

How to create a successful nostalgia campaign

As told by marketing expert and author Jacky Tan

-  **1 Determine your core consumers' demographic**
Who are your targeted customers? What age group does the majority of your targeted customers belong to?
-  **2 Determine the things or activities linked to your consumers' childhood**
The toys, the playground, the mall, the songs, the cartoons, the video games, the games, the activities after school and so on. You have to be as relevant as possible so that your core consumers can relate them in your ad stories.
-  **3 Establish the emotional link**
A good nostalgia marketing strategy will use only positive emotion to connect the audience throughout the ad story. An expert nostalgia marketing strategy will use a mixture of positive and negative emotions. It will usually start with negative emotions, and then climb up to positive ones. Make sure you induce more positive emotion than negative emotion.
-  **4 Set your "then" and "now" message**
After you have brought your targeted consumers to the climax of emotion, you have to show them the marketing message which has to be simple yet strong. This is the "now" message. One good example is the Fear Less commercial by NTUC Income. The "then" message is to remind consumers that they were once fearless, when they were young. The "now" message is to encourage them to Fear Less by planning for their retirement now, with the help of Income.

