



Empathy and brand loyalty: Connecting with your audience

Corrie Wilder

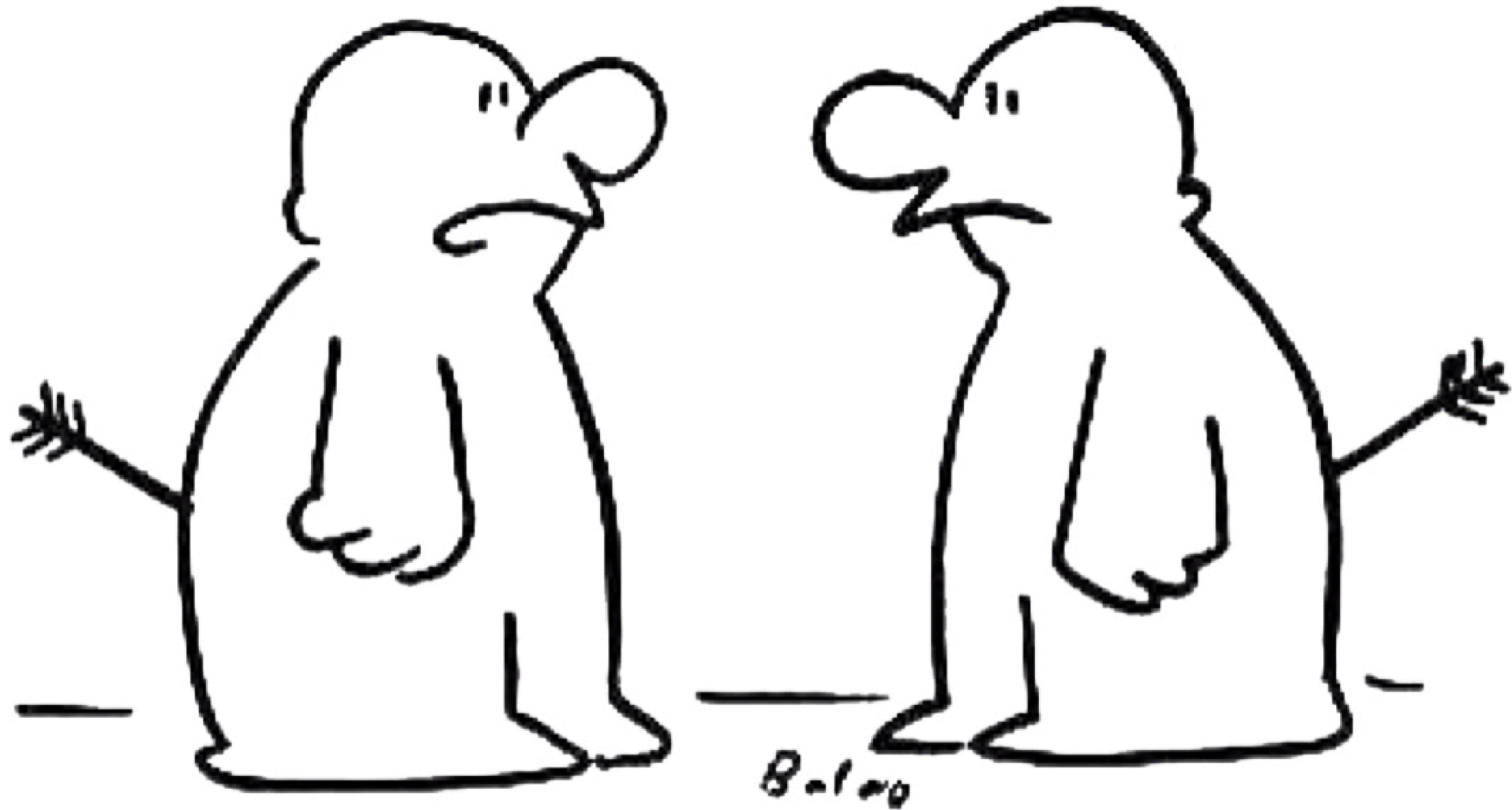
Director of Marketing & Communications/Clinical Assistant Professor
Edward R. Murrow College of Communication, WSU



Humans only have an attention span of **8 seconds.**

One second less than a goldfish.

Human
attention is
valuable.



"I know exactly how you feel."

EMPATHY

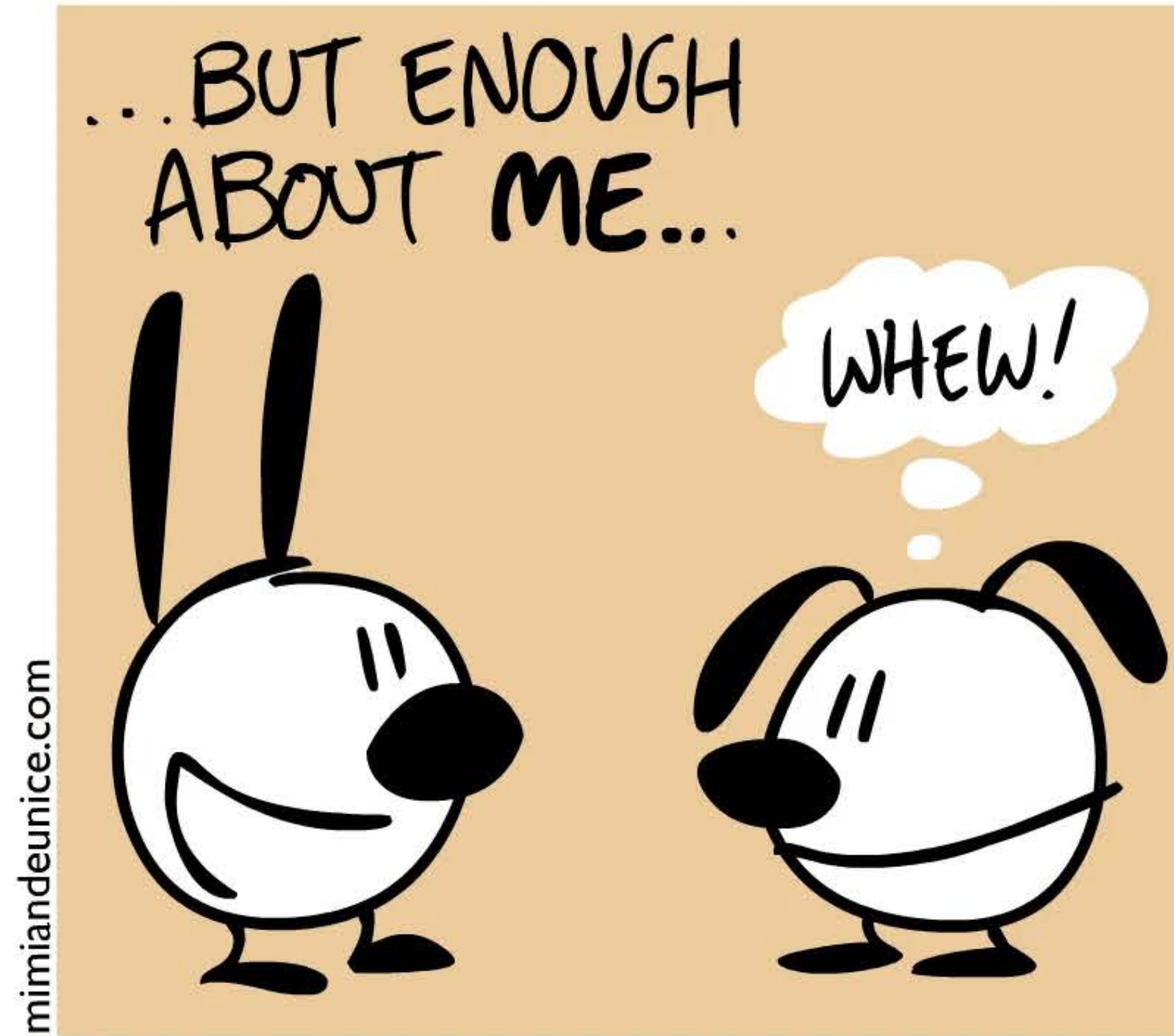
Take their perspective

Withhold judgement

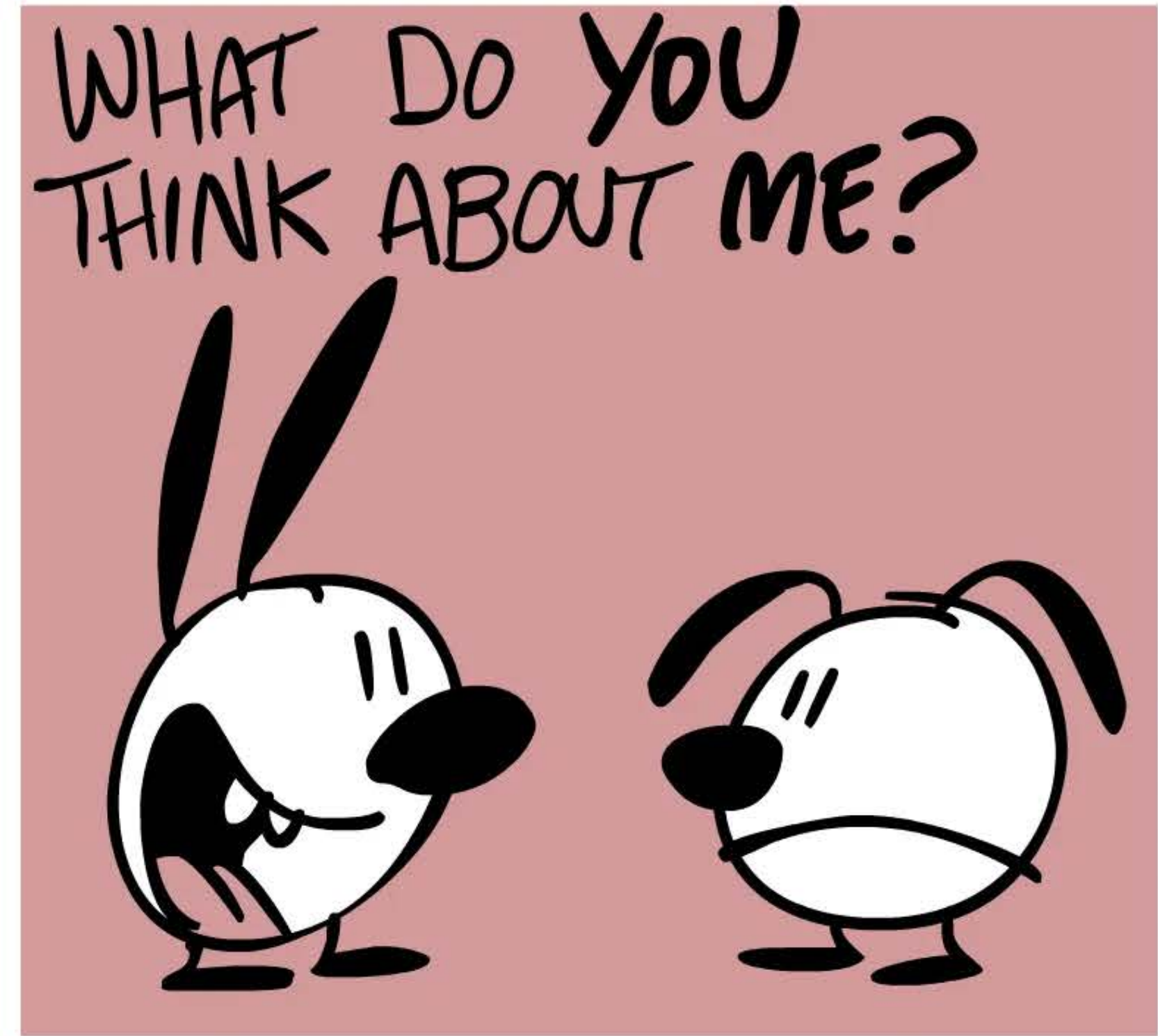
Consider CONTEXT

Share a
Coke. with...





mimiandeuice.com



“Humans are
unpredictable
mushy bags of
irrationality and
emotion.”

—Philip Sackl. Head of Design at Freeletics





JANE GOODALL PATIENTLY GAINS THE TRUST OF HER SUBJECTS IN AN UNPUBLICIZED RESEARCH PROJECT

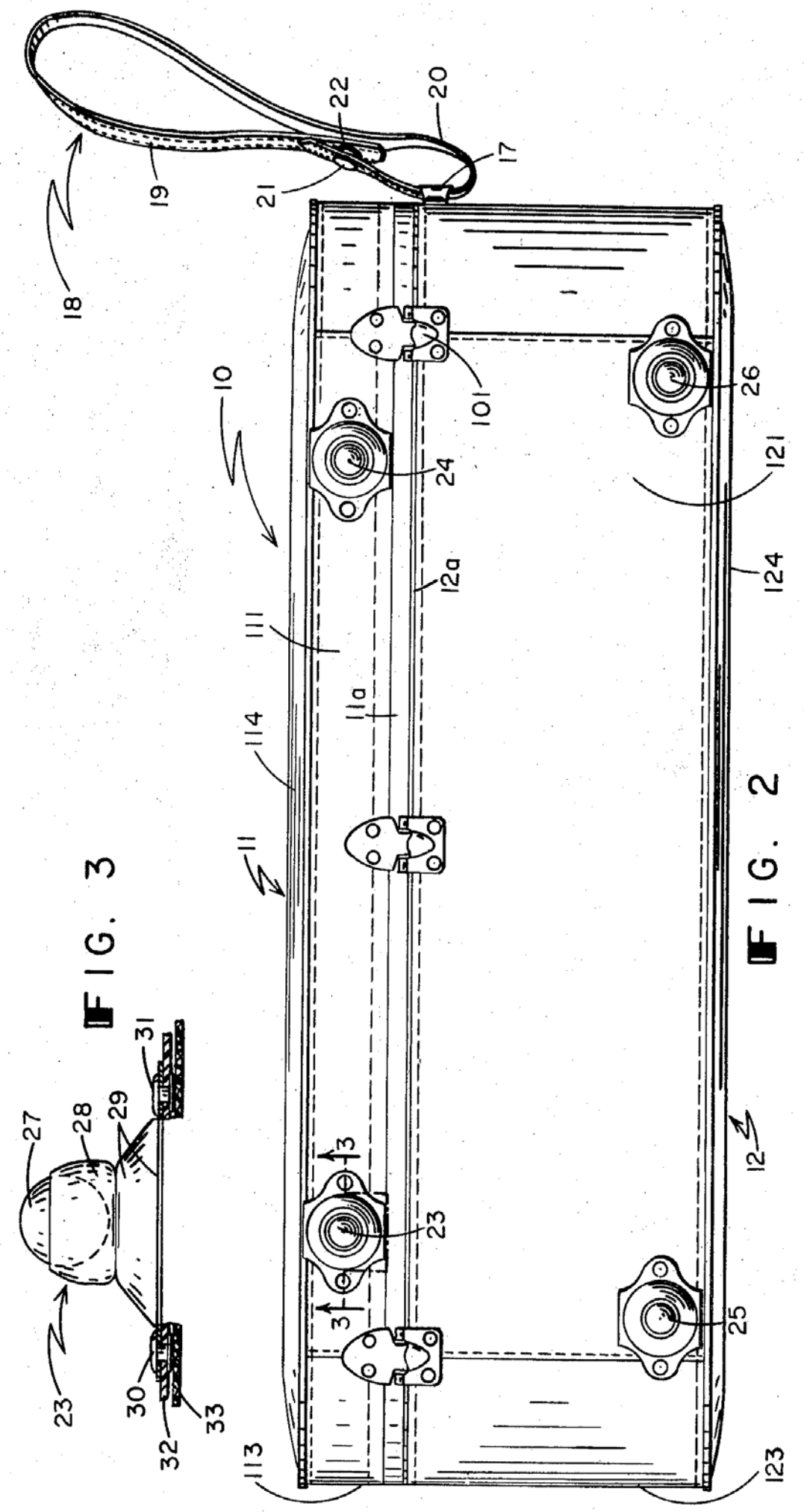
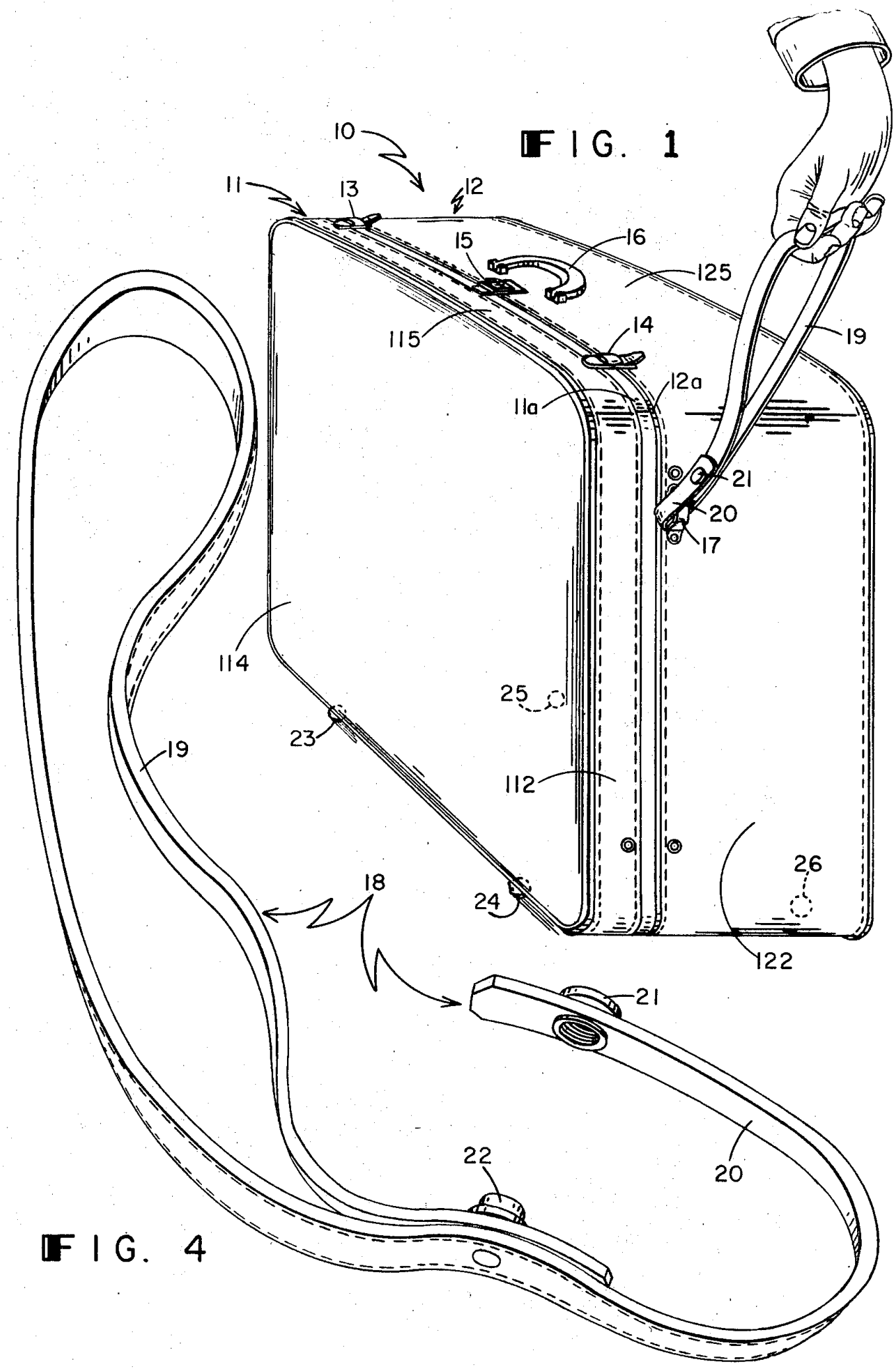
Expose yourself
to the world of
the people
who use your
product.





TRANS WORLD

NO WHEELS!



Understanding
human nature
takes a really
long time.

PROTECT OUR
SALISH
SEA



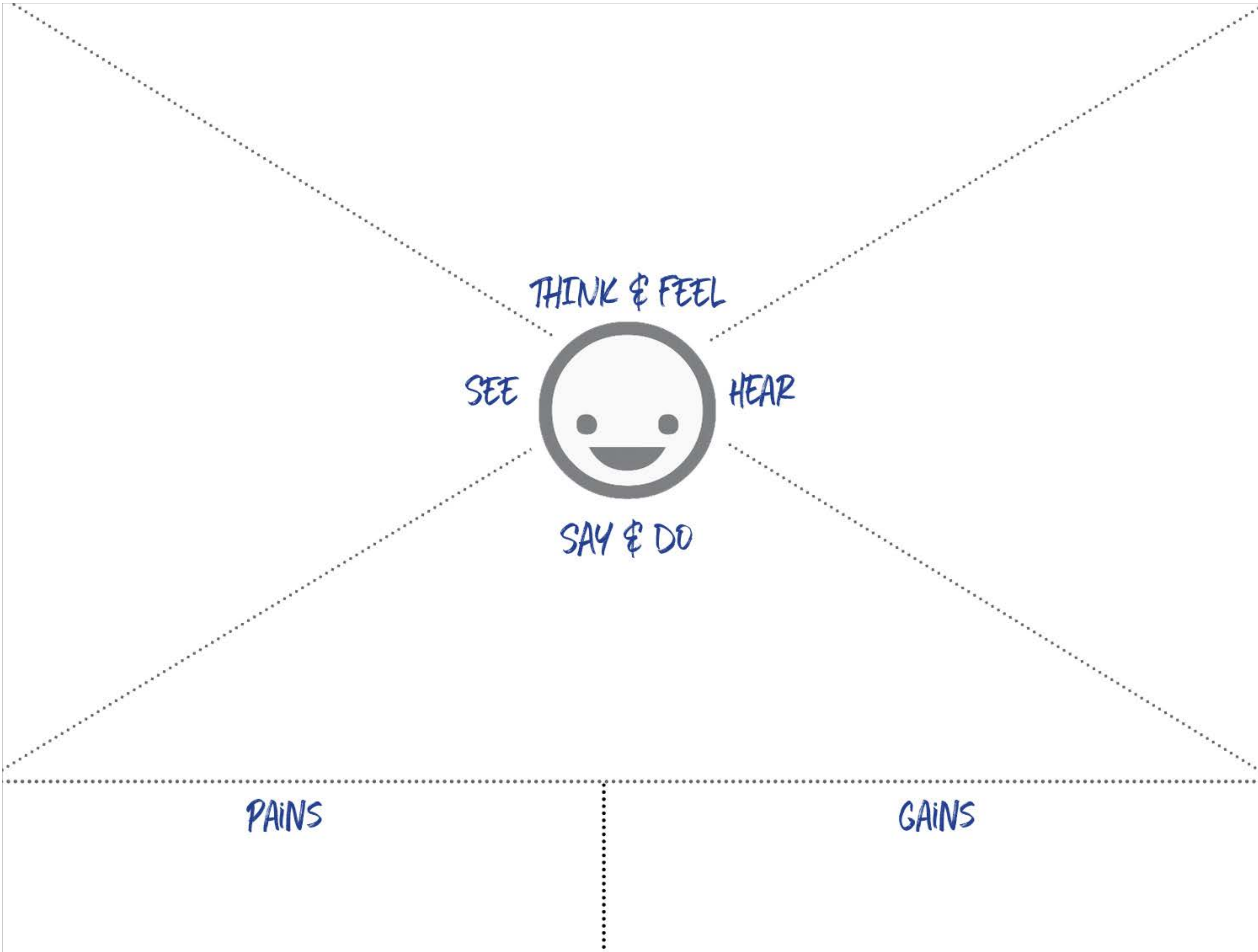
SCHOOL
ZONE

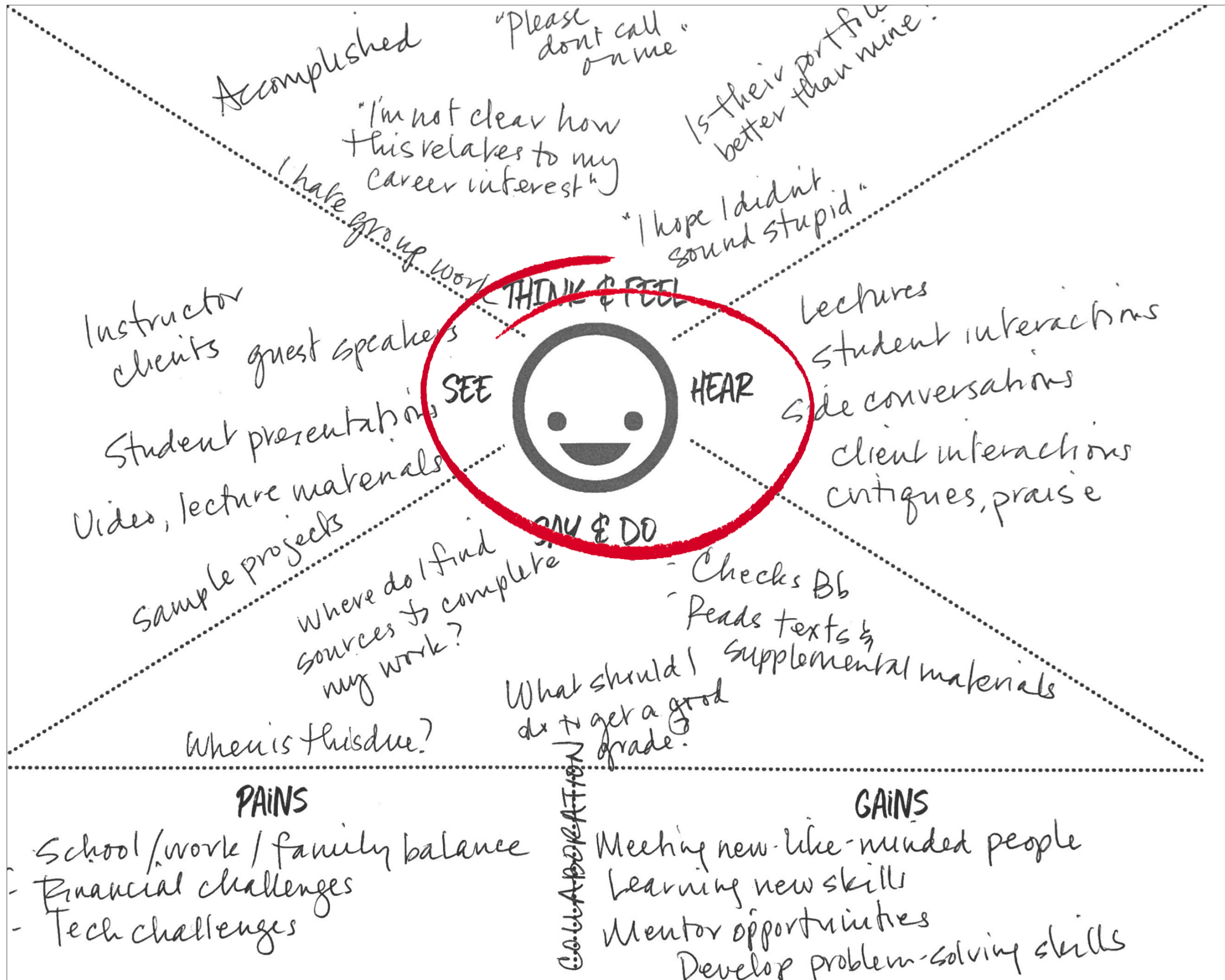
25

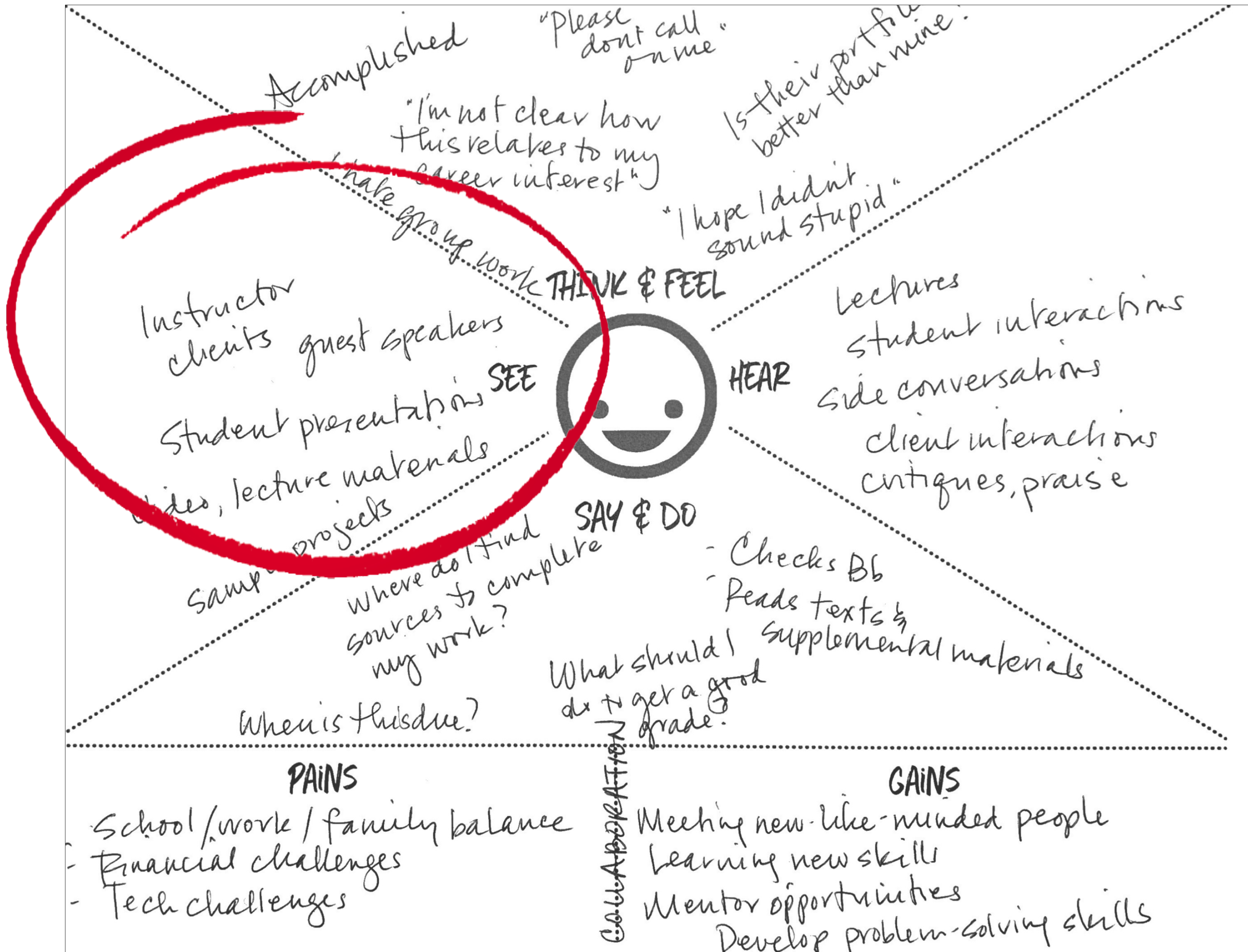


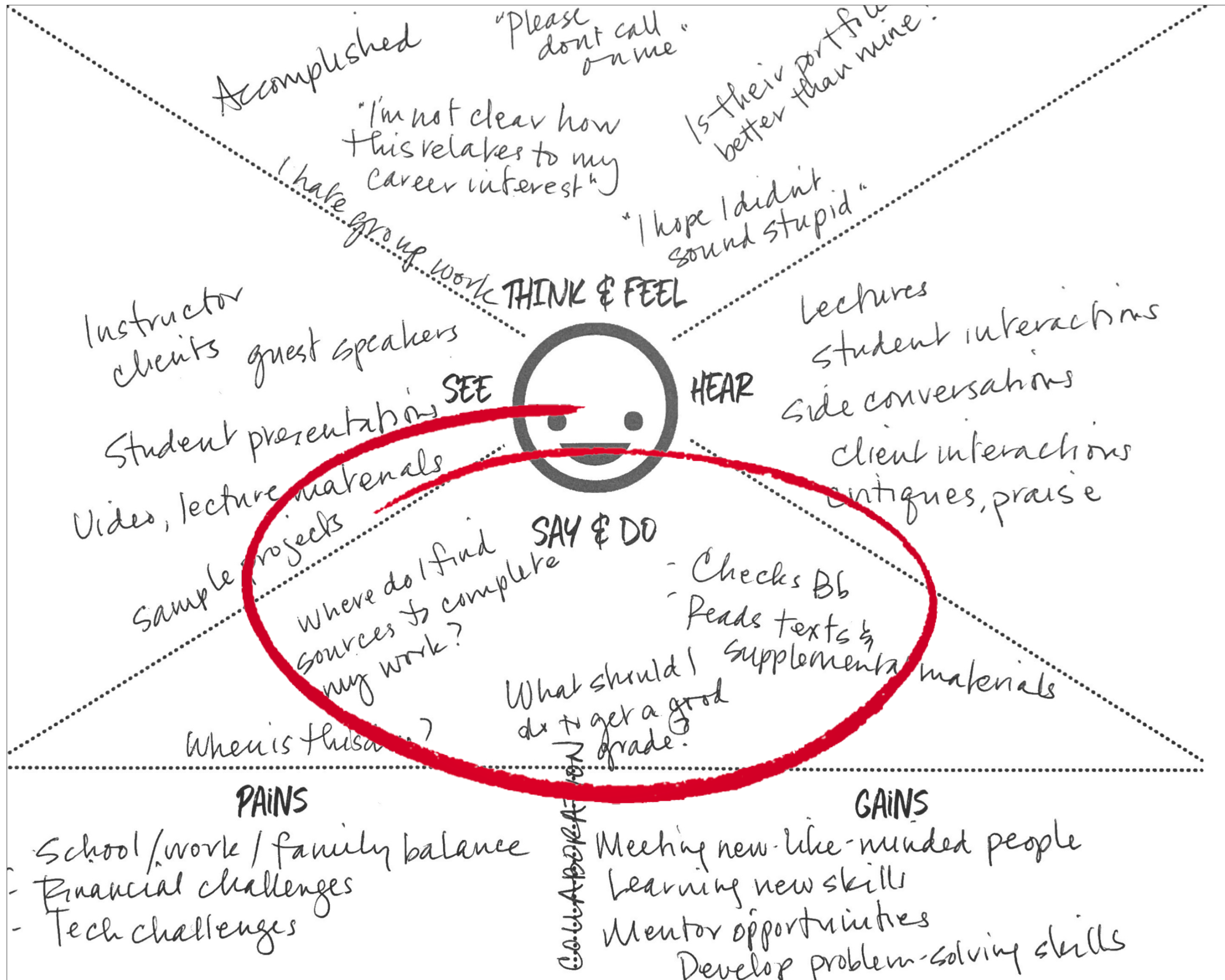




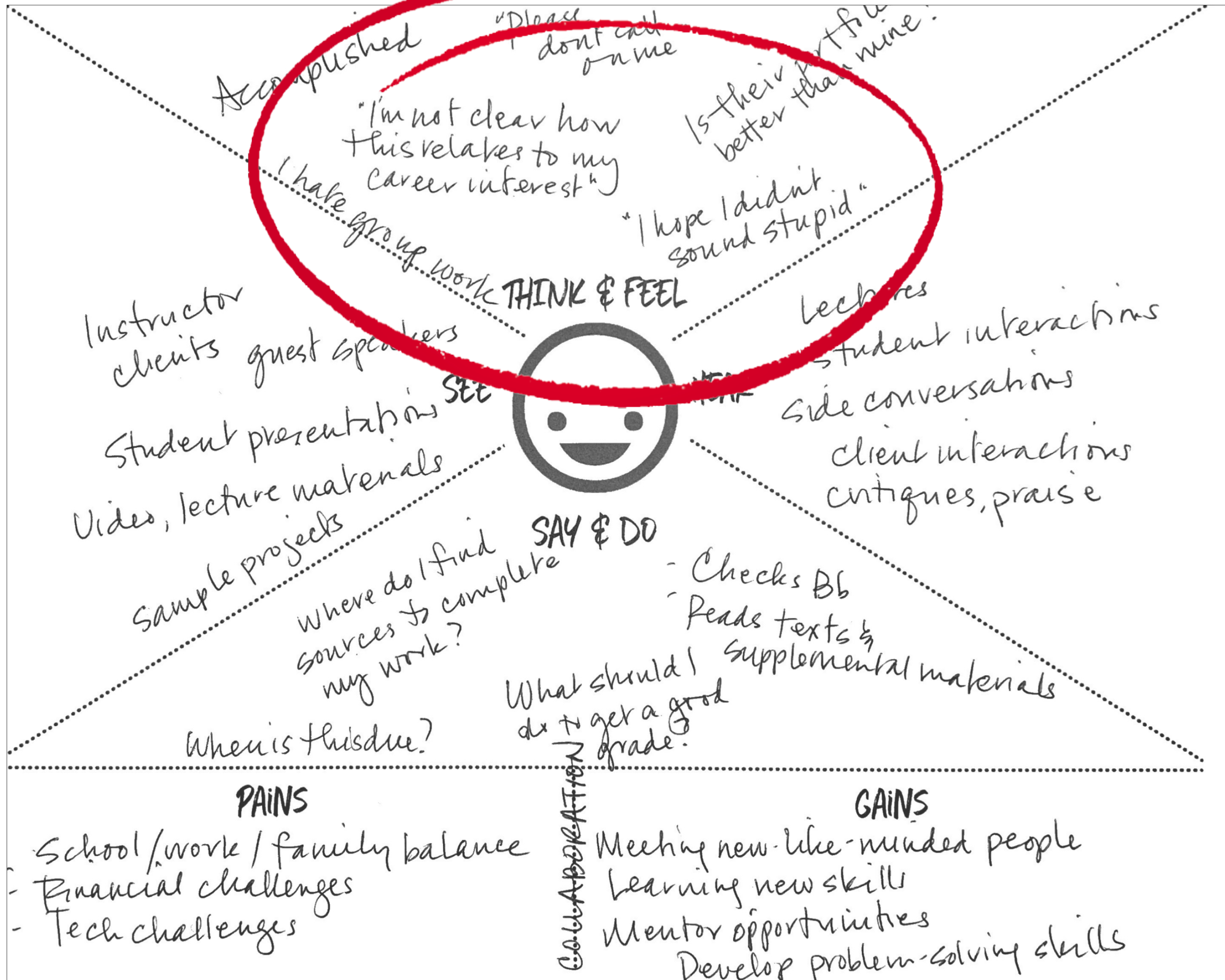


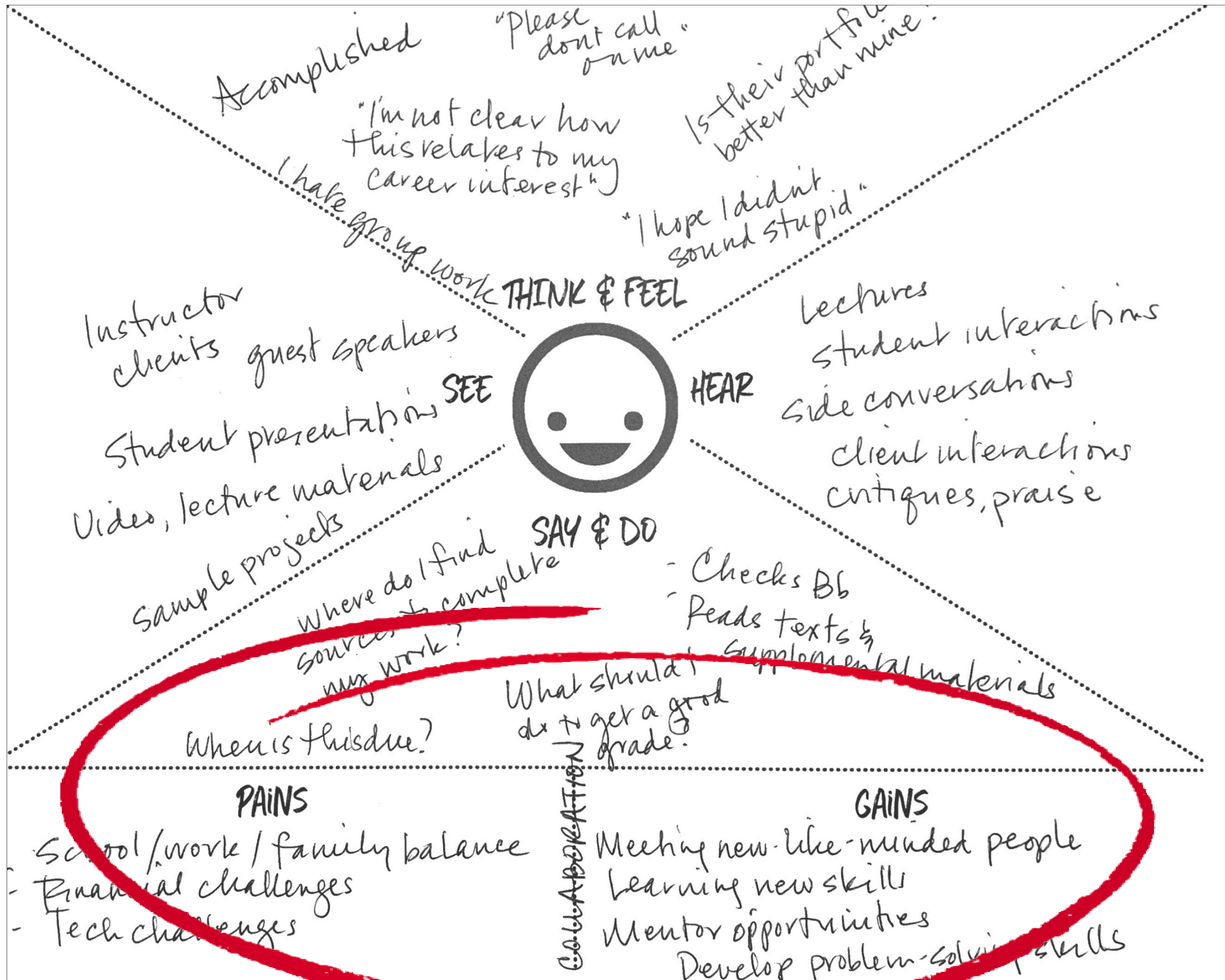












Accomplished

"Please don't call on me"

"I'm not clear how this relates to my career interest"

Is their portfolio better than mine?

"I hope I didn't sound stupid"

THINK & FEEL



HEAR

lectures
 student interactions
 side conversations
 client interactions
 critiques, praise

SAY & DO

- Checks Bb
 - Reads texts & supplemental materials

Instructor clients
 guest speakers
 Student presentations
 Videos, lecture materials
 sample projects

SEE

Where do I find sources to complete my work?

What should I do to get a good grade?

When is this due?

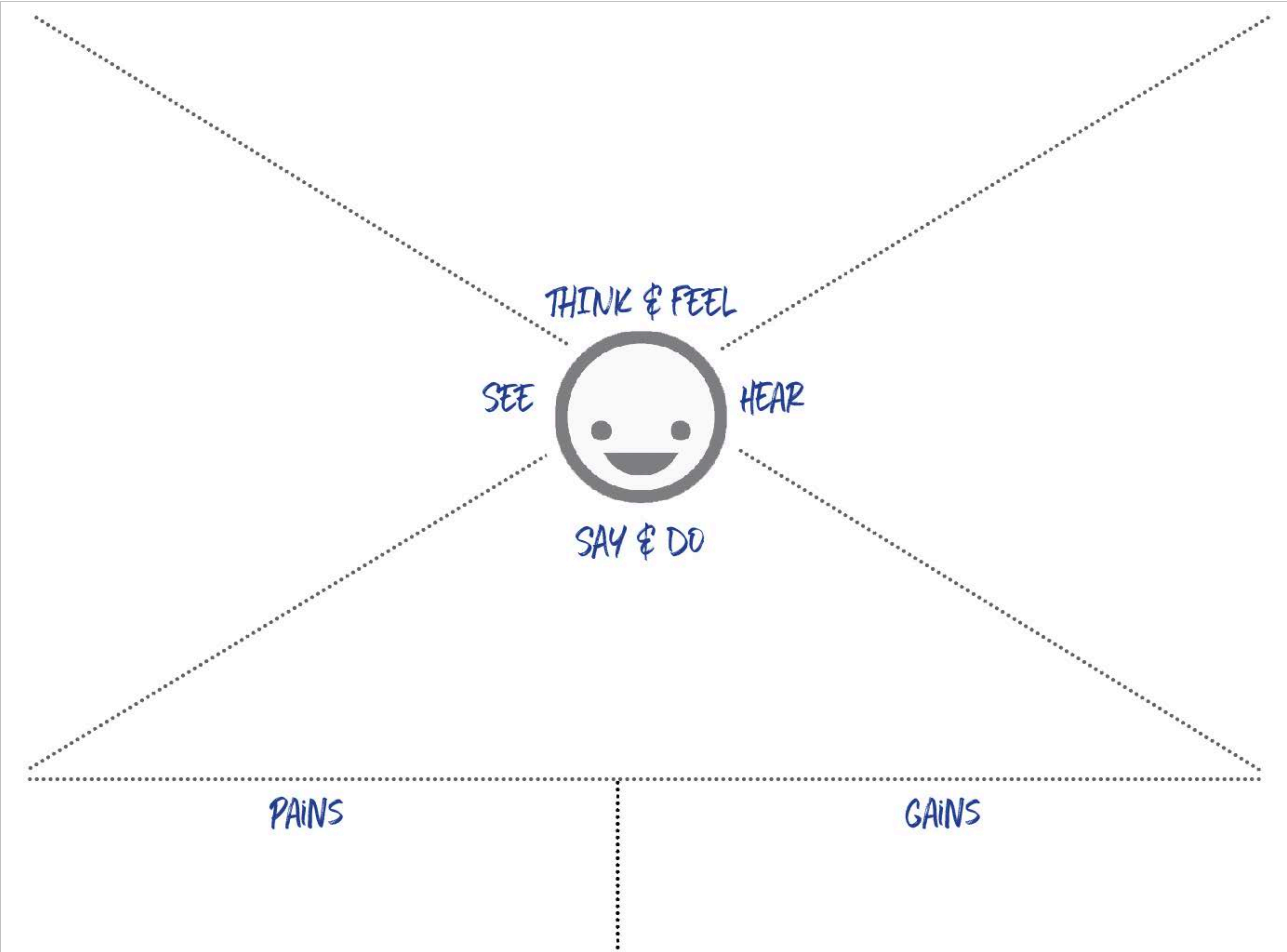
PAINS

- School/work/family balance
 - Financial challenges
 - Tech challenges

GAINS

Meeting new-like-minded people
 Learning new skills
 Mentor opportunities
 Develop problem-solving skills

COLLABORATION



- Be curious about the world
- Immerse yourself in the world of the people you want to reach
- Go narrow
- Go deep
- Data is powerful but not omniscient
- Make small improvements to the world and be proud of them.