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***Brand-Aids** are practical, easy-to-use tools you can apply to brand building and messaging through ads, PR, literature, websites, and so forth. Just like Band-Aids® stop the bleeding from annoying cuts, Brand-Aids stop the pain and cost of branding confusion.*

## Brand-Aids #2—Talk Human<sup>SM</sup> for stronger connections between brands and audiences



*In Business-to-Business marketing communications, we might sell machines that are very complex and technical. But we don't sell to machines. We don't even sell to businesses. We sell to people. To get closer to your customer or prospect, to communicate your brand value more persuasively, "Talk Human<sup>SM</sup>".*

**By John Favalo, CBC, Managing Partner  
Eric Mower and Associates, Group B2B**

Our B to B marketing world is pretty special. Where else do people get paid to buy things? Isn't that what procurement specialists do...get paid to buy things? And CFOs...they get paid to buy things or approve buying things. In fact, most of us in B to B get paid directly or indirectly to buy things. That being the case, buying things must be pretty scientific. Complex, too, because oftentimes it takes a whole team of people to buy something.

That must be why our brand communications are so rational. Those buyers

need to know speeds and feeds, weights and measures, how long, how high, how many, mean time between failures, statistical variations, first costs, last costs, total cost of ownership.

So, it follows that when we advertise, or develop a website, or prepare brochures we use the "Four Fs" as the basis for communicating with PAs, CFOs, PEs, etc.—Form, Function, Facts, and Features. Can't go wrong with those. And, if in doubt, add more facts. When there's white space left, fill it in with more features.

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talk human  <sup>SM</sup>

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“To improve the performance of your brand communications, to make your brand stronger, you need to connect with your audience more personally, more emotionally.”

Well, not exactly, Avis. People *do* pick brands rationally and with a lot of thought. But what about the *fifth* “F”...Feeling?

Feeling? In Business to Business? OK, if we can make a quick sale with a slam-bam-see-ya-Sam, then there's not a

lot of feeling going on. But, if we want to engage someone, get them involved with our brand, start a dialogue, and build a relationship, then we must balance the rational with the emotional.

To improve the performance of your brand communications, to make your brand stronger, you need to connect with your audience more personally and emotionally. Emotion is a feeling or reaction that excites and moves people. Don't you want your marcom to be more exciting? More motivating?

Bunk you say? If you do, check this out. A recent online study conducted by a top-notch B to B marcom agency, Mobium, asked marketing professionals to identify the biggest problems with today's B to B communications. Note the top five answers:

- Message gets lost in the information
- Message does not address audience concerns, questions, or problems
- Too much corporate bragging
- Not enough about audience reward
- Lacks human interest, passion, or emotion



We've got two words for the person who first said "leveraging synergies."

talk human 

Businesses don't talk to businesses. People talk to people. Which is why EMA Group B2B does things differently. We help you communicate with businesspeople as people who happen to work in business. Clearly, emotionally, and honestly. If you'd like to have an "offline" about "widening your bandwidth," we're probably not for you. On the other hand, if you'd like to talk so customers listen, call Stephanie Crockett at 1.800.724.0289 ext. 4355 or visit us at [www.talkhuman.com](http://www.talkhuman.com).



It's pretty easy to compete with Four Fs communications. Copycat companies do it all the time. But an emotional connection is completely different. Emotion makes interconnect that can create more interest, accelerate trust, and build loyalty. Remember this: in marketing communications you don't talk to businesses, you don't talk to job titles, you don't talk to yourself...you talk to people.

**Talking Human**

At my company, "Talk Human<sup>SM</sup>" not only represents what our brand is all about, it's also the process we use to help clients connect their brands to people. B to

B does not mean, "Boring to Business," so we create strategies and communications that satisfy the tech requirements and address the human needs and rewards that balance the buying equation.

One of the tools we use to do this is a Brand-Aid you may find useful: The HUMAN Check. The word H-U-M-A-N provides the check we need to assure our clients' brands are talking to people in ways that resonate.

Try it on your next ad or sales letter. The more you use this handy Brand-Aid, the more human, engaging, and effective your brand communications will be.



## The HUMAN Check

<b>H</b>	Stands for Head, Heart, and Hands	Your brand messages must appeal to the Head, the Heart and the Hands. Make your communications relevant rationally and emotionally, and motivate your audience to take a specific action.
<b>U</b>	Stands for Understand	Understand your audience's reality. Project yourself into his or her world. Feel what it's like to be that person, facing the problem that your product or service solves.
<b>M</b>	Stands for Me, not Many	Don't create brand communications that try to talk to multiple audiences. Focus on one person and realize that that one person cares about "Me" not you.
<b>A</b>	Stands for Attitude	What's Me's attitude about themselves, his or her reality, and your brand's role in it? Is there skepticism, acceptance, some other feeling?
<b>N</b>	Stands for Near and Dear	Never forget what's really important to "Me." If your customer manufactures school buses, is it maintenance intervals that are really important, or the safety of the kids...his or her kids?

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