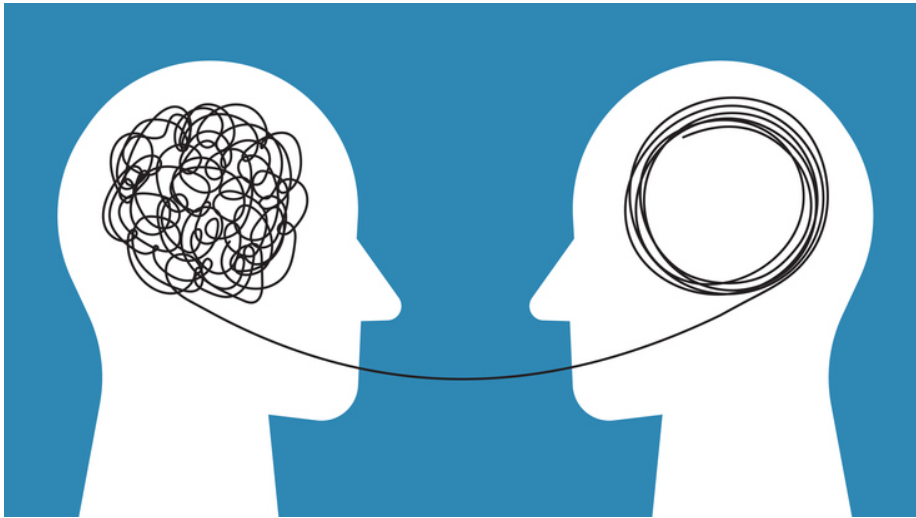


## Why empathic marketing can drive your brand



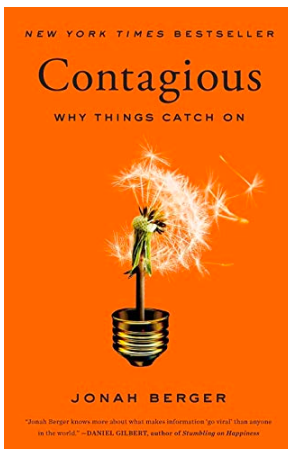
OBI Creative's Mary Ann O'Brien outlines why practicing empathy in marketing is an essential strategy in forming an emotional connection with customers—and why it might be critical to your long-term success. Add us to your "Follow" list.

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### What they're saying...

“When your brand narrative and message connect with customers' emotions, you will create a trusted community where your customers will believe in you, no matter the changes.”

— LookinLA CEO Ali Payani on why your brand's narrative must deliver all your value propositions to your customers



### WHAT WE'RE READING...

## Contagious: Why Things Catch On

By Jonah Berger

What makes things popular? If you said advertising, think again. Jonah Berger says people don't listen to advertisements, they listen to their peers. But why do people talk about certain products and ideas more than others? Why are some stories and rumors more infectious? In "Contagious: Why Things Catch On, the Wharton marketing professor gives you the lowdown.

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