

What's Love Got To Do With It?

KS&R, QUIRKS Chicago – 2021

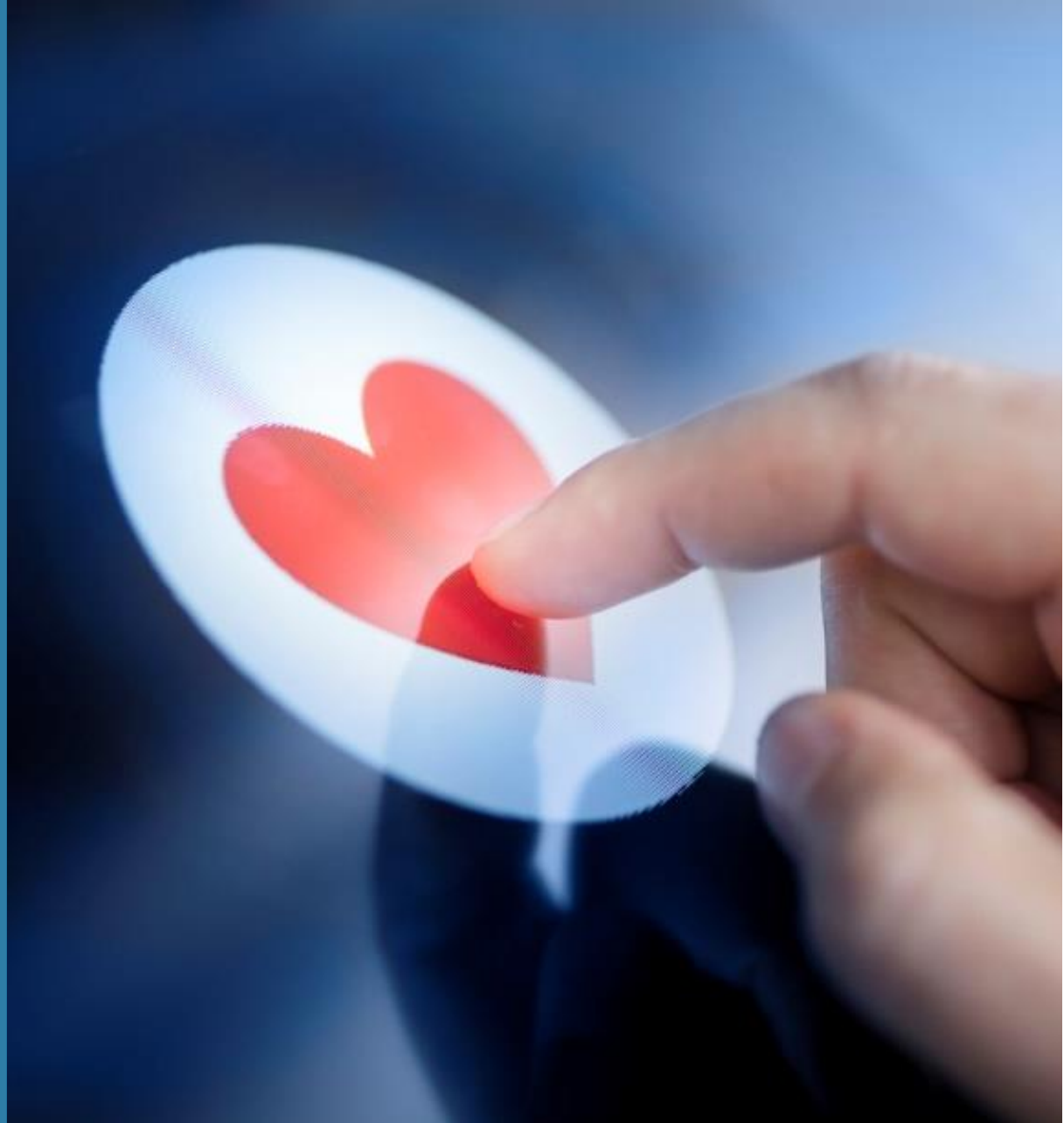
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President

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Statistician



At KS&R, we believe better understanding leads to better decisions

KS&R profile



Top 50 Research Firm



#1 Research Firm



Founded in 1983



HQ in Syracuse, NY



100+ Employees

Industry-centered experts and expertise



Healthcare



Technology



Entercom



Retail, E-commerce



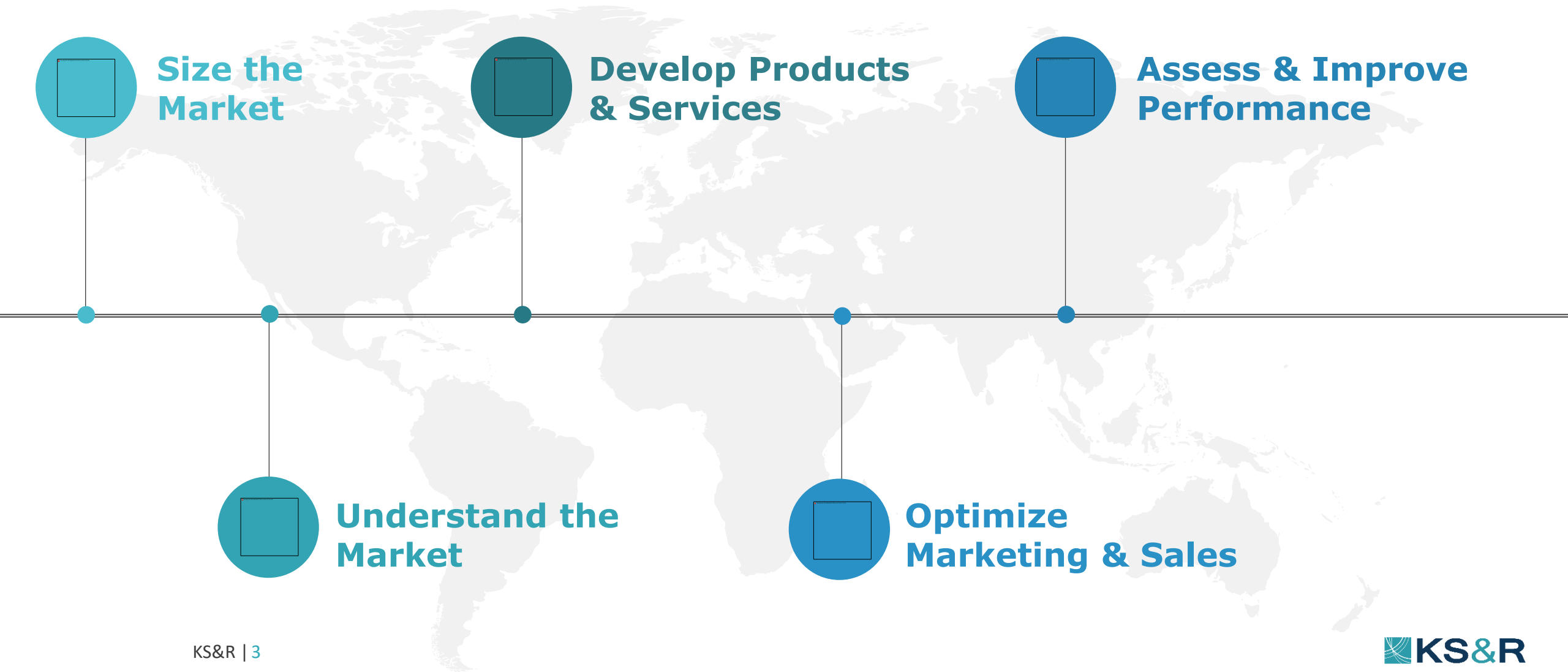
Transportation



Business Services

**2018 Survey of Market Research Supplier's Quality and Value - over 407 suppliers of market research and modeling services were mentioned and rated by 273 research buyers / consultants in this annual survey*

Better understanding across the product lifecycle



Followed our Curiosity... to an Emotion Solution



SYSTEM 1 versus
SYSTEM 2



Could a SURVEY solution help
quantify results and create
emotional mindshare



Accessibility of the current
Emotion Testing tool kit



Started collaborating with
friends at the RATIONALE HEART

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The Feeling is often the deeper truth, the opinion the superficial one

– Augustus William Hare



**Brand, Experience, Advertising,
Shopping Occasion and many more**

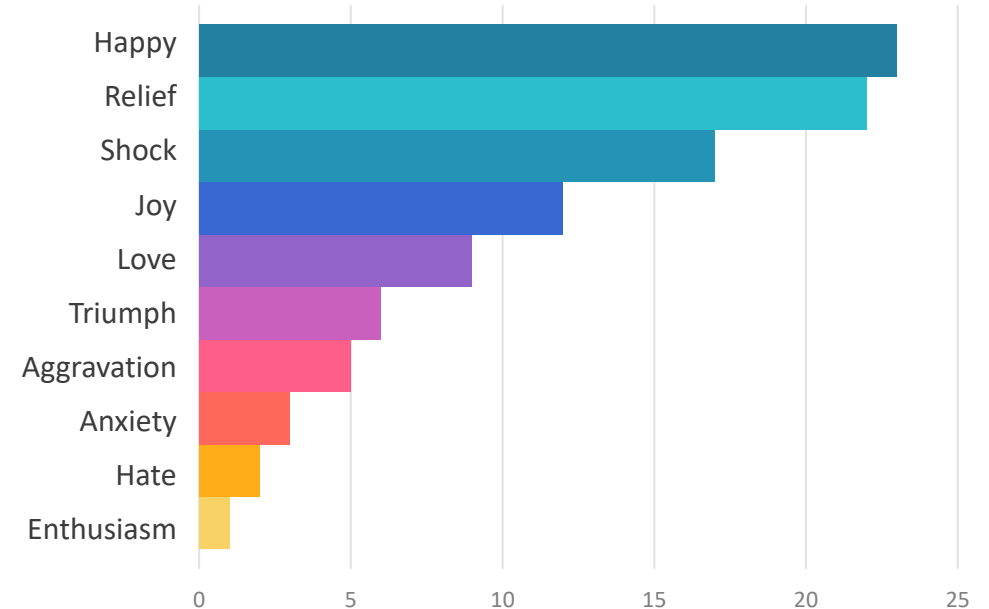
**Quantifying Emotions
at Scale Provides New
Outlooks, Empathy,
and Applications**

Question set yields emotional mindshare measure

When [INSERT SCENARIO], how do you *feel*? Select the Emotion that you feel the most, and the emotion that you feel the least.

	<i>Feel</i> the MOST	<i>Feel</i> the LEAST
Enthusiasm	<input type="radio"/>	<input type="radio"/>
Anxiety	<input type="radio"/>	<input type="radio"/>
Relief	<input type="radio"/>	<input type="radio"/>
Aggravation	<input type="radio"/>	<input type="radio"/>

Emotional Mindshare



Customer journey viewed differently to exploit that emotion

Thinking About It

- Optimistic
- In Control
- Confident
- Happy
- **Excited**

Research

- In control
- Optimistic
- Confident
- **Excited**
- Happy

Choice

- Confident
- **Excited**
- In control
- Optimistic
- Happy

Purchase

- **Excited**
- Confident
- Happy
- In control
- Optimistic



Brand essence takes on a new meaning...

Local Grocery Store

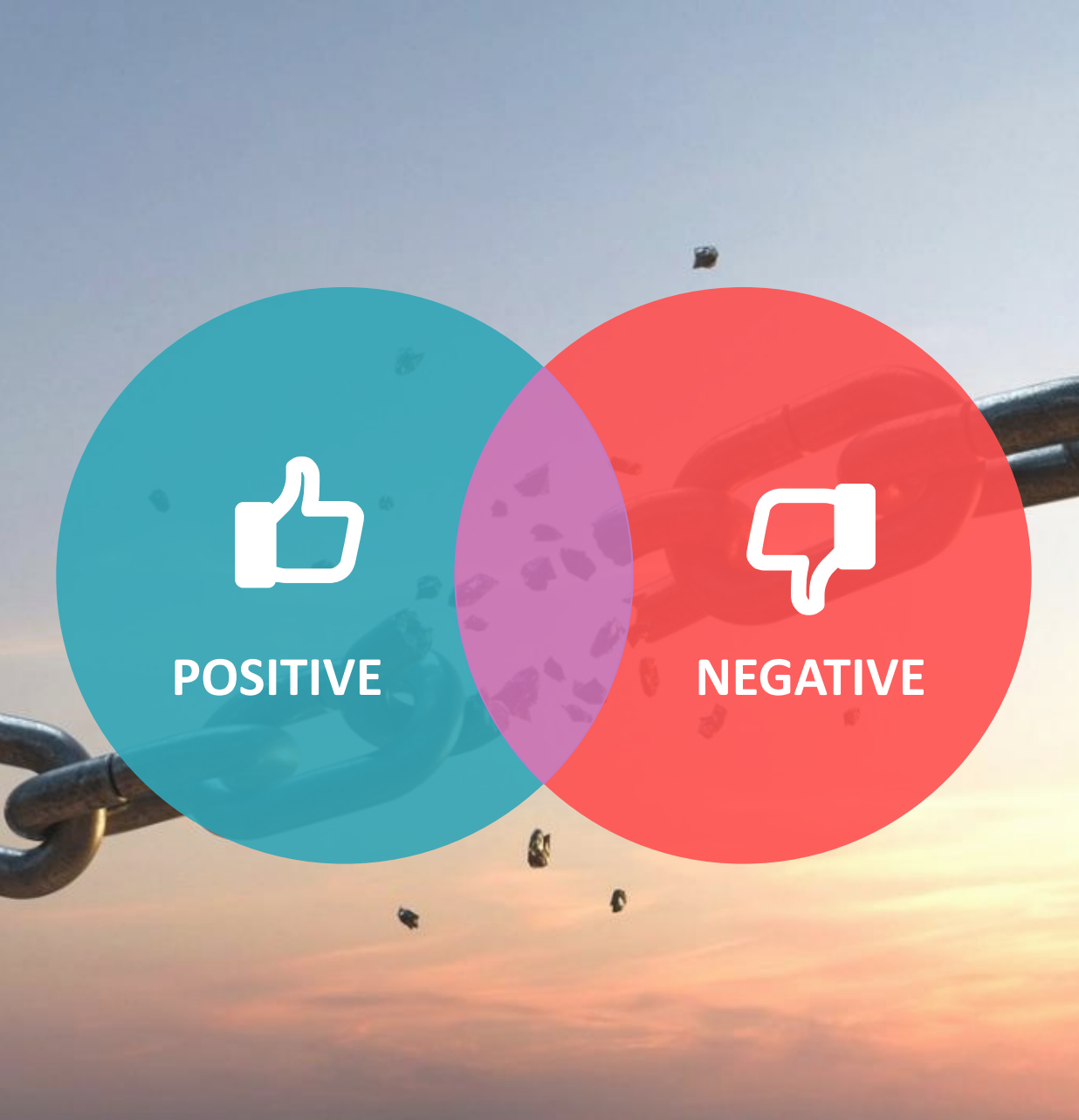
- Peace of Mind
- Relief
- Pride

Regional Grocery Store

- Content
- Shock
- Annoyed

National Grocery Store

- Content
- Grief
- Aggravation



Understanding the Tensions and Barriers at play can strengthen the overall customer experience



We believe better understanding *Emotions* leads to better decisions.

Thank You

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