

Avant Garde Ideals Offer their Insights in the Controversial Loyalty vs Emotion Debate

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After recent claims were made that brands focusing on loyalty based marketing campaigns are likely to fail compared to those using emotion based campaigns, [Avant Garde Ideals](#) have reviewed the benefits of both marketing methods.

Les Binet, head of effectiveness at adam&eveDDB told delegates at an IPA Commercial Conference that marketers are still thinking "too short term" and not achieving maximum ROI as a result. He claimed that "loyalty campaigns are ineffective and a recipe for declining sales. The most efficient campaigns don't speak to certain groups or regular consumers but encompass everybody through feeling."

About Avant Garde Ideals: <http://avantgardeideals.com>

Avant Garde Ideals agrees that emotional campaigns boost revenue as this has been proven in the case of John Lewis' "Bear and the Hare" Christmas advert. The campaign generated £8.90 for every £1 spent on the creative and the campaign also so a 60% to 40% split on brand and activation spend, and proved that brands must avoid targeted advertising and aim for emotional branding to succeed. Avant Garde Ideals believe that brands need to think of the long term when it comes to creating effective marketing campaigns as opposed to instant 'pay offs'.

However, Avant Garde Ideals does not agree with claims that brands need to increase their ad spend in order to get results. The firm believes that direct marketing is not only a cost-effective solution but can help combine loyalty and emotion in one campaign to produce even better results. Avant Garde Ideals believe that companies should use face-to-face marketing techniques to create emotion, as no one can convey and understand emotions better than other people. Also, face-to-face marketing can also help with loyalty as they can make real connections with people and drive loyalty. This is also extremely cost effective as it generates a high ROI without having to spend lots of money on and advertising campaign for TV or radio.

Avant Garde Ideals is an outsourced sales and marketing firm based in Manchester. The firm specialises in a unique form of direct marketing which helps to generate a high ROI for their clients. By working closely with their clients to establish target markets and develop accurate and exciting campaigns the firm are able to take these campaigns directly to consumers via face-to-face marketing techniques. This helps to create long-lasting and personal connections between brand and consumer as well as leading to increase customer acquisition, brand awareness and brand loyalty for their clients.

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Avant Garde Ideals

T. 0161 667 1275

E. info@avantgardeideals.com

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