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LOVEMARKS - LOVING BRANDS.

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Do Lovemarks represent a new guideline for, and a new trend in, contemporary marketing strategies?

Kevin Roberts, CEO Worldwide Saatchi & Saatchi, the author of the “Lovemarks” idea, convinces us how important elements in Saatchi & Saatchi’s Lovemarks are.

For several years, Kevin Roberts has been propagating the idea of Lovemarks around the world. He says that even though Saatchi & Saatchi and Leo Burnett are both part of the French group Publicis, each agency functions independently and has its own vision and a specific character to its work.

Saatchi & Saatchi’s specific approach to brands is based on the Lovemarks philosophy – which Roberts believes is the best way to differentiate Saatchi & Saatchi in the market.

Kevin Roberts explains:

”Lovemarks is a new approach to brands and crucial to their evolution. The key idea of this philosophy in approaching brands and products is a conviction that emotions are very important in human and consumer behavior. People make the majority of their decisions under the influence of emotions. Very often emotions, not rational convictions, make them do various things and help them choose one product out of hundreds of similar ones.”

According to Roberts, the strongest and most lasting links humans establish are based on deep emotional ties. The strongest and deepest among such links is love; love is the element that makes the Lovemarks proposition so strong. Very often, well-known brands lose their power, prestige and value. Some brands are low on levels of both respect *and* love - many everyday products are in this category. Establishing an emotional link between these products and their consumers is a big challenge for the people responsible for their marketing communications.

Kevin Roberts states:

”The goal of each brand should be to establish a sincere connection – an attachment - between a product and a customer. A relationship that will be based on highly positive emotions. This is the basis of a Lovemark. The unique appeal of Lovemarks comes down to the fact that consumers show Lovemarks exceptional loyalty - a loyalty that surpasses all rational reasons. As a result, the consumer selects a particular brand because of the deep attachment – including respect – that he or she feels for it. The brand is not a mere product any longer and the decision to buy it is the result of spontaneous and emotional action rather than rational reasoning.”

Roberts argues that for a brand, aspiring to the level of ‘Lovemark’ is an ideal situation and that it should be a goal for producers of all well known and popular brands. Lovemarks differentiate themselves from mere brands by embodying three key elements: Mystery, Sensuality and Intimacy. These three ideas are closely linked. But if they are scarce the consumer has no reason to buy the product - especially if it is more expensive than others.

”If it weren’t for the elements of Mystery, Sensuality and Intimacy, iMac computers produced by Apple would have vanished from the market long ago. The same applies to Harley-

Davidson motorcycles. Harley-Davidsons have totally loyal fans, in spite of the fact that the market offers cheaper, faster and equally good Japanese motorcycles,” Kevin Roberts argues.

Saatchi & Saatchi Poland implements the Lovemarks philosophy in these ways.

- “In our work for Clients, we try to establish a strong emotional link between consumers and the product. Campaigns for Toyota are a good example. For years Toyota has been establishing its position in the Polish market based on the reliability that is so important to consumers. In the communications created for Toyota we have, for some time, been putting much more emphasis on emotions such as pride and fascination,” says Marek Żołędziowski, General Director and Chairman of Saatchi & Saatchi’s Governing Board in Poland.
- “In the Polish market we can observe the change in philosophy in the advertising of Procter and Gamble’s products. Ads for Pampers and Head and Shoulders shampoo, for example, now have a stronger emotional appeal than previously. A Lovemark is a product with two dimensions: respect and love”, – Marek Żołędziowski explains.

Saatchi & Saatchi’s Poland agency introduces Lovemarks into its work with other clients as well. Marek Żołędziowski stresses “Right now, we are introducing these ideas to the Wedel (*?? Info to come*) company. Wedel has a long, strong tradition in Poland and this is a very good starting point for implementing Lovemarks.”

Flooding consumers with information in advertisements is totally unnecessary, Kevin Roberts says. “Ads are a very short form of message. People do not have time to listen to speeches. In the space of several seconds we have, above all, to establish contact with consumers,” he says.

“We believe in the power of Lovemarks. Hence, our goal is to make Saatchi & Saatchi a Lovemark. We are heading in the right direction. In this year’s SMG/KRC research we are among the top agencies in Poland. Our clients recommend us to others as an agency that can be trusted. And trust is a good base for lasting connections,” Marek Żołędziowski says.