

Solutions

Building Strong Brand

EMOTIONAL PROMISE

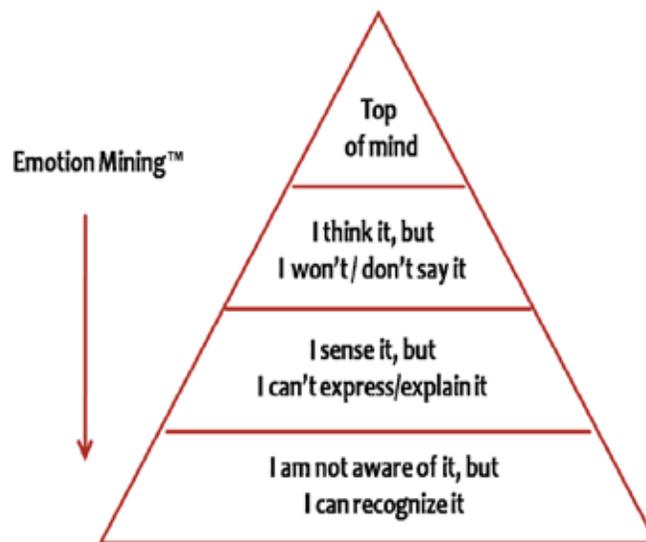
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Strong brands have strong emotional connections with their consumers.

Strong brands have strong emotional connections with consumers. This is a fundamental truth that has been demonstrated by great brands such as Apple®, Lexus, and Starbucks. Because of their intense emotional connections with consumers, strong brands are rewarded with higher share, greater margin, and increased loyalty.

The process to build a strong emotional connection between a brand and its consumers starts with identifying and understanding the current emotional essence of a brand. Every brand evokes a complex emotional response that is largely a consequence of consumers' usage experience and the brand's historic marketing actions. A typical brand will evoke a broad set of emotions with medium to low intensities. Some evoke a mix of pleasant and unpleasant emotions. Strong brands, however, tend to evoke high intensities for a focused set of pleasant emotions. These emotions differ from category to category and, within each category, from brand to brand. Once the high-intensity pleasant emotions are identified, successful brand-building mandates relentlessly associating these emotions with the brand through usage experience and advertising.

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However, the identification of the high-potential pleasant emotions may be a difficult task to complete. Some emotions are ones which consumers of a brand are conscious of and can verbalize in a standard survey. As shown above, however, other emotions which are often the higher-potential emotions may only surface subconsciously. They can only be sensed or recognized but not verbalized through conventional survey methods.

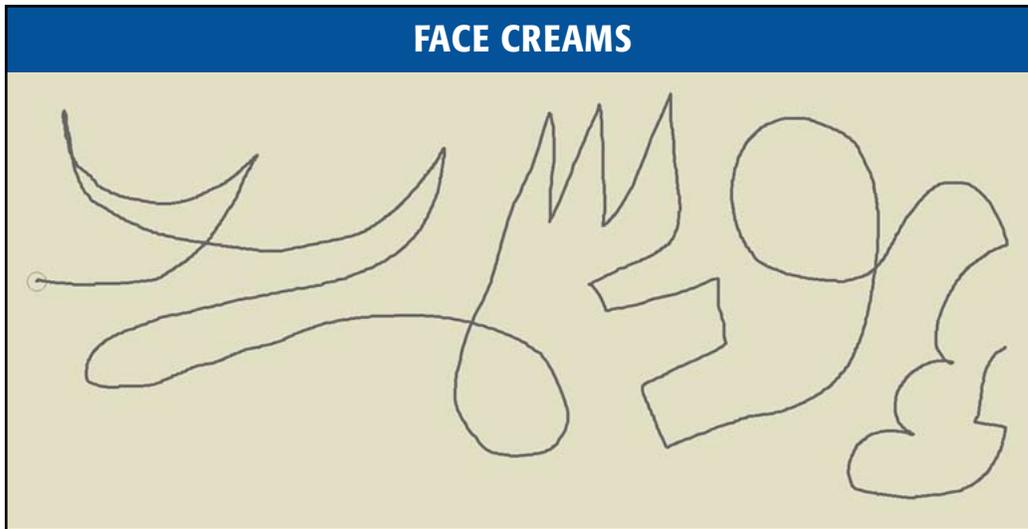
INTRODUCING EMOTION MINING

Emotion Mining is an advanced research methodology that cuts through cognitive filters to clearly illuminate consumers’ conscious and subconscious emotions. It enables the marketer to identify and understand the underlying high-potential pleasant emotions that people verbalize as well as those they can only sense or recognize. It is based on proven methods of projection and free association, which are broadly used in psychiatry, psychology, and behavioral health care.

How Emotion Mining Works:

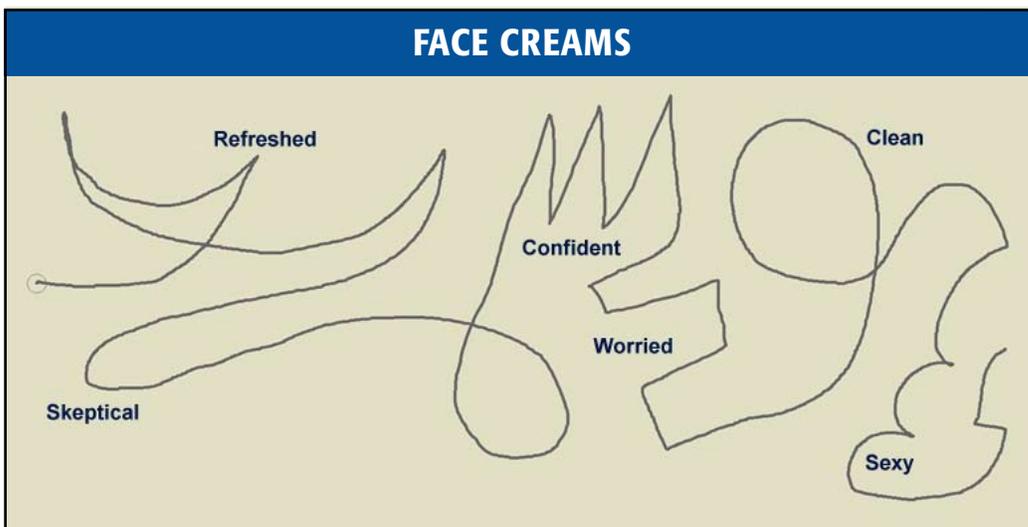
Emotion Mining engages respondents through a proprietary online application to collect input data. The core elements of Emotion Mining involve three sets of respondent tasks. Here is an example involving the Face Cream category.

- First, respondents are asked to simply draw a line representing how the stimulus (study topic) makes them feel. The example below illustrates one individual’s reaction to the category of Face Creams.



Retrace the line with your eye until you recognize a feeling associated with a particular part of the line. Click near the line and type the feeling or emotion word.

Emotion Mining then leads respondents through several free association tasks to gather six to eight emotion words, their intensity levels, and short verbatims for each. Like creating and explaining one’s own Rorschach inkblot test, Emotion Mining’s open self-expression method uncovers inner truths that respondents are normally unwilling or unable to communicate.



Repeat the process at different points along the line to enter a total of six to eight emotion words that express your whole response to how FACE CREAM makes you feel.

- ▶ **The third set of tasks allows Emotion Mining to collect baseline intensities from respondents to adjust for their personal predispositions. This provides a ‘clarified intensity’ that is free of respondents’ individual biases and illuminates the true effect of the stimulus. Once all the respondent inputs are collected, Emotion Mining’s advanced algorithm maps respondents’ inputs to a framework of 32 emotion channels for analysis. For each emotion, Emotion Mining derives an intensity level that represents how strongly the emotion was evoked by the stimulus.**

The 32 emotion channels necessary to differentiate brands, topics, segments, issues and communications are:

Pleasant		Unpleasant	
Security	Trust	Insecurity	Hesitation
Contentment	Attraction	Discontentment	Fear
Worth	Admiration	Disrepute	Dismay
Serenity	Amazement	Discomfort	Dread
Energy	Interest	Fatigue	Disinterest
Confidence	Acceptance	Depression	Rejection
Pride	Kindness	Shame	Anger
Joy	Loyalty	Sorrow	Contempt

In addition to analytical, quantitative insights, Emotion Mining delivers rich language and imageries that enable marketers and advertising professionals to effectively communicate emotional promises. These words and mental imageries that consumers associate with specific emotions are powerful elements through which brands can build compelling associations in their advertising executions.

CASE EXAMPLE: FACE CREAMS - MINING EMOTIONS

A major facial cream brand was studied to enable the client to clearly articulate its current brand emotional essence and to formulate a strategy for strengthening its emotional connections with consumers. Emotion Mining fielded two study topics:

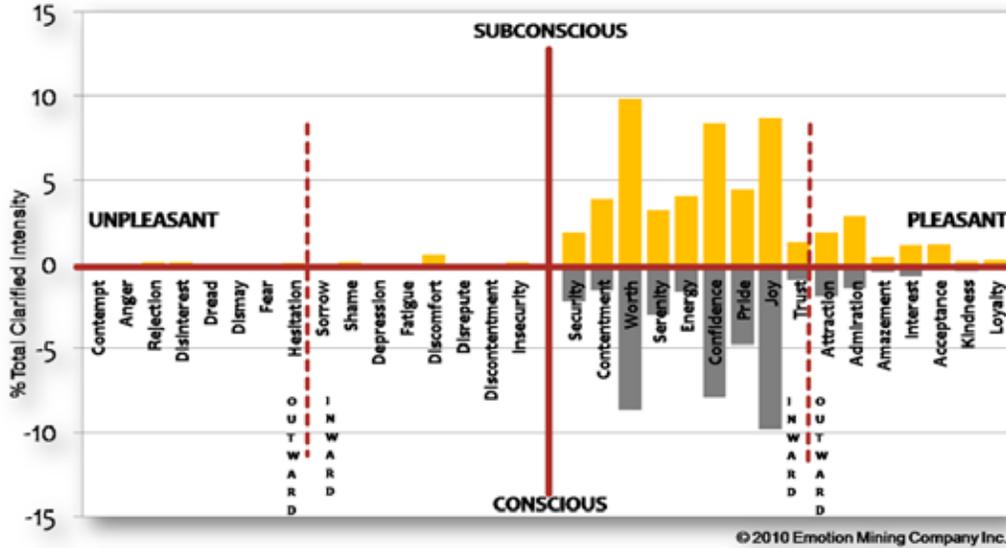
- ▶ **How does HAVING A GREAT FACIAL COMPLEXION make you feel?** This topic illuminated consumers’ emotional aspirations and served to establish the goal for the brand.
- ▶ **How does BRAND A make you feel?** This topic provided a clear understanding of the brand’s current emotional essence and identified the specific emotions on which to focus.

Having a great facial complexion evoked strong feelings of self-worth, confidence and joy within consumers. Self-worth was expressed as feeling younger and more physically attractive. Joy was expressed as a tempered internal sense of happiness.

Examples of respondents’ words and imageries included:

- “I feel attractive – eye catching and appealing”
- “Feel like I can do anything”
- “Smile, lovely, contented glow”

ASPIRATION: How does HAVING A GREAT FACIAL COMPLEXION make you feel?



BRAND ESSENCE: How does BRAND A make you feel?

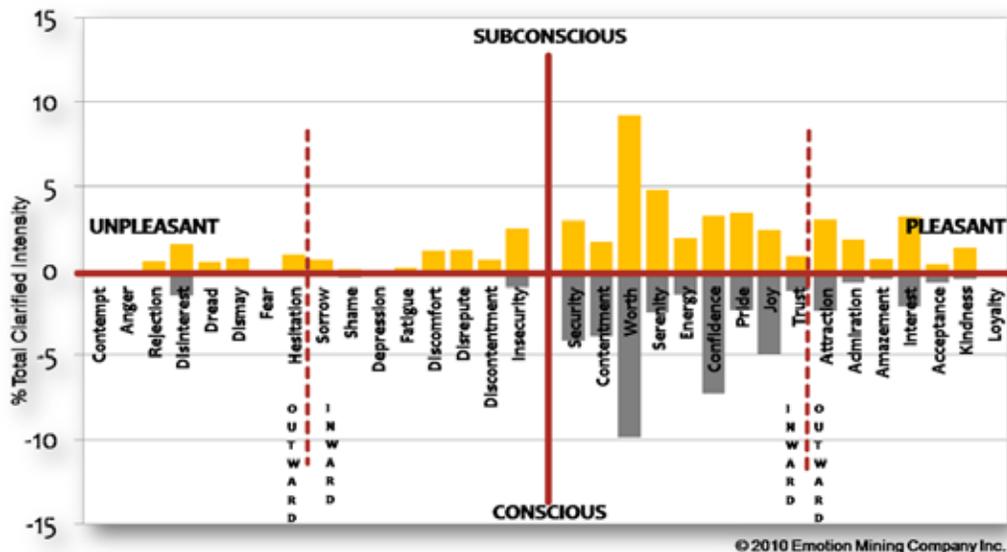
Brand A evoked strong senses of self-worth, confidence and serenity. However, compared to the ‘aspiration’ of having a great facial complexion, the brand evoked lower intensities of confidence and joy. These two emotions represented high-potential opportunities for strengthening the brand.

With this information, Emotion Mining provided the following strategic recommendation.

- ▶ Brand A should build a stronger brand by promising more confidence and joy in its advertising.
- ▶ Brand A should consider the specific promise of serenity as a competitive differentiator. Here are some examples of how consumers express serenity using their words and imageries:

“Makes me feel relaxed, happy, at peace”

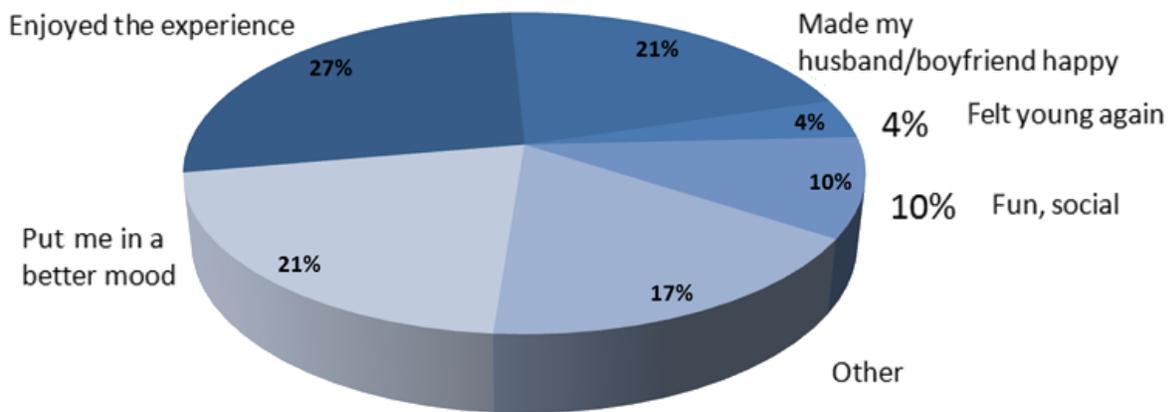
“Comfortable, no worries”



Once the critical emotions are identified, Emotion Mining proceeds to explain the best ways to express them by providing rich imagery and language for creative development. For example, we all have a predisposed idea of what the word “happy” means to us. Emotion Mining lets us look at what “happy” means in the facial complexion case that was analyzed. It was found that there are three main drivers for the feeling “happy”

- ▶ **Hedonic experience** – “I look great, young”
- ▶ **Mood change** – “Now I am happy”
- ▶ **Empathy with mate’s happiness** – “Happy because my husband/boyfriend is happy.”

Key Verbatim Themes - Happy



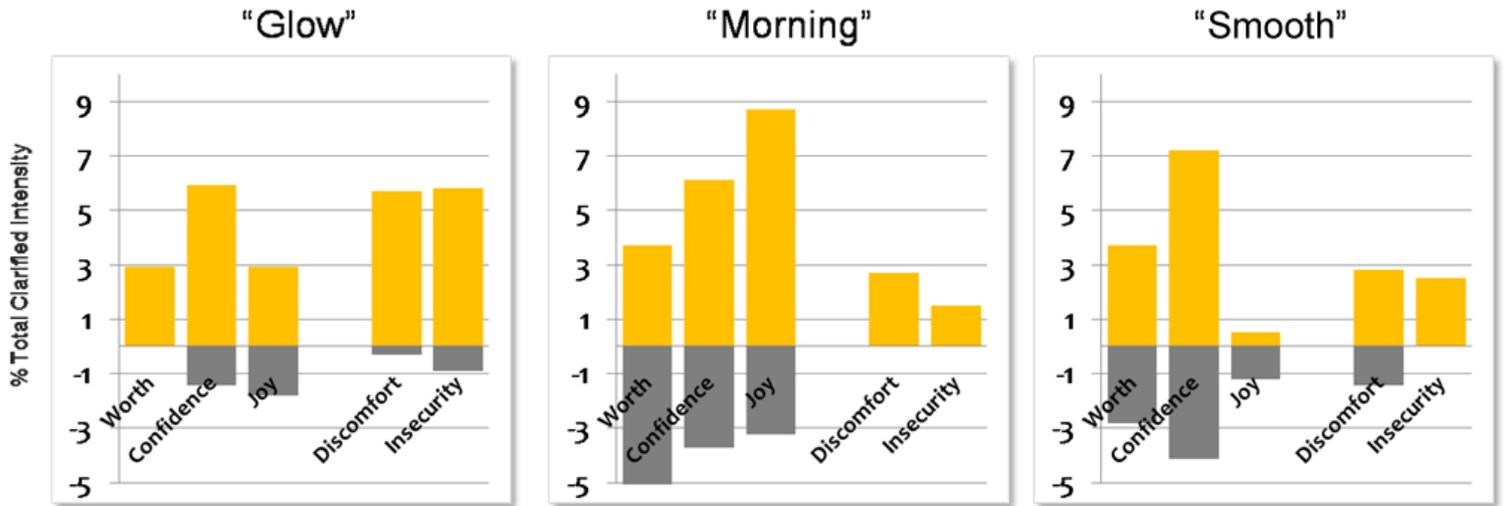
CASE EXAMPLE: FACE CREAMS - OPTIMIZING ADVERTISING COPY

Emotion Mining also enables marketers to test advertising executions to ensure that they are effectively communicating the brand’s emotional promise. In a follow up to the strategic study above, Emotion Mining was used to test three campaigns in the form of storyboards: “Glow”, “Morning” and “Smooth”. These campaigns were developed to evoke the feelings of worth, confidence, joy, and to strengthen the association of these emotions with Brand A. Study results determined the “Morning” campaign was significantly more effective with respect to best conveying the desired emotional promises. In addition, “Morning” generated significantly less of the unpleasant emotions of discomfort and insecurity that were found with the other storyboard campaigns.

RESULTS:

The “Morning” execution replaced the prior copy with the following results:

- ▶ **16% increase in brand awareness**
- ▶ **11% increase in the target consumers liking the brand**
- ▶ **Significant growth in sales and market share**



SUMMARY

High-potential emotion promises identified through Emotion Mining have consistently proven to be strong drivers of consumer attention and purchase behavior. Advertising executions that promise consumers’ motivating emotions have resulted in strikingly higher persuasion, relevance, and appeal scores in copy testing. In addition, ad campaigns and marketing programs that accentuate the brand emotional essences identified through Emotion Mining have driven significant volume and share gain in spans of as short as three months.

Building a brand that evokes strong emotions among consumers delivers major business rewards. While the brand-building process is conceptually simple, gaining understanding of consumers’ emotions requires careful research and effective research tools. Emotion Mining is a powerful methodology for uncovering unbiased conscious and subconscious emotions that motivate consumers. It is an ideal tool for clearly understanding the emotional essence of a brand and enabling an effective advertising strategy to build a strong emotional bond with consumers.

So, if you want to make a real emotional connection with your customers and prospects to drive up sales and profits, call Savitz Research Solutions 972-386-4050 ext 258.

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