

WALLACE WASHBURN BRANDING



Emotional TruthTM



Helping Agencies Discover
**How Some Campaigns
Become *Legendary*...
While Others Fade Away**



The Question That Changed Everything

For more than 30 years, I've been searching for the answer to one question...

“Why do some campaigns become legendary...while others fade away?”

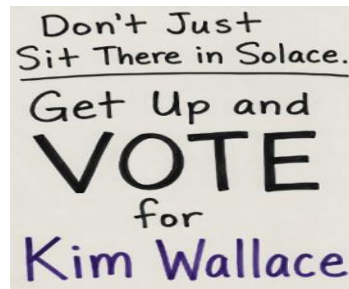
Here's the story that led me to the answer.

Kim Wallace • Wallace Washburn Branding



Kim Wallace for President
UMass Amherst

- My first advertising campaign wasn't for Nike or Volkswagen. I was running for class President.
- The race was tight, and I needed a memorable way to introduce myself to students who had never met me.
- So, the night before the election I got a message posted at eye level on every bathroom stall on campus.



It worked...

I won by 36 votes.

What a great experience.

Maybe there's a future for me in advertising.



Bill Bernbach: Founder Doyle Dane Bernbach

Five years later I left a lucrative job as Exxon's #1 salesperson in New England and **took a low paying trainee job** at Doyle Dane Bernbach advertising.

It was the best decision I ever made.



Over the next 30 years I helped build brands, solved branding challenges and studied hundreds of winning campaigns.



- Top 1% Amazon sales
- 5 Star Amazon Rating
- Endorsed by Dean at Harvard Business School

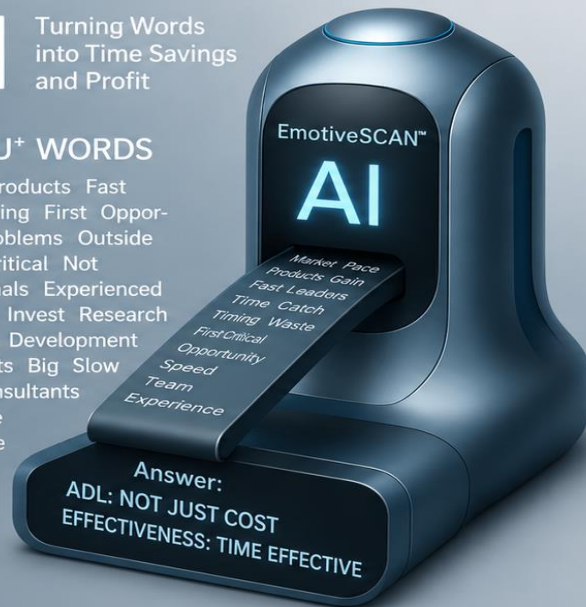
I found out Why People Don't Buy Things.

EmotiveSCAN™

AI Turning Words
into Time Savings
and Profit

ValYOU+ WORDS

Market Products Fast
Time Timing First Oppor-
tunity Problems Outside
Money Critical Not
Professionals Experienced
Speed Up Invest Research
Timetable Development
Consultants Big Slow
Large Consultants
Time Late
Experience



Wallace & Washburn Associates, LLC

(ADL Trigger Word Sentences)

- Construct Word List
- ThoughtCluster Analysis
- View Sentences
- Save Sentences
- Clean Slate
- Return to Action Screen

Pre- & Post-Sentences?

☐

Frequency list size?

30

Lowest scoring freq?

2

Scoring algorithm:

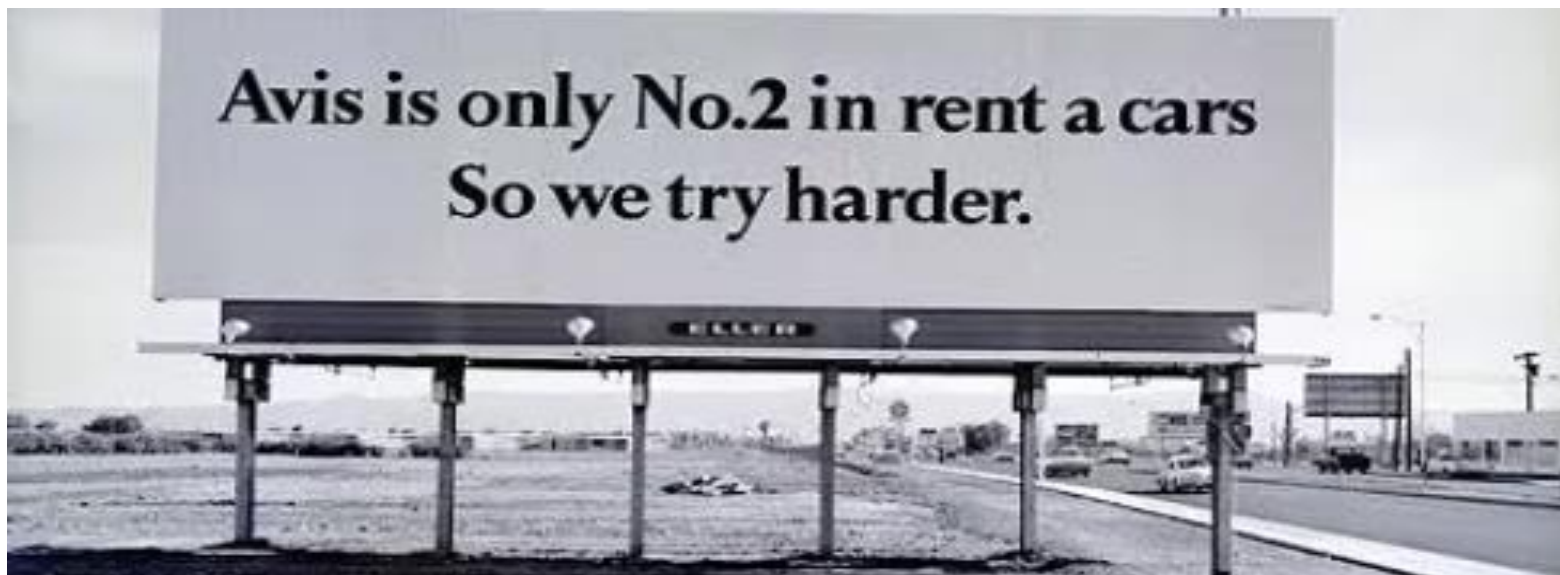
If we make it to **market first** with a good **product**, that's where the money is. **First** to **market** with **good product**, not the best one, which takes more **time**. **Speed** up the **product** development. Compressing **time** to **market**. The money is in getting to **market first**! **Time** is the enemy. We'd consider going outside if we can g
The **money** is in compressing **timetables**. I have **timing** problems with R&D. It's critical to get there **first**, not later. **Timing** is the challenge. **Speed** it up? We need experienced pros who don't borrow our watch and charge for **time**! I need help speeding up the **timetable**. R&D gets too involved; delays **timetable**. The opportunity is **fast** entry. **Timing**! I don't need a butane lighter with adjustable flame, just one that works. We're really investing in **time**. We get there late and opportunity missed. **Time**. It's not lost weeks. It's the days.

"Challenges?"

Keyword List

- ☒ 49 **market**
- ☒ 48 **product/s**
- ☒ 33 **fast/er**
- ☒ 32 **time/timing**
- ☒ 30 **first**
- ☐ 28 **opportunity**
- ☐ 26 **problems**
- ☐ 24 **outside**
- ☐ 22 **money**
- ☐ 21 **critical**
- ☐ 19 **not**
- ☐ 18 **professionals**
- ☐ 16 **experienced**
- ☒ 14 **speed**
- ☐ 11 **up**
- ☐ 9 **invest**
- ☐ 9 **research**
- ☒ 8 **timetable**
- ☐ 8 **development**
- ☐ 8 **consultants**

I even built EmotiveSCAN™, an advertising algorithm originally developed with a Harvard software engineer and continually enhanced over the years — most recently with AI. This enabled me to reverse-analyze more than 100 winning brands in unprecedented depth.



Yet one question kept bothering me...

**Why do some campaigns become legendary...
while others fade away?**

Then I remembered something Bill Bernbach said while I was working on the Avis account at Doyle Dane Bernbach:
"The most powerful element in advertising is the truth."



Snickers' Truth: *"You're not you when you're hungry."*

So how do I find the truth? Finally, the answer became clear.

Great campaigns don't invent the truth. They begin with the brand's most powerful truth – its Emotional Truth™.

What Great Campaigns Have in Common

They all begin with an **Emotional Truth™**.

ANALYTICAL BRAIN

Thinks

- Facts
- Logic
- Features

EMOTIONAL TRUTH™

EMOTIONAL CENTER

Feels
Values
Decides

GUT

Instinct
Intuition
Trust

★ **Emotional Truth™** is the single feeling people value most about a brand.



Emotional Truths™ are **hidden between** thousands of words within spontaneous buyer comments, emotions, stories and existing research.

And **Emotional Truths™** are much more believable when **connected** to an **Accepted Premise**.

Every Great Campaign Begins with an Emotional Truth™

The strongest campaigns **connect** an **Emotional Truth™** to an **Accepted Premise™** buyers already **believe**.

Brand	Emotional Truth™	 Accepted Premise™	 Agency Campaign Tagline
De Beers	Marriage Should Be a Lifelong Commitment	Diamonds are a Strong Symbol of Eternal Love	"a Diamond is Forever"
Nike	Actionable Experience Builds Confidence	You Cannot Succeed Unless You Try	"Just Do It"
Avis	People Admire Extra Effort from an Underdog	an Underdog Striving to Be #1 Puts in More Effort	"We're Only No. 2 So We Try Harder."
Disney	Disneyland Provides a Magical Vacation Experience	Shared Experiences Create Fun, Lifelong Memories	"the Happiest Place on Earth"
Lionel	Moms Buy the Children's Xmas Presents and Wish Dads Would Spend More Time with Them.	Fathers Enjoy Playing with Electric Trains.	"Kids Get Something Wonderful When They Get a Lionel. They Get Dad."

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Brand	Emotional Truth™	 Accepted Premise™	 Agency Campaign Tagline
Snickers	A Snickers Chocolate Bar Corrects a Feeling of Imbalance	It Feels Terrible When Your Sugar Level is Off.	"You're Not You When You're Hungry"
Uber	People Value the Comfort of Letting Someone Else Drive	Having Your Own Driver is a Luxury Everyone Wants.	"Your Personal Driver"
Las Vegas	Visitors Experience Great Fun Without any Worry About Disclosure	Your Experiences in Las Vegas are Private.	"What Happens Here Stays Here"
American Express	Security Brings Confidence	Unexpected Things Happen When People Travel.	"Don't Leave Home Without It."
Arthur D. Little	Companies want the confidence they'll get to market first.	Time is Money	"Time Effective. Cost Effective."

I first applied elements of this thinking at Arnold (HBM), helping **win six new accounts and increase billings by more than 30%** in the first year.

In my opinion these new Emotional Truth™ findings **represent a major opportunity to pitch new clients, strengthen current ones and even strengthen your presentation.”**

Imagine contacting a new business prospect and saying,
“We've discovered something important about your customers that your current advertising isn't using.”

Help Your Agency Discover the Emotional Truth™

Behind Its Next Great Campaign.

For a quick opinion about a current client or new business opportunity, contact Kim: 339-970-2773

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