

Case histories: maximizing emotion-based pathways towards brand choice

We've now completed well over 300 emotion branding projects over the past decade, by means of which we have been able to link a brand's emotional position to consumer brand choice, using supplemental perceptual mapping, key driver analysis and emotional need state segmentation - -and I wanted to share some generic case history findings and corollaries with you, hopefully in the event that you are currently or soon to be conducting emotion research projects which integrate emotion with other traditionally tangible, rational variables in your strategic tool-kits:

- In virtually all cases, (this may sound like a no-brainer) we've found that positive emotional feelings and perceptions relative to the brand in question are likelier than negative ones to drive positive purchase interest and positive overall liking of that brand.
- We've been able to develop segmentation models for several product and service categories that were emotion-based, and, we are consistently finding that customer segments containing positive emotions as part of their DNA segment profile are more strongly propensed than negative DNA segments to brands in general, and are likelier to be high indexed segments in terms of disproportionately high volume spending and consumption relative to other segments.
- Each brand and each segment tends to have its own unique emotion profile (DNA). Brands also tend to convey distinct emotional DNA profiles as do consumer segments.
- After every usage experience, a particular Brand DNA is conveyed. To the extent that that resultant brand DNA is congruent with the user's expectations and needs, there will be repeated usage and, eventually, loyalty and potential advocacy—to the extent that repeated brand usage consistently delivers the expected and required 'goods'.
- We have also found that when we combine key product attributes with emotions, we derive an even more potent set of brand and segment DNA profiles which become true beacons for optimizing brand positioning and selling efforts.

So, with these corollaries in mind, we strongly urge that you consider the addition of emotion to your research program, especially for segmentation, tracking, concept testing, basic market studies - and utilize your qualitative studies to address Emotional DNA in order to begin to understand how your brands are perceived and what your core users' experiences are all about in terms of emotion and sensation.

Feel free to contact me for a no-obligation consultation should you be interested in building in emotion for your next projects.