



THE POWER OF EMOTIONS

Projects that conquered the world



What is an emotion?





WIKIPEDIA
The Free Encyclopedia

It is any relatively brief **conscious experience** characterized by intense mental activity and a high degree of pleasure or displeasure.

Emotion is **often intertwined** with mood, temperament, personality, disposition, and **motivation**.

Events generate **emotions** that help people to change their ideas and **behaviour**.





1.500

Is where emotions are revealed.

LET US START CRYING...



LET US LAUGH...

LET US THINK...

LET US WONDER...

**LET US HAVE FUN
LIKE KIDS...**

**MONEY DOES NOT BUY
HAPPINESS,
BUT IT HELPS...**

**AT THE END OF THE DAY
AN EVENT IS A
SYMPHONY OF
EMOTIONS**

THREE SKILLS

1 Every Brand has a personality that communicates emotions

2 There has to be a link between emotions generated through the events and the brand personality

3 Use emotions to create engagement and entertainment

Thank-you

