The Power of Now
Targeting Emotions to Improve the User Experience

Seth DeAvila - June 13, 2016
# What We’ll Cover Today…

<table>
<thead>
<tr>
<th>AGENDA</th>
<th>Emotions &amp; Market Research</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BACKGROUND</strong></td>
<td></td>
</tr>
<tr>
<td><strong>EMOTIONAL</strong></td>
<td>MindSight</td>
</tr>
<tr>
<td><strong>CONNECTIONS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>CASE STUDIES</strong></td>
<td></td>
</tr>
<tr>
<td>- Travel</td>
<td></td>
</tr>
<tr>
<td>- Health &amp; Beauty</td>
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<tr>
<td><strong>Q&amp;A</strong></td>
<td>?</td>
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</tbody>
</table>
Emotion provides the energy behind virtually every behavior we engage in, every day of our lives.
Levels Of Consciousness

- **SUPER EGO**
- **EGO**
- **CONSCIOUSNESS**
- **PERSONAL UNCONSCIOUS**
- **COLLECTIVE UNCONSCIOUS**
- **COLLECTIVE UNCONSCIOUS** that can never be made conscious

**FREUD**

**JUNG**

**Levels of Consciousness in Marketing Research**

- **Traditional “System 2” Qual and Quant**
- **New “System 1” Techniques**
SYSTEM 1 VS. SYSTEM 2 THINKING

SYSTEM 1: “Fast”
DEFINING CHARACTERISTICS
- Unconscious
- Effortless
- Automatic

WITHOUT
SELF-AWARENESS OR CONTROL
“What You See Is All There Is”

ROLE
- Assess the Situation
- Deliver Updates

SYSTEM 2: “Slow”
DEFINING CHARACTERISTICS
- Deliberate & Conscious
- Effortful
- Controlled Mental Process

WITH
SELF-AWARENESS OR CONTROL
- Logical + Skeptical

ROLE
- Seeks New/ Missing Information
- Make Decisions

Source: Daniel Kahneman, Thinking Fast And Slow (2011).
3 Types Of System 1 Techniques

BIOMETRICS

NEUROLOGICAL

INDIRECT MEASURES
Five Types of System 1 Metrics

- **ATTENTION**
- **VALENCE**
- **AROUSAL**
- **MEANING**
BIOMETRICS

ATTENTION

VOICE PITCH ANALYSIS

EYE TRACKING

FACIAL CODING

VALENCE

AROUSAL

GALVANIC SKIN RESPONSE, HEART RATE, RESPIRATION, MOTION
NEUROLOGICAL

Hemispheric Asymmetry (L +, R -)

Note: fMRI, SPECT, NIRS, PET are primarily of academic interest – very expensive, requires tremendous level of expertise, and interpretation is questionable

ATTENTION

Attenuation of Alpha Wave

Good temporal resolution

VALENCE

Hemispheric Asymmetry (L +, R -)

fMRI & SPECT

EEG & MEG
(magneto-encephalography)

PET & NIRS

EEG & MEG

PET & NIRS

fMRI & SPECT

Note: fMRI, SPECT, NIRS, PET are primarily of academic interest – very expensive, requires tremendous level of expertise, and interpretation is questionable
INDIRECT MEASURES

CLINICAL PSYCHOLOGICAL TECHNIQUES
- Word stem completion
- Free association
- Narrative structural analysis
- Content analysis

EXPERIENTIAL ASSESSMENT
- How do consumers want the product experience to feel?
- What are consumers currently experiencing or wanting to experience?

MOTIVATIONAL ASSESSMENT
- Unmet emotional needs
- Emotional drivers of brand choice
- Emotional assessment of marketing stimuli

MEANING

IMPLICIT ASSOCIATION TEST & AFFECTIVE PRIMING
- What are the associations consumers have with your brand?
The Landscape of Marketing Research Techniques

The diagram illustrates the landscape of marketing research techniques, differentiating between explicit and implicit measures of emotions, attitudes, and beliefs. The techniques are categorized into System 1 and System 2:

**System 1**
- **FEELINGS:**
  - Facial Coding
  - Heart Rate
  - Electrodermal Response

- **THOUGHTS:**
  - Affective Priming
  - Implicit Associations

**System 2**
- **EXPLICIT MEASURES OF EMOTION**
- **EXPLICIT MEASURES OF ATTITUDES**
- **EXPLICIT MEASURES OF BELIEFS**

The diagram uses arrows and color coding to represent the transition from less to more controllable measures, with green for System 1 and red for System 2.
Our Two Approaches To Understanding Emotional Connections

**Motivational Profiling**

What are the emotional motivations that lead consumers to use a particular product or brand?

**Experiential Discovery™**

How would consumers describe the emotional experience of using that product or brand?
Two Different Questions about Emotional Connections to a Brand

**Why does someone go to DISNEY?**

**How does it feel to be at DISNEY?**
Barriers to Emotional Insight

**WON’T SAY**
When respondents are unwilling to talk about their feelings

**CAN’T SAY**
When respondents are unable to articulate or don’t know how they feel
Patented Access To The Emotional Brain

“The earliest stage of emotional reactions takes place [at] about five hundred milliseconds… [this] …sits between the couple of hundred milliseconds we require to be conscious of a pattern and the seven or eight hundred milliseconds we need to process a concept.”

- Antonio Damasio, Self Comes to Mind, 2010
# A Periodic Table of Emotional Motivation

<table>
<thead>
<tr>
<th>WHERE I’M LOOKING FOR CHANGE</th>
<th>My SELF-IMAGE</th>
<th>My WORK/PLAY</th>
<th>My SOCIAL LIFE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Safe, Confident</td>
<td>Freedom, Power</td>
<td>Accepted, Belonging</td>
</tr>
<tr>
<td>SECURITY</td>
<td>Insecure, Afraid</td>
<td>Trapped, Frustrated</td>
<td>Isolated, Lonely</td>
</tr>
<tr>
<td></td>
<td>Unique, Interesting</td>
<td>Involved, Absorbed</td>
<td>Sharing, Caring</td>
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<tr>
<td></td>
<td>Talented, Exceptional</td>
<td>Victorious, Productive</td>
<td>Proud, Respected</td>
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<tr>
<td>Mastery</td>
<td>Incompetent</td>
<td>Defeated, Pointless</td>
<td>Ashamed, Disrespected</td>
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</tbody>
</table>

**WHAT KIND OF CHANGE**

- Security
- Identity
- Mastery

**EXPECTATIONS**

- Safe, Confident
- Insecure, Afraid
- Unique, Interesting
- Ordinary, Boring
- Talented, Exceptional
- Incompetent

**OUTCOMES**

- Freedom, Power
- Trapped, Frustrated
- Involved, Absorbed
- Passive, Indifferent
- Victorious, Productive
- Defeated, Pointless

**EXPERIENCES**

- Accepted, Belonging
- Isolated, Lonely
- Sharing, Caring
- Selfish, Unloved
- Proud, Respected
- Ashamed, Disrespected
A Comprehensive Model of Experiential Emotions
Globally Validated Emotional Images
Case Studies
A mid-size hotel chain was interested in understanding the emotional experience of guests staying at their properties.

An in-person survey was completed among people who were staying at the hotel (non-business trip for at least two nights).

"Staying at Hotel Y in [LOCATION] makes me feel…"
"Staying at Hotel Y in [LOCATION] makes me feel…"
How Do Hotel Y Guests Feel About Staying There?

- **INTIMACY (FAMILIAL)**
- **ADVENTURE**
- **INDULGENCE**

Index of 85

Index of 107

Index of 133
Indulgence
Intimacy - Family
Adventure
The Hotel Y Guest Experience

INTIMACY (FAMILIAL)

INDULGENCE

ADVENTURE
SO WHAT?

Experiential Discovery identified the emotions at play when visiting Hotel Y, providing an emotional blueprint to develop brand positioning and communications.
A health and beauty manufacturer wanted to uncover the emotional experience of their shampoo scents.

In-person surveys were conducted among female shampoo users, who were provided fragrance samples to smell while completing the survey.

"Using a shampoo with this fragrance makes me feel.."
Rejuvenation

141
82
112

Fragrance C  Fragrance G  Fragrance T

[Images of people in water, cucumbers on their faces]
Intimacy (Sensuality)
Serenity

![Bar chart showing fragrance comparison with 98 for Fragrance C, 89 for Fragrance G, and 126 for Fragrance T.]

![Wheel diagram with various colors and categories.]

![Images of people meditating, relaxing by the beach, and enjoying the outdoors.]
Wonder

![Bar Chart]

- Fragrance C: 100
- Fragrance G: 75
- Fragrance T: 119

![Wheel Diagram]

![Images of nature]
Top Experiences for Each Fragrance

- **Rejuvenation**: Intimacy - Sensual
  - Fragrance C

- **Serenity**: Wonder
  - Fragrance G

- **Wonder**: Fragrance T
Identifying experiential fragrance profiles of the fragrances enabled client to begin building a library of fragrance emotions to be leveraged in future product development efforts.
SYSTEM 1 TECHNIQUES AND APPLICATIONS

1. STRATEGY
   - MindSight
   - Facial
   - Implicit

2. CONCEPT TESTING
   - MindSight
   - Facial
   - Eye
   - Tracking

3. BRAND EQUITY
   - MindSight
   - Facial
   - Implicit

4. CREATIVE EVALUATION
   - MindSight
   - Facial
   - GSR / EEG
   - Eye Tracking

5. CUSTOMER EXPERIENCE
   - MindSight
   - Facial
   - GSR / EEG
   - Eye Tracking
Mindsight® Across The Product Lifecycle

**Explore reasons for category involvement & needs to be fulfilled**

**Assess & strengthen the emotional connection to your brand**

**Understand segment emotional motivation**

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**CATEGORY EXPLORATION**

**BRAND AFFINITY & EMOTIONAL BRAND ESSENCE**

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**SEGMENTATION**

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**EXPLORATION**

**CUSTOMER EXPERIENCE**

Uncover the emotional aspirations and frustrations in the journey

**CONCEPT/AD TESTING**

Pinpoint optimal communication elements to align with the brand

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**IMPLEMENTATION**

**POSITIONING**

Communicate compelling emotional promise

**MESSAGING**

Create emotionally impactful & persuasive brand positioning
MindSight® Benefits

- **WORKS WITH**
  - MOBILE “In the Moment”
  - GLOBAL REACH

- **FAST**
  - Less than 10 minutes to run

- **AFFORDABLE**
  - Does NOT cost more than projects without MindSight®

- **EASY**
  - No specialized recruiting or hardware
Try It Out...

SPEAK TO THE EMOTIONAL BRAIN

MindSight® Experiential Discovery tells us what people are feeling in-the-moment of an experience.

How do consumers feel while using a product or brand? What motivates their decision making on the path to purchase?

TRY IT!

Use any mobile device to start the demo:
HTTP://TINYURL.COM/IIEX16ED

IleX Session:

See why brands such as Glade, Avon and Lowe’s use MindSight® to understand the emotions driving their consumers’ behavior:

June 13, 4:00PM with Seth DeAvila:
The Power of Now — Targeting Emotions to Improve the User Experience

TINYURL.COM/IIEX16ED
Thank you.

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