



Passion Branding: Harnessing the Power of Emotion to Build Strong Brands

Neill Duffy, Jo Hooper

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In a world of switched-off and disenchanted consumers, the time is right for a new approach to communicating with customers. Passion Branding is that approach. Centred on a passionate relationship between brand and consumer and the leverage of that passion in order to create value for all involved in the relationship, Passion Branding can be a great way to drive brand awareness at a fraction of the cost of traditional advertising, particularly for brands that don't enjoy high emotional affinity with customers. Drawing on major case studies from around the world (including Shell and Ferrari, Hyundai and the FIFA World Cup, and Guinness and the Rugby World Cup) as well as interviews with top practitioners, Neill Duffy introduces Passion Branding, shows why it is about much more than simple sponsorship, and details the many areas in which this versatile business tool can play a role.

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