

# BRAND EMOTION

## FORGE A CLOSER CONNECTION WITH YOUR CONSUMERS

Rational brand and product attributes are easily copied and hard to defend, while emotional connections are difficult to displace and replicate, they are unique and ownable.

However, it's not easy for consumers to explain their emotions, making it difficult to measure how/why they connect with brands.

We need a way to get beyond rational responses and capture System 1 (unconscious) reactions to brands.

Using visual semiotics, Brand Emotion helps us understand the System 1 response to your brand – in other words, what emotions your brand evokes in the hearts and minds of the consumers.

Because System 1 thinking has the greatest impact on behavior, understanding our target at this level gives us what we need to motivate brand connection, and ultimately choice.



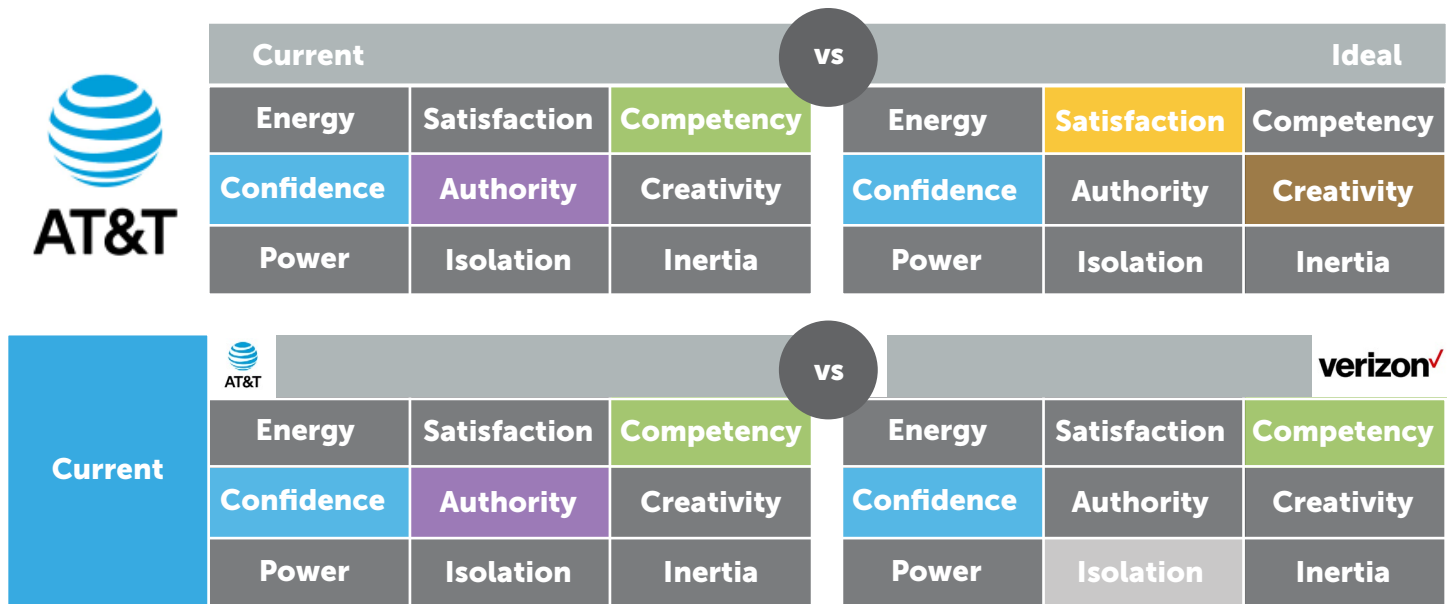
Our normative library of 9,000 images (each associated with at least 10 emotions) has been validated in 50 countries and has been used successfully in over 90. The model is international and language agnostic, as the structure of images is a universal language.

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## How it works

1. Each respondent creates an image collage to describe the brand (or another stimulus, such as a mascot, etc.)
2. Next, each respondent creates another image collage that represents the ideal brand in the category.
3. Using the brand image collages, we derive the brand's emotional signature – these are the top 3 emotions that the brand evokes.
4. Because each emotion falls into one of our core emotional segments, we can create emotional segment maps – these highlight the top emotional segments that the brand reaches. These emotional segment maps make it easy to compare where the brand is now vs. where it needs to be, in addition to comparing brands against each other.

## Emotional segment maps make it easy to compare versus your ideal, or competitors



Consumers are more open to messaging when the message is delivered in the same emotional wrapper as they perceive the brand.

By understanding how different audiences feel about a brand we can use the Emotional Signature to tailor communications with those consumers utilizing the same emotional elements.

Our research capabilities are deeply rooted in our proprietary Maru/HUB platform, which powers our research worldwide. HUB allows multiple data streams to be integrated in a single ecosystem, facilitating the real-time analysis of behavioral, transactional and attitudinal information to deliver insights at speed.

For more information, contact a sales representative today.

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