PEGGY RUGE

**Senior Consultant Strategy
At HAJOK Design since 2011**

When we talk about brands, we don't just talk about logos or products – we talk about people primarily. Without human emotions, beliefs, and desires, there would be no brands at all. At our core, we are driven by our self-image and the beliefs we hold about ourselves and the world. These are not completely static and can be subject to change. We can be influenced by something very personal like falling in love or by something that is happening on a global scale.

From a consumer's perspective, a brand can be seen as a bundle of images and impressions attached to a product, a service or a human being, for example an influencer.
Through knowledge based on psychology, consistency and time we can build and establish these images and impressions in the consumers mind.

EMOTIONAL BRANDING – CRAFTING CONNECTIONS BETWEEN BRANDS AND BELIEFS

We need to distinguish between brand identity, brand image, brand touchpoints, branding and brand design.

Brand identity is how the company defines their brand. Brand image is how a consumer sees the brand.

In between are various forms of communication (branding and brand design) at various brand touchpoints that build the bridge between company and consumer and forms the relationship between both. Done right, brand identity and brand image will match and the brand image that is created within the consumers mind will connect on a personal level supporting their self-image and personal values and needs.

Consumers often make decisions based on emotional connections to brands and the values they represent because it reflects what they believe in. A brand that has a strong and consistent message can tap into the aspirations and beliefs of its audience, creating a sense of understanding and belonging – which is a powerful and fundamental need.

Understanding the emotional power of branding reveals that it's not just about selling; it's about creating connections that resonate with who we are – and who we aspire to be.