavily on customers' emotions, rather than logic, when they advertise to sell their products and services.

Customers' experience starts with emotional realization of a need, say when a couple recognizes the need to provide more living space for a growing family. They might then use logic to help them assemble a list of possible new homes for their growing family. But the emotional feelings they have about moving into each home on their list will govern their final choice.

In his 2019 book *Alchemy*, British advertising executive Rory Sutherland makes this observation: "And so we have faster trains with uncomfortable seats departing from stark, modernist stations, whereas our unconscious may well prefer the opposite: slower trains with comfortable seats departing from ornate stations."

Marketing coach Bryony Thomas suggests viewing marketing as a process that guides people toward making a decision. She describes the process in her 2020 book *Watertight Marketing*. From the marketer's viewpoint, Bryony states, "This is about what to say, and, crucially, when to say it. You need to satisfy the different types of need in a particular order: start with emotion, move on to logic, and then return to emotion."

When businesses are selling to individual consumers, it's referred to as "B2C". When businesses are selling to businesses, it's referred to as "B2B".

In marketing, the term “emotional connections” refers to emotional bonds between a storyteller and the story’s audience.

The Google and Motista study reported that “Of the hundreds of B2C brands that Motista has studied, most have emotional connections with between 10% and 40% of consumers. Meanwhile, of the nine B2B brands we studied, seven surpassed the 50% mark.”

To Learn More

To learn more about a 2012 study by BrainJuicer (which became part of System1 Research in 2017), as described by Evelyn Timson (a guest contributor to MyCustomer), go to [How research proves emotion is more powerful than logic in marketing | MyCustomer](#)

To learn more about the 2013 study “From Promotion to Emotion” by Google, the Marketing Leadership Council of then CEB (the Corporate Executive Board?), and the market research firm Motista, go to [From Promotion to Emotion: Connecting B2B Customers to Brands](#)

To learn more about the 2019 book *Alchemy* by Rory Sutherland go to [Amazon.com: Alchemy: The Dark Art and Curious Science of Creating Magic in Brands, Business, and Life eBook : Sutherland, Rory: Kindle Store](#)

To learn more about Rory Sutherland go to [Rory Sutherland \(advertising executive\) - Wikipedia](#)

To learn more about the 2020 book *Watertight Marketing* by Bryony Thomas go to [Amazon.com: Watertight Marketing: The proven process for seriously scalable sales eBook : Thomas, Bryony: Kindle Store](#)

To learn more about Bryony Thomas go to [Bryony Thomas, Business Speaker and author of Watertight Marketing](#) and [Bryony Thomas - Chief Executive Officer - Watertight Business Thinking | LinkedIn](#)

To learn more about “B2C” go to [Direct-to-consumer - Wikipedia](#)

To learn more about “B2B” go to [Business-to-business - Wikipedia](#)

To learn more about emotional connections in marketing go to [Mastering
Storytelling in Marketing: Creating Lasting Emotional Connections | Lean
Solutions Group](#)