

**emotionise**  
by Marie Toft



## Marie Toft

### Emotionise

Marie Toft left a senior TV position in RTE to set up her content creation company Emotionise in 2018. Recent advances in neuroscience have proven we don't remember content unless we connect emotionally with it. Creating this emotional connection to produce content that gets results is exactly what Emotionise does.

Marie has created the unique Emotionise Process for creating memorable content. The company works with clients to unlock the secrets of memorable content and create stories that engage their target audience in a deeply personal way. They also provide a wide range of training and consultancy services to help take content creation to the next level, building the skills and understanding to create truly memorable content. The company's clients include Failte Ireland, Laya Healthcare and Alcon Pharma.

Following the explosion in content marketing, Marie has identified how all businesses need to create memorable content. So she is digitising and scaling the Emotionise Process. She is creating a SAAS product - Software As A Service - that provides a step by step process which allows users target their audience, create superior, emotionally engaging content and track its impact and results.

Commenting as a participant on Starting Strong, Marie said: *'Starting Strong was a game changer for me. It has made me realise I can scale and I have now started that journey. I am stretching and challenging myself in ways I could never have imagined.'*

**[www.emotionise.media](http://www.emotionise.media)**

