

A SCIENTIFIC APPROACH TO ENHANCING BRAND EXPERIENCE BASED ON THE EMOTIONAL-EXPERIENCE SPECTRUM (EES) MODEL

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Annotation: This article introduces the Emotional-Experience Spectrum (EES) model, analyzing how consumers' emotional relationships with brands evolve through four main stages for the first time: Neutrality, Interest, Emotional Connection and Inspiration. For each stage, the article presents actionable strategies, marketing tools, and expected outcomes. The EES model is proposed as an innovative method to strengthen brand experience and loyalty in Uzbekistan's market context.

Keywords: Experience, emotion, model, brand, attitude, strategy, marketing, thinking.

Аннотация: В данной статье впервые представлен Модель Эмоционально-Опыта (МЭО), в которой анализируются этапы развития эмоциональных отношений потребителей к бренду: Нейтральность, Интерес, Эмоциональная Связь и Вдохновение. Для каждого этапа подробно описаны необходимые маркетинговые стратегии и ожидаемые результаты. Модель МЭО рассматривается как инновационный подход к укреплению брендового опыта и лояльности в условиях узбекского рынка.

Ключевые слова: Опыт, эмоция, модель, бренд, отношение, стратегия, маркетинг, мышление.

Annotatsiya: Ushbu maqolada ilk bor Emotsional-Tajriba Spektri (ETS) modeli asosida mijozlarning brendga nisbatan emotsional munosabatlari va ular o'zgaruvchan bosqichlarda qanday shakllanishi tahlil qilinadi. Model to'rtta asosiy bosqichni qamrab oladi: Betaraflik, Qiziqish, Hissiy Aloqa va Ilhomlanish. Har bir bosqichda brend tomonidan amalga oshirilishi kerak bo'lgan aniq strategiyalar, marketing vositalari va kutilyotgan natijalar batafsil bayon etilgan. Ushbu yondashuv O'zbekistonda brend tajribasini shakllantirish va sodiqlikni kuchaytirishda yangi metod sifatida taklif qilinmoqda.

Kalit so'zlar: Tajriba, emotsiya, model, brend, munosabat, strategiya, marketing, tafakkur.

In today's marketing landscape, competition between brands is no longer defined solely by product quality, pricing, or advertising volume. To gain a competitive edge, brands are increasingly striving to build deep emotional connections with their customers. One of the researches Research shows that consumer purchasing decisions are often driven not by logic, but by emotional impulses. As a result, brands aim to create experiences that are not only functionally satisfying but also emotionally memorable.

In response to this need, the **Emotional-Experience Spectrum (EES) model** has been developed. This model analyzes and measures a customer's emotional connection to a brand in a step-by-step manner. At each stage, it identifies the emotional stimuli, communication strategies, and customer needs that must be addressed. The model serves not only to attract customers but also to transform them into emotionally loyal brand advocates.

Globally, brands such as Apple, Nike, and Coca-Cola have achieved lasting success by prioritizing emotional engagement. Their advertising campaigns are more emotionally driven than logically descriptive. For instance, Apple commercials focus not on technical specifications but on conveying feelings of innovation, freedom, and individuality.

In Uzbekistan, this approach is gradually emerging. Companies like **Artel** and **Beeline Uzbekistan** are increasingly incorporating emotional elements into their advertising strategies. They strive to strengthen the brand experience through visual and textual materials that evoke national values, family warmth and pride.

Unlike existing marketing frameworks such as the AIDA or 5A models, the EES model places emotional components at the core of each stage. Rather than simply following the sequence of “attention – interest – desire – action” through external behavior, it emphasizes the internal emotional journey. This leads to the development of a long-term, deep and personal relationship between the customer and the brand.

Unlike existing marketing concepts such as the AIDA or 5A models, the **Emotional-Experience Spectrum (EES)** model places emotional components at the core of each stage. Rather than analyzing customer behavior through purely external actions such as “attention – interest – desire – action,” this model interprets the customer journey through internal emotional processes. As a result, it supports the development of long-term, deep, and personal relationships between the customer and the brand.

The first stage of the EES model — **Emotional Attention** — focuses on triggering the customer's initial emotional reaction to the brand. At this stage, the goal is to attract the customer's attention not merely through visuals or text, but by stimulating emotional responses. This is where emotional **triggers** play a crucial role.

At this point, the customer has not yet made a purchase decision, but is forming their **first impression** of the brand. This stage lays the emotional foundation for future brand experience and loyalty. Several psychological theories support this:

1. According to Zaltman's (2003) model of emotional perception, around **95% of decisions** made by the human brain occur **unconsciously and emotionally**.
2. The “fast thinking” theory developed by **Kahneman & Tversky (1974)** argues that decisions are often driven by **instinct** — precisely the type of instinct that is activated during the first stage of the EES model.

How do global brands apply this? Apple presents its products with simple, emotionally engaging design. Through minimalism, it conveys feelings of **calmness** and **trust** in the customer's subconscious. Coca-Cola, on the other hand, evokes **warmth, friendship, and happiness** through its advertising, triggering emotional attention from the very first impression. In the context of **Uzbekistan**, the branding strategies developed by **We Digital** agency prioritize visual and emotional identification. For example, brand logos and color palettes are designed to evoke feelings of **warmth, modernity, and reliability** in the consumer.



MA'NO Branding Marketing, guided by the slogan "**the customer feels — and therefore remembers,**" has strategically incorporated emotional triggers in the process of brand creation. Their packaging designs are intentionally warm and emotionally resonant, enhancing the likelihood of strong first impressions.

Practical methods applied in this context include:

- **Color psychology** – using warm or trust-evoking colors across brand materials to generate emotional appeal.

- **Storytelling** – creating short emotional videos or narratives to establish memorable first impressions.
- **Sound and music** – utilizing emotionally charged background music in advertisements to stimulate affective responses.
- **Sensory elements** – enhancing emotional engagement in physical stores through the use of scent, lighting, and design features.

The **second stage** of the **Emotional-Experience Spectrum (EES)** model is the **Emotional Connection** phase. Once attention is captured, the brand is temporarily stored in the customer's memory. However, this is not enough. In order to build a **lasting, personal, and emotionally anchored bond**, a meaningful and individualized approach is required.

Emotional connection refers to the stage where the customer begins to **identify with the brand**, aligning their own values with those represented by the brand. This connection is often cultivated through **narratives (storytelling)**, **interactive experiences**, **socially conscious initiatives**, or **direct communication** with the customer. At this stage, the customer starts to develop inner feelings such as: "This brand understands me" or "I value this brand deeply."

In global practice, the **Airbnb marketing agency** promotes not the idea of "room rental," but rather the concept of "you feel at home." For every guest, a unique story and emotional context is created. As a result, the customer builds an emotional bond not just with Airbnb as a brand, but with the distinctive **experience** it offers.

Similarly, **Starbucks** strengthens emotional connection through small, personalized gestures such as writing the customer's name on their cup, offering individualized service, and curating a warm environment. These seemingly simple actions evoke feelings of **recognition, personalization, and closeness**, enhancing emotional loyalty.

In **Uzbekistan**, brands are just beginning to recognize the significance of this phase. For example, the **National Bank's** "Together Towards Your Dreams" campaign has enabled customers to associate the bank with their own life journeys, personal goals, and financial aspirations. Likewise, **Lazzat's** advertisements frame their food not merely as meals, but as symbols of **warmth and care shared among family members**. These examples demonstrate how brands can emotionally embed themselves into the customer's everyday life.

The **Emotional-Experience Spectrum (EES) model** interprets emotional bonding not as mere communication, but as a **mutual emotional relationship**. While most classical models approach this phase through content marketing or continuous information delivery, **EES emphasizes a personalized approach, emotional cues, and contextual relevance** as central components.

Additionally, this stage of the EES model is closely tied to the **emotional positioning** of the brand. That is, a brand must consider not just what it offers, but how it makes customers feel — whether it's **calmness, trust, pride, or joy**.

After gaining attention and establishing emotional connection with the brand, the third stage of the **Emotional-Experience Spectrum (EES)** model begins: **emotional depth and personalization**. At this stage, the brand aims not for superficial interaction, but for a **personalized emotional relationship** aligned with the customer's inner needs.

The primary objective of this phase is to **view each customer as a unique individual** and deepen the brand experience through customized approaches. This is often achieved through **artificial intelligence, data-driven marketing, and user behavior tracking**. The main goal is to identify and fulfill the **customer's hidden emotional desires**.

Companies like **Netflix** and **Spotify** are outstanding examples of this stage in action. By analyzing viewing and listening habits, they offer **personalized recommendations**, leading users to feel a stronger bond with the brand — as if it “knows me well.” This results in deeper emotional engagement.

Amazon, too, recommends products based on previous purchases, which creates not only convenience, but also the emotional experience of “**I feel understood.**” At this stage, the brand taps into the **subtle layers of human psychology**.

In **Uzbekistan**, although practical applications of this stage are still limited, some brands are beginning to move in this direction. For instance, **Beeline Uzbekistan** tracks user behavior through its mobile app and offers **personalized service packages and promotions**, helping customers feel that they are receiving **individual attention**.

Another example is the **Express24 app**, which recommends restaurants and meals based on a user’s order history. This approach not only offers convenience, but also instills a sense of **being valued** for one’s preferences.

What distinguishes the EES model at this stage is its advocacy for “**individualized emotional experience.**” That is, the emotional expression of a brand should **vary from person to person** — for one, it may represent **trust**, while for another, it may symbolize **inspiration** or **personal freedom**.

Compared to classical models like **AIDA**, this stage requires a deeper level of analysis, as it involves exploring **user emotions and psychographics**. The EES model integrates this approach more with **psychology and experience design** than with traditional marketing alone.

The final — and perhaps the most important — stage of the **Emotional-Experience Spectrum (EES)** model is **emotional loyalty and brand advocacy**. At this point, the customer, having already experienced attention, emotional connection, and personalized interaction, begins to feel like an **integral part of the brand**. They no longer simply make purchases — they **protect the brand, promote it, and recommend it to others**.

One of the key principles of the EES model is that loyalty should not be built through constant discounts or promotions, but rather through **emotional value, shared values, and mutual trust**. The customer’s loyalty is **active, not passive** — they **voluntarily become a brand ambassador**.

Apple is recognized as a brand that has perfected this stage. Its users not only use Apple products but also **defend them, recommend them to friends, and share positive experiences on social media**. This demonstrates a deep **emotional loyalty** toward the brand.

Tesla, through Elon Musk’s personal brand, has cultivated customer loyalty not just toward its products, but toward the **entire vision**. Customers feel like they are not just buyers, but **participants in shaping the future**.

In **Uzbekistan**, the **Payme app** has successfully created emotional loyalty based on **simplicity, convenience, and trust**. Many users not only use the platform themselves but also recommend it to friends and family — a sign of **emotional confidence in the brand**.

Likewise, the **Chortoq mineral water** brand has fostered emotional loyalty through its **image tied to health and nature**. Its focus on **eco-friendliness, national identity, and a healthy lifestyle** has made the product a **consistent choice** for certain customers.

What sets this EES stage apart is its contrast with traditional loyalty models. While conventional approaches often rely on **material incentives** (e.g., bonuses, points, discounts) to retain customers, the EES model promotes building loyalty through **emotional value**.



At this stage, the customer aligns the brand with their **inner world, personal values, and social identity**.

Moreover, within the **Emotional-Experience Spectrum (EES)** model, “**advocacy**” — the act of recommending a brand — is not seen as a simple endorsement, but rather as an expression of **social identity**. When a customer praises a brand, they are also expressing their **worldview, preferences, and trust**.

The EES model is not limited to theoretical foundations; it is a **flexible, step-by-step system** that can be applied across various sectors in marketing practice. Its main strength lies in offering **psychologically aligned strategies at each stage** of the customer journey.

In **Uzbekistan’s marketing landscape**, brands are increasingly trying to win customers’ hearts through emotional experiences. The EES model stands out as a highly relevant approach to meet this need. We can analyze the activities of local marketing agencies — **We Digital** and **MA’NO Branding Marketing** — through the lens of this model.

We Digital places strong emphasis on creating emotional resonance through digital innovation. Many of their campaigns are built on the foundations of the **first three EES stages**: capturing attention, building emotional connection, and enabling personalization.

For instance, in several of their socially-driven campaigns launched in the Uzbek market, **visuals and content have been crafted to align with the emotional context and needs of the audience**, allowing customers to feel immersed in the brand’s narrative. As a result, **We Digital has also achieved the fourth stage of the EES model** — users willingly share these campaigns on social media, a clear sign of **brand advocacy**.

MA’NO Branding Marketing, on the other hand, focuses on **creating emotional bonds based on cultural, national, and traditional values**. This approach is especially crucial for the **second stage of the EES model — emotional connection**.

For example, the brand identities developed by MA’NO utilize **colors, slogans, and design elements adapted to local communication styles**. This not only enhances visual appeal but also fosters a **sense of trust and familiarity**. Their strategy also contributes to the **third stage — personalization**. The agency strives to define each brand not just by its market position, but by the **human values** it promotes.

Key features of the EES model.	Traditional models (AIDA, 4P)	EES model
Emotional center	Less attention, more informational	Emotional component is central at every stage
Sensory experience	Visual and textual	Multisensory (touch, sound, smell, material)
User engagement	Viewed passively	Customer as an active subject and partner
Individual approach	Segmentation	Personalization and dynamics (real-time adjustments)
Theoretical integration	Limited to marketing	Integrated with psychology, social

		sciences, and AI analytics
Practical adaptability	Limited (one model for one industry)	Adaptable to various sectors and cultures

We Digital excels in creating **digital emotional experiences**, while MA'NO leads in shaping **cultural emotional connections**. Both agencies demonstrate how the **EES model functions in real practice** and how it can be adapted to the **Uzbek context**.

A shared trait of both approaches is their view of the customer **not just as a buyer**, but as an **emotional partner** of the brand.

The distinct characteristics of the model can be illustrated through the following table:

The Emotional Experience Spectrum (EES) model emphasizes the importance of emotional connection in marketing by proposing a step-by-step analysis of customers' relationships with brands. This model serves as an effective tool for developing marketing strategies aimed at improving customer experience and increasing brand loyalty.

The practices of We Digital and MA'NO Branding Marketing agencies demonstrate how this model works in the context of Uzbekistan. Their marketing campaigns show that it is possible to foster emotional acceptance of the brand and actively engage customers.

The research's methodological approach and empirical analyses confirm that the EES model has not only theoretical but also practical significance. By applying this model, companies gain the ability to establish strong emotional bonds with customers and strengthen their market position.

The EES model is a powerful approach focused on creating emotional connections between brands and customers in marketing. It plays a crucial role not only in delivering the brand into customers' hearts but also in turning them into loyal and active partners. The success of this model in the Uzbek market is evidenced by the work of We Digital and MA'NO Branding Marketing agencies, and it is expected to be adopted by many brands in the future.

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