



Loveworks: How the world's top marketers make emotional connections to win in the marketplace

Brian Sheehan

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In 2004 Kevin Roberts wrote *Lovemarks: the future beyond brands*. It was admired by many as a breakthrough in marketing thinking but was also controversial because of its surprisingly obvious thesis: that emotional connections are at the heart of sustained relationships between producers, retailers, and consumers.

While many companies were using the language of war in their marketing (target, penetrate, ambush), Roberts was using the language of love (mystery, sensuality, intimacy). He explained in simple terms what people are often loath to admit: we make decisions with our emotions over our reason. *Lovemarks* described the journey by which brands could move from consumer respect based on intellect, to consumer love based on emotion—and in return gain "loyalty beyond reason." In 2010 *Advertising Age* magazine named *Lovemarks* one of their "ideas of the decade," while noting that the roadmap for brands to achieve Lovemark status was still not entirely clear.

Loveworks: How the world's top marketers make emotional connections to win in the marketplace adds to the original *Lovemarks* by showcasing real-world business examples and outlining the roadmaps followed by several world-renowned brands to achieve Lovemark status: Procter & Gamble, Toyota, Visa, General Mills, Miller, T-Mobile, and Lenovo are just a few examples of businesses winning in the marketplace through the application of the Lovemarks theory, maintaining laser-like focus on making and sustaining emotional connections with consumers. *Loveworks* features 20 case stories from clients and markets worldwide in widely varying categories. "My book shows that Lovemarks thinking works—anywhere, anytime. All it takes is having the brains to implement it, the guts to see it through, and an abiding faith in emotion as your compass," says Brian Sheehan.

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