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"

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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
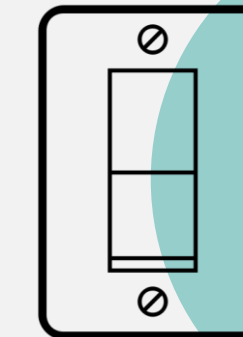
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MindSight®

- A unique technology for understanding unconscious emotions
- Isobar's MindSight® technique represents a substantial advance in emotional measurement

patented access to the emotional brain

very practical to administer

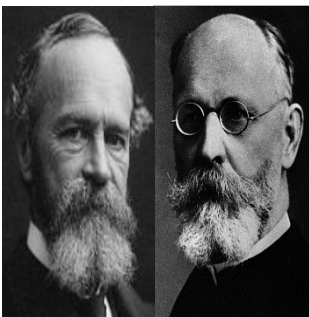**extremely actionable results**
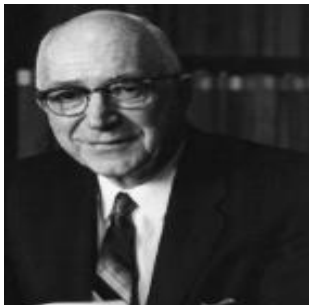
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The MindSight® Solution

Maslow
Hierarchy of Needs, 1943

Erikson
Theory of Psychosocial Development, 1963

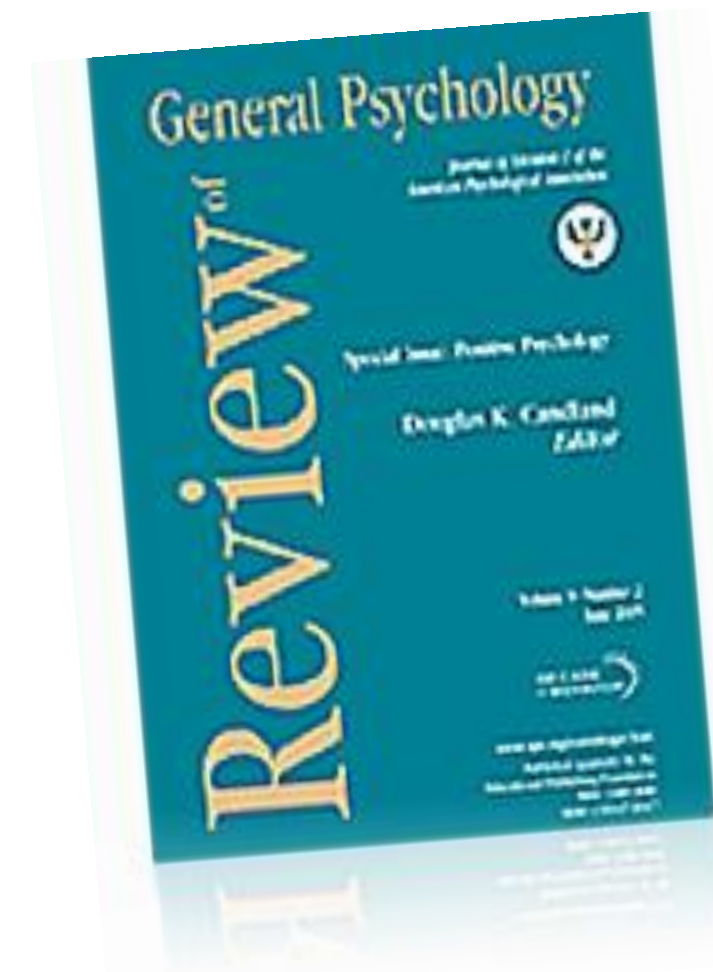**James-Lange Theory**
1884/1885

Allport
Trait/ Dispositional Theory, 1937
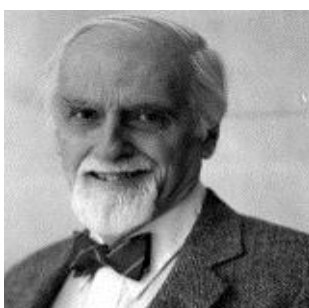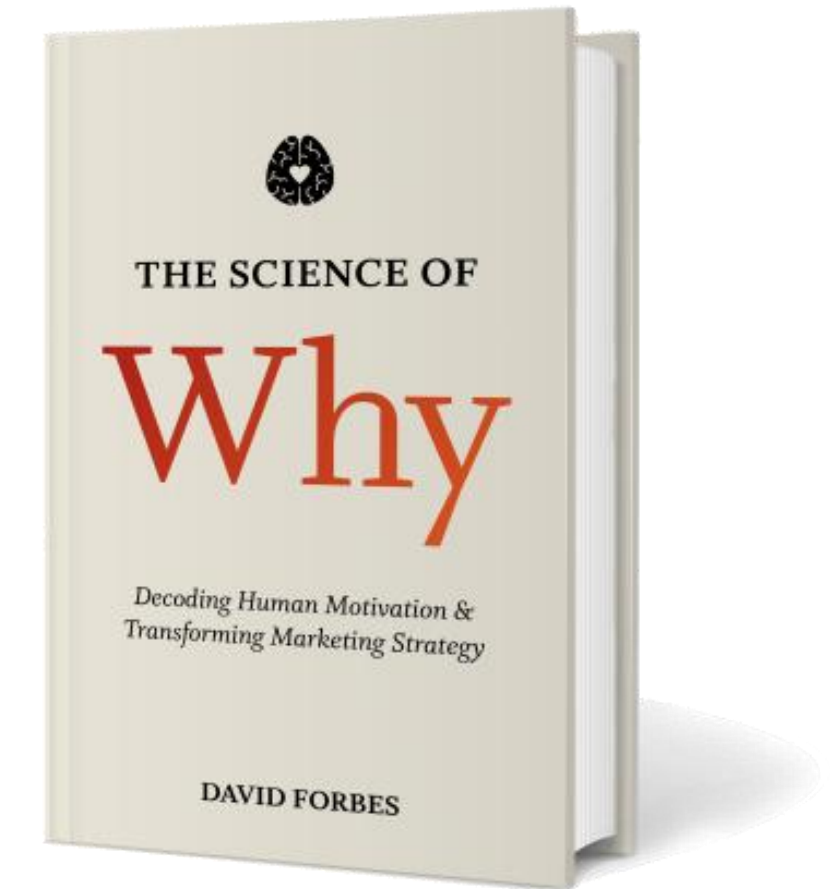
McClelland
Need Achievement Theory, 1960s

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

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The MindSight® Motivational Model

MindSight
MOTIVATIONAL PROFILING

The images are curated to measure nine motivations

Mindsight® Image Library

WHERE I'M LOOKING FOR CHANGE

WHAT KIND OF CHANGE

	My SELF-IMAGE	My WORK/PLAY	My SOCIAL LIFE
EXPECTATIONS	Safe, Confident · **SECURITY** · Insecure, Afraid	Freedom, Power · **EMPOWERMENT** · Trapped, Frustrated	Accepted, Belonging · **BELONGING** · Isolated, Lonely
EXPERIENCES	Unique, Interesting · **IDENTITY** · Ordinary, Boring	Involved, Absorbed · **ENGAGEMENT** · Passive, Indifferent	Sharing, Caring · **NURTURANCE** · Selfish, Unloved
OUTCOMES	Talented, Exceptional · **MASTERY** · Incompetent	Victorious, Productive · **ACHIEVEMENT** · Defeated, Pointless	Proud, Respected · **ESTEEM** · Ashamed, Disrespected

[1] See D Forbes, "Toward a Unified Model of Human Motivation, Review of General Psychology" June 2011.

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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 EMOTIONAL DISCOVERY WINDOW

200 MILLISECONDS   200-800 MILLISECONDS   > 800 MILLISECONDS

RECOGNITION .... EMOTIONAL REACTION .... INTELLECTUAL REFLECTION

"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*

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MindSight® in Action

Respondents engage with the MindSight® exercise as a "sentence completion" task

Psychological priming sentence

"I would be excited to try this new product because it might make me feel more_____"

Touch to Select Image

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MindSight® in Action

Each response is coded into the MindSight Emotional Profile…

The positive expectations associated with trying a new product

MindSight® Positive Expectations

Security *Identity* *Mastery* *Empowerment* *Engagement* *Achievement* *Belonging* *Nurturance* *Esteem*

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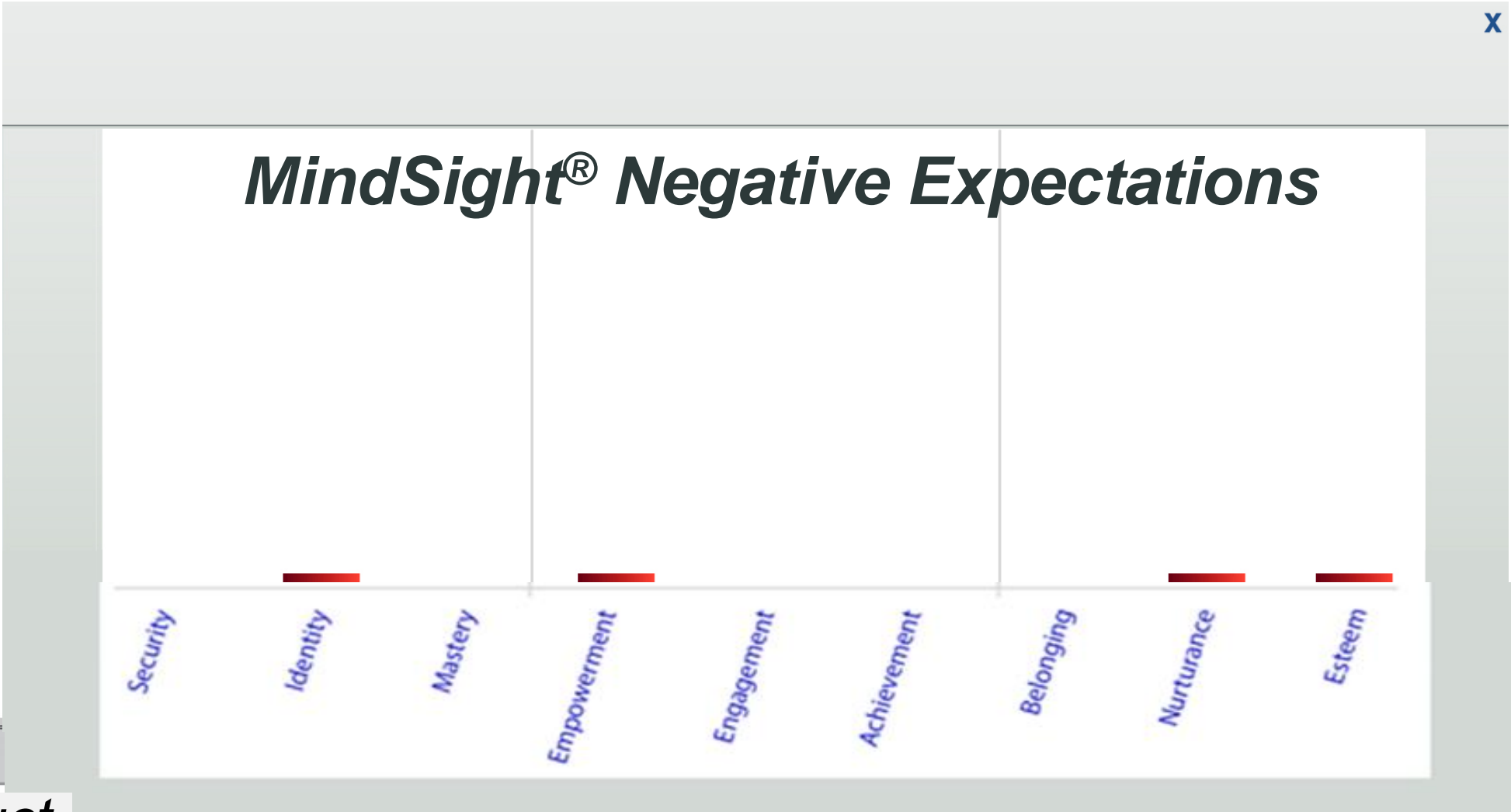
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MindSight®
in Action

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

x

MindSight® Negative Expectations

Security　Identity　Mastery　Empowerment　Engagement　Achievement　Belonging　Nurturance　Esteem

"I might be hesitant to try this new product because it might make me feel a little bit _____"

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MindSight® is Used in a Variety of Research Products

**CATEGORY
EXPLORATION/
UNMET NEEDS**

**PACKAGE &
PRODUCT
TESTING**

**BRAND
ASSESSMENT**

**AD
TESTING**

**WEBSITE
TESTING**

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MindSight® Benefits

works with
qual &
quant

mobile
"in the moment" testing

global
reach

fast –
less than 10 minutes to run

affordable
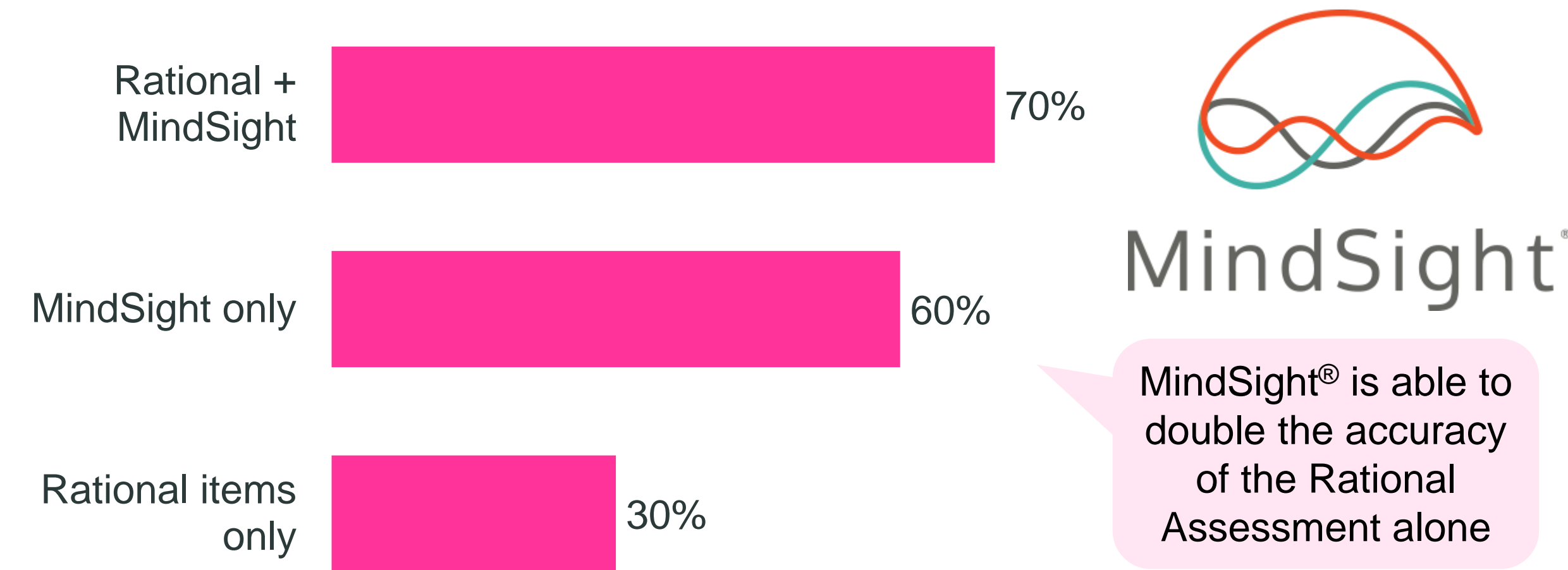
easy –
no specialized recruiting or hardware

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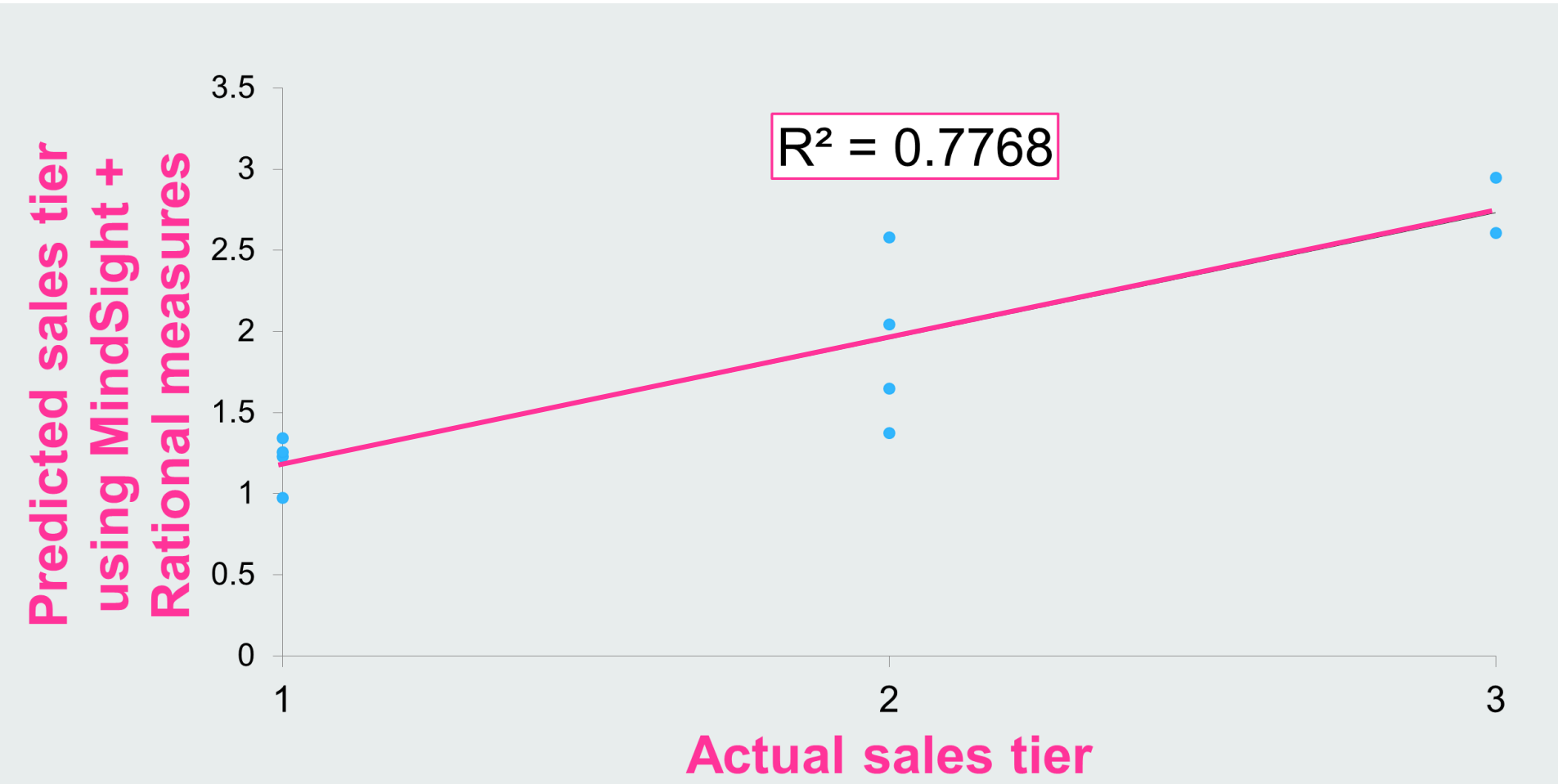# MindSight® Motivational Ad-Copy Testing – End Result

AVON

10 concepts tested that previously launched in market and classified as "superior", "inferior", or "average" performance.

Ability To Accurately Predict In-Market Success

Rational + MindSight — 70%

MindSight only — 60%

Rational items only — 30%

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

MindSight

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

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

$R^2 = 0.7768$

Predicted sales tier using MindSight + Rational measures (y-axis: 0, 0.5, 1, 1.5, 2, 2.5, 3, 3.5)

Actual sales tier (x-axis: 1, 2, 3)

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

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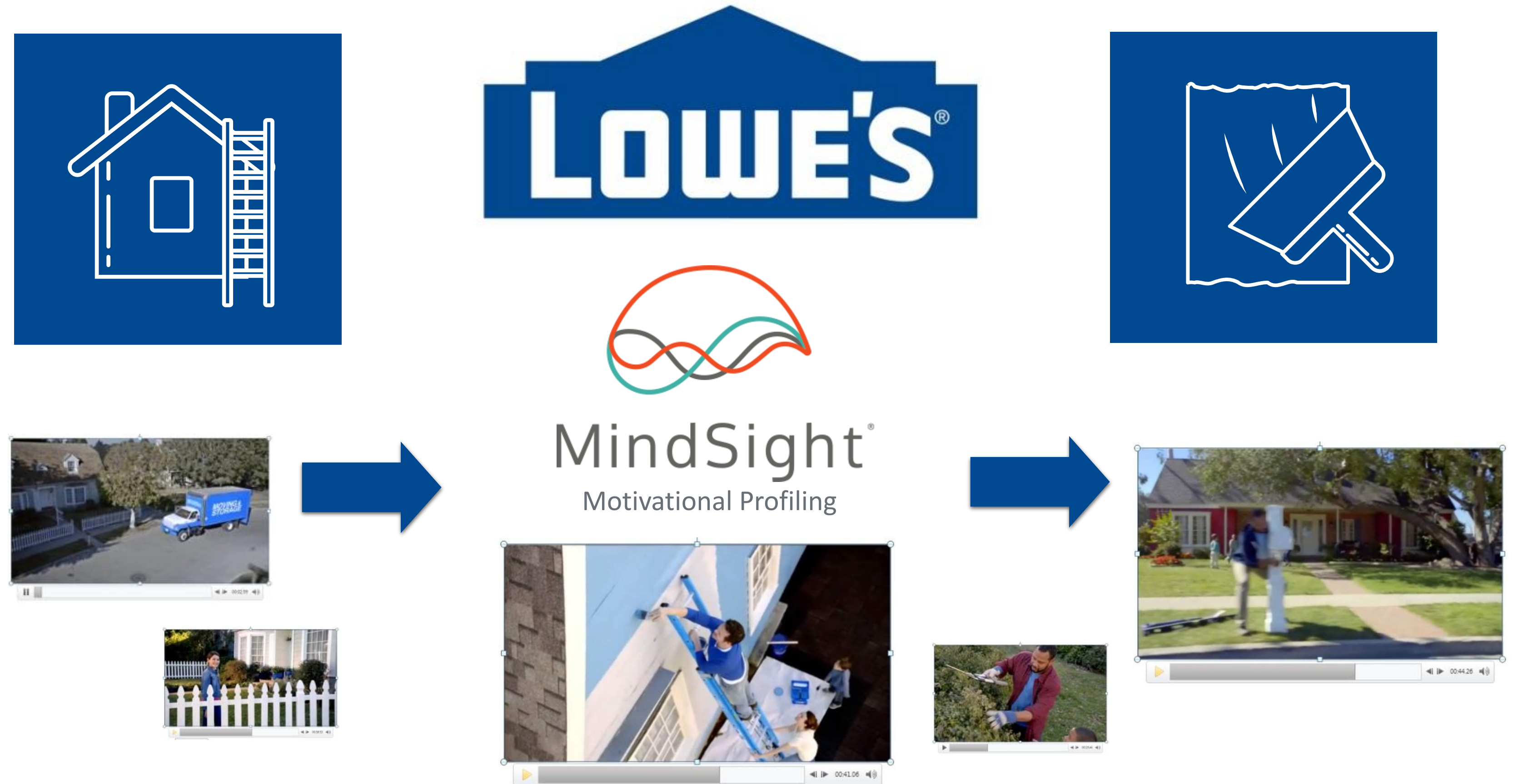
Of four vendors assigned to assess the campaigns, only **MindSight**® was able to pick up the negative associations of the "too much" blue and a feeling of sameness. Based on this, the **"Back to Blue"** campaign was halted.

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