

# Time to get emotional!

What makes a product or service great? Is it the product itself, the packaging, the advertising, the price? Get all these right and chances are you've got a good proposition. But to make something **really special** you need more - an **emotional connection** between consumers and the brand.

**Until now research has struggled to accurately and consistently measure emotional feelings towards a product or brand.** Sure, we can get a feel for things with qualitative techniques, but if you want the ability to use this information in a more robust and targeted way we need to go further and find a **quantitative method** of assessing emotions.

And that's precisely why we've worked so hard to develop the **Emotional Lexicon**, which allows us to go beyond basic liking measures, to understand how a product or communication interacts and influences a person. Powerful stuff in our quest to stop research leading to the demise of anything creative!



## What's this Lexicon thing then?

The Emotional Lexicon has been born out of solid experimental work, extensive validation, not to mention a fair bit of head scratching and the odd Eureka moment! We believe it represents the best quantitative way of accessing the full range of key human emotions, whilst being flexible enough to use across a wide range of applications.

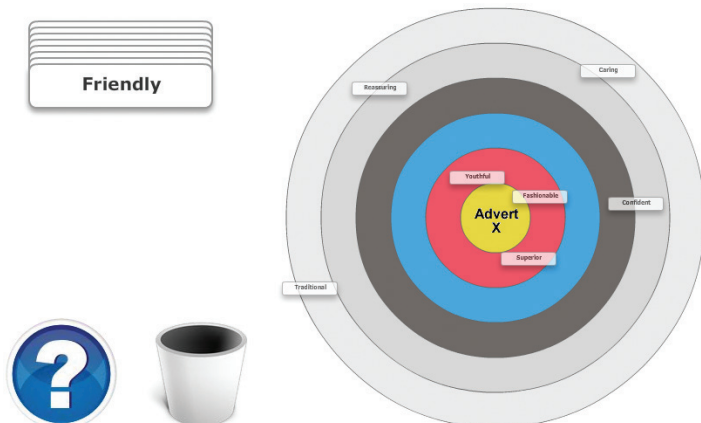
The Lexicon consists of emotional territories (things like 'humour', 'innocence' and 'masculinity' and the like), with the ability to drill down into more defined expressions (such as 'funny', 'naïve' and 'laddish' etc).

We've also researched and identified a range of images that consistently link to the top level emotions, making the process even more visual and engaging for respondents, whilst avoiding any translation concerns in non-English-speaking countries.



## How do we measure these elusive emotions?

The key to accessing emotions is not requiring people to think too much! We needed techniques that **avoid excessive rationalisation**, so we've developed two great ways of achieving this, both of which are engaging, simple for the respondent, quick to complete and visually appealing:



1. **Bull's-Eye**; emotions are dragged onto the target giving us comparative ratings and a ranking in a single exercise – clever stuff!
2. **Comparative Scaling**; respondents choose the emotions that are most and least relevant – it's a powerful technique that's ideally suited to this situation

And what's more, including the Emotional Lexicon doesn't require a radical restructuring of your existing research plans – nice!

## So what do we do with all this information?

We've used this approach in loads of different ways – it's an extremely powerful tool and incredibly flexible into the bargain! A couple of common applications being:

- Profiling a brand to generate its unique **emotional fingerprint**; this lets us understand in depth how it's viewed by consumers, where it's strong, where it's weaker and where it has potential to move to. We can compare this to competitor profiles to understand differentiation in more detail, and also segment consumers to learn which emotions are common to everyone, and which act as triggers to those more (or less) committed to the brand
- We can conduct emotional profiling after a respondent has been exposed to any kind of stimulus with the ability to change how they feel about a brand. For example; physical products, websites, adverts (TV, radio or print) comms material, packaging etc. By comparing **the emotional fingerprint pre and post exposure**, we understand how well things fit against a brand's pre-existing profile (in situations where you're looking to **reinforce the positioning**) or where they shift things to (in situations where you're looking to **change the emotional profile**).

In addition to the applications, within the MMR Group we have a dedicated division; **Brandphonics**. These branding experts take the linkage of emotions, functional performance, liking and sensory properties to a whole new level. Give us a shout if you want to hear more!

## What do we get from the process?

Outputs are simple and easy to interpret - nothing complicated, **just clear, usable profiles** – supported by our usual high level of interpretation and recommendation.

In addition to more tactical uses, when supported by our advanced segmentation techniques these emotional profiles can be hugely valuable in defining positioning strategies.

The approach can be used across loads of different areas, and works brilliantly for FMCG brands, healthcare brands, publications and charities – to name just a few.

So what's stopping you? Get emotional about research with Qubiq today.

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