


DATA VS. EMOTIONS: THE BATTLE FOR THE BRAND

The background features a dark blue geometric shape on the left side, which is a large triangle pointing towards the bottom right. To the right of this shape, there are several thin, light blue lines extending from the top and bottom edges towards the center. A prominent feature is a series of overlapping, wavy, light blue lines that create a sense of motion and depth, resembling a stylized wave or a data visualization. The overall aesthetic is clean, modern, and professional.

THE CREATIVE RECOVERY OF
EFFECTIVENESS

INTERNATIONAL INDUSTRIAL FORUM:
"DAYS OF MARKETING, ADVERTISING
AND BRANDING"

IGOR MILETIĆ
CREATIVE PARTNER, MULLENLOWE
AND FRIENDS

THE PARADOX: THE GOLDEN AGE OF DATA IS... THE AGE OF THE GHOST BRANDS



We know everything about our consumers.



We have optimized every funnel and click-through rate.



So why does it feel like we have more tools, but less soul?

"THE BRAND IS DEAD, LONG LIVE THE BRAND."

PATH TO THE REIGN OF DATA: THE SEDUCTION OF EFFICIENCY



The Promise of ROI

(From cost center to profit driver)

The Power of Precision

(Right person, right time)

The Tyranny of Speed

(Clicks, Conversion, Quarterly Results)

A woman in a black business suit stands with her hands on her hips, looking towards the viewer. She is positioned in the center of a digital landscape where the ground and walls are composed of glowing blue binary code (0s and 1s). The background is a deep blue with a perspective effect, making the binary code appear to recede into the distance. The overall atmosphere is futuristic and data-driven.

THE BOOMERANG EFFECT: WE STARTED TALKING TO DATA POINTS, NOT HUMAN BEINGS

In the quest for efficiency, we sterilized our message.

**People don't buy products.
They buy better versions of themselves.**

THE COUNTER-REVOLUTION: THE DATA ON EMOTION



EMOTION IS THE REAL ROI

Key Evidence:

Researchers - Purely emotional campaigns perform almost twice as well as purely rational ones.

Neuroscience - Emotion is the primary driver of decision-making.

Economics - Emotional connection = Loyalty & Advocacy = Long-Term Value.

ENDING THE FALSE BATTLE: IT'S NOT DATA VS. EMOTIONS

IT'S NOT DATA VS. EMOTIONS

Data is the **Compass**.
Emotion is the **Destination**.

EMOTIONS



THE ALLIANCE PATH STEP 1: USE DATA FOR HUMAN INSIGHT, NOT JUST TARGETING

Shift **From** → **To**:

From: "What did they buy?"
To: "**Why did they buy?**"

Action:

Uncover anxieties, aspirations, and joys. This is your story fuel.



THE ALLIANCE PATH STEP 2: PRE-TEST THE EMOTION, NOT JUST THE AD

Shift From → To:

From: A/B Testing Headlines

To: **Measuring Emotional Response**

Tools:

Biometrics, Facial Coding, Sentiment Analysis.

A runner in a blue and orange shirt is running on a trail at sunset. The sun is low on the horizon, creating a warm, golden glow. The runner is in the foreground, slightly out of focus, with their arms and legs in motion. The background shows a scenic landscape with mountains and a body of water under a clear sky.

THE ALLIANCE PATH STEP 3: AMPLIFY EMOTION, DON'T JUST INTERRUPT

Shift From → To:

From: Targeting "Runners" with a discount ad

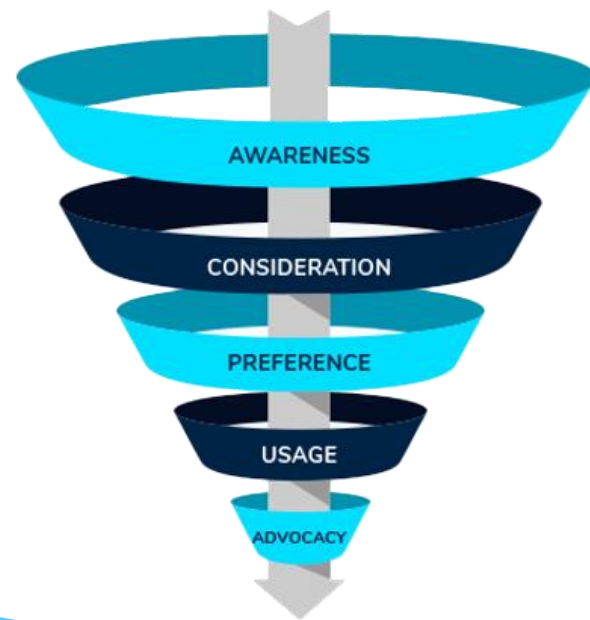
To: **Targeting "Resilience Seekers" with an inspirational story**

Action:

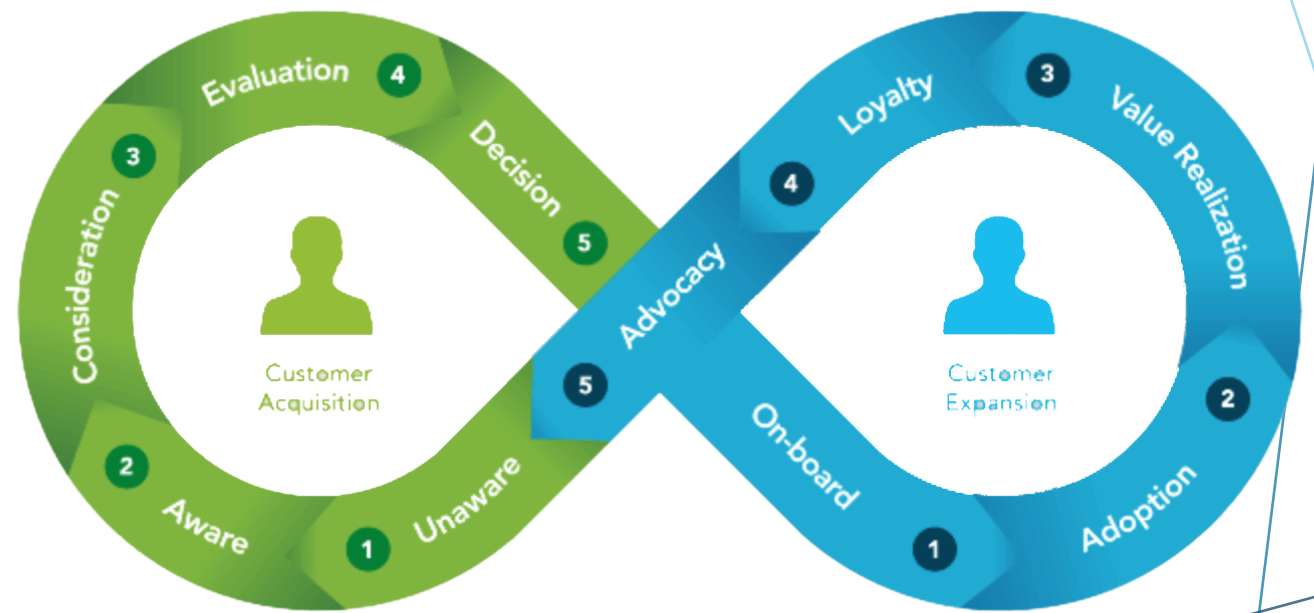
Use data to find the context where your emotion will resonate.

THE ALLIANCE PATH STEP 4: BUILD EMOTIONAL JOURNEYS, NOT JUST FUNNELS

The Funnel (OLD)



The Emotional Loop (NEW):



THE NEW WAY IN ACTION: FROM TRANSACTION TO TRANSFORMATION

Buy
now

The Old Way:

Search: "Running Shoes" ->

Ad: "Nike - 20% Off"

VS

The New Way:

Insight: "Admires Resilience" ->

Film: "Story of Overcoming" ->

CTA: "Share Your Story" ->

Product: Symbol of the Journey



CONCLUSION: RESTORING THE SOUL
THE BATTLE IS OVER. THE WINNER IS THE ALLIANCE.

- **Data is the What.** (The path the consumer walked)
- **Emotion is the Why.** (The reason they walked it)

**USE DATA AS THE FOUNDATION FOR CREATIVITY
TO RESTORE EMOTION TO ITS RIGHTFUL PLACE.**



THANK YOU.

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