



THE POWER OF POETRY IN MARKETING: HOW LANGUAGE CAN MAKE BRANDS STAND OUT

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Even though many people are aware of the connection between poetry and marketing, they may be sceptical when it is suggested to them that actively engaging with poetry and navigating the various ways in which it can be interpreted can be beneficial to business. In spite of this, legitimate corporations, chief executive officers, academic institutions, and academics all acknowledge the value of poetry in the business world.

The Strategy Institute of the Boston Consulting Group asked Clare Morgan to work on a study that investigates the similarities between poetry and strategic thinking. This project was commissioned by the Strategy Institute. The inquiry that Morgan and her colleagues carried out looked at the possibility that poetry may have an effect on the world of business. The findings of their research were reported in a book written by Morgan titled "What Poetry Brings to Business" (Morgan, 2010). According to Buswick, Morgan, and Lange (2005), the project was started with the intention of offering a difficult, skills-based effort that would contribute to the development of analysis-based thinking spaces. This goal was the driving force behind the project's inception.

According to Sidney Harman, the founder of Harman Industries, poets have the capacity to compress complexity into digestible pieces, hence demonstrating the attributes of original systems thinkers. Poets have been credited with having this skill. He would then tell the higher-ranking members of his staff to look for persons with a background in poetry who were interested in taking on administrative responsibilities. Dana Goia, a poet and the author of "Can Poetry Matter?" attributes his success in turning Jell-O into a company that turned a seven-million-dollar loss into a twenty-million-dollar success to his ability to view things differently and build associative connections.

In the context of the teaching of business studies, business schools often make use of poetry as a methodological resource. MBA applicants at Babson College are required to take part in a creative programme that lasts for five weeks and includes the writing of poetry. Successful entrepreneurs, as described by Professor Mary Pinard, are characterised by their ability to maintain an open mind towards a variety of alternatives, demonstrate a willingness to take risks, and come up with original answers to difficult problems. This corresponds quite well with the qualities that are often associated with poets.

Poetry, in the opinion of Lieutenant General James Lennox, who once held the position of Superintendent of the United States Military Academy at West Point, has a substantial amount of value when it comes to aiding efficient communication. Pupils are able to develop a particular understanding for the power of words and improve their communication skills via the study of poetry. Poetry also helps pupils become more articulate. Lennox argued that poetry provides cadets with unique ideas that challenge the worldview they already possess. The development of the cadets' analytical thinking abilities is emphasised above the transmission of any particular worldviews or philosophical tenets while teaching poetry to the cadets.

In the world of business, the relevance of poetry is becoming more and more seen as having an important role. It has the ability to improve strategic cognition, as well as creativity and originality, as well as decision-making, communication, perspective-taking, cognitive processes, social interactions, and self-expression.

A poem possesses multiple dimensions that enhance our capacity to discern various modes of significance and navigate through ambiguity and indeterminacy. A poem does not provide a sense of finality, but rather instructs us on how to manage situations where there is no clear resolution. Poetry does not adhere to a strictly logical or deductive mode of expression, thus necessitating the development of skills in making associative connections. Poetry has the ability to elevate the mundane to a state of exceptionalism, prompting individuals to scrutinise established norms and heightening their awareness of intricacy. Poetry possesses a vast potential for interpretation, allowing us to contemplate the perspectives of others, acknowledge the instability of "meaning," and scrutinise and modify our present insights and perceptions. Poetry functions on multiple levels of accessibility, allowing for the identification of both subtle and prominent themes and the exploration of less apparent connections. A poem contains a multitude of complementary and contradictory elements that can enhance our capacity for discernment and caution us against relying solely on binary modes of thought. Poetry has the potential to direct our focus towards human needs and motivations, thereby aiding us in making decisions within a broader framework and tackling ethical dilemmas. The examination of emotional intricacy through poetry may aid in the cultivation of our capacity to provide a comprehensive and holistic reaction.

Poetry and advertising have a long history of being intertwined with one another in many forms of media. According to Klepper and Piller (2000), advertising has replaced the role of the bard in terms of the building of communities. By using semiotics in order to bring people together via the use of shared meanings and narratives, this objective may be accomplished. The author Clare Morgan contends in her analysis that the use of poetic language in advertising slogans such as "Have a Break, Have a Kitkat" and "Wonderbra for the way you are"

serves to transcend the literal meanings of the words themselves, thereby eliciting an emotional response that is not necessarily founded in rational or factual considerations.

According to Morgan (2010), the purpose of poetry has grown to encompass the evaluation of illogical but important emotions in the decision-making process of the consumer, which ultimately effects the purchase behaviour of broad sections of the population. This is because poetry has become more popular in recent years. Since the beginning of the 21st century, there has been an increase in the number of businesses that use poetry as a method of advertising and marketing. In March of 2000, the New York Times published an article that investigated how different marketing departments make use of poetry. In the report, it was pointed out that American Airlines was the most recent company to adopt this method. Poetry anthologies will be distributed to passengers on certain international flights by flight attendants all during the month of April, which is recognised as National Poetry Month in the United States. These flights are scheduled to take place at various times during the month of April. This distribution will be carried out in combination with the traditional distribution of peanuts, and it is anticipated that one hundred thousand copies will be distributed as a result (Meredith, 2000). The automotive manufacturing business Volkswagen distributed a total of 40,000 poetry booklets by placing one in the glove box of each of the most recent model years of the automobiles they manufactured and sold. According to the report that was made by Meredith (2000), Lancome was responsible for supporting the distribution of 15,000 copies of an anthology titled "Great Love Poems" on Valentine's Day. Meredith was the person who wrote the report. Monster.com's most recent advertising campaign, which was launched in the year 2000 and coincided with the broadcast of Super Bowl XXXIV, led to a spike in internet traffic that set a new record for the highest volume of visitors to a website in a single day. In the year 2000, Monster.com saw this sharp increase in the number of people visiting their website.

A young lady is shown in the advertisement standing at a crossroads in an urban setting, and she is being offered directions by a group of people as they pass by her. The advertisement is for a product or service. Reading lyrics that were taken from Robert Frost's literary classic *The Road Not Taken* is how the direction is imparted. The closing comments, which were delivered by a teacher who worked at the elementary school level and a few of her pupils, give the idea that the decisions a person makes will have a significant impact on the road that they choose to pursue in their professional life. This was presented by a teacher who worked at the elementary school level. John Fanning (2007) claimed in the abstract of his article titled "What Business Can Learn from the Poetry of Thomas Kinsella" that an increasing number of individuals urge for a larger integration of literature and the arts in grasping and succeeding in the sphere of marketing and business. Fanning's paper was named "What Business Can Learn from the Poetry of Thomas Kinsella." The title of the piece that was written by Fanning was "What Business Can Learn from the Poetry of Thomas Kinsella." It is the claim of this line of reasoning that those who engage in creative writing, such as the authors of novels and poets, have the ability to articulately and convincingly portray the experience of being a consumer in their work. An in-depth analysis of the poetry that Thomas Kinsella has produced might reveal valuable insights pertaining to a variety of topics of business and marketing.

Given that the efficacy of marketing is based on the quality of the research that underlies it, it is essential to evaluate whether or not poetry might potentially serve a function in the area of consumer research. This is because the efficacy of marketing is dependent on the quality of the research that underpins it. In their essay that was published in 2002 and titled "A Role for Poetry in Consumer Research," John F. Sherry Jr. and John W. Schouten advised the use of poetry as a practical strategy for the collecting of data. The publication was named "A Role for Poetry in Consumer Research." Both John F. Sherry Jr. and John W. Schouten contributed to the writing of this article. The capability that poetry has of entering the internal worlds of consumers was the premise that served as the foundation for their theory. The authors draw the conclusion that they have highlighted two separate ways in which poetry may contribute to the study of consumer behaviour, and they get to this result after coming to the opinion that they have stated these approaches. In the first place, as a means of reflexivity inside inquiry, which ultimately reveals the point of view of the researcher. Second, as a kind of qualitative study that may be conducted on its own as a separate entity. The authors draw the following conclusion as a result of their findings: that they have distinguished two individual methods in which poetry might help to the research of consumer behaviour. Poetry, on the other hand, may give other channels for adding to the conversation on consumer behaviour, in addition to those that have previously been stated. This is an essential point to keep in mind, as it demonstrates the value of poetry.

The utilisation of poetry in marketing offers a significant benefit in establishing a robust emotional bond with the target audience. Poetry possesses the capacity to communicate directly with the emotional and spiritual aspects of human beings, addressing ubiquitous subjects such as affection, bereavement, and optimism. By leveraging these affective states, enterprises can establish a feeling of closeness with their clientele and cultivate a devoted fan base. Establishing an emotional connection is of paramount significance in contemporary times of social media, wherein customers are incessantly exposed to a plethora of promotional communications.

Nevertheless, it is imperative to acknowledge that the utilisation of poetry in advertising entails potential hazards. The composition of poetry can present a formidable task for writers, and its interpretation can prove to be a daunting endeavour. It is imperative for businesses to exercise caution in their messaging, ensuring that it is not excessively intricate or perplexing, as this may result in estranging their target audience. Moreover, certain segments of the population may perceive the utilisation of poetry in advertising as ostentatious or disingenuous, underscoring the significance of achieving a harmonious equilibrium between ingenuity and genuineness. Few examples of companies using poetry are shared below.

Coca-Cola is an instance of a brand that has effectively employed poetry in its marketing strategy. The company initiated a campaign titled "Taste the Feeling" in 2016, comprising a collection of poems that aimed to elicit the affective encounter of consuming Coca-Cola. The incorporation of aesthetically pleasing visuals and a compelling soundtrack in the poems resulted in a multi-sensory encounter that had a profound impact on global viewership. The advertising initiative proved to be highly effective, garnering a substantial number of impressions on various social media platforms and consolidating Coca-Cola's status as a widely cherished multinational corporation. Coca-Cola has shown a predisposition for unique marketing methods, and its use of poetic phrasing

serves as a perfect illustration of this tendency. The business launched a marketing campaign in 2013 under the moniker "Share a Coke," which included individualised Coca-Cola bottles featuring common names as the focal point of the promotion. Coca-Cola released a series of TV advertising as a component of its marketing plan. These adverts featured people delivering lyrical rhymes built around the idea of having a Coke with companions and significant others. The lyrical passages were accompanied by uplifting music, while the pictures depicted persons enjoying Coca-Cola while they were in the company of one another.

Apple Inc. has also used lyrical language in some of its advertisements for products, which is somewhat surprising given the company's reputation for products with uncomplicated designs and elegant visual appeal. In the year 2016, Apple released an advertising for the iPhone 6s that used a piece of writing by Maya Angelou titled "Human Family." The piece was featured in the commercial. The poem extols the qualities of diversity and inclusion, whilst the advertisement displays people from a variety of backgrounds using the iPhone to interact with one another and build relationships.

In addition to using poetry into their marketing campaigns, Nike has done the same. Throughout the course of 2018, the company released a series of advertisements that featured Colin Kaepernick, a former quarterback in the National Football League who became famous for his protests against racial inequality. Kaepernick lent his vocals to a lyrical piece of music named "Dream Crazy" that was included in the advertising. The poem encourages readers to pursue their goals, no matter how unconventional or difficult they may be, and it does so regardless of these factors.

Airbnb is a company that prides itself on being able to provide unique and memorable travel experiences for its customers, and the company has used poetic language in its marketing efforts in order to express this philosophy. In 2017, Airbnb launched a marketing campaign that highlighted a collection of original poetry written by indigenous poets coming from diverse towns all around the world. These poets were included in the campaign. The poetry celebrated the unique traditions and values of each metropolitan centre, while the commercials for Airbnb represented guests being fully ingrained in the atmosphere of the host city in a way that was normally reserved for the residents of that location. The "Live There" campaign by Airbnb serves as a prosperous instance of poetry employed in marketing. The promotional initiative showcased a collection of poetic compositions that exalted the distinct encounters that are attainable through the utilisation of an Airbnb lodging. The poetic pieces were complemented by aesthetically pleasing imagery and a persuasive appeal to "Live There", prompting patrons to reserve an Airbnb lodging for their upcoming holiday. The advertising campaign proved to be successful among the viewers, receiving multiple accolades and contributing to the consolidation of Airbnb's status as a transformative entity in the realm of tourism.

Poetry has been interwoven into Google's marketing efforts, despite the fact that Google is a technological company. In 2011, the business debuted an advertising for its Chrome browser that included a poem named "Dear Sophie." The poem was used in the campaign. The literary work was written by a person who works in the advertising sector, and it tells the story of a father who uses the many products that Google offers to keep track

of his child's life from the time the child is an infant until he or she earns a degree from a postsecondary institution. The commercial was praised for its effective use of Google products and its ability to elicit a range of emotions from its audience.

The aforementioned examples serve as illustrative examples of how businesses have included poetry into their marketing campaigns. In each of these scenarios, the goal was to create a connection that would be both long-lasting and emotionally meaningful with the audience in question. These companies were able to effectively harness the power of linguistic and narrative strategies to evoke significant emotive reactions and generate an impression that would last for a long time by using poetic language.

To sum up, the utilisation of poetry in marketing can serve as a potent instrument for enterprises seeking to establish an affective bond with their target market, establish a distinctive brand persona, and ultimately enhance revenue. By utilising the universal themes and emotions that are commonly evoked through poetry, enterprises can craft messaging that effectively connects with their clientele and distinguishes them from their rivals. It is imperative to exercise prudence when utilising poetry in marketing, striking a balance between imaginative expression and genuineness, while refraining from convoluted or perplexing communication002E

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