eMOtional monitoring

SUCCEEDING IN....

DESIGNING THE OPTIMAL BREAKAWAY STRATEGY

GUARANTEEING IT IS CONVEYED BY THE MIX

AND CREATING THE RIGHT BOND

CONSUMERS
ARE MORE DIFFICULT TO ATTRACT

WELL-INFORMED

CONNECTED

PARTICIPATIVE

VOLATILE

SUBJECTIVE

EMOTIONAL

A NEW APPROACH TO
GETTING CLOSER

ALL THE TIME

BEING EVERYWHERE

MULTI-CHANNEL

DIALOGUING

...OR
GET EVEN CLOSER

TO WHAT THE CONSUMER

PERCEIVES

REMEMBERS

IMAGINES

FEELS

HOW?

2 *REPÈRES* APPROACHES AT THE HEART OF THE CONSUMER

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FOCUS MIX

WHAT HAPPENS IN THE MIND OF THE
CONSUMER-CUSTOMER?

emotional
monitoring

How are they **perceived, interpreted?**

What do your **actions and messages** become?

What **attachment** to and **bond** with the brand do they create?

EVERY PERCEPTION IS AN
INTERPRETATION

USING **QUANTITATIVE** BAROMETRIC STUDIES?

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CHANEL

Is a...
- **Luxury: 9/10**
- **Classic: 9/10**
- **Modern: 8/10**

...brand

Dior

Is a...
- **Luxury: 9/10**
- **Classic: 9/10**
- **Modern: 9/10**

...brand

**IS IT THE SAME STORY
FOR BOTH BRANDS?**

USING
QUALITATIVE ANALYSIS?

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CHAN

Chic
intemporel.com

Trendy

WHAT'S THE BEST WAY
OF MEASURING THEM?

HOW ABOUT **BREAKING AWAY FROM TRADITIONAL METHODS?**

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Harnessing all perceptions without suppressing individualities

Classifying them, **understanding** their logic, their weight, their valence

Linking indicators directly to strategic actions

Clearly pinpointing the differences between brands, identifying their subtleties, their singularity

HOW DOES
IT WORK?

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An **individual exploration**
of each person's history,
relationship and perceptions
regarding the brand
Open-ended questions,
spontaneous reactions

**ON LINE PROJECTIVE
QUALITATIVE QUESTIONING**

HOW DOES
IT WORK?

Weighting of the different perceptions and associated values

Emotional indicators to **measure the strength of the bond**

**QUANT SAMPLE
(120 MIN.)**

AN EXAMPLE
MY BRAND PLATFORM

MISSION
KNOW-HOW
ACCESSIBLE TO ALL

VALUES
QUALITY
SINGULARITY
GENEROSITY
PLEASURE
EASY TO USE

PROMISE
PERSONALISED, EASY RECIPES THAT ARE ALWAYS A SUCCESS

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WHAT HAS MY BRAND PLATFORM BECOME IN
THE CONSUMER'S MIND?

For 55%
the "doing it right" brand

QUALITY
AUTHENTICITY
MASTERY
ACCOMPLISHMENT
ATTENTION
RESPECT
BALANCE
EDUCATION

Identification with values: 55%
Emotional proximity: 40%
Differentiation: 60%

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CAN IT BE
PERCEIVED DIFFERENTLY?
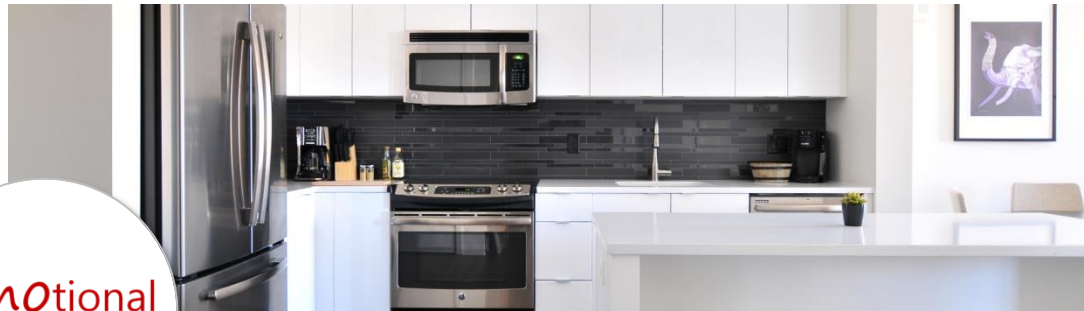
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For 25 %
the "support" brand

QUALITY

RELIABILITY

HEALTH

EFFICIENCY

RAPIDITY

SIMPLICITY

COMPLICITY

Identification with values: 60%
Emotional proximity: 50%
Differentiation: 50%

CAN IT BE
PERCEIVED DIFFERENTLY?
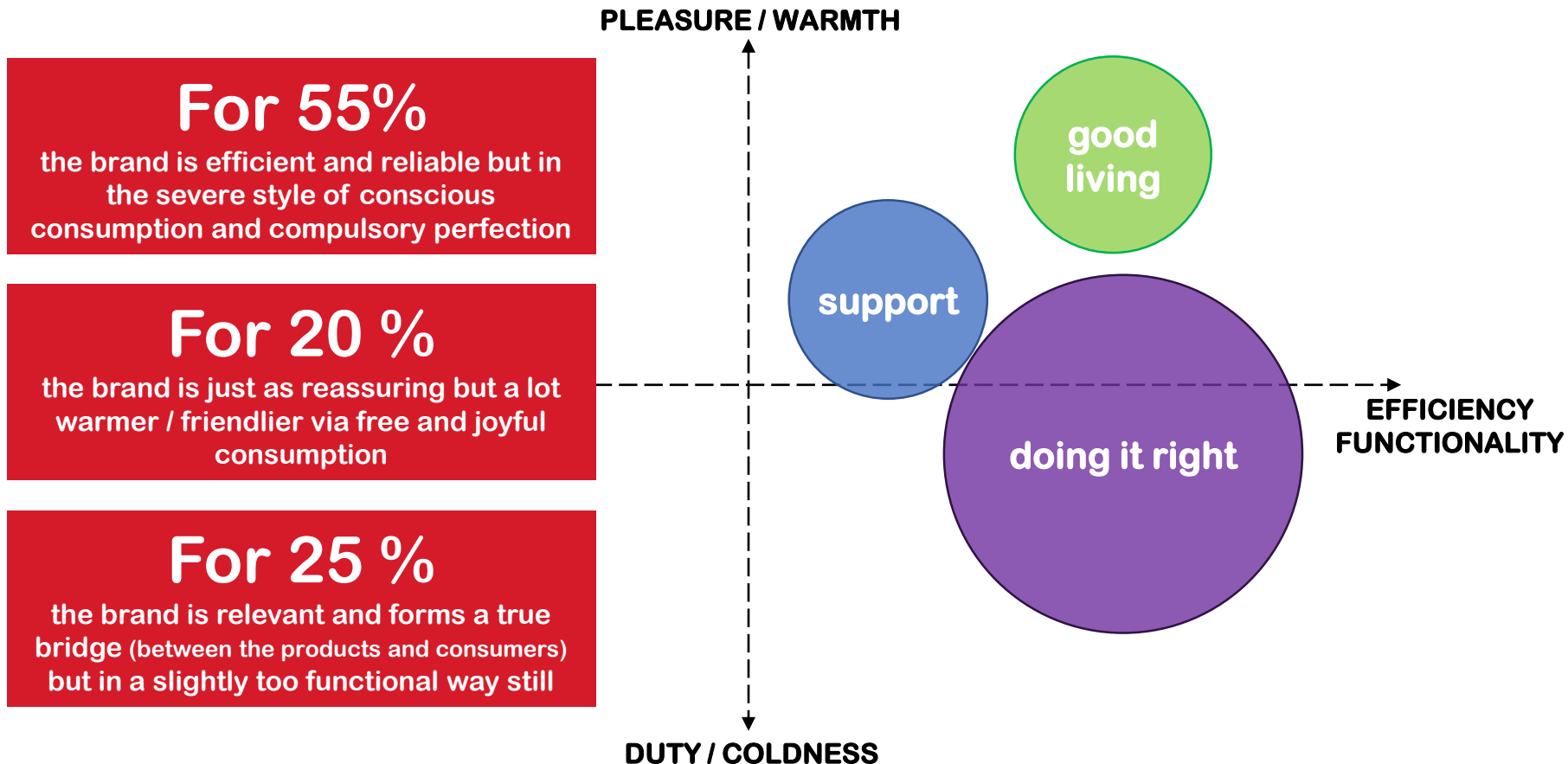
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For 20 %
the "good living" brand

QUALITY

SPONTANEITY

NATURALNESS

SENSORIALITY

LOVE

SHARING

HEDONISM

HAPPINESS

Identification with values: 75%
Emotional proximity: 77%
Differentiation: 70%

WHAT IS MY BRAND'S DYNAMIC?

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PLEASURE / WARMTH

For 55%
the brand is efficient and reliable but in the severe style of conscious consumption and compulsory perfection

For 20 %
the brand is just as reassuring but a lot warmer / friendlier via free and joyful consumption

For 25 %
the brand is relevant and forms a true bridge (between the products and consumers) but in a slightly too functional way still

good living

support

doing it right

EFFICIENCY FUNCTIONALITY

DUTY / COLDNESS

Overall indicator of identification with values: 60

WHAT LEARNINGS
FOR THE PLATFORM?

A mission based on achievement that is too authoritarian for the majority

----

The generous intention to help is not perceived enough to be able to convey pleasure and the success promised

MISSION
**KNOW-HOW
IN ALL HOUSEHOLDS**

VALUES
**QUALITY
SINGULARITY
GENEROSITY
PLEASURE
EASY TO USE**

PROMISE
A PERSONALISED RECIPE THAT'S ALWAYS A SUCCESS
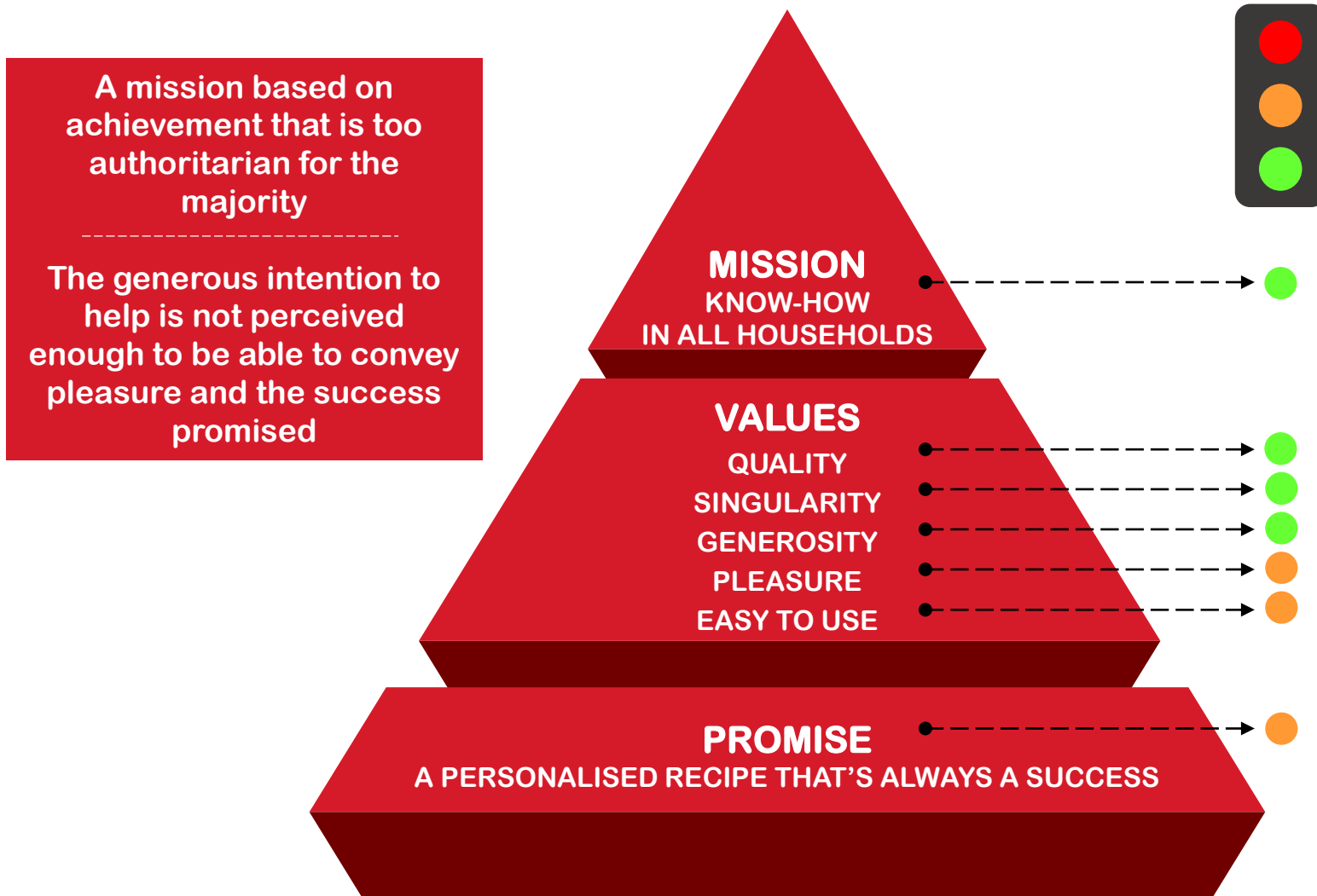
WHAT DIRECTIONS TO TAKE BASED ON THE POSITIVE PERCEPTIONS MOST IN LINE WITH THE
OBJECTIVES TARGETED?

PLEASURE / WARMTH

**SPONTANEITY
SENSORIALITY
LOVE
SHARING
HEDONISM
HAPPINESS**

**good living
doing it right**

support

**EFFICIENCY
FUNCTIONALITY**

Remove the tension between duty and pleasure

Enhance the values of the "good living" vision of the brand

Tone down the overly rigid values of the "doing it right" vision

DUTY / COLDNESS

WHERE DO THESE DIFFERENT
CONSUMER-CUSTOMER
PERCEPTIONS COME FROM?

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HOW DOES THE MIX FUNCTION AND CONTRIBUTE TO
THE RIGHT TRANSMISSION?

SENSORIALITY

PACKAGING

MARKETING ACTIONS / EXPRESSIONS

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TO ADJUST YOUR STRATEGY AND TELL
THE BEST STORY

QUELLE EST VOTRE MEILLEURE HISTOIRE ?

Analysis of how each component, sign and message works

Comparison with the EM learnings

Detection of the best emotional markers

Detection of the elements that diverge from the values sought

FOCUS MIX

AN ADJUSTABLE TOOL
ACCORDING TO THE ISSUES IN HAND

- ☑ Comparison of 2 competitive brands with one another

- ☑ Evaluation of my brand among prospective customers (recruitment) and existing customers (loyalty-building)

- ☑ Image of a "child" brand versus a "parent" brand

- ☑ Evaluation of one or several adverts to identify their contribution to the brand's strategy

- ☑ Evaluation of the brand platform vs. the image of the brand in itself

    …B to B and B to C targets
    …France and international

FOCUS MIX