

What is an emotion?





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

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







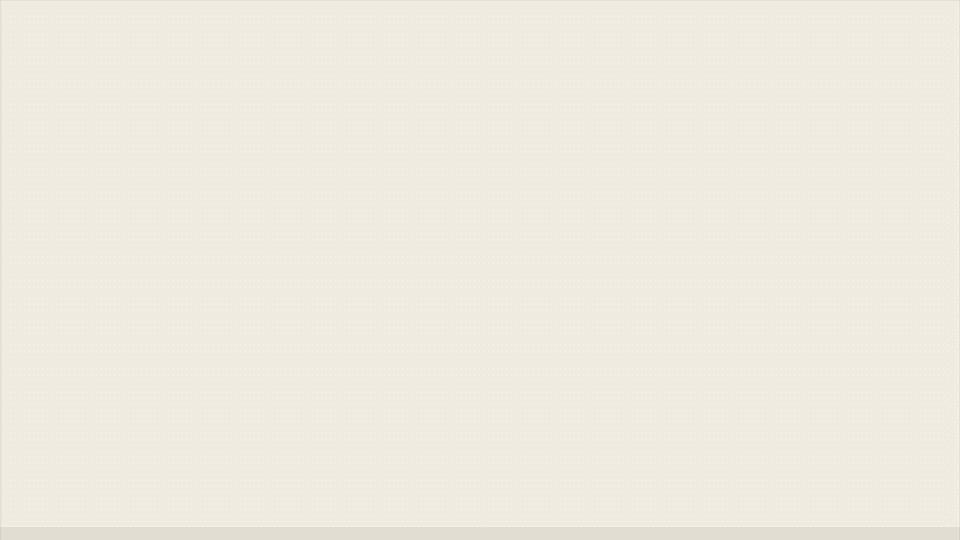
Is where emotions are revealed.

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 EVENTIS A SYMPHONY OF **EMOTIONS**

THREE SKILLS

- 1 Every Brand has a personality that communicates emotions
- 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

