MindSight®

EXPERIENTIAL DISCOVERY™

How Do Consumers Experience Your Brand?



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MindSight® Experiential Discovery reveals the emotional currents of everyday life experiences – so that you can listen to the preconscious emotions of your consumers as if you knew them personally

MindSight® Experiential Discovery acts like a statistically validated mood board that accesses authentic emotions. The technique uncovers exactly how consumers want to feel when they use your product, and how they want to feel after they're done. Discovering the unique themes of an emotional experience "in the moment" lets you craft consumer communication with an emotional impact you can't get any other way. MindSight® Experiential Discovery also uncovers elements of your brand experience that shape your brand identity and informs new product development and design.

Critical questions MindSight® Experiential Discovery can answer include:

- How does my consumer feel while using my product/brand – *What is the full emotional experience of a "Red Bull" moment? How does it differ for Millennials vs. Gen X?*
- What are the feelings customers want to experience that represent emotional benefit opportunities – *How do consumers want to feel when using your product?*
- What are the specific emotions that make up the experience of product satisfaction – *How does "ultimate driving experience" of a BMW actually feel?*