Reason why

Brands and products affect emotions. The unconscious perception determines a great part of our consumption preferences and decisions. Hence communication as well as product development have to take into account the HCPs unconscious, emotional perception. In empirical psychology for many years proven and validated instruments have been developed for measuring unconscious perceptions. Based on these sources, Interrogare has developed a market research instrument measuring emotional brand perception. The approach utilizes an imagery scale together with a reaction time measurement (Implicit Association Test).

This is how it works

Respondents have to indicate – by clicking on the “does fit” or “does not fit” key – whether they associate an image of the validated imagery with the shown brand or product or not. Respondents are asked to do that very quickly, image by image, in order to measure the implicit establishment of an association; a full run through all images does not take longer than a minute.

- The technique used has a long track record of scientific and practical implementations, e.g. in marketing and social psychological research. It records subconscious, cognitively non-reflected associations and emotions.
- There is no distortion of results due to influences such as social desirability.
- The way of answering is simple, fast and intuitive.
- The quality of results is ensured by a training module connected ahead, the rescaling of individual reaction speed, an elimination of outliers and a full randomization and avoidance of sequential effects.

Background

With the Emotional Branding Monitor (EBM) Interrogare has developed an innovative tool that captures the implicit emotional impact of brands by drawing on neuroscientific findings, i.e. even highly complex emotions arise from the interplay of seven independently operating basal emotion systems (see figure below) as well as associated cognitions. These form the basis of human thoughts and actions. Brand knowledge is also unconsciously created by emotional activation, i.e. without cognitive intent the brand is stored in our memory as a neural network and this has a lasting influence on how the brand is perceived. The EBM identifies the emotional activation and offers concrete insights for your brand management.

Basal emotional systems based on neuroscientific findings

Basal emotional systems and underlying motives (exemplary items)
Exemplary evaluations

Emotional brand profiles on the basis of implicit stimuli show significantly different emotional perception between the products

Influence of individual dimensions on implicit brand appeal: Care and Doubt/Fear have the highest impact on implicit overall perception

Influence of individual dimensions on implicit brand sympathy: Lust for life, reliability and strength are the most important items for explaining the implicit overall rating

Benefits to you

- **Image investigations:** Measure the emotional image of your brand and products.
- **Measure the emotional advertising impact:** What emotional impact does your advertising have? How does advertising affect how your brand is perceived?
- **Impact of different advertising materials/input for campaign creations:** Which advertising materials will have the most lasting effect on your target group? What is the best way to appeal to your target group emotionally?
- **Campaign controlling:** What effect does your advertising have as time goes by and compared to competitors?
- **Brand and product positioning:** How is your brand positioned in terms of how it is perceived emotionally compared to competitors? Where do promising niche markets result?
- **Reorientation/repositioning:** Preparation and monitoring of changes in image/positioning.