Share a book letter: *Emotion by Design*

Subject: Practical Brand-developing Guiding Principles

Dear ……… ,

*Creative Leadership lessons from a life with Nike*

Greg Hoffman, the author of the book Emotion by Design, started with Nike as an intern and became in charge of the global Nike Brand during his 27 years with Nike. He shared in his book *Emotion by Design* lessons from Nike’s Brand mission.

It starts with Nike’s long-lasting philosophy: *“How do people feel about themselves to achieve their aspirations and dreams?”* Brands with this mission, make people greater by focusing on people’s experience in human life. The ability to create stories, images, and experiences that make people feel that even their most audacious (risk-taking) dreams are possible to achieve. Those are empowering Brands giving people self-belief.

To put it simply: a Brand gains a competitive advantage through its ability to construct powerful emotional bonds with their customers. The trick is instilling a culture and an environment where those imaginations are given space and are given a voice. This happens by putting a feeling, an idea, or a principle gradually into someone's mind, so that it has a strong influence on the way that person thinks and consequently behaves.

Brands must embrace a mindset that invites outside voices into their creative process, encouraging these voices to draw upon their unique experiences. Creativity grows from the insights we discover that others miss. We find these insights through the diversity of experience in teams as well as from our own passion, exploring beyond what we know, to build a world-class Brand. It is a fine balance between art and science.

Data has given us more knowledge about our customers then we could have ever imagined. But while data and analytics have given us more in one sense, it has also taken from us as well. We are less creative, we are less innovative, and we take fewer risks. It’s not a question of priority, but of balance. When in harmony, art and science can achieve amazingly effective results. As Brand marketers we have the amazing opportunity to use our insights, our tools and our imaginations to say something about the world around us.

Real creativity is a team sport. It’s a mistake to think that our role is simply to promote our Brand or product in the most marketable way, whatever sells the most. *“No, we don’t sell products, marketers tell stories”.* Whatever the medium we share our Brand’s values and purpose through insightful stories. Stories that move our audience, obtaining a specific emotion, building lasting bonds between customer and Brand.

Greg Hoffman, the author of the book states that curiosity as the catalyst to inspiration and creativity, to see opportunities and harness the inspiration to seize these opportunities. Be obsessed by nature, architecture, branding and imagery, inspiring quotes, product design and new technology. Create a plan for mind expansion and inspiration gathering.

The book gives a range of Guiding Principles to implement and execute great creative work, based on humanity, authenticity, trends and so on, empowering customers who love the Brand.

There is a lot to learn from this book about Branding. Dig deeper into the *Mindmap*, the *Summary*, the *Podcast* and *Actions for Impact* to absorb the knowledge from this book.

The Global Reading Club has existed since 2015 and is now a library of over 100 books. Books recommended, read and summarized by employees around the world from the Ogilvy and WPP network. This gives you quick access to relevant knowledge from books without having to read a book from cover to cover.

Here’s the [link](https://globalreadingclub.com/books/emotion-by-design) taking you straight to the book *Emotion by Design.*

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *Emotion by Design.*