MindSight®

MOTIVATIONAL PROFILING

Can You Afford Not to Understand the Emotions that Motivate Your Consumer?



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MindSight® Motivational Profiling Uncovers the Specific Subconscious Emotions Driving Consumer Behavior

Need to get deeper into emotions of your consumers – to really understand what drives their decisions?

Exploratory Qualitative Research

Need to create more compelling messages to motivate consumers to act?

Positioning and Message Testing

Need to assess both the rational and emotional reactions to concepts?

Concept Testing

Need to uncover if your ad is truly emotionally motivating?

Ad Impact Testing

Need to better understand what your customers truly feel and what drives action?

Enhanced Consumer Segmentation

Need to determine how your brand and competitive brands are perceived functionally and emotionally, and how that fits within the changing marketplace?

Brand Assessment and Tracking

Need to establish differences and similarities in the emotional connection to your brand across countries?

Global Quantitative Studies

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