

# AFFECTIVE

# WORKSHEET

## List of common feelings sought for a brand experience

- Happiness:** A sense of joy and positivity.
- Trust:** Confidence in reliability and dependability.
- Excitement:** Enthusiasm and eagerness.
- Nostalgia:** Fond memories and a connection to the past.
- Comfort:** Reassurance and contentment.
- Belonging:** Feeling part of a community.
- Pride:** A sense of accomplishment and association.
- Inspiration:** Motivation to take action or pursue a passion.
- Empowerment:** Confidence and capability.
- Love and Affection:** Deep emotional connection.
- Surprise and Delight:** Memorable and pleasant surprises.
- Relief:** Gratitude for problem-solving.
- Curiosity:** Interest and desire to learn more.
- Hope:** Optimism for positive outcomes.
- Amusement:** Fun and enjoyment.
- Other:** \_\_\_\_\_