Empathy and brand loyalty: Connecting with your audience

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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... Chris and Emma
ME ME ME ME ME ME ME ME ME ME ME

...BUT ENOUGH ABOUT ME...

WHEW!

WHAT DO YOU THINK ABOUT ME?
“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.
NO WHEELS!
Understanding human nature takes a really long time.
PROTECT OUR SALISH SEA
THINK & FEEL
- Accomplished
- "Don't call me"
- "I'm not clear how this relates to my career interest"
- "I hope I didn't sound stupid"
- "Is their output better than mine?"

SEE
- Instructor
- Clients
- Guest speakers
- Student presentations
- Video, lecture materials
- Sample projects
- Where do I find sources to complete my work?

HEAR
- Lectures
- Student interactions
- Side conversations
- Client interactions
- Critiques, praise
- Checks Bb
- Reads texts of supplemental materials
- What should I do to get a good grade?

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

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