

UNIVERSIDAD DEL ROSARIO



Effects of sensory and emotional marketing on consumer behavior, in the

Generation Z”

Graduating Project

Maria Juliana Vanegas Bernal

Rennes, France

2022

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y , la cual fue la base fundamental de mis conocimientos.

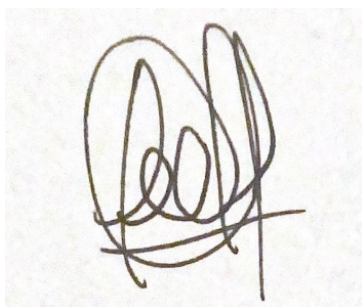
A mis queridos padres, Norberto Vanegas Cuellar y Gloria Esperanza Bernal Alba, quienes a lo largo de mi carrera y de mi vida han sido el mayor apoyo para alcanzar mis metas. Gracias por su amor, por la educación que me han dado y por el esfuerzo que han hecho durante tantos años. A mi familia, de la que siempre recibí palabras de aliento con respecto a mis metas, y por último, pero no menos importante, a Dios.

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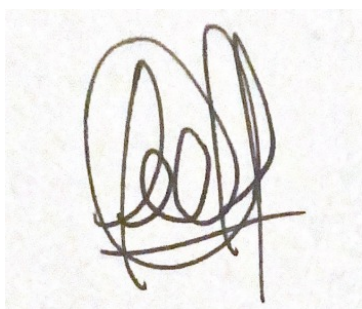
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Glossary

Neuromarketing: It is defined as a brain measurement that allows one to study in detail how consumers respond to a stimulus, based on neuroscience. Finally, the objective of neuromarketing is to know and understand the degree of attention that certain stimuli generate in the brain of consumers in a more scientific way based on neural activity. (Kotler and Amstrong, 2013).

Sensorial marketing: The application of sensory marketing (also called sensory merchandising) responds to the stimulation of the senses to create a pleasant environment for the customer and thus increase the time spent in the establishment (Jiménez-Marín, 2016).

Generation Z: People who were born between 1994 and 2010, this generation is divided into those born with and without the internet. Currently most of the members of this generation are around twenty years old.

Resumen

Actualmente las personas están expuestas a más anuncios que hace una década, mayormente debido a los anuncios digitales a los que se ven expuestos las personas al utilizar dispositivos inteligentes. Este fenómeno hace que para las empresas sea más difícil captar la atención y la recordación que buscan de las personas con sus campañas publicitarias. Este trabajo busca analizar mediante un análisis cualitativo si el marketing sensorial o emocional tiene o no mayor repercusión en términos de atención y recordación en comparación con los anuncios tradicionales que no recurren directamente a estas técnicas.

El proyecto está enfocado en cómo los miembros de la generación Z, la primera con acceso a internet desde la infancia. El objetivo es tener un panorama más específico y claro de cómo ellos perciben el uso del mercadeo sensorial y emocional, dos ramas del mercadeo que apelan a componentes innatos de los seres humanos como los sentimientos y los sentidos, en contraste con el mercadeo netamente racional o tradicional. Todo esto permitirá tener una perspectiva más detallada a las empresas y especialmente a los mercadólogos para acercarse a esta generación de la forma más asertiva posible.

Después de realizar un análisis cualitativo, se encontraron tendencias en las preferidas de la muestra entrevistada; el recurso predilecto fue el storytelling en formato de video capaz de hacer sentirse al destinatario identificado con la historia o ser capaz de despertar algún tipo de sentimiento; así mismo, se corroboró que era uno de los formatos y técnicas de publicidad que

menos ignoraban. Además se evidenció una mejor retención de la información al apelar al uso de más sentidos durante la interacción o presentación de un producto.

Palabras Claves: Mercadeo Sensorial, Mercadeo Emocional, Comportamiento del Consumidor, Publicidad, Neuromercadeo, Memoria y Atención.

Abstract

People are increasingly exposed to more advertisements than a decade ago, all this mainly due to digital ads through the highly use of smart devices. This phenomenon makes it more difficult for companies to capture the attention and recall they seek from people with their advertising campaigns. This work analyzes through a qualitative analysis whether sensory or emotional marketing has a higher impact on generation Z in terms of attention and recall compared to traditional ads that do not resort directly to these techniques.

Generation Z is the first generation with access to the Internet since childhood, it's a generation that is entering the productive stage. Therefore, the one that companies will be selling to in the coming decades.

The objective is to have a more specific and clearer picture of how they perceive the use of sensory and emotional marketing, two different branches of marketing that appeal to innate components of human beings, such as feelings and senses, in contrast to purely rational or traditional marketing. The results and analysis of this project will allow companies and marketers

access to a more detailed perspective to approach this specific generation in the most responsive way possible.

After conducting the analysis, some trends were found in the preferences of the sample interviewed. Their preferred resource was the storytelling in a video format, where the recipient could feel identified with the story or to awaken any feeling; at the same time, it was corroborated that it was one of the formats and advertising techniques they ignored the least. In addition, better retention of information was evidenced by appealing to the use of senses over vision and audio in the interaction or presentation of a product.

Key words: Sensory marketing, emotion marketing, consumer behavior, advertising, neuromarketing, memory and attention.

1. INTRODUCTION

1.1 Research Topic

Every day, humans are exposed to hundreds of advertisements in different ways; since multiple companies seek to send a message to potential clients through advertising campaigns that require time and effort for the companies. However, what usually happens is that people recognize there is an ad, but their mind is not focused on listening, seeing, or remembering what the brand is trying to say. In fact, human's mind used to ignore what it considers an advertisement, because it recognizes that it is another brand that wants to sell something. There is a theory regarding the behavior of the brain studied by Flashtalking, which states that the brain is focused on ignoring advertising and give their attention to other tasks while they recognize there is an advertising. For example, when a person is watching tv, but the commercial time arrives, they change their attention to the phone or any other activity to ignore the advertising.

This problem also reaches digital campaigns, even though the ads received through mobile devices are more likely to suit our tastes and needs because of the search engines or social media algorithms, these ads are also highly ignored. Consequently, the effort, time and money of many campaigns is wasted.

This phenomenon in which people's brains do not receive the message can be strongly related to the absence of emotional or sensory factors in marketing campaigns that appeal to human

nature, the lack of factor that moves fibers in the receivers or awakens their senses. In short, it fails to capture the attention, much less persuade the public.

This study analyzed the influence of appealing to specific factors such as feelings and senses on consumers through advertising campaigns to find out if these 2 factors have any persuasive effect in terms of memorizing and retention of the message in contrast to other marketing strategies. All of this is to answer the following question: Does the use of emotional or sensory marketing have a differentiating effect compared to campaigns that do not use it on generation Z? and how? in case the answer is positive.

By answering this question, the objective is also to know how it affects their behavior and to learn new details on how to reach this generation.

1.2 Justification

The challenge of capturing people's attention under hundreds of advertisements nowadays leads to studies like this one that can provide more clues on how to get the attention and generate greater retention of information, which could contribute to many aspects. Firstly, the visibility of product or service needs since people do not look for what they do not know. It can be the most innovative product on the market, but if there is no marketing and communication strategy to capture people's attention and make the good/service known, it is difficult for it to be successful on its own. On the other hand, in an era in which many companies offer almost equivalent products,

the one that manages to sell is the one that manages to reach the consumer correctly and can differentiate itself, capture their attention, and above all, achieve a link between the customer and the product or brand.

This document has an exhaustive search of theories, definitions, and studies related to sensory marketing, emotion marketing, consumer behavior, advertising, neuromarketing, memory, and how to catch attention. The information was used to develop the structure of what was constructed through the search to get new knowledge about the customer behavior of a specific generation.

You will find the methodology used to carry out the project and the methodology to analyze the data. It will present the justification for the choice of the method with the support of other studies such as "Sensory and emotional marketing on consumer behavior" which recommend the use of the data collection and analysis methods chosen and explain the reason for each question asked to the people interviewed. Subsequently, the results obtained with the information previously collected will be presented, together with an individual analysis of the answers given in the interview and during the experiment.

Finally, the most important and, above all, the most relevant conclusions of the project will be to provide some practical recommendations for entrepreneurs or marketers targeting Generation Z, as well as suggestions for future related studies. To conclude, the limitations inherent to any research detected in this project.

1.3 Objectives

1.3.1 General objective

- To acquire a deeper understanding of the effect of sensory and emotional marketing on Generation Z.

1.3.2 Specific objective

- To provide practical recommendations for entrepreneurs or marketers who sell their products or/and services to Generation Z.
- Suggest some recommendations for related studies to improve the quality and amount of information.

2. THEORETICAL AND CONCEPTUAL FOUNDATION

To carry out this research, different sources were consulted, especially academic sources to understand the theories already existed and what they propose; all of this to carry out a study taking into account theories and previous studies regarding customer behavior and sensory and emotional marketing, and thus generate the search for new knowledge or response to certain gaps that exist and in turn paying attention to previous studies that can guide this work or on the contrary contain gaps that can be filled. Likewise, the definition of important concepts for the

project according to different authors was also considered to have a reference and context for each one.

Persuasion is a useful communication tool to transform ideas, beliefs, attitudes and even behaviors. And there are two techniques to achieve this, on the one hand there is the rational technique, which appeals to resources such as argumentation, logic, rhetoric, scientific method, and evidence. This technique includes traditional advertisements that are dedicated to describing the product or service and its characteristics in a rational and direct way to specific features. And on the other hand, the one that appeals to emotions or sensations, and the latter is dedicated to "sensory and experiential marketing" as explained by Garcillán López in his work of the same name.

2.1 Emotional marketing

On the other hand, emotional marketing seeks that the brand and the public have an emotional relationship, that is, there is a bond beyond trust between the consumer and the brand. In many cases, there is a collective imaginary of what a brand represents, for example: Coca Cola with happiness; Nike with overcoming goals, Rolex as the symbol of power and male success and the list could go on. All this is due to how they have been able to sell stories behind their brand for years where people can feel identified.

Neuromarketing and emotional marketing are different things. When we talk about neuromarketing, we talk about the science that studies the reactions of consumers to a sales campaign and within this, emotions are valued. And emotional marketing is when we talk about the advertising strategies needed to persuade your consumers with those same emotions.

One of the most used tools of emotional marketing is storytelling, as its name suggests is the art of storytelling and in the business, environment is used to send a final message; the most remembered storytelling are those that manage not only to capture the attention of people but also move fibers, arouse feelings; either of joy; sadness; nostalgia; fear; overcoming etc.

However, telling these stories not only has the emotional area, the stories told are also characterized by having a rational factor; with which people can feel identified.

These stories usually seek to leave a message at the brand level and not only at the product level; that is to say; the objective is that people relate the message with the brand and as a specific objective is to achieve customer loyalty.

2.2 Sensorial marketing

Sensory marketing, also known as marketing of the senses, can be understood in a general way according to Krishna's description, as marketing that addresses the senses of consumers and affects their behavior this implies studying sensation and perception as ways that modify consumer behavior (Krishna, 2012), it should be clarified that in this fieldwork we will not only be guided by the theory of the senses at the point of sale, but also in advertisements or various advertising campaigns.

Currently, there is some data regarding the level of recall that the use of the 5 senses can have: "It has been studied that we can remember 1% of what we touch, 2% of what we hear, 5% of what we see, 15% of what we taste and 35% of what we smell" (Bernd H. Schmitt).

Its main advantage is since if it is well used it can create bonds with the customer, its main function is the emotional connection through favorable stimuli to the purchase decision without the need to use rational arguments of product description. Likewise, it is widely used to provide or reinforce the brand image or personality, which directly favors all the products/services that are part of it.

And finally, it directly affects the sales experience, so it can be a differentiating factor of a brand. According to a study by Walnut Unlimited for Mood Media, sensory marketing can increase sales in a store by up to 10%. Shoppers analyzed in the study bought 4% more items with a 6% higher price when they were offered a shopping experience with sensory marketing elements.

Philip Kotler's notion of marketing will be adopted; described as an administrative and social process, by which people obtain what they want and need through the generation of desire, supply, and exchange of products of value. This definition emphasizes the generation of desire; therefore, we seek through this project to have a broader notion about the stimulus generated by appealing to the senses or emotions.

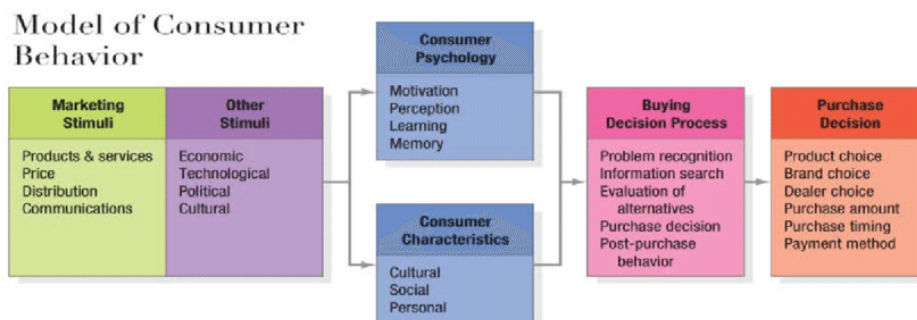
This work will consider the factors that are directly related to consumer behavior according to the customer behavior model of Kotler and Kemmer, who separate into categories the factors that affect consumer behavior by categories, where the factors chosen in this study (senses and

feelings) could be related to the blue box titled "Consumer Psychology" in Figure 1. In this box is the psychological aspect of the consumer; according to the authors this is composed of different criteria in which we find: motivation, perception, learning and memory.

The senses directly affect memory, as shown in Lindstrom's study, motivation and, as a hypothesis, perception, and feelings also affect these factors.

Figure 1.

Model of Consumer Behaviour



Source: Kotler, P., & Keller, K. L. (2012).

The challenge is to understand customers and their behaviors that lead them to consume, to understand how the buying process works, to develop strategies that influence decision making by creating differences (Goldstein; Almeida, 2000).

Kotler et al. (2005) highlight the key factors that influence consumer decision making: motivations, personality, and perceptions:

Motivation: the person needs an extra reason to get his satisfaction, this can satisfy physiological needs, such as hunger, cold, thirst and sleep, or psychological, in recognition, self-esteem etc...

Personality: There are psychological characteristics that determine the behavior of the individual at the time of purchase.

Perception: the customer interprets in a specific way the information that helps to make the decision at the time of purchase. Perception is strongly linked to the senses and the survival instinct and is responsible for processing what is happening around etc. to create a judgment.

Cultural, social, and personal factors: Culture is one of the most influential factors of society on individuals. Boone and Kutrtz (1998, p. 168) define it as "a set of values, beliefs, preferences and tastes passed from one generation to the next". Within the category of material values, products and services are included.

A large percentage of marketing failures are directly related to a lack of sensitivity, since the cultural reality in which consumers find themselves is not considered.

On the other hand, there are social factors; here individuals are directly influenced by reference groups in different ways: exposure to new behaviors and different lifestyles, receiving influences on self-image and pressure on compliance in relation to social norms.

Purchasing decisions are also influenced by personal factors such as age, occupation, economic status, life cycle stage, personality, and self-image.

People's consumption pattern, according to Kotler is influenced by their occupation. Work groups with common interests have elements that determine their economic circumstances and directly affect the choice of products and prices.

Finally, the sum of all the different factors generates an effect on people's behavior that leads them to consume specific products or brands

2.3 Generation Z

Generation Z was born between 1994 and 2010, this generation is divided into those born with and without the internet. Currently most of the members of this generation are around twenty years old. For the authors Días, Caro and Gauna (2015) the main characteristics of Generation Z are:

- High connectivity with different digital tools: cell phones, Tablets, video games, digital music players and computers.
- Little patient, they can multitask and check everything on the web, making them multifunctional beings. They cannot conceive access to information without the existence of Google.
- Their multitasking capacity generates loss of productivity, less concentration and short attention spans.
- Their main means of communication are social networks. Quite high level of consumption.

2.4 History of Neuromarketing

The term neuromarketing emerged in 2002 in the article entitled Looking into neuromarketing by Professor Ale Smidts, but the discipline as such dates to 1999, when the first fMRI (functional magnetic resonance imaging) study for marketing purposes was conducted by Professor Gerry Zaltman (Roeduck, 2011).

The evolution of this discipline has been slow. It was not until 2004 that more studies began to be conducted, among the best known was the Coca Cola vs Pepsi study, in which they studied the brain response of participants who tasted their favorite drink. Later, firms such as BrightHouse and SalesBrai emerged and provided research services using neuromarketing techniques.

There was discrepancy between how reliable the results were obtained, and which were the best techniques to acquire the information; between the year 2010 and 2015 quite a few articles were generated analyzing pros and cons and in 2012 the Neuromarketing Business and Science Association was created; which made it take more interest and reliability not only for scientists but also from entrepreneurs for the year 2018.

(Kotler and Armstrong 2013) define neuromarketing as a brain measurement that allows one to study in detail how consumers respond to a stimulus, based on neuroscience. Finally, the objective of neuromarketing is to know and understand the degree of attention that certain stimuli generate in the brain of consumers in a more scientific way based on neural activity. There are dozens of definitions, but most agree that it is an interdisciplinary subject that combines science and psychology with consumer components.

2.5 History of marketing of senses

The marketing of the sense's dates to 1950, when the neural stimulation of visual materials such as banners, screens, posters, etc. was recognized. For several years it was considered the only sensory technique that potentiates sales. After the arrival of televisions to homes, sound resources such as jingles and songs began to be used, which had a great impact, especially in the 60s, when companies understood that these sounds were staying in people's memory.

Schiffman and Kanuk (2000) opined that consumer behavior refers to the way people make their choice on their personal or household products by using their available resources such as money, time, and effort. and finally, consumer behavior might be the mental, emotional, and physical activities that people engage in when selecting, purchasing, using and disposing of products and services so as to satisfy needs and desires (Priest, Carter, & Statt, 2013).

Based on this last definition, it could be thought that any stimulus capable of affecting any of the criteria could have an impact on the buyer's decision, immediately or in the future. And this affectation is not always positive; since the stimuli can have the opposite effect therefore it is of utmost importance to know how the stimuli work.

3. METHODOLOGY

3.1 Research Question: Does the use of emotional or sensory marketing have a higher effect compared to campaigns that do not use it on generation Z?

3.2 Hypothesis:

h1: The use of smell and touch sense in advertising campaigns generates greater recall of information.

h2: The time perceived by the same person using traditional advertising videos of the same duration is shorter when using storytelling.

h3: Storytelling is better received than purely advertising videos in Z generation members.

h4: The use of senses in marketing campaigns has a higher effect than the use of storytelling

h5: The use of smell and touch sense in advertising campaigns generates greater recall of information in the Z Generation:

The use of the senses in people causes greater brain activity, which means a greater amount of generated relationships that can call memories; so it is suggested that the use of smell and touch senses in the promotion of a product can achieve greater recall in people; Since they are two extra senses that are added to the brain activity, which are not strongly linked to advertising as sight or hearing, so Lindstrom's theory which suggests that the brain tends to ignore what it perceives as unnecessary information, would not apply to the senses, since using the senses is part of the human instinct to create a perception.

The perceived time is shorter when a message is sent through Storytelling instead of a traditional campaign. This hypothesis is since the tool under which we work has the necessary and indispensable factors for the creation of a good story and of course for it to be considered successful; it must be able to reach the emotions of the receiver and above all convey the message that the brand wants to share.

An important factor of storytelling is that it does not focus on selling, it focuses on capturing the user's attention and making them identify with the messages. In addition, they have an emotional impact that does not leave consumers indifferent. These emotions can be varied, depending on the brand's objective.

And finally, thanks to the responses of individuals during the interview who gave their opinion about campaigns that have marked them and appealed to their memory so that this study could analyze the components of the campaigns that stayed in their head, and the observation of the most successful campaigns of the time, we seek to confirm two hypotheses; first if, The most memorable ads tell a story without mentioning specific characteristics about the product and second to know if indeed the ads that use storytelling or senses have a differentiating effect on the campaigns, as a differentiating element could capture the attention of recipients, obtain greater retention in the mind, association of the message with the brand, etc...

3.3 Why Generation Z?

Although the Internet has existed since 1969, the commercialization of the Internet was not strong until 2005, so there was a group of this generation that had a childhood without Internet; where it was until adolescence that they had access to the use of the Internet, Google and the first

social networks. However, within this generation there is also the first generation to be born into the Internet era, and who have not lived without the existence of the Internet.

So, this generation provides us with a valuable perspective of those who saw the transition to the age of technology and the Internet. In addition to this, members of generation Z are in their twenties, they are close to start the productive stage, that is, they are the ones to whom brands will sell for 50 or 70 years considering the current average life span, so it is important to understand what motivates them and how we can persuade them or generate stimuli that encourage the purchase of our products through campaigns.

3.4 Why sensory and emotional marketing?

The choice of emotional and sensory marketing as a differentiating factor for this project.

This study focuses on these two branches of marketing because they are focused on persuading through the stimulation of innate factors of human nature, such as senses and feelings, although each stimulus has a different effect on each person, senses and feelings are inherent to human beings regardless of their culture, geographic location, or other demographic aspects.

On the other hand, the use of these offers several benefits, such as helping to humanize a brand, which makes it closer to the consumer, does not involve extra budget, the key is in the approach and the message that is directed to the correct target, improves the image.

- Appealing to emotions does not require a big budget: simply a message that connects with your target audience.

- Greater virality: the user's emotional connection with the campaign makes it more likely to be shared and increase its reach.
- They help to humanize a brand, to make it closer to the consumer and, therefore, can help to reach new customers.

Thanks to the identification of the target audience with the campaign, it invites them to be part of it in the long term. In other words, it increases user loyalty to the brand. It improves people's image of the brand, as it is associated with a specific emotion. Therefore, it helps companies to differentiate themselves from their competitors by appealing to emotions and representing with their brand something more than just the product they sell.

4. PROJECT DEVELOPMENT

To solve the question of this project "Does the use of emotional or sensory marketing have a greater/differentiating effect compared to campaigns that do not use it on generation Z? " The qualitative research method was used, which allows a deep and interpretative-subjective analysis of the information, as well as to enter in detail in the understanding of a research problem and in its development is more simultaneous. It also allows for direct and deeper interaction with the interlocutor. A qualitative method is used because it is designed to qualify mainly social phenomena in specific samples, it facilitates the understanding of what a person thinks about a specific topic.

Bonilla, E. & Rodríguez, P. (2005) argue that the qualitative method is oriented to deepen specific cases, to avoid generalization. Its main task is not to measure, but to qualify and describe the social phenomenon from the determining features, as perceived by the elements themselves that are within the situation under study.

Semi-structured interview

The technique implemented to acquire the relevant information was the semi-structured interview, this allows to carry out a communication in which although the answers to a certain topic and questions are being sought, it is a little more flexible because it also allows to develop new questions according to the answers obtained to collect data that allow to make deeper analyses regarding the ideas communicated during the answers, helping the interviewer to acquire more information than in a survey and in turn the individual providing greater freedom of expression to the interviewee.

The interview was conducted with a group of 10 Generation Z people. We had a bank of 10 questions asked during the interview in the form of dialogue, but before starting the interview we sent them a form that they answered simultaneously with the interview, where through dialogue we obtained much more detailed answers than those they wrote on the form. These interviews were recorded and will be attached in Appendix A.

The questions asked had multiple choice and open-ended answers; the latter give the interviewee the possibility of giving his or her point of view and not biased to a preconceived answer by the project.

This form was created with the intention of keeping the information digitally, but all the answers are dialogue and in the cases in which it was possible to go deeper into the question; it was done through extra questions, however, all the questions of the interview are oriented to know what type of campaigns cause a favorable effect in the attention and memorization in the campaigns directed by the members of this generation.

Throughout the interview, traditional marketing and the two branches of marketing that are the focus of this project were considered. Traditional marketing was explained as those efforts made by companies to advertise a product in a more rational way, providing the characteristics of the product/service, on the other hand, there was the sensory, which was explained as the one that resorts to the use of multiple senses; in this case we talk about senses different from the visual or auditory that could be considered as part of traditional marketing; and finally, the emotional marketing option that resorts to arouse feelings and the most used tool is storytelling so it was the tool that was used to represent emotional marketing.

Likewise, questions were asked with the objective of testing the memory of the people interviewed and, in this way, to have access to their memories and to know which were the campaigns that managed to remain in their memory. The analysis that will be carried out will allow us to decipher if there are one or more factors that play a fundamental role so that the campaigns, they remember are able to last in their minds and not be forgotten in the short term.

As a confirmatory resource, a small experiment divided into two sections is carried out within the interview, with the objective, first, of verifying that certain of the answers given by the

interviewees are in practice the same as the answers they expressed. For example, those who said they remembered more a campaign that uses storytelling rather than one that only uses traditional marketing, will be shown two campaigns of the same brand but of different nature, and will be asked a few questions to find out if indeed the storytelling tool makes them perceive the video shorter, or if the message they receive from the campaign they said they preferred is bigger or more significant than the message received in the opposite campaign.

Second, it seeks to test the participants' memory after using emotional, sensory, and traditional marketing. Within the interview, they were asked which of these types of campaigns they preferred, as well as which of the 5 basic senses they preferred, had the ability to generate more memories in them; so, in the experiment we will check if indeed the use of the senses has an impact on the level of recall of the information provided to them.

The interview begins with two demographic questions: question 1 asks the participants' year of birth to find out if they belong to the Generation Z group, and question 2 asks their gender. These two data confronted with their answers to other questions will allow us to know if there are more sensitive senses in terms of memory and the level of attention it causes in any gender or if the emotional marketing resource mainly affects any gender.

To investigate the memory of individuals, questions 3, 6 and 9 are asked. In question number three "they were asked about the last campaign they remember receiving, the name of the brand and what the campaign consisted of. "

The fact that they remember it indicates that it got the attention of this individual and a certain level of impact for them to remember it, but it does NOT imply that they liked it, or that it generated links with the brand, hence question number 4 is asked; which asks the individual to

mention a campaign they liked, it can be recent or old, where they can answer with the same campaign they remembered in question 3 or not.

Question number 5:

"How do you react when you are faced with advertisements?"

This question allows us to test the theory of the study conducted by Flashtalking specifically on generation Z. The study stated that being in a digital environment, they were multitasking, especially when they were in front of commercials, as an example they put a person who was watching a television program; and at the time they stopped the program to present commercial breaks the person begins to use the cell phone and ignore the commercials.

Question number 6 was, "What type of videos attracts your attention the most?"

This will help us to know the preferences of most of the young people surveyed as to the type of advertising they find most friendly to receive. By knowing this, the marketing managers of brands that target this generation will have a better idea of the preferences of young people who are part of this generation; starting from the fact that every human being can perceive what attracts their attention the most, and since they were born they are exposed to receive advertising so without the need to have studied or be in contact with related studies, they have the self-knowledge to know what type of campaign they find more interesting.

Question 7 asked "What happens with the probabilities of buying a product When you have the opportunity to touch, smell, listen, or taste a product".

This question was designed to find out if for them the impulse to buy something was stronger when they had the option to try it first, compared to traditional advertising. This answer might seem obvious in the case of a person who had planned to buy a product and was given the option to try it before, but the question makes more sense if on the contrary it is a product that was

not on their list of needs or desires, but when they smell it, taste it or feel it they like it too much, that is when the decision to buy comes to life and that is why if the answers are positive, we could affirm that the use of the senses in this study is part of the factors that affect the behavior of consumers.

Next, you will be asked to list the first 7 brands that come to mind, regardless of the industry to which they belong; this exercise is usually done to know which are the Top-of-Mind companies of a person, these are the brands that spontaneously come to mind of an individual. This recall is usually associated with a hard work of branding and notoriety by the brands. In this case, it is carried out with the intention of checking if there is any relationship between the individual's top mind and the type of campaign that characterizes this brand that is in their top of mind.

They are asked if they consider that they have a photographic, olfactory, tactile, or visual memory. In this way we will know which of the senses generates greater recall or if, on the contrary, the respondents do not recognize any association between any of the senses and memory.

Form for the structured interview:

1. Select your gender

- Male
- Female
- Other

2. Were you born between 1995-2010 ?

- Yes
- No, I borned before

- No, I borned after

3. Can you remember the last advertising campaign you received? If so, what was it about?

4. Mention an advertisement or campaign that you liked? which one and why? Could be an old one.

6. What type of videos attracts your attention the most?

- A. Stories about overcoming, humor, romance, etc...
- B. Focus on the product/brand and its features
- C. Sensory: Tastings of flavors, smells, music, or visuals that awaken the senses.
- All of them
- No one

7. When you can touch, smell, listen or taste a product, NORMALLY, the odds of buying it in the future:

- Increase
- Decrease
- Keep the same

8. Choose one or MORE.

I am more likely to remember with:

- Visual (Photographic)
- Rhymes/Jingles/Music

- Touch
- Smell
- Taste (Flavors)

9. Please name the first 7 brands that come to your mind.

10. Do you remember if any of the brands you mentioned in the previous question have used any of the campaigns of overcoming, humor, love, or any other story that arouses feelings?

- Yes, most of them
- Yes, some of them
- Yes, few of them
- No one
- Few of them
- I am not sure

Note: As noted at the beginning of this paper, the individuals on whom the research will be conducted are mostly from generation Z, so they are asked if their year of birth is part of the range of years belonging to those comprising generation Z, however if any of the individuals interviewed do not belong to this group ; their answers will be compared with those of the Generation Z group and an analysis could be generated if a significant trend is generated, but the answers of these individuals will not be counted within the results used to answer the research question in which it is sought to know if the sensory or emotional marketing plays a differentiating role in comparison to the campaigns that do not use it in Generation Z consumers. On the other

hand, to avoid biases and error biases, the Coca-Cola videos were shown after the interview, so that they would not affect their answers.

In the second part of the interview, an experiment will be conducted that aims to test sensory and emotional marketing versus traditional marketing. The two exercises that will be given to the participants will serve to confirm the answers they gave during the interview and allow them to see their behavior in front of different types of advertising to which they are exposed.

4.1 Experiments

4.1.1 Experiment n°1: Storytelling VS Traditional collaboration with a celebrity advertising

The first exercise will be called "Storytelling Vs Traditional marketing" and is focused on emotional marketing. The objective of this exercise is to find out if the use of tools that appeal to feelings and stories in the elaboration of advertising videos contributes to the receiver of the campaign perceiving it as shorter and retaining more information than in a campaign that uses traditional advertising. In this activity, the interviewees will be shown two Coca-Cola advertising videos, both with a duration of one minute on the YouTube platform. After they watch the two videos, they will be asked 3 questions to find out.

1. Which one did they like more?
2. Did they perceive any message from the brand? If so, what was the message?

3. They will be asked to calculate the time of each video. This will allow us to know which of the two videos was perceived to be shorter and to confirm if the perception of time is related to the response of the video, they liked more of the two shown.

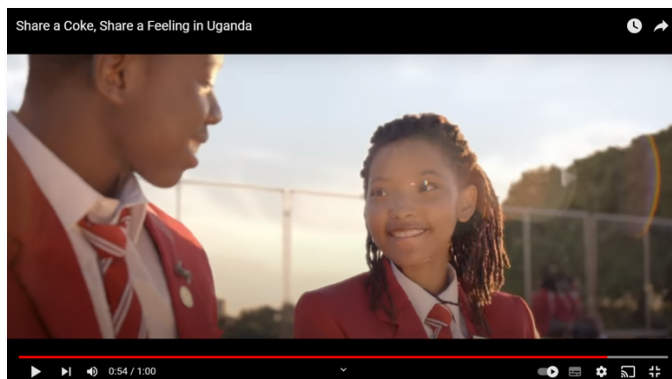
Video number 1: Storytelling feeling Nigeria

The first video shown to the participants is titled "Coca Cola - Share the feelings" (Coca-Cola, 2016) and it is a Storytelling that promotes a campaign related to the feelings and actions on the labels of the beverage packaging. This campaign consisted of each bottle having a different emoticon on the packaging that represented an emotion or an action. The video tells the story of a boy who is in high school and is in love with one of the most popular girls in the school. To win her over, he does romantic things in front of the whole school and with the help of several boys; however, none of his displays of love worked; so, he comes up with the idea of

He gives her a Coke with the emoji of happiness, another one with a romantic face and that's how the main character gets her attention, and the girl accepts to go out with him.

Image 1:

Coca cola share a coke.



Source: (Coca Cola, 2016b)

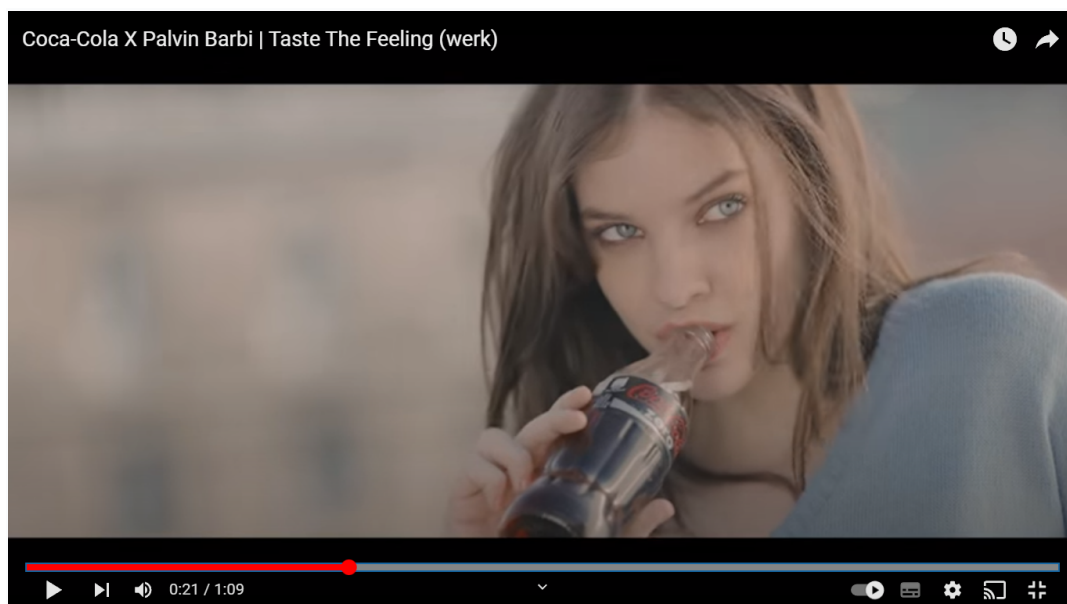
Video 2: Collaboration with the model Barbara Palvin

Time: 1.09 min

The second video you see is called Coca-Cola X Palvin Barbi (Coca-Cola, 2016) and is one of the traditional collaborations that brands usually do with famous people to capture people's attention. In this case the brand made it with the Hungarian model and actress Barbara Palvin. This video has the form of a behind the scenes of a photo shoot of Palvin with her team as photographer, makeup artist, stylist and other members; throughout the process of photographs, they appear drinking a coke; until they manage to finish it and celebrate by sharing the drink.

Image 2:

Coca Cola x Palvin Barbi



Source: Coca Cola (2016)

4.1.2 Experiment N°2: Sense of sight Vs ¼ senses

The second exercise of experiments aims to test two types of advertising, the traditional versus the sensory, both will show the container of a perfume with its respective name and slogan, in the first will show the image and information on a screen, while in the second will be provided an element that plays the role of perfume, this element has sensory characteristics such as an aroma, is a soft texture, can be pressed and works as a de-stressor sounds like bubbles when pressed. After the person has had contact with both presentations of the perfumes; they will be asked the name and slogan of both; without having put them on notice that they would be asked for this.

The answers will give an idea as to which of the two formats presented had the greatest impact on their memory and they will also be asked which presentation they like best.

Note: The names of both perfumes contain only a single word.

However, the slogan of perfume number two, which represents a greater number of senses in practice, has a longer slogan, which could mean a higher level of difficulty.

Image 3:

Tradicional image Vs Smell, touch, sound and visual element

CLEEF

Slogan: “*Magic drops*”

NATURE

VS

Slogan: “*The smell of love*”

Source: Own property (2022).

4.2 Experiments in previous studies

Experiments are widely used in marketing to compare methodologies, observe phenomena, among other things. An example is the experiment Self-Signaling and Prosocial Behavior: A Cause Marketing Experiment: where the author "tests a theory of prosocial behavior whereby ego utility and self-signaling crowd out the effect of consumption utility on choice. The data come from two field experiments involving purchases of a consumer good bundled with a charitable donation" (Jean-Pierre Dubé,a, b Xueming Luo,c Zheng Fang. 2017).

4.3 Related studies that influenced the methodology.

This experiment is conducted based on Lindstrom's theory, as well as by the article The multi-sensory brand-experience concept; According to this article, in all persuasive communication, information is transmitted through the five senses.

For Lindstrom, "the more association of senses you have, the more you affect the consumer", and he supports this theory with the study he conducted in 2007 in Santiago de Chile, one of the most expensive studies (7 million USD) focused on science and marketing. The study consisted of a mental scan of 2081 people from different countries, such as the United States, India, China, England, Japan, and Germany, who were exposed to visual, olfactory and auditory advertising of a pack of cigarettes, while their brain activity was analyzed.

The study sought to demonstrate the stimulation of both sensations and feelings since the impact we knew existed had never been measured. And the numbers don't lie, by conducting this experiment Lindstrom drew several conclusions, for starters 83% covered only one sense, which is not good because the more sensations, the greater the recall. On the other hand, 85% of the decisions we make daily depend on our subconscious, which reaffirms the hypothesis of appealing to our subconscious to obtain better results. He also notes that culture plays an important role, 75% of behavior is already predetermined, but 25% is related to the cultural context of each person.

Therefore, cultural factors must be considered for the message to have the expected effect on the stimulation exerted.

Lindstrom assures that the use of neuromarketing is fundamental in this case the objective is to reach the right hemisphere of the human being since it is this love that manages emotions and as the economist Tim Hardford states, there is no decision, no matter how scientific or technological it may be, taken without taking into account feelings and emotions, even in the purchase of assets such as shares of one company or another. In addition to numerical analysis, there is also the issue of feelings and perceptions.

By efficiently using the tools of sensory or emotional marketing, there is a great point in favor since marketers can generate stimuli through communication or tools focused on the senses of the individual seeking to generate a favorable position against the brand good or service, in the best case it drives him to choose us and buy, but there are other achievements that are the positioning and pursuit that creates the individual to the brand, as well as recall and differentiation.

Although the emotions or feelings were driven by a third party, the effect is born inside the individual and he will consider his intuition when choosing, sometimes even above other criteria.

Why experiment?

Conducting an experiment allows us to cross-check the information obtained in the interviews to have more elements to accept or reject the theories previously exposed.

"Marketing experiments have the greatest potential to establish cause and effect relationships. This allows one to investigate changes in one variable (such as sales) while manipulating one or more other variables (perhaps price or advertising) under controlled conditions." (Marketing Research: Asia Pacific. Second Edition; 2011, p.26)

It is important to maintain experimental control, which means isolating causal factors and eliminating external factors that may affect the study. The purpose of controlling these factors is to test the relationship that exists between one and more variables. Test marketing is a form of marketing experimentation that is often used online because of the costs.

5. ANALYSIS AND RESULTS

5.1 Interview

The findings of the interview with 10 members of generation Z will be summarized below; the analysis will consider the answers given by the participants to know for sure the type of campaigns they remembered or liked the most. This analysis will be thematic and of deduction; with the aim of proving or rejecting the hypothesis raised at the beginning of the research.

A comparative analysis will also be made between the campaigns most remembered by the interviewees and the most successful campaigns in terms of the use of storytelling; this will

allow finding or not a relationship between the resources used by the brands and campaigns most remembered by the respondents.

Note: in appendix A you will find the transcription of all the interviews conducted, some were done in Spanish and others in English, however, for language universality purposes; the interviews conducted in Spanish will be translated into English.

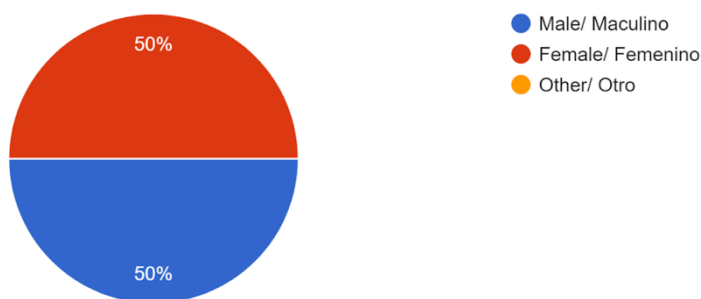
To avoid gender bias, the interviews were conducted with 5 men and 5 women, all between the ages of 21 and 25. All had at least an undergraduate level of education. Currently 80% of the interviewees live in Paris and 20% in different cities; however, the nationality of the interviewees is mainly from Latin America.

Figure 2.

Answer 1

1. Select your gender / Selecciona tu género

10 respuestas



Source: Own property (2022)

5.2 Interview results and Analysis

Question 1.

“Can you remember the last advertising campaign you received? If so, what was it about?”

La vie est belle - Lancome - Julia Robert

La vache qui rit; is a dynamic: it's a tv commercial about animals eating the product to attract kids' attention.

3. Dior; the video promotion of j'adior perfume

4. Instagram Story by Nike, a guy wearing the tennis while doing exercise

5. It was about cases for the iPhone

6. Yes, from Rappy, who told me that they would give me a discount if I went premium and chose the HBO package.

7. You tube; electronic festivals videos about how it feels the experience of being there

8. Panel of a burger king

9. I don't remember.

10. Nike, around Paris. It was a panel that had a visual effect

Looking in detail at their responses during the interview and looking at the commercials that the participants indicated, it was found that of the nine people who recalled the last advertisement they had received, five were in video storytelling format.

Analysis of the campaigns answered in Question 3

Campaign 1. La vie est belle - Julia Roberts (Volume Unit, 2018)

Commercial of 1.01 min made by the brand Lancôme in which advertises the perfume La vie est belle through a story with features of fantasy and happiness. The main protagonist is Julia Roberts, who arrives with a smiling face to an event on the terrace of a building, in which all attendees seemed sad or serious except for her, then Julia decides to pass by the fountain on the terrace, and magically every drop of water that touches her, becomes drops of perfume that in turn wet the others; spreading happiness and everyone begins to enjoy, dance, laugh. Regarding the message of the video, it is perceived that they want people to perceive that coming in contact with the fragrance is a magical sensation and causes happiness in those who have the possibility of perceiving the aroma.

Campaign 2. La vache qui rit - video (La Pubothèque, 2012)

La vache qui rit is a French cheese company that has been in the market for a little more than a century, during the interview he showed us the video he was referring to. It was a 30-second video in the form of an animation. They show a group of cows and bulls that were sharing at a table the products of the laughing cow, and behind the fence there were some sheep that were painting their bodies with black spots to look like cows so they could sit at the table and eat the cheese of the laughing cow, when they finally sit down and eat cheese, one of the sheep escapes the characteristic sound of the sheep and the bulls realize that it is not a cow, so there is a moment of suspense because it seems that the bull was going to hit the sheep that infiltrated, but no, on the contrary the bull gives her a friendly smile, hugs her and invites her to eat with them the cheese. In the end they all have a nice and funny moment.

When entering their website to know a little of the history of this brand, on the main page you will find the following campaign "choose to laugh" where they share photographs of people of different ages and ethnicities happy sharing a meal that includes the product, as well as with this message next to these images: Laughter is a superpower that helps us every day, gives us strength in the face of adversity, unites us and makes us see the world from another perspective. #EligeReír (Lavacaquerie.Es - Toca Reír, Toca Disfrutar Con La Vaca Que Ríe - La Vaca Que Ríe, Elige Reír. #Snacking Ideas. n. d.)

This confirms the fact that their advertising strategies include humor and joy as an emotional factor, as evidenced in the video of the animals happily sharing the brand's cheese.

Campaign 3. Dior- perfume J'adior (Perfumerías Juleriaque, 2018)

This is an advertising video of 1 min; about a beautiful blonde woman who is in a kind of pool with golden perfume liquid, and around the pool there are more women dressed in the same tone as the perfume. The woman walks naked through the liquid to get out of the pool and when she gets out, she only wears the golden dress as the others and walks quite confidently followed by the other beautiful women.

The message captured by the interviewee also depicts a very confident woman, as a person who does not need anything else to be confident; she only needs the perfume. Although the emotions in this commercial are not part of the basic emotions; making women feel empowered through their fragrance is also a resource they used through emotional persuasion under a short storytelling formula.

Campaign 4. Insta-story of Nike, inspirational video. (Not found)

Campaign 5. iPhone 13 Edge (Apple, 2022)

is a short video of 38 seconds with no characters or elements besides an iPhone on the corner of a table that is receiving a call, by the vibration of the phone this falls in slow motion and a message appears on the screen that says "Relax, it's an iPhone". This is one of the clearest ads of the 9 responses and is undoubtedly a campaign to highlight a feature (the resistance) of Apple phones. This commercial can be considered as a traditional one in video format but with a simple story and few elements to focus the attention on the star product. This video is not 100% focused on emotions; however, it keeps suspense and captures the attention of the receivers by being short and precise, it has the form of storytelling because it tells a simple short story, gives relevance to the product and concludes with a happy ending in this case.

Campaign 6. Rappi associated with HBOmax on social media.

Festival (Tomorrowland, 2022) Youtube: The video is a kind of trailer; in which they present the festival as a transcendental and unique experience, they also use fragments of the event in previous years, where you can see quite produced scenarios and thousands of people enjoying themselves. The message is clear, the experience they promise to make people feel will be "unforgettable", full of joy, music, and fun.

Campaign 8.

Panel of Burger King in the street

Campaign 9.

The person does not remember what the last advertisement was he/she received.

Campaign 10.

Panel of Nike with visual effect (movement) in the streets of Paris

Analysis and results

After reviewing and analyzing the last campaigns that the interviewees recalled having seen, a certain trend is discovered in the different resources used by the brands.

They appeal to feelings: six of the nine campaigns sought to awaken feeling, among which we found joy, motivation, security, and one used suspense as a resource to generate uncertainty. Most of them used storytelling as a narrative resource.

Use of visual resources: All the ads were presented in video format, i.e., they only required the use of two senses (vision and listening), except for two that were purely visual.

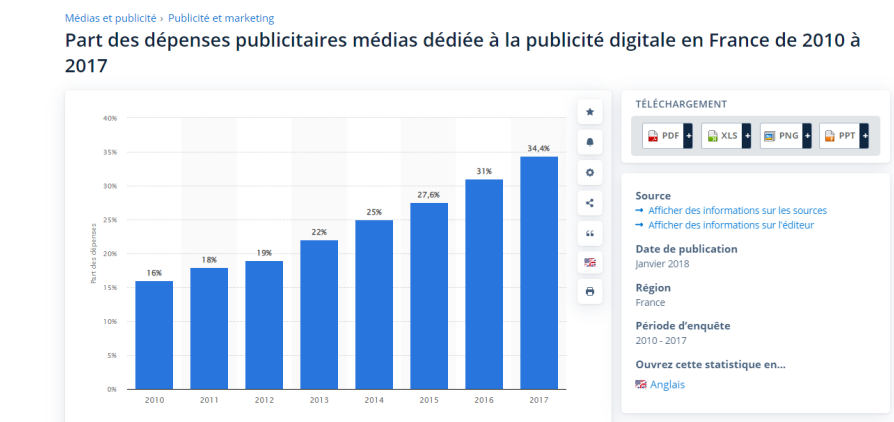
Digital: Most of the last ads were digital, 7 of the 9 were presented on digital platforms such as YouTube or Instagram.

When comparing the responses of the interviewees, most of them said that the last ad they remembered was through digital media, followed by advertising panels. Considering that more than 70% of the interviewees live in France, it was contrasted with the last table of information regarding the value in millions of euros of the digital advertising market in France from the German statistics portal Statista; where it can be easily seen that indeed the value of the digital advertising market was in full growth in recent years and its value doubled in less than 10 years. It is also evident that not only the value of this increase, but the proportion that companies dedicated to digital marketing also increased compared to other types of advertising.

Share of media advertising expenditure dedicated to digital advertising in France from 2010 to 2017

Image 4.

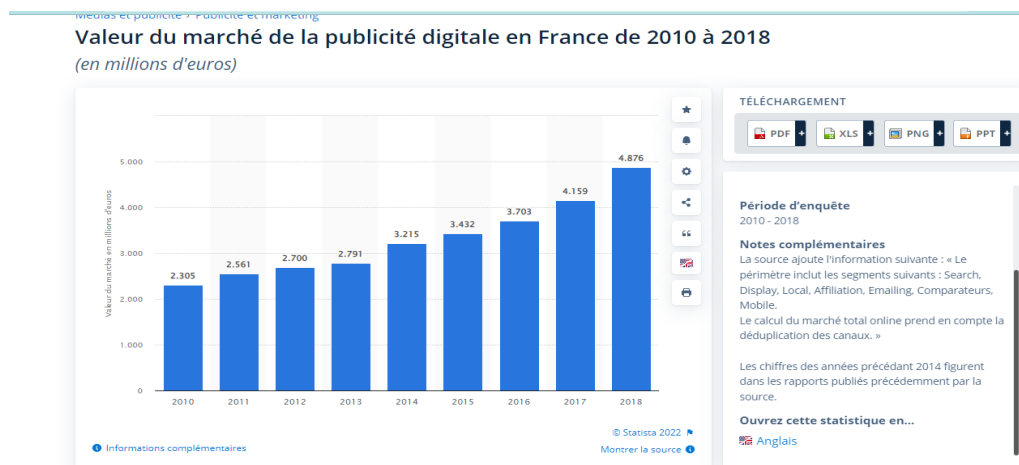
Digital advertising



Source: (Statista, 2022)

Image 5.

Digital advertising market by value in France 2010-2018



Note: This graphic illustrates the value of the digital advertising market in France from 2010 to 2018, in millions of euros. In 2018, the value of the digital advertising market in France was nearly five billion euros. Published by Statista Research Department, 4 Apr 2019.

Analysis of answer to question 4 “Mention an advertisement or campaign that you liked? which one and why? Could be an old one.”

Summary of Answers:

- Fidalga (<https://www.youtube.com/watch?v=ia5UJc-kXvY>). I remember it because the lyrics are catchy and have a beat.
- You Cannot stop us by Nike, Inspire/Motivational commercial I saw the campaign this year 2022 in August
- Andes Teletransporter Beer. Very creative, fun, and gives grand recognition (ROCK VID, 2010)
- Yes, one of Rexona in which they tested the anti-perspirant.
- The McDonalds and Chocoramo campaign, because they allied with a special brand for Colombians and created a delicious product.
- Jaguar vs Mercedes LinkedIn: Jaguar responded to a Mercedes advertisement in which they compared the stability of their cars to a chicken as a similarity, since according to the advertisement, even if the body moves, the head remains stable. To which Jaguar took out an advertisement in which a jaguar ate a chicken.

Note: the other 4 participants answer with the same campaign than in the Question #3

Four of the ten people responded with the same campaign of question number 3, however; these new answers shed light, since unlike the previous question, they not only had to remember it, but they had to like it.

After observing the campaign pointed out by the participants, it is possible to highlight certain characteristics that may be the reason why they remember them. The first answer was that of Fidalga; a supermarket chain that had a very attractive jingle when looking for the advertisement on the Internet, it is seen that it is a very old commercial, however, the song seems to be an anthem for Bolivians, according to the comments they made about the jingle. So here we can recognize a musical memory on the part of the interviewee from generation z.

The second subject answered the same advertising of question number 3 with Nike and its motivational touch.

The third answer was a commercial called "Andes Teletransporter"; Andes is the name of a beer in the Latin American market, and the video is a storytelling that presents a problem that several men especially can identify with, as well as a creative and unexpected solution that was implemented in Argentina. The problem was defined as the problem that men with a partner had when they told their wives that they were going out for a beer with their friends; to which the brand proposes a booth called "teletransporter" which isolates the outside sound and is able to simulate sounds of different environments such as heavy traffic, children playing, hospital, etc... in this way people can use the booth to talk on the phone and say that they are in any other place different from the bar. The booth was installed in different establishments/bars where they sold this beer

and shows some scenes of men who used it; finally, they argue that this reduces the number of arguments between couples as it allows drinkers to "teleport".

The video retains a funny tone and above all a surprise tone since it is not expected to happen since it is a totally new product, created by them and with an attractive name.

Caution: This may be a controversial commercial as it generalizes gender behaviors, on the one hand, it can be understood that women are problematic and that men are the ones who go out to drink, this in some countries can be quite controversial as it is considered a bit sexist.

On the other hand, the Rexona commercial (Comerciales En Tiempo Mexico, 2022) was also remembered by one of the participants of this project. This is a short video of 38 seconds that shows the normal day of a young dancer who is in constant movement, she uses the new Rexona 48 hours deodorant. At the end of the video the message is "If you don't stop, neither does Rexona". This advertisement seeks to make the user feel protected with its product, making people feel identified, even those who are more physically active. This commercial is linked to other brand slogans such as "Rexona does not abandon you", which inspire the same feeling of confidence in the product, as it promises to be protected from bad odor at all times of the day.

Mc Flurry Chocorramo (McDonald's Colombia, 2022)

This is an alliance between McDonalds of Colombia and one of the most traditional brands of cakes in Colombia called Chocoramo, the video shows in 15 seconds how they prepare the new ice cream. The objective of the video is to publicize the new alliance but also to generate a desire to try the product.

Jaguar Vs Mercedes Benz (Naked Motoring NM, 2017)

Finally, the last response was from the mentioned car brands; as the interviewee explained, the commercial she liked was an "aggressive" response from Jaguar to a commercial launched by Mercedes in which they compared the stability of their cars with that of a chicken; to which Jaguar responded with a commercial of a Jaguar eating the chicken and the brand's message was "Magic body control? We prefer cat-like reflexes".

This type of counter-response campaigns is rarely produced nowadays, however, they attract attention because they generally manage to make fun of the competition. Advertising pieces such as these are not focused on telling a story, yet they arouse interest as they become a fight between brands.

When analyzing the campaigns preferred by this group, there are certain particularities in the tastes of the respondents of generation Z, in addition to receiving most of the ads through digital media, several of the members questioned were attracted by campaigns in which they could feel identified or linked in some way to the product. That is, seeing a story with which they could easily identify and imagining themselves in a similar situation using the product.

They also pointed out two advertisements that could be considered controversial, the Andes beer ad with the teleporter in the bars to answer calls and the Jaguar ad sending a direct message

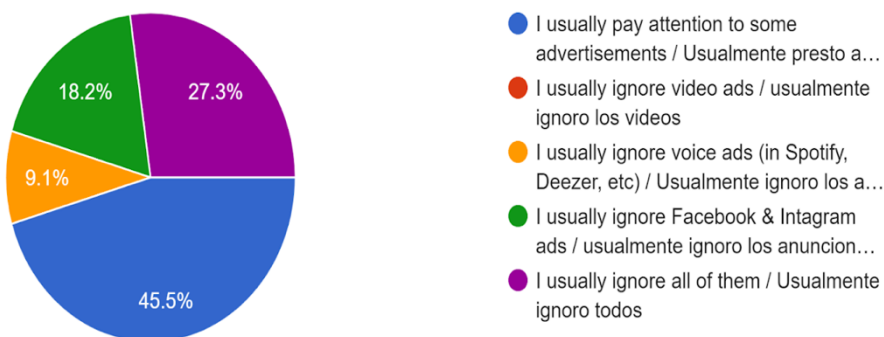
to its competitor Mercedes. Finally, the use of jingles had a positive effect on the receiver's memory, since, although it was the oldest advertisement of those mentioned (more than 3 years old), it was the only one that used a jingle.

Figure 3:

Answer 5. How do you react when you are faced with advertisements?

5. How do you react when you are faced with advertisements? / Cual suele ser su reaccion frente a los anuncios?

11 respuestas



Source: Own property (2022)

45.5% of people indicated that they usually paid attention to some ads; however, 54.6% is the sum of those who indicated that their tendency was to ignore ads on different platforms such as video ads, voice ads, or social media ads, especially Facebook and Instagram.

27.3% indicated that they tended to ignore all the different types of ads specified above, however the platforms where they ignored advertising the most was via Facebook and Instagram followed

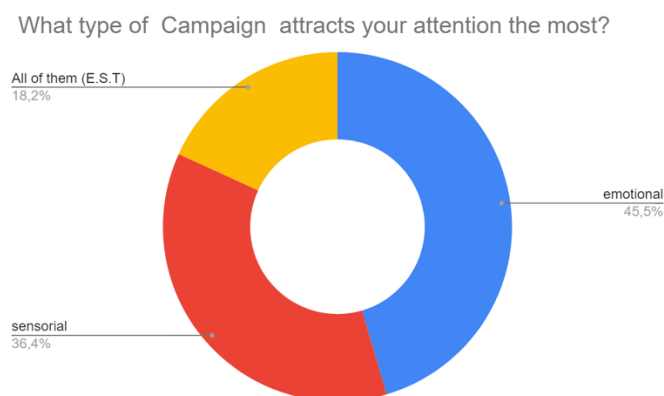
by audio ads with 9.1%; as used is Spotify. In contrast, none of the respondents indicated that they ignored video ads.

Analysis Question 6. What type of videos attracts your attention the most?

45.5% of the respondents indicated that the type of videos that attracted their attention the most are those that are motivational, humorous, romantic, etc.; in short, those that affect feelings; followed by 36.4% of the group that finds sensory marketing more attractive, and finally 18.2% indicated that the three types of marketing we asked about (sensory, emotional, and traditional marketing) attract their attention. Conversely, none of the respondents indicated that none of the 3 types attracted their attention. As a result, the marketing that is most appealing to Generation Z respondents is emotional marketing, followed by sensory marketing with only a 9.1% difference.

Figure 4.

Answer 6



Source: Own property(2022)

Results and Analysis Question 7

When you can touch, smell, listen or taste a product, NORMALLY, the odds of buying it in the future:

This question is formulated with the aim of knowing the level of positive response that this generation has to the opportunity to try products. Even products that were not on their wish list or needs. This question arises based on the transition from shopping in physical stores to online stores. 81.8% stated that they had a positive stimulus by having the opportunity to use more senses than just sight, so according to their answers the probability of buying the product increased, several of the respondents said that if perhaps at the time of trying it they did not have enough money or the availability to do so, they were sure that in the future they would buy it or at least have it as one of the most popular alternatives.

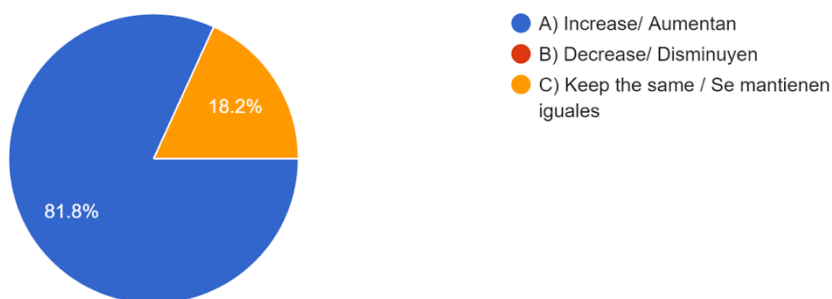
In contrast, 18.2% of the participants affirmed that the probability of purchase did not have a significant change. None of them responded that they would decrease, since in the context it was explained to them that they were assuming that they liked the product when they tried it. However, the fact that they find the product bad or unattractive to touch or to any of the senses is entirely possible in a real context. But for the practical factors of the study, it is assumed that the product was to their liking.

Figure 5.

Answer 6

7. When you have the opportunity to touch, smell, listen or taste a product, NORMALLY, the odds of buying it in the future: Cuando tiene la oportunidad..., las probabilidades de que lo compre en el futuro:

11 respuestas



Source: Own property (2022)

Results Question 8.

The individuals were asked which sense or senses they believed contributed to their memory of past things or events, to which nine people chose visual memory, 5 chose musical memory and 5 chose auditory, followed by touch with 4 participants and 3 by the sense of taste.

These responses differ somewhat from those of Bernd H. Schmitt's study in which he states that 1% of the memory is remembered by touch, 2% by hearing, 5% by sight, 15% by taste and 35% by smell. In the selected sample of members of generation Z in this study, the sense that

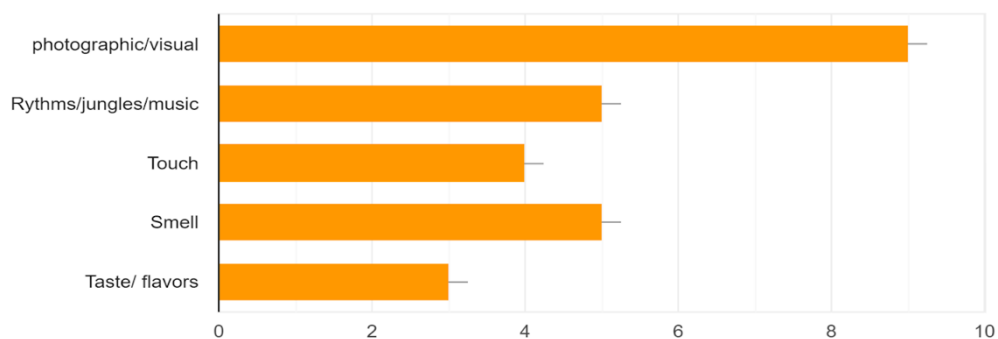
seems to have the greatest impact on the memory of the interviewees was sight, followed by hearing and smell at the same level, then touch, and finally the sense of taste.

Figure 6.

Answer 8 , X number of people / Y-axis: Senses

8. Choose one or MORE. I am more likely to remember with :

10 respuestas



Source: Own property (2022)

Results and analysis Question 9.

Please name the first 7 brands that come to your mind

- Lancôme / Candia / Iphone / L'oréal / Sephora / La vache qui rit / Vichy
- Fenty beauty / Dior / Balenciaga / Nike / Maybelline / Chanel / Adidas
- Nike / Adidas / Apple / Coca Cola / Postobon / Microsoft / Starbucks
- Coca Cola / Turkish Airlines / Tesla / Ferrari / Red Bull / Pepsi / Apple
- Rexona / Nivea / Vichy / Nike / Adidas / Prada
- Tutto / Zara / Falabella / Disney / Netflix / Canva / Coca cola / Lindt

- Apple / Hoxton / Coca Cola / Zara / Ryanair / Tiffany / Nike
- Samsung / Redbull / Audi / Celio / Carrefour / Chanel / Ford
- Apple / Google / Coca Cola / Audi / Massimo dutti / Zara / Burger king
- Dior / Nike / Apple / Coca Cola / Rexona / Lancôme / Vichy

A relationship was found between the answers of the participants in this ninth exercise; regarding their answers to question number 4, in which they expressed a campaign that they would have liked. It was found that most of the brands that used storytelling that captivated the recipients, were named in the list of items 9. It is not possible to affirm that the fact that these brands that had a successful campaign and preferred by the participants, are in their top of mind due to a single campaign, however, it may be related to the type of marketing that the brand constantly uses, in addition to personal preferences of each one in front of certain industries.

The brands that stood out in the list of brands, as well as in the question of a campaign they liked were Lancôme, Dior, Rexona, Nike, Apple and Burger King; of which all except Burger King used digital media with emotional marketing resources, on the contrary Burger used billboards, as well as Nike in one of the two campaigns remembered by the participants.

On the other hand, it was found that the brands that are in the top of mind of more young people in this study were Apple in 6 of the interviewees, Nike in 6 likewise, followed by Coca Cola with 5 people out of 10. This level of repetition in different people; of different gender, with different tastes and lifestyles shows that these brands are quite well positioned in the minds of consumers of this generation. This may be due to various reasons such as the amount of money invested in advertising, or the quality of marketing done by these brands, among others. In order

to have a better understanding of this, we will analyze the amount and the brands that are in the number 1 of marketing investment globally according to Ad Age and we will point out the brands that were named in the interviews. In green are those that were mentioned several times, and in orange those that were mentioned only once.

THE WORLD'S LARGEST ADVERTISERS (Marketersbyadlatina.com, s. d.)

Top 25- biggest spenders on marketing and advertising

- 1- Procter & Gamble Co., 11,5 milliards de dollars
- 2- Amazon, 10,9 milliards de dollars
- 3- L'Oréal, 9,9 milliards de dollars (Lancôme)
- 4- Samsung Electronics Co., 8,6 milliards de dollars
- 5- Alibaba Group Holding, 8,4 milliards de dollars
- 6- Unilever, 8,1 milliards de dollars (Rexona)
- 7- Nestlé, 7,8 milliards de dollars
- 8- Comcast Corp., 6,7 milliards de dollars
- 9- LVMH Moët Hennessy Louis Vuitton, 5,8 milliards de dollars - (Christian Dior)
- 10- Alphabet (Google), 5,4 milliards de dollars
- 11- AT&T, 5,3 milliards de dollars
- 12- Walt Disney Co., 4,7 milliards de dollars
- 12- Anheuser-Busch InBev, 4,7 milliards de dollars
- 14- Volkswagen, 4,6 milliards de dollars
- 15- Stellantis (Fiat Chrysler Automobiles et Groupe PSA), 4,2 milliards de dollars
- 16- Toyota Corp, 4 milliards de dollars

- 17- Tencent Holdings, 3.9 milliards de dollars
- 18- McDonald 's Corp. 3,7 milliards de dollars
- 18- Estée Lauder Cos., 3,7 milliards de dollars
- 20- American Express Co., 3,6 milliards de dollars
- 21- Suntory Holdings (Beam Suntory), 3,3 milliards de dollars
- 22- Walmart, 3,2 milliards de dollars
- 23- Nike, 3,1 milliards de dollars US
- 24- Verizon Communications, 3,1 milliards de dollars US
- 25- Charter Communications, 3,1 milliards de dollars

Source: Ad Age Data Center. Total advertising spends worldwide as estimated by the Ad Age Data

With the number of brands requested from each participant, a list of 70 different brands could have been formed, however, the interviewees only named a total of 42 different brands from various sectors, among the most named are the fashion, beauty, sugary drinks and automotive industries. Although several of the business groups are on the list of the biggest investors in marketing and advertising, there are more than 30 that are not on this list and that were most remembered in the Generation Z sample.

As an example, is Apple, which was in the Top Mind of 6 of the 10 people, but his name does not appear in this list of major investors, on the contrary, its main competitor Samsung is on the list, but was only named one time by one person.

Nike, the brand most mentioned by the participants during the interviews, is ranked 23rd on the list of the largest investors in advertising, and Coca-Cola, which was also one of the most mentioned brands, is not on the list of global investment. Another case is that of Volkswagen, Stellantis and Toyota, which are in the 14th, 15th and 16th position respectively of the largest investors in global advertising; but none of these groups or brands belonging to these business groups were named among the 70 options in which they could have been named, but on the other hand Audi, Tesla and Ferrari, which do not belong to these groups and are not in the top 25 of advertising investors, were named on several occasions.

From this we can conclude that not necessarily investing large sums of money means reaching a Top of mind position in people's minds, undoubtedly there are many factors necessary to be in that privileged position as the quality of the products or services they offer, but when making a list of the best positioned companies in the sample of the selected generation Z, in which are Apple, Nike and Coca Cola and when analyzing the type of marketing that each one does, there is a common factor and it is the use of emotional marketing in most of their campaigns.

Nike on the other hand is characterized by maintaining its presence in different platforms, both traditional and digital, which was evidenced within the project as it was the only brand that was remembered by campaigns in 2 different media, social networks, and traditional billboards. Its brand messages are consistent and coherent in the different media it uses to advertise, and this is related to athleticism, sportsmanship, perseverance, and victory. By using different platforms, it makes sure to reach diverse ranges of customers and using resources such as motivational storytelling it takes care of psychologically reaching its customers. Likewise, it sponsors different events and uses star and even legendary athletes for its campaigns; people who are easily related

to sport, success, and victory. Finally, Nike's campaigns have been recognized on different occasions in different events such as the Cannes Advertising Festival and the Emmys twice.

Coca Cola, on the other hand, generates relevant content that is easily viralizable; it is usually audiovisual content that creates stories and stimulates the emergence of conversation in the networks throughout the year. The content aims to create contagious ideas that cannot be controlled, which Coca-Cola has dubbed "Liquid Content": ideas relevant to commercial, brand and user objectives that are linked together.

In all its ads, the idea of sharing Coca-Cola with family or friends, in different scenarios and above all, how it contributes to make everyone who drinks it feel happier. They usually use storytelling, although they are not always the most creative, the message is always coherent and linked to their brand message in all of them.

Finally, Apple, the third most named brand, is analyzed. Its advertising and marketing strategy is based on user experience. Their technique is to show people how easy it would be to use their products, in other words, to show the practicality of their inventions. In this way, they have differentiated themselves from other brands, giving their products a clean and simple design, from the software to the hardware, and that enchants users, in addition to this, they give people innovative ways to use technological products facilitating their use.

All this is reflected in their advertisements, which follow two basic principles:

Simplify the message. Just as they make their products as simple as possible, without many buttons and with an intuitive interface, their advertisements reflect the same, avoiding the use of

highly technical vocabulary understandable only to a few. Although they occasionally include a technical feature, Apple's ads focus on showing the product and letting it speak for itself, and on the benefits that customers can get from the technology of the device they buy.

Focus your value proposition on the product and not the price. Apple does not focus its competitive advantage on price. What's more, product prices do not typically appear in its advertising. Apple focuses on showing the public the product, giving it value, explaining why it is different and why it is worth paying for. And it does this both in its advertisements and in presentations at its events.

Results and Analysis of the experiment

Exercise n1: After showing them 2 campaigns in video format of the same brand (Coca Cola) and same duration. Each one with a different marketing approach; the video number 1 was a storytelling that appealed to emotions, it was even for a campaign in which in the wrappers of the bottle there were emojis that represent different feelings; the story is of a boy who tries to conquer the girl he likes, and makes different demonstrations of love in front of the whole school but none has results, but it occurs to him to give her the Coca Cola with the emoji of conquest and the girl accepts his invitation, as if the bottle transmits the feelings.

On the other hand, the video number 2 was traditional marketing in which a famous model showed how her working day is with her team consuming the product.

Based on these two videos, four questions were asked:

Do you think the video conveyed a message, if so, which one / if either or both videos conveyed a message, please tell us what it was.

- A. Does this message have an impact on the brand image?
- B. How long do you think each of the two videos lasted?
- C. Which one do you like better?

5.3 Results Experiment 1

Name: Mirko Kousissfuni

Video 1: The message of the first video is more emotional; it is about daring to try and not being afraid. Also

that emotions are shared, and that a simple thing like a coke can fix the idea.

video 2: I don't feel any message other than promoting the brand's famous song.

Yes, the first video message is strongly linked with the brand, during all the video there is a bottle but in a more interesting presentation than with the model

the first video lasted about 1 min and the second about 1:15

exercise 2: The second one is called Nature, and the slogan is something related with love; i don't remember the first one

Name: Andrea Carolina Caicedo

Both convey a message, but the first one tries to connect more with customers and create more recall; while the second one is more directed to the product, but the message to connect with people is not so clear.

I think that the first one can be associated to the brand with the power to generate emotions, in the video 2 if the product is shown but I do not find any relation to the fact that at all times have the bottle in his hand if he is working, it looks very advertising.

I think the first one lasts about 1 minute and the second one 2 or 3 minutes.

I liked the first one better because it's more tender, but it depends on the situation, if it's a person who is looking for specific information about the product, maybe they won't find it useful.

Exercise: nature, the smell of love, and Cleef , but I don't remember the slogan

Name: Oumaima Lekhlifi

A. Yes; in the second video that you can drink a Coke at any moment or any situation. and in the first one, that Coca Cola is a source of feelings and motivates the customer.

B. Yes, kind of. the first video is saying Coca Cola is a source of feelings, in the second video I just get the message of the previous question

C. I think the second one is longer than the first one, in time we can say the first one 1 min and the second one like 2:30 min; near to 2 min

D. Which one you like the most? The first one because you need to pay attention to every word mentioned in the bottle of Coca- Cola.

Exercise 2: the second one is Nature; and the first one I didn't pay attention to (She didn't remember the slogan of anyone)

Name: Imán Faiz

- A. I didn't feel the message of the second video because it looked like a behind scene; and the first one was about sharing with friends, and feelings.
- B. For me; I think the message is ligated with the brand and product in this case, because even they have more products, the one they really associate is the Coke
- C. The first one was 45 seconds, less than a minute, and the second one 1 minute.

Exercise 2: This one was the smell of love, and the name was Nature, but I don't remember the other one

Name: Juan José Araque

A& B. Yes, I would say that the message is that Coca Cola captures with a message the emotions that a person can feel at a certain moment, to promote the sale of its product. And there are many emotions, happiness, love; and that capture the attention in the emotions of the people. In the second one I don't generate any link because I don't know the model, but if for example it was one of my idols like Messi, who appeared in the video touching the ball or doing anything, if would be inspired.

- C. The first one lasted 1 minute; the second one felt a bit longer.

D. I liked the first one better, 100%, absolutely.

Exercise 2: "it's with the drops the first one, I remember the color, but I don't remember well but it was related to the drops: The other one I don't remember anything."

Observation: When this individual was given the item that made the perfume replica; he was distracted playing with the item and when I told him the information, I'm not sure he paid attention.

Name: Juan Sebastian Tello

A & B.

Video number one relates Coca Cola with positive emotions, for example it wants to imply that love is there if there is a Coca Cola, as long as the brand is present. The second one has less message; however, it uses the iconic Coca Cola song; there is a connection not so much in the image as in the sound and that it is a song that everyone recognizes.

.

C. the first 40 seconds and the second 30 seconds.

Note: When I told him the time and he saw that they were the same; he drew the conclusion that maybe the reason why he perceived the first one longer was because he had to pay more attention to it than the second one, but he affirmed that he liked the first one better (storytelling).

D. The video of the young people's story calls my attention more, because it is a situation in which several of us have been in the situation that we like someone, but we do not know how to express our feelings.

Magic drops and the smell of love, and the name was natural, and I don't remember the first one.

5.4 Results Exercise N°2.

Name: Hadi Khoudier

- A. (Video 1) Yes, sure. They are showing like sharing love, loving coke and loving people
(Video 2:) No; I don't feel there is a message. it was more about working and taking photos, more about business
- B. (Video 1) yes, I think it is a good message for the brand to link emotions with the product.
(Video 2)
- C. The first one was longer; 3 min and the second one 2 min
- D. I prefer the first video; it is more interesting.

Exercise 2: the smell of love; the second one I forgot it; nature for the first one and I don't remember the second one.

Name: Hint

A and B. Cuál cree que es el mensaje que intenta enviar cada video ?

(Video 1) The message is Coca cola is bringing us together because is giving you the opportunity to express your feelings in a different way; and thanks to the brand he could be closer with the girl because Coca cola bring us together

(Video 2): I think the video is about the brand, because they are not talking about the product but showing the brand

C. I think the second one was about 3 min and the first one around 1 min

D. I prefer to see the first one; about the feeling, the other one was a little bit heavy

Exercise 2. She remembered both names and both slogans

Name: Evelyin Aguilar

What do you think is the message this video is trying to send?

video 1. I think yes, always Coca Cola ads leave a message, in this case it's like, don't give up conquering the girl in the theme of love.

video 2. I don't think so, or maybe some work.

yes, about feelings and emotions; motivations of the consumer; cc is source of feelings

B. Does this message have an impact on the brand image?

yes, coca cola is known for that, for its commercials, because they are in family life, it is always present, at Christmas, as if coca cola was part of people's everyday life.

C. How long do you think the first video took and how long the second one took?

first 1min n; Second one is 1:20

D. the first one; I think because it's romantic and you get more involved in the story and it's more normal to like someone.

Exercise 2:

the love of me; the love; and the other Cleff.

Analysis Experiment exercise 1.

100% of the participants indicated a preference for the video that used emotion-focused storytelling (video 1) for a variety of reasons. Some stated that they were attracted to the story because it has happened to them to be in love with someone and not know how to express their feelings, others stated that they liked it more because it was an interesting story and had a common thread that kept them attentive to the story, however, the same aspect that kept them entertained was that it kept them entertained, this same aspect of keeping them entertained was the factor that made one of the participants suggest that video 1 was longer than video 2, since having to pay attention made him perceive more time, but even this participant when asked which video he liked more, or which one he was more likely to watch in its entirety if it came up as an advertisement, responded that he absolutely preferred the video (Storytelling).

As for which video left a more significant or clear message for the viewers, through the answers given it is perceived that the message towards the brand is much more significant in the storytelling video since they associated it from different aspects but all positive and deep as for example: "Coca Cola bring us together", "Share the feelings" "there is a link between Coke and feelings" "Coca Cola join the people" and "Coca Cola is source of feelings". While the answers given to the message sent by video 2 were not clear to all recipients, the answer they gave was related to teamwork, however, several pointed out that it looked like a behind-the-scenes video and did not have a message as such. It was also detected one of the risks taken when using traditional marketing with celebrities, and that is that some of them are well known in a specific

geographic area and could be that if they see the ad in another place, the commercial may be meaningless because they do not recognize the character or do not feel identified with it.

To conclude, a relationship was evidenced between a perceived shorter duration of the video, with respect to their preferred video; when asked to calculate how long each video had lasted, 80% associated a shorter time in video 1, which was preferred by all participants. one person responded that they lasted the same, and another that video 1 had been longer. so, it can be said that the people of the sample of generation Z, prefer storytelling and perceive it more bearable and shorter compared to traditional videos. It is worth mentioning that when observing the behavior of the participants, one of the participants who found video 1 longer, stopped paying attention to certain moments of video 2, so there may be a relationship between the shorter time because he did not pay attention to the whole video.

Analysis Experiment exercise 2

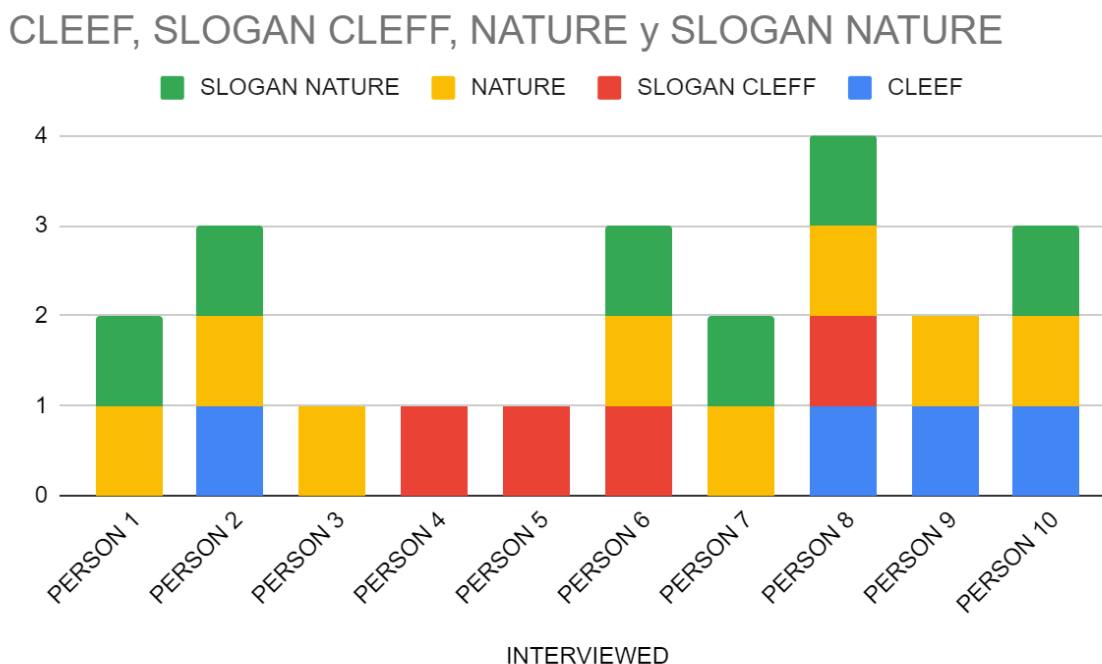
Exercise 2 consisted of seeing the level of recall that participants had when they were presented with the name and slogan of a new product in a photo and only had to use their eyesight, versus the level of recall they had when presented with a new product and had the opportunity to use four of the five senses.

The participants were given a total of 2 pieces of information for each element, the name of the product and the slogan. So, if they remembered everything, they should say the two names

and the two slogans. The first product was presented only visually in a picture; the name of the product was Cleef and the slogan was "Magic Drops". On the other hand, it was presented to them in a more sensorial way where they could see, smell, touch and hear the movement of the liquid, this second perfume was called Nature and the slogan was "The smell of love".

Figure 7.

Experiment N° 2



Note: This graphic shows the results of each participant. in the axis X there is the number of the participant and in the axis Y, how many of the data did he or she remembered, and finally the colors represent what was the information that each person remembered. (Own property, 2022)

The results indicate that the most remembered information was the name of the perfume they could touch, smell, feel and hear (Nature); where 8 of the 10 people remembered the name and 6 remembered the slogan, or came close to it. As for the information of the perfume presented only by the photo, 4 people remembered the name (Cleef) and 4 remembered the slogan, however none of the participants remembered the name and slogan of Cleef as a whole. On the other hand, 6 people remembered both the name and the slogan of Nature. And there were only two who did not remember anything related to Nature but did remember something of Cleef's slogan.

6. CONCLUSIONS AND PRACTICAL RECOMMENDATION

Does the use of emotional or sensory marketing have a higher effect compared to campaigns that do not use it on generation Z?

- The semi-structured interview and the two experiments focused on sensory and emotional marketing vs. traditional marketing, indicate that emotional and traditional marketing generate a higher level of attention and recall than traditional ads in the assigned sample of generation Z members. Eighty percent of the campaigns that stayed in the minds of young people were related to arousing some feeling or sensation.

- The feelings that were most used in the campaigns successfully remembered by the participants were related to empowerment, motivation, and joy. These campaigns were shared in video format and their length was less than 1 minute. The second most remembered campaign medium is billboards. Therefore, the use of short videos in video format is highly recommended.
- The trends of the campaigns that generation Z remembered, were through digital resources and in a video storytelling format, which was one of the formats they ignored. Participants ignored quite a lot of the traditional advertising on social networks.
- Not all types of videos manage to convey the message that the brand wants to send, according to their answers, the best option has as a component the use of emotions and/or situations where the individuals can feel identified.
- 2 of the 3 brands that were at the top of mind of more than half of the interviewees are specialists in the use of emotional marketing and the storytelling tool. We recall that these 3 brands were Nike, Coca-Cola, and Apple.
- Being at the top of mind of a member of generation Z is not directly related to the amount of money invested in advertising by companies, it was found that only 7 of the companies mentioned by the interviewees were part of the Top Global 25 of the groups that invest more in marketing and advertising according to Ad Age Data Center. Similarly, the number one investor was not mentioned by the interviewees.

- The time perceived by the receiver of a campaign using Storytelling is shorter than the time perceived by the same person in front of a traditional campaign (with the same length). It can also be said that storytelling videos are better received than purely advertising videos in the selected sample.
- It was found that songs and short rhythms characteristic of a brand (better known as jingles) was the resource that had the greatest impact on the long-term recall of Generation Z people. So, it may be that the auditory sense has a more direct relationship with the hippocampus, the area of the brain in charge of memory.
- In terms of sensory marketing, there was a better response to the campaign that utilized 4 of the 5 senses: smell, touch, vision, and hearing. More than half of the people remember the name and slogan of a product they had never seen before.
- Among the 4 senses tested in the research, the ones that most arouse the attention of people of this generation are sight, followed by smell. However, the response of the interviewees was greater when using videos in the form of storytelling that arouse emotions, as opposed to the senses. Even so, sensory marketing had a greater impact on the attention of the

participants than traditional marketing. Therefore, it is concluded that within emotional, sensory, and traditional marketing Concluding that the most effective was the emotional one.

The trend of campaigns that Generation Z remembered were through digital resources and video format with the tool of storytelling, it was confirmed that it was one of the formats that they ignored the least; because they ignore quite traditional advertising on social networks, so platforms like YouTube can be a good option.

The use of storytelling has a higher effect when people feel identified in some way with the story. For them to appreciate a campaign with a celebrity, it is essential that they recognize it, or else the message could be ignored, so should be someone they see as an idol, or their appearance calls their attention.

Even though this is a generation that buys online, they still feel the need to touch, see, and test certain products, so if you have an ecommerce store, you should give them as much information about the properties of the product that cannot be perceived through an image. For example, describe the material, the texture, and use photos that allow your potential customer to imagine what it would be like to have the product in a tangible form.

Recommendations based on successful campaigns

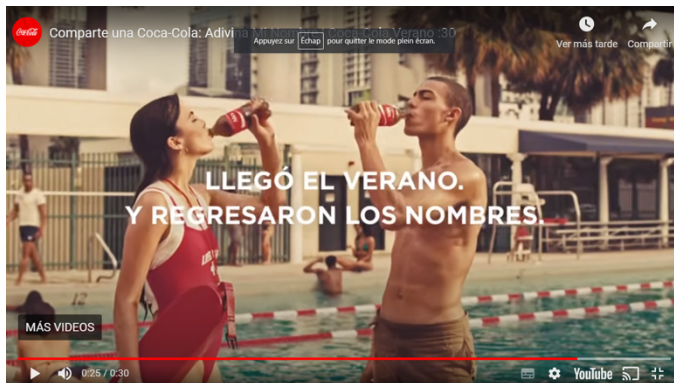
In addition to the interview, an analysis of several successful cases of different recognized brands around the world from different industries that use marketing methods that include in some

way the storytelling tool was made, and based on these successful campaigns, an analysis of what were the success factors will be made.

1. Coca-Cola

Image 6:

Names in the bottle



Source: Coca-Cola, (9th May,2017)

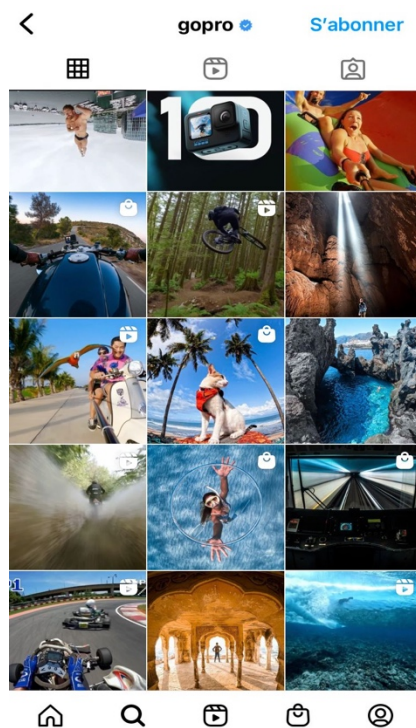
This 30-second video tells the story of 2 young strangers who meet in summer and disturbed by the heat share a Coca-Cola together. This video not only reinforces the idea of how refreshing drinking this product can be and that you can share with friends, but also within these 30 seconds they also promote the well-known campaign of putting names on the label of the bottles. What can we learn from this campaign?

Know your market.

This company knows the public and is aware of how their preferences, needs and habits change over time. In addition, it adapts its brand strategies to what the market demands at the time. Marketing director, Aedemar Howlett emphasized this point at the 2017 Eurobest that at the moment you choose to do storytelling, your audience has to feel identified with what you are going to tell and there is no way to do that if you don't know them. In the video example we see how the brand is aware of who their main consumer is, the context they are in at the time of launching the campaign (summer) and the activities that their audience does that they could identify with.

2. Image 7.

GoProImage



source: ([@goprocol, 2022](#))

To make storytelling is not only used the video format, as an example are the social networks of GoPro are the biggest storytelling; and its objective is that it is also that of its

customers; they like Coca-Cola know their customers and its founder has clear the message he wants to provide as a brand according to its product; and is to be free while we do what we like; having the opportunity to record it and share it.

The social networks of this brand are an album of stories; experiences that it shares with its customers, looking for them to do the same with theirs.

Emphasize sharing: Focus on your community and help them share their experiences. GoPro is the standard for how people record themselves, engaging with their interests and passions and sharing them with their network.

Leverage your products: The purpose for stories to exist at GoPro is storytelling for your customers. It is a great fortune to have a product that gives the consumer a voice and allows them to capture their best moments and memories regardless of outdoor/weather conditions and view them whenever they want. The story tells itself with an image.

3. Dove

Imagen 8:

Breaking beauty stereotypes



Source: Dove (7th May 2019)

This campaign is a longer version than the previous versions, it takes 2 minutes and 8 seconds, and its message is quite clear and direct, it addresses the beauty stereotypes that are instilled from childhood, since the ads are not inclusive of women's physiques; according to a study 70 percent of women do not feel represented in ads, nor in the media. This video shows how girls grow up seeing an image of beauty that excludes skin colors, hair colors, body shapes, and the message of the video is to eliminate these stereotypes and defend diversity in its various forms. It must leave a message to society and allow people to feel identified with its purpose.

Dove is quite a powerful brand in terms of its brand message with the campaigns it carries out, it usually leaves really enriching messages; and it does it through storytelling. And it is that this message is given by Dove as a brand, but it is raising the voice of millions of women and millions of mothers who have a similar opinion about it, and that is when people feel identified with a brand or with its purpose.

In addition to this, the fact of using this type of awareness messages aimed at society has a very favorable impact on the brand image.

7. LIMITATIONS AND FUTURE DIRECTIONS

7.1 Limitations

There are certain limitations within the study. Since we are analyzing human behavior, the results may be affected by different factors external to the experiment. Likewise, there are participants with different contexts, so each individual could have been affected by different factors, some of them could have been affected by external situations such as moods or interests that can make a very good campaign not have the effect on the individual interviewed because the theme or the product of the campaign does not correspond to their tastes or it is not about a product that arouses their interest. Likewise, another limitation of this project is the size of the sample, so it would be suggested to use a more representative sample for future studies.

The cultural and social context of the target to whom an advertisement is addressed must be considered, since the message could differ according to these aspects. Although each stimulus has a different effect on each person, senses and feelings are inherent to human beings regardless of their culture, geographic location, or other demographic aspects; however, depending on the culture and context, the message may represent a different message, therefore the stimulus may be different. Therefore, it is of utmost importance to make a previous study of the culture and the market you are targeting, as well as to know the interests and tastes of your customers to have assertive communication and avoid misinterpretations.

No message reaches all recipients in the same way. This caveat is made mainly because of the video shown in the emotional marketing experiment. Each person filters the message from his or her psychology, so there is no objective reality to work with, but a subjective world to try to influence. Not even a stable brand image maintained over time is perceived homogeneously by consumers. Taking this into account is fundamental to try to influence people.

Preferences for artists: in this case, none of the participants knew the artist who collaborated with Coca-Cola, so this could play against this video, it could be said that perhaps the commercial is better received in countries close to where the model has greater recognition. However, it should be noted that the storytelling video was from Nigeria (a country not related to the participants) and did not contain celebrities, and yet it was much better received.

7.2 Future Directions

- It is essential to use experimental tests regarding the stimuli that generate the desired effects through using the senses. In this way, the risk of obtaining the undesired effect is reduced. In other words, if a company wishes to increase consumption by changing the packaging, the packaging, and the visual effects in terms of colors, textures, sizes, etc., should be experimented on a sample that is as similar as possible to the target to which the product is oriented.
- It is recommended for future research to conduct a similar study with the same generation but in different geographical areas, because the cultural and social influence on which it is exposed depending on the context of each person can vary greatly to their context and geographical zones.

- For future studies, it is recommended to do the experiment with a more significant sample, which can give greater veracity to the experiment and thus, generate knowledge that allows making certain generalizations.
- Based on the observations of this project, the possibility of carrying out future studies related to auditory/rhythmic memory is open to verify if the hypothesis about the audition (musical memory) is the sense that generates major long-term recall.
- This work was oriented more towards the general product market. However, future studies could focus on service delivery or use emotional and sensory marketing in specific industries.
- This paper is focused on the product market in general. However, future studies could focus on service provision or on the use of emotional and sensory marketing in specific industries.

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