

# The Center for Emotional Marketing Names Feintuch Communications as PR Agency of Record

**Pioneering Brand Strategy and Innovation Firm Has Proven Framework for Elevating Brand Perceptions in Consumers' Minds**

ARMONK, N.Y. and NEW YORK, Sept. 28, 2016 /PRNewswire/ -- The Center for Emotional Marketing, Inc. (CEM) ([www.centerforemotionalmarketing.com](http://www.centerforemotionalmarketing.com)), a pioneering brand strategy and innovation firm with the only proven framework for managing and improving brand perceptions in consumers' minds, has selected Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)) as its public relations agency of record.

Launched in 1995 by Leslie Zane, a brand positioning and marketing expert who had served in strategic marketing and product development roles with Revlon, Johnson & Johnson, Procter & Gamble and Avon, CEM elevates brands by linking them to positive associations in consumers' subconscious.

CEM discovered that brands have highly nuanced networks of associations that exist in consumers' memories. The content of these networks predict whether a brand will grow, stagnate or decline. CEM's Brand Network™ indicator helps clients understand and manage these constellations of brand associations. By identifying Brand Triggers®—universally meaningful telegraphic cues across any of the senses—a brand can elevate its image and shift brand preference. CEM's proprietary Brand Triggers process actually helps brands build more positive networks of associations in consumers' minds.

"For the last 20 years, we have quietly partnered with many of the world's leading consumer companies taking their iconic brands through a true discovery process that helps them realize their full potential and deliver increased ROI," said Leslie Zane, founder and president of The Center for Emotional Marketing. "Given the insights gleaned from our work in understanding how consumers make decisions, we decided it was time to share our learning more broadly. We looked at several firms but were impressed with the Feintuch team's hands-on approach, commitment and interest in understanding the nuances of our brand-building framework."

Since 1995, CEM has delivered over a billion dollars in incremental growth for its clients.

"The Center for Emotional Marketing has a proven, 20-year track record of brand building success and helping Fortune 100 companies achieve unprecedented growth for major consumer brands from Snickers and Jell-O to Pepsi. CEM's unique approach to enhancing engagement and shifting brand preference is compelling, and we look forward to telling its story," said Henry Feintuch, president, Feintuch Communications.

The CEM account, focusing on corporate positioning and thought leadership, will be led by Mr. Feintuch and Richard Anderson, senior managing director.

## About The Center for Emotional Marketing

Founded in 1995, the Center for Emotional Marketing ([www.centerforemotionalmarketing.com](http://www.centerforemotionalmarketing.com)) is a pioneering strategy and innovation firm with the only proven framework for managing and improving brand perceptions in consumers' minds. With roots in three disciplines—behavioral economics, neuroscience and psychology, CEM elevates brands by linking them to positive associations in the consumers' subconscious.

## About Feintuch Communications

Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)), based in New York City, is an award-winning strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance ([www.PRWorldAlliance.com](http://www.PRWorldAlliance.com)), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

Triggers, Brand Triggers, Emotional Triggers, Package Triggers, Product Triggers and Image Triggers are registered trademarks, and Brand Network is a trademark of Leslie Zane Consulting, Inc. All other trade names are the property of their respective owners.

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