It’s not what you say, it’s HOW you say it
Voice
Emotions

Source: Mercedes Benz / Y&R Interactive, Tel Aviv, Israel
Intolerance.

Arrogance and condescension.

Arrogance and condescension. Aggressive urges.
MOOD ANYONE?
Push the button to find out
The mood of the world
“Babies do not understand a single word, yet they know when we are happy or sad, calm or agitated.

They know precisely how much we truly love them”
A universal language
loneliness

Need to cope with lack of confidence.

Sense of distress.
<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Code</th>
<th>Population</th>
</tr>
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</tbody>
</table>
The mood of Germany

- Sadness
- Loneliness
- Anxiety
- Self-Control
- Friendliness
- Motivation
- Passion
- Happiness
- Domineering
- Criticism
- Anger

(Bar chart showing the percentage of each mood in Germany)
Measurements with an attitude

VALENCE

TEMPER

AROUSAL
Predicting satisfaction surveys

![Graph showing the distribution of survey responses across different temper zones.](image-url)
Sorting out winners from trailers

Concept 1
Concept 5
Concept 7
Concept 2
Concept 4
Concept 6
Concept 3

AROUSAL

VALENCE

Trailers
Middle
Winners
CAN A POSITIVE EXPERIENCE SUCH AS RECEIVING A FLOWER, CHANGE A SHOPPERS MOOD?
Flower does wonders

% EMBRACIVE/FRIENDLY TEMPER

AROUSAL

30% 40% 50% 60% 70%

30% 40% 50% 60%

Flower group

Control group
Direct link
Into consumers emotions
thank you