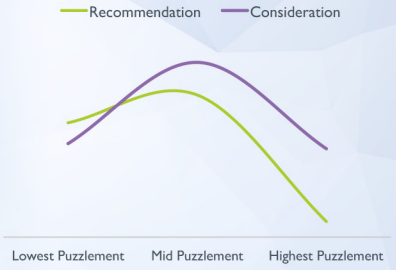
The science of ENGAGEMENT 2.0

Using emotions to power campaign performance

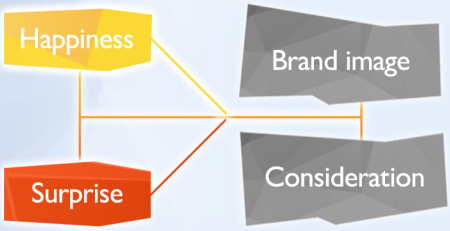
1. Triggering serious emotions deepens subconscious relationships

2. Meet your campaign objectives by triggering serious emotions

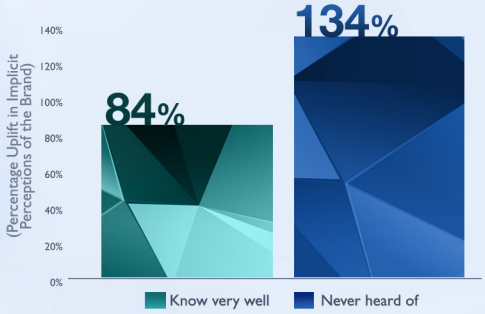
3. Intrigue but don't confuse



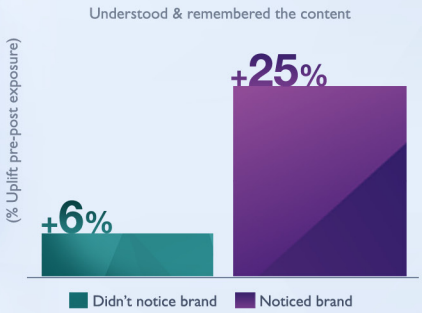
4. Using lighter emotions is sometimes more appropriate



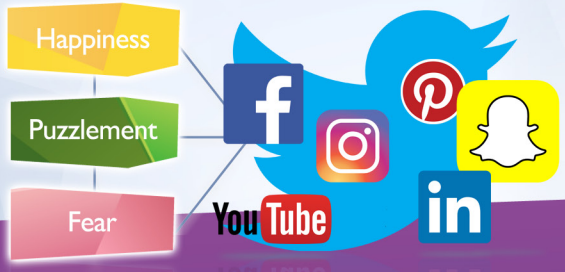
5. Content-led marketing helps to create and reinforce memory structures



6. Make sure your brand gets noticed



7. Showcasing the right emotions drives social media referrals



8. Video drives bigger brand uplifts

To find out more, including how your brand could benefit from these insights, speak to your usual BBC advertising rep or email **scienceofengagement@bbc.com**

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