

Emotional Brand Fit

Accessing the consumers' unconscious feelings

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Background

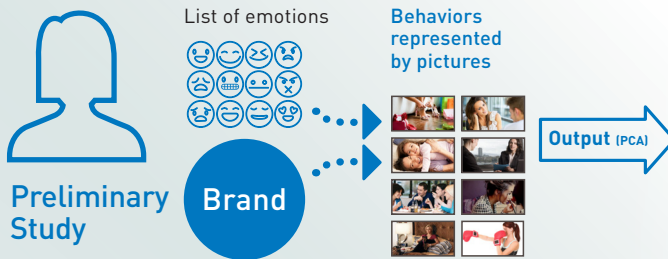
How do we access the emotional response elicited by a product if the answer is not available to consciousness? How do we access the unconscious in consumer tests? And how can we understand if the emotional response to the product is congruent with the emotional response to the brand?

The EBF approach, based on projective games, opens the door to consumer's emotions. Widely used in qualitative research, projective games allow access to the unconscious mind (the "unsaid" and sometimes "unaware") of the participants through intermediary representations such as pictures.

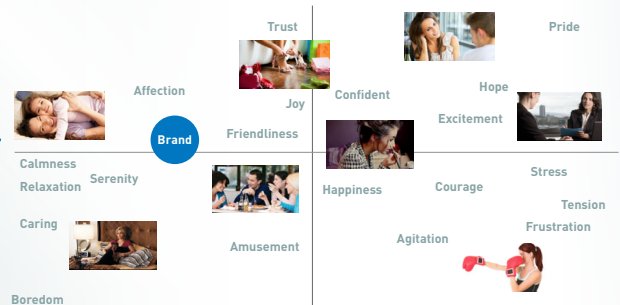
With this method a deeper insight and a more honest picture of consumers' most intimate thoughts can be achieved, as consumers find it easier to speak about representations of feelings (externalization), as compared to speaking directly about themselves.

The EBF approach

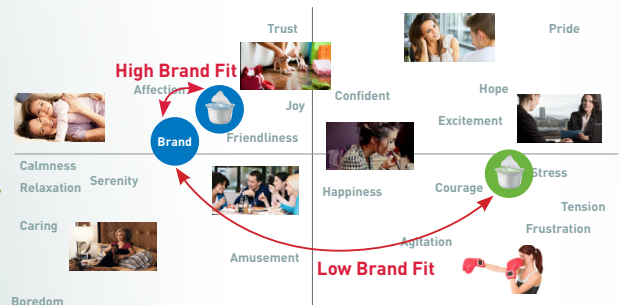
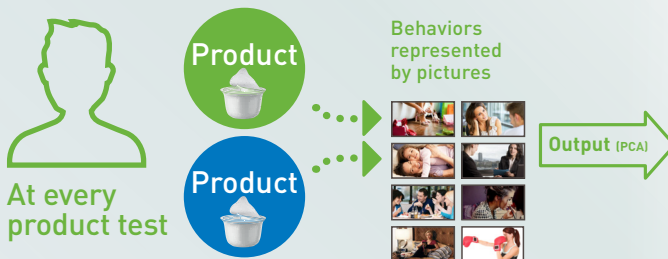
Association Test



"Behavior to Emotions" Dictionary & Emotional Brand Profile



Association Test



Benefits

The EBF approach enables a **quantification of the emotional response** to products, and **emotional fit to brand**. It is particularly suitable for recurring projects, as the preliminary study only has to be performed once. After several product tests, sensory characterization data can be added to the mapping,

in order to provide the R&D teams unique recommendations for product development, such as :

- How to pilot the emotional profile with the sensory attributes?
- Which sensory attributes drive emotional Brand-ness?

"Let's not forget that the little emotions are the great captains of our lives and we obey them without realizing it."

Vincent van Gogh