Arete22 Reviews the Role Psychology Has Played in Marketing Throughout History

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Successful marketing taps into the emotions of consumers, and Arete22 has reviewed how using psychology in marketing can impact the success of a campaign.

About Arete22: http://www.arete22.com/

Although the vast majority of marketers aren't psychologists, many successful marketers regularly employ psychological tactics when appealing to consumers. Arete22 states that since the birth of the modern marketplace, various techniques have been used to attract and engage consumers, and compel them to buy. In order for marketers to create compelling marketing campaigns they need to understand how and why people think and act the way they do. This is where Arete22 believes psychology plays a vital role, and understanding some of its key principles can convert good marketing ideas into amazing ones. This is because the right audience is reading and identifying with it (and most likely converting on it, too).

'Persuasion', 'connection', 'memorability' and 'emotional symbolism' are just a few of the words that can be used to describe some of the greatest adverts of all time – and here, Arete22 illustrates the role psychology has played in marketing throughout history:

De Beers, "A Diamond is Forever" - 1947

In four perfect words, Francis Gerety was able to tie the purchase of a diamond to the earnest pursuit of eternal love – assigning emotional value to a diamond ring. The now-iconic tagline was an immediate and incendiary success, and is still being used 70 years later. In 1999, Ad Week voted it the greatest tagline of the 20th Century. Arete22 believes that the advert was so powerful it made the diamond an invariable element of American engagement and marriage.

KitKat, "A Kit-Kat and Coffee" - 2007

The company created the tagline "A Break's Best Friend," and composed radio spots promoting the delicious combination of coffee and KitKat chocolate bars. Arete22 credits the psychology behind the advert – understanding the mindset of the consumer, and attaching the product to a cup of coffee – an everyday item for most. Indeed, the alliteration was masterful, and the company caught people via radio adverts during their morning commutes or on their lunch breaks, where they were in a position to pick up a Kit Kat.

Coca-Cola, "Share a Coke" - 2011

In a time when personalisation and self-expression is one of the cornerstones of marketing success, Coca-Cola's "Share a Coke" campaign hit a huge homerun. Arete22 believes that when consumers spotted a Coke bottle featuring the name of themselves or someone they loved, they were not only compelled to buy the Coke as a memento, but they were also associating the Coke brand with the people they love. This genius idea has rightly been credited as the most iconic design in the history of advertising, and Arete22 loves how Coca-Cola used human psychology to increase their market share even further.

Indeed, Arete22 employ psychological techniques to tap into the emotions of consumers in order to successfully promote their clients' products and develop strong relationships.

Their firm was set up to cater for a niche marketing of outsourcing solutions. Having been associated within the industry for years, the entrepreneurs driving the business behind Arete22 understand how market trends have changed. Even more importantly, they understand how consumer behaviour has changed. Using this information, Arete22 have set up the company to directly tailor consumer needs, making them highly sought after by their clients, as they really understand the market and how consumers like to interact with brands.

Find out more by following @Arete_22 on Twitter, or by visiting their Facebook page.

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