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KINGCOM

Between reason and emotions…

How to embrace and quantify your audience's emotional side to build efficient and engaging strategies? How can data help you at every step of your PR process?

Pascale Azria

CEO @ Kingcom

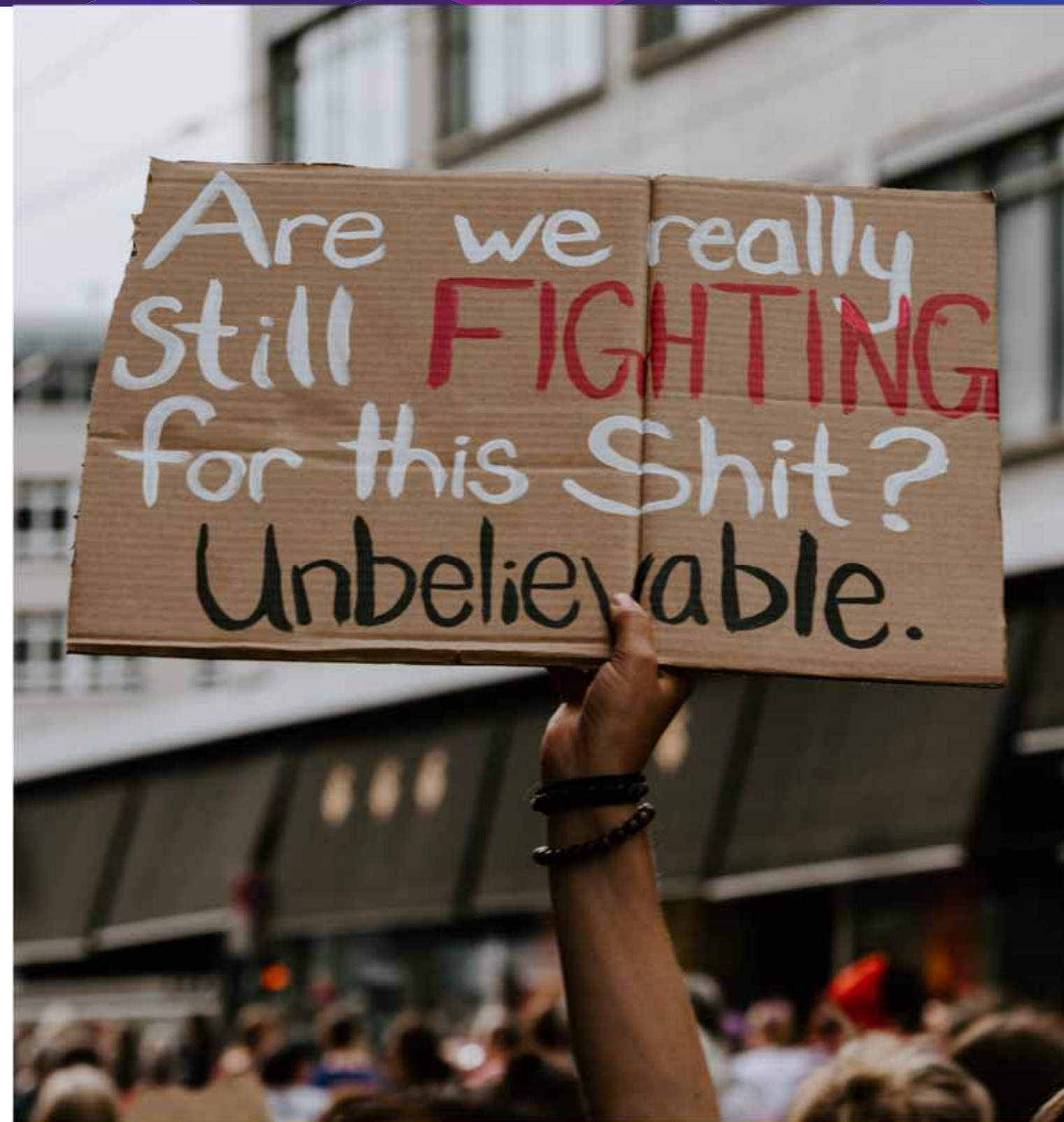President Syndicat du Conseil en Relations Publics *(French trade union)*

The world of brands has changed (again)

Everybody has new ways

To do business

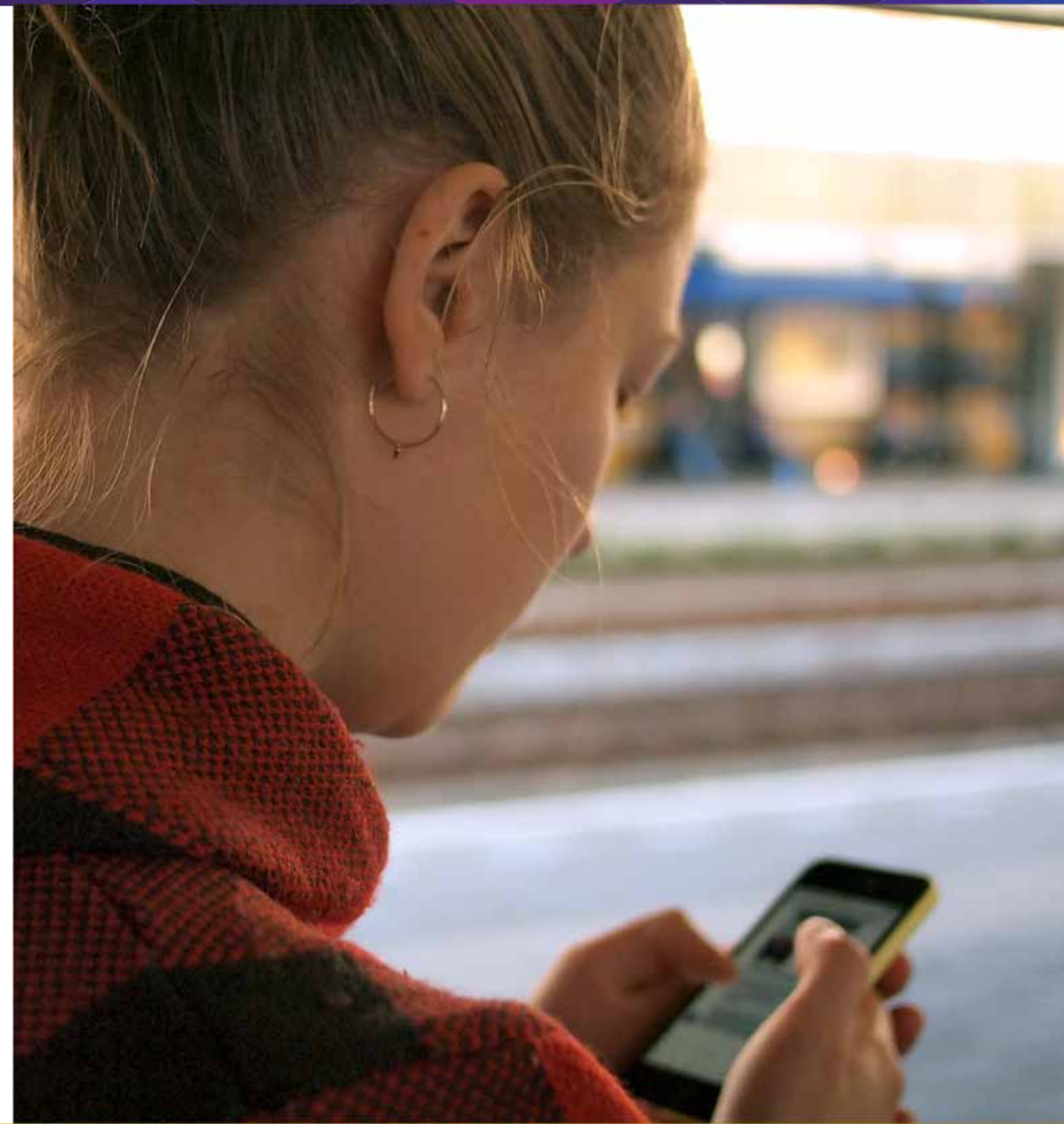**To buy**

To express oneself
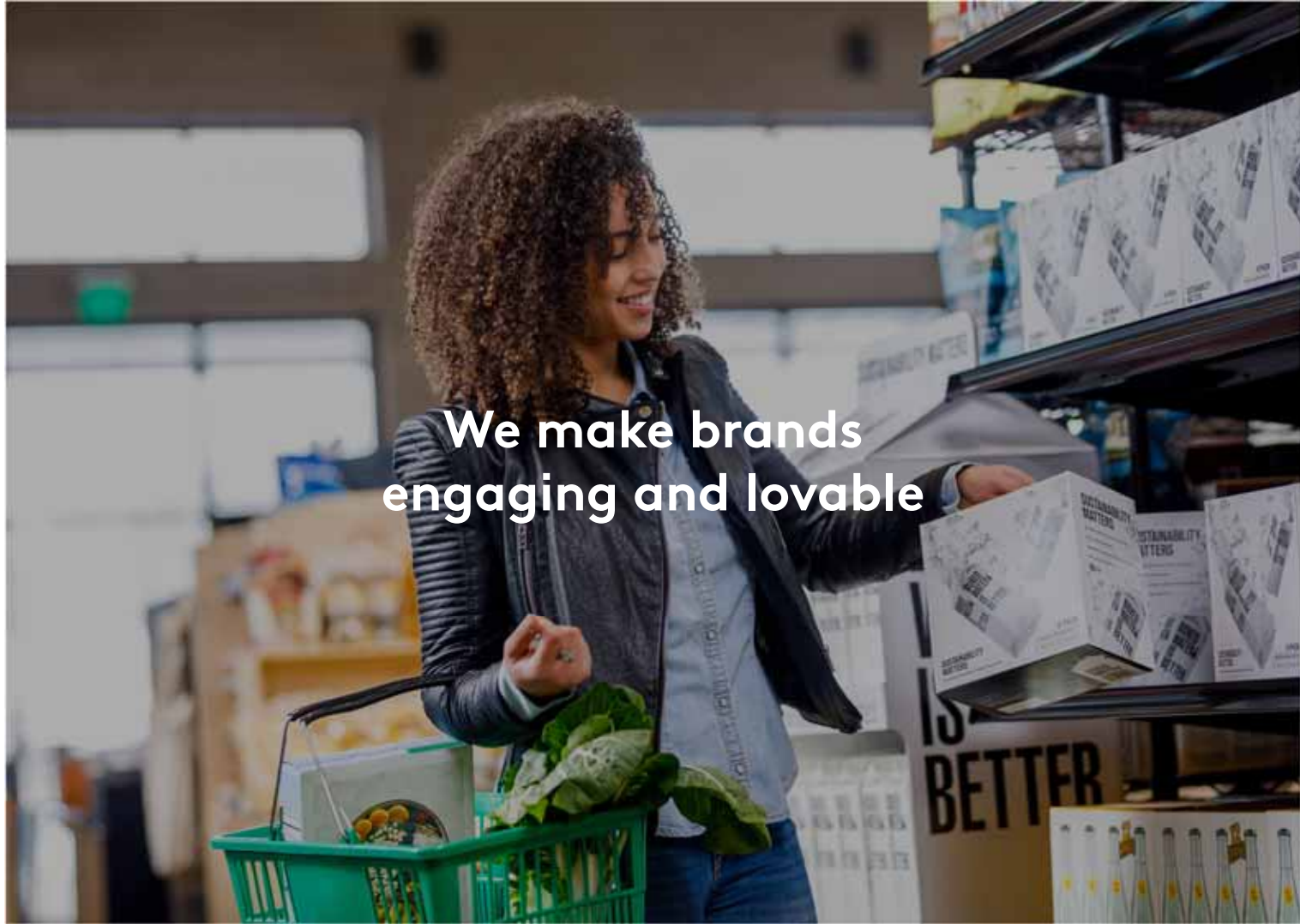
Luckily, PR can reconnect brands and their audiences

#commitment

#soft power

#content

Our strength as a profession? We use reason... and emotion

We make brands relevant in today's society

We make brands engaging and lovable
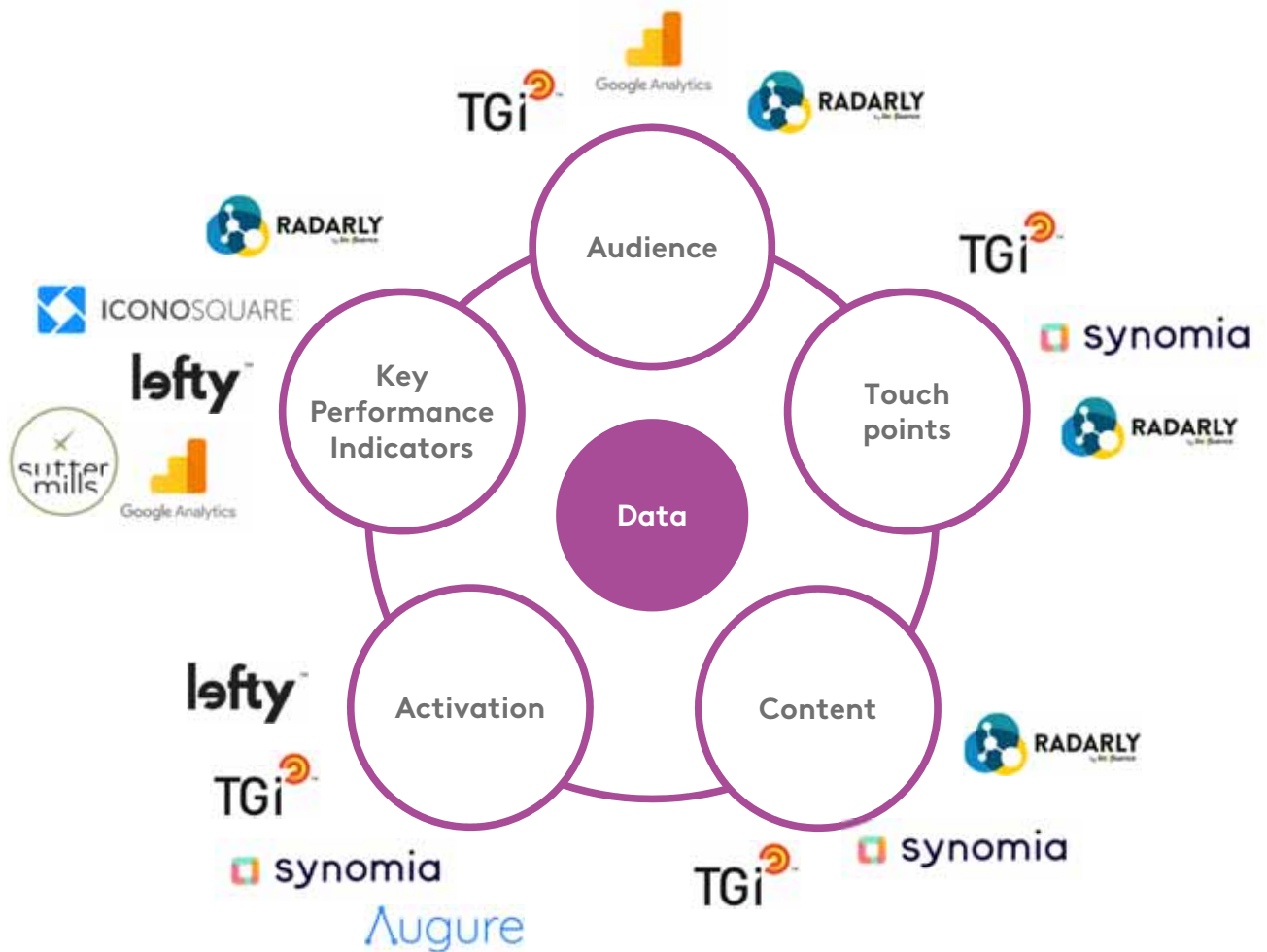
So how can brands get emotional?

How to make it tangible and measurable?

Surprisingly, the best friend of emotion is data

Because it builds a virtuous cycle of emotions

Analyzing what emotions your brand generate...

To find the best levers to trigger positive emotions

Like   Love   Haha   Yay   Wow   Sad   Angry

Between reason and emotions, the Moulinex case

How to recruit new customers and create loyalty through a relational strategy?

Targeting with TGI

Who would be interested in our cooking robot ?   **and who are they really?**
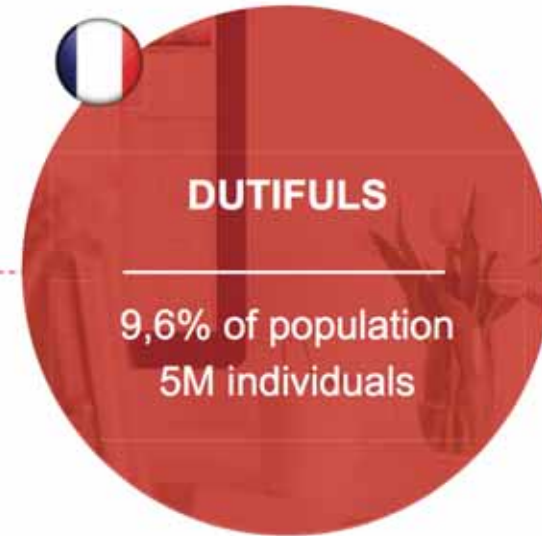
Demographic, attitude, values, touchpoints, insights, consumption...

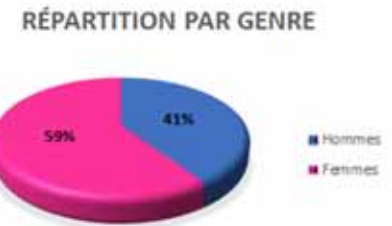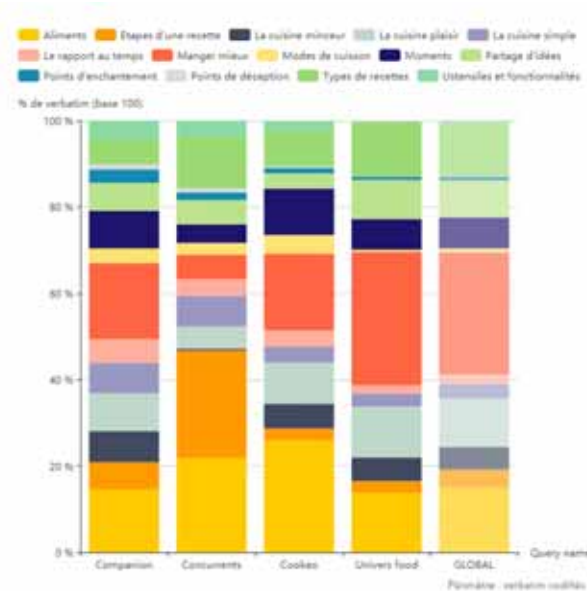*"I don't care enough about what I eat"*
43% ind. 138

Between reason and emotions, the Moulinex Tour de France

How to recruit new customers and create loyalty through a relational strategy?

What are the affinitary subjects and KOLs?

web listening / semantic analysis
identify product-related trends
select affinitary influencers

Content creation
around growing subjects

The Moulinex Tour de France in action

How to recruit new customers and create loyalty through a relational strategy?

During
Real time event tracking

After
Measurement

opinion, sentiment, engagement, behaviour

The results? A strong R.O.E.!*

Return On Emotion

+1,8 Md
Reach

4,5%
engagement rate

80%
Coverage

100%
positive tonality

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So, do you know which emotion you need to convey in 2020?

And how to measure it?

Thank you!