Emotions are critical to effective marketing

Every decision made is based on rational and emotional drivers.

The most successful products in the marketplace have rational and emotional appeal.

**feelings**
- “This feels exciting”
- “I want to try it”

**thoughts**
- “This makes sense”
- “I think I’ll try it”
Barriers to emotional insight

Asking consumers to talk about their emotions just won’t get the job done. Two major barriers to insight create a need to “get deeper” than respondent self reports.

**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
• A unique technology for understanding unconscious emotions
• Isobar’s MindSight® technique represents a substantial advance in emotional measurement
The MindSight® Solution

100 YEARS OF PSYCHOLOGY

Maslow
Hierarchy of Needs, 1943

Erikson
Theory of Psychosocial Development, 1963

James-Lange Theory
1884/1885

Allport
Trait/ Dispositional Theory, 1937

McClelland
Need Achievement Theory, 1960s

Bowlby
Attachment Theory, 1988

“Toward a Unified Model of Human Motivation”
Published - June 2011
DAVID FORBES, PhD
Founder, Forbes Consulting Group

“The Science of Why”
Published - June 2015
DAVID FORBES, PhD
Founder, Forbes Consulting Group
The images are curated to measure nine motivations:

### The MindSight® Motivational Model

<table>
<thead>
<tr>
<th>WHAT KIND OF CHANGE</th>
<th>WHERE I’M LOOKING FOR CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>My SELF-IMAGE</td>
</tr>
<tr>
<td></td>
<td>My WORK/PLAY</td>
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<tr>
<td></td>
<td>My SOCIAL LIFE</td>
</tr>
<tr>
<td>SECURITY</td>
<td>Safe, Confident</td>
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<tr>
<td></td>
<td>Insecure, Afraid</td>
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<tr>
<td>IDENTITY</td>
<td>Unique, Interesting</td>
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<tr>
<td></td>
<td>Ordinary, Boring</td>
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<tr>
<td>MASTERY</td>
<td>Talented, Exceptional</td>
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<tr>
<td></td>
<td>Incompetent</td>
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<tr>
<td>EMPOWERMENT</td>
<td>Freedom, Power</td>
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<tr>
<td></td>
<td>Trapped, Frustrated</td>
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<tr>
<td>ENGAGEMENT</td>
<td>Involved, Absorbed</td>
</tr>
<tr>
<td></td>
<td>Passive, Indifferent</td>
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<tr>
<td>ACHIEVEMENT</td>
<td>Victorious, Productive</td>
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<tr>
<td></td>
<td>Defeated, Pointless</td>
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<tr>
<td>BELONGING</td>
<td>Accepted, Belonging</td>
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<tr>
<td></td>
<td>Isolated, Lonely</td>
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<tr>
<td>NURTUREANCE</td>
<td>Sharing, Caring</td>
</tr>
<tr>
<td></td>
<td>Selfish, Unloved</td>
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<tr>
<td>ESTEEM</td>
<td>Proud, Respected</td>
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<tr>
<td></td>
<td>Ashamed, Disrespected</td>
</tr>
</tbody>
</table>

The Emotional Discovery Window

MindSight® takes advantage of “rapid response” image selection and creates direct access to emotional experience, before editing by rational thought.

“...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
Respondents engage with the MindSight® exercise as a “sentence completion” task.

"I would be excited to try this new product because it might make me feel more ________"
MindSight® in Action

Each response is coded into the MindSight Emotional Profile…

The positive expectations associated with trying a new product

“I would be excited to try this new product because it might make me feel more _______.”
We also assess the negative expectations that can be associated with a new product. After all the images are collected, we will back and collect words that the respondents associate most with the images for added interpretation.
MindSight® is Used in a Variety of Research Products

- CATEGORY EXPLORATION/ UNMET NEEDS
- PACKAGE & PRODUCT TESTING
- BRAND ASSESSMENT
- AD TESTING
- WEBSITE TESTING
MindSight® Benefits

- works with qual & quant
- mobile “in the moment” testing
- global reach
- fast – less than 10 minutes to run
- affordable
- easy – no specialized recruiting or hardware
10 concepts tested that previously launched in market and classified as “superior”, “inferior”, or “average” performance.

Rational + MindSight: 70%
MindSight only: 60%
Rational items only: 30%

MindSight® is able to double the accuracy of the Rational Assessment alone.

*We ran a series of stepwise discriminant function models using different sets of independent variables to predict sales tier.

Integrated results of rational and emotional results were the best metrics of predicting marketplace success.

Linear Regression Model Using Both MindSight And Rational Measures In Predicting Sales Tier.

R² = 0.7768

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MindSight®
Motivational Ad-Copy Testing

Lowe’s had rolled out their “Back to Blue” campaign which featured a significant amount of blue imagery, and “sameness” (i.e. 7 mailboxes going in at the same time, same style). MindSight® uncovered a large negative identity spike, which indicated that consumers felt the video took away their “self-expression.”

Of four vendors assigned to assess the campaigns, only MindSight® was able to pick up the negative associations of the “too much” blue and a feeling of sameness. Based on this, the “Back to Blue” campaign was halted.